



Project Overview

The APB Charitable Foundation website project addressed a core challenge facing many early-stage nonprofits: a lack of clear digital presence. The goal was to deliver a clean, professional, and mission-driven website that would clearly communicate the foundation's focus on mental health and suicide prevention for young men. The new site was designed to highlight leadership and programs while enabling secure online donations to support ongoing initiatives.

Date of Completion: December 2025

The Challenge

As a growing nonprofit, APB needed a modern website that could:

- Establish credibility and trust
 - Clearly articulate its mission and programs
 - Support online fundraising through secure donations
- Scale as the organization

My Approach

I worked closely with the co-founders and stakeholders to design and build a website that balanced clarity, accessibility, and impact. The focus was on creating a strong narrative around the foundation's mission while ensuring the site was easy to manage and scalable for future content and fundraising needs.

Scope of Work

- Designed and built a fully responsive nonprofit website using **WordPress and Elementor**
- Developed a custom homepage featuring a hero carousel, mission highlights, and impact statistics
- Structured core pages including **Our Story, What We Do, Our Team, Events, Blog, and Contact**
- Implemented a donation system using the **Charitable** plugin, including payment gateway setup and testing
- Set up and validated **Google Analytics 4 (GA4)** with Search Console for end-to-end performance tracking
- Optimized layout and content for mobile, tablet, and desktop experiences
- Collaborated closely with stakeholders through in-person reviews and iterative feedback cycles

Key Outcomes

- Launched a polished, user-friendly nonprofit website aligned with the foundation's mission and audience
- Successfully deployed a live donation page with secure payment processing
- Improved content structure around programs, leadership, and community impact while following SEO best practices
- Established analytics and KPI tracking to support data-driven decision-making
- Created a scalable digital foundation for future events, blog content, and fundraising campaigns

Tools & Technologies

WordPress · Elementor · Charitable · Payment Gateway Integration · Google Analytics 4 · Responsive Design · SEO Best Practices