cereal™

Feed Your Mission

You have a lot on your plate...

(or in your bowl)

sometimes

a special resource is needed
to help your mission grow

Cereal

was created to serve
as your growth partner

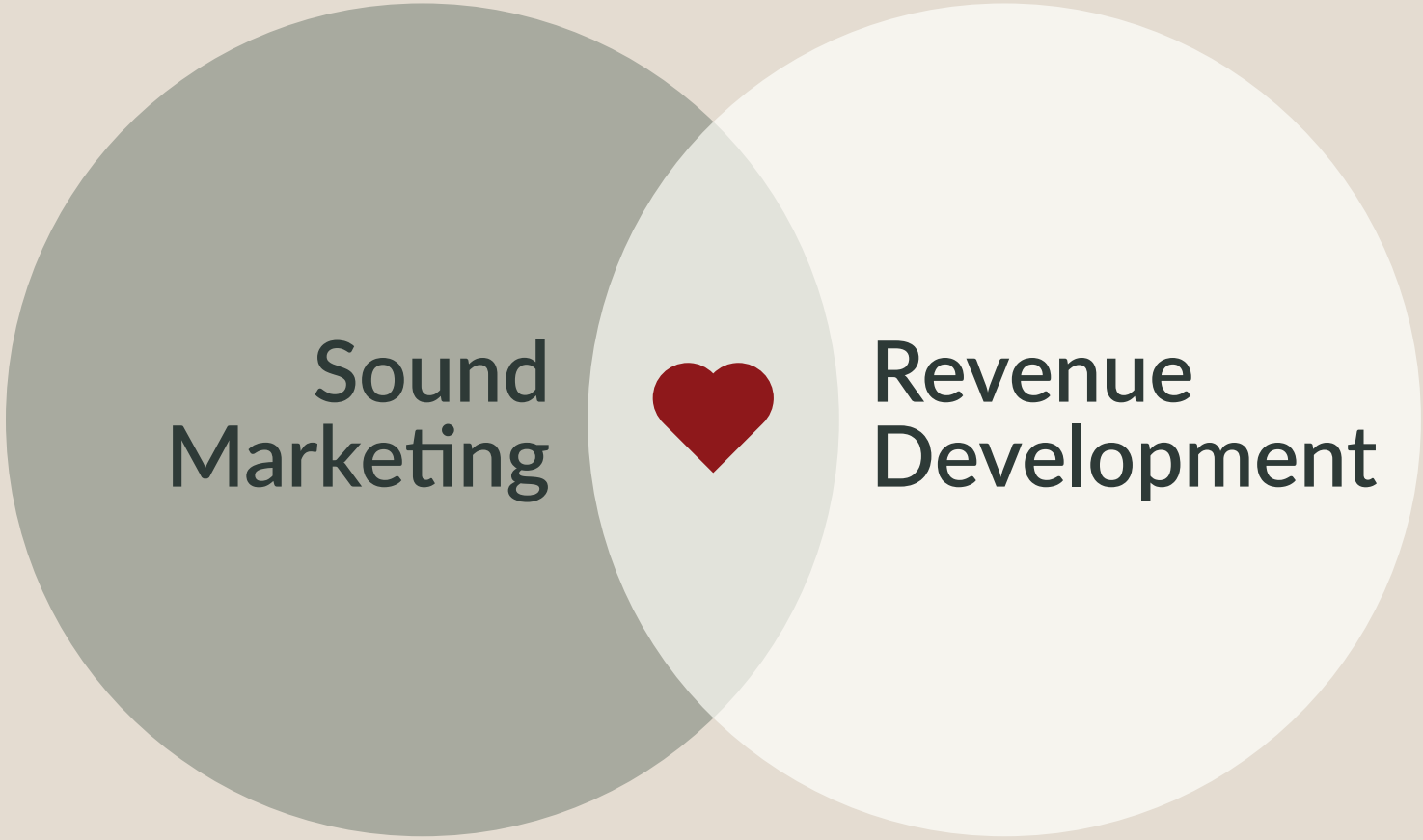
We specialize in

marketing & development

so you can
fortify growth...

sustainable growth

Sustainable growth



(it's like cereal + milk)

Sustainability is about

connecting hearts to your mission

We tie hearts to your mission, so your brand thrives in a community, and generates sustainable growth

"Cereal helped us develop a new revenue stream by building a story-based approach for a whole new audience."

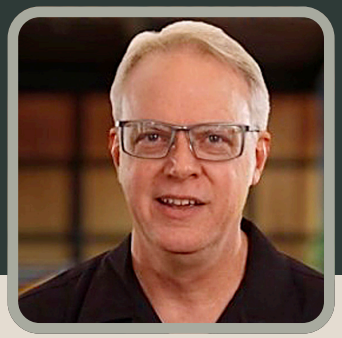
— Habitat for Humanity International

so you are free to focus on something else

Leadership

Dave Goldfain
Founder and CMO

Dave loves helping brands grow. For over 25 years, he has helped develop audiences around products, services, and causes. He has led strategic planning, marketing and brand campaigns for agencies and in-house teams from Colorado to New York. He helped lead global brand campaigns for Pepsi International and eight of its brands, as well as Gatorade and Starbucks, equipping markets to adapt locally for cultural relevance. He has worked with partners such as the NFL and NASCAR, Paramount and Disney, gaming entities, and musical artists. Above all, Dave's passion is cultivating audiences for missions that have a lasting impact.



Scott Steele
Partner

Scott has 30 years of helping develop non-profits, coaching executives, and leading fundraising strategies. He lived and worked in the Dominican Republic for 10 years to help begin Young Life's work there and in Haiti.

In 1999 he co-founded the Milagros Foundation, an organization that works in over 20 countries with 35 ministry partners with culturally-relevant activation. He led development efforts for a global medical organization (MMI) for 8 years, has taught fundraising to nationals in over 45 countries, and he has a passion for coaching those starting non-profits and foundations.

“We help turn organizations into **lovable brands**.”

— Dave Goldfain

“Sustainability is about **relationships**, bringing more into your community than are moving on.”

— Scott Steele

Cereal excels at

Strategic Planning
Leading Initiatives
Audience Strategy
Brand Development
Marketing Plans

New Channels
Campaigns
Content Strategy
Donor Cultivation
Board Management

(We help feed your mission)

Clients

"Cereal finds the best ideas, strategies and channels to position non-profit organizations. They poured their talent into our mission to fight hunger, poverty and suffering."

— Convoy of Hope

values

Adaptive — Seek and absorb new insights, trends and strategies to most effectively connect with audiences.

Driven — Tenaciously give our best, offer our all. Always.

Respectful — Practice consideration of other people, their ideas, time, scenarios and things.

Generous — Give value without expecting anything in return.

Creative — Proactive problem-solving that addresses business challenges of all kinds.

Hungry — Eager to learn from others at all times, in the hope of providing deeper value.

results

100+ original campaigns created

4 new audience channels opened

50+ client partners

200+ brands and nonprofits served

16 episodes of nonprofit training videos

50+ new brands or nonprofits launched

5 businesses launched of our own

how may we serve you?

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Offices in Colorado and North Carolina