



TWB Fundraising  
Brand Launch Press Release  
10.25.23

### **TWB Fundraising Unveils New Name and Vibrant New Brand**

*Fresh, bold look reflects firm's commitment to driving growth and innovation for nonprofits.*

Chicago, IL, October 25, 2023 – TWB Fundraising, a dynamic consulting firm committed to collaborating with nonprofit organizations to help them grow and thrive, unveiled its vibrant new brand identity. The new name, logo, look, and website embody the firm's collective vision, passion for innovation, and unwavering commitment to empowering its nonprofit clients to make an exceptional impact.

“Our new brand is much more than a change in logo and colors. It demonstrates a strategic evolution, reflecting our unique offering in the nonprofit space, as well as our adaptability and unique spirit,” said TWB Fundraising President Don Souhrada.

The connected letters in the new logo emphasize the cohesive nature of the TWB Fundraising consultant/client relationship and the bright, contemporary color gradation demonstrates the firm's dedication to empowering clients to continually grow and move forward, their impact rippling outward.

The bold new website highlights the highly customized, collaborative approach TWB Fundraising takes with every [nonprofit client](#), underscores the energizing passion of the team, and showcases the value of partnering with the firm to achieve transformational results.

TWB Fundraising's [comprehensive services](#) include [fundraising counsel](#); [executive recruitment and transition counsel](#); organizational development and leadership; and data management, analytics, and research. The consultants use their specialized knowledge and hands-on experience to serve clients across a broad spectrum of nonprofit sectors, ranging from arts and cultural institutions to higher education to healthcare organizations.

The client-centered culture was first cultivated decades ago when the firm was founded as Ter Molen Watkins and Brandt and often referred to as TW&B. “[Our entire team](#) is grateful to our founders for the opportunity to work in an environment we value,” Souhrada said. “Maintaining the initials of our founders in our new name honors their legacy. Revitalizing our brand not only better defines who we are today – it also creates exciting opportunities to help us serve the

1515  
Sherman  
Avenue

Evanston 847  
Illinois 328  
60201 1648 p

847  
328  
1649 f



nonprofit community with renewed energy and vigor. We are proud to enter this new chapter in our journey.”

Visit TWB Fundraising’s [new website](#) to learn more about how the firm’s experienced experts partner with nonprofit organizations to build collaborative relationships, drive and support growth, and strategically increase impact.

###

*TWB Fundraising is a leading consulting firm providing fundraising, executive search, and other strategic services to nonprofit clients throughout the United States. Our experienced, collaborative partners focus on building relationships that empower clients to make a meaningful impact on the communities they serve. Headquartered in Chicago, the firm also has offices in Los Angeles, Milwaukee, and Burlington, Vermont.*