



curio museum design

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BRANDING & IDENTITY

Malley Farm Boys Home  
Retread Proposal  
April 10, 2024

## ● **malley farm boys home: the next chapter**

- Providing services and resources to alumni of the Malley Farm Boys Home
- A new website that tells the story of the boys home, gives alumni a way to connect,
- and better serves the nonprofit as a whole — [greenstreetnh.org](http://greenstreetnh.org)
- The Green Street Foundation (Green Street)

# GREENSTREET FOUNDATION

main design

**GREEN** STREET  
FOUNDATION

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## ● **why change the name: important considerations**

- The current name is fundamentally problematic (since there is no boys home)
- Secretaries of State strongly frown upon misleading or potentially confusing nonprofit names
- (This is partly because collecting donations under a misleading name can be seen as fraudulent.)
- That aside, a new name would serve you and (even more importantly) your clients better!

## ● **the green street foundation (green street)**

- This option is more accurate, and it's easy to remember.
- It's age appropriate for the boys home alumni (who are no longer boys)
- Much more versatile, enabling you to expand outreach as much or as little as you want
- Opens up the option of helping other young men and single dads in the future

**GREEN**  
**STREET**  
FOUNDATION

stacked variation



**GEES**