



Thanks to Woychick Design, Full Cycle now has a recognizable brand, which has helped to increase our earned income as well as our ability to secure funding from larger foundations and corporations. As a result, we continue to grow and expand our services to more young people who are ready to change their lives for the better. — MATT TENNANT, DIRECTOR, FULL CYCLE

FULL CYCLE

BRAND AND WEBSITE DEVELOPMENT

THE CHALLENGE

Full Cycle is a nonprofit bicycle shop in south Minneapolis that employs and teaches homeless youth bike repair and business skills. Every bike they sell supports a better future and a life off the streets for kids who have nowhere else to turn. After growing slowly for several years, Full Cycle felt that one way to increase the program's reach and impact was with improved branding and marketing.

THE SOLUTION

First, we met with the Full Cycle staff, toured the facility, and reviewed existing resources to understand communication needs and capabilities.

We created a new logo, building graphics, and branded merchandise to help build awareness for the bike shop and generate more revenue. To engage online audiences, we designed and built a new website that was intuitive and manageable for busy staff to update. Additionally, we provided website training and recommendations for a communications plan that helps them share their story.

THE RESULTS

Since we began working with Full Cycle, annual revenues have nearly tripled and staff has doubled. They have acquired a second site which will allow them to expand business hours at the bike shop and bring in more revenue to support the program. For the homeless youth they serve, and the 100 inspiring interns hired to date, Full Cycle truly provides *Bikes That Give Back*.