

PROJECT SPOTLIGHT:

DEVEREUX BROADCAST

Founded in 1912, Devereux Advanced Behavioral Health is one of the largest and most advanced behavioral healthcare organizations in the country. On a mission to change lives and nurture the potential of children and teens faced with adverse circumstances, Devereux breaks through boundaries to help those they serve achieve bigger and better things.

A national nonprofit partner for individuals, families, schools and communities, Devereux serves countless members of our society in areas of autism, intellectual and developmental disabilities, specialty mental health, and child welfare. Having worked with the Florida chapter of the organization in the past, the national organization looked to evok to help tell the Devereux story of hope, perseverance and second chances through powerful, emotionally-driven video content.



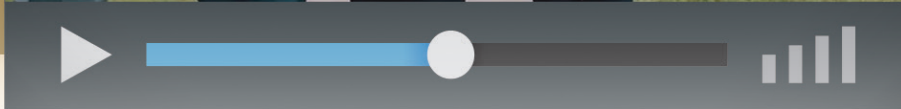
INDUSTRY
NONPROFIT



AUDIENCE
INDIVIDUALS AND FAMILIES
IN NEED OF BEHAVIORAL
HEALTH SERVICES
DEVEREUX EMPLOYEES



CATEGORY/TACTICS
VIDEO PRODUCTION



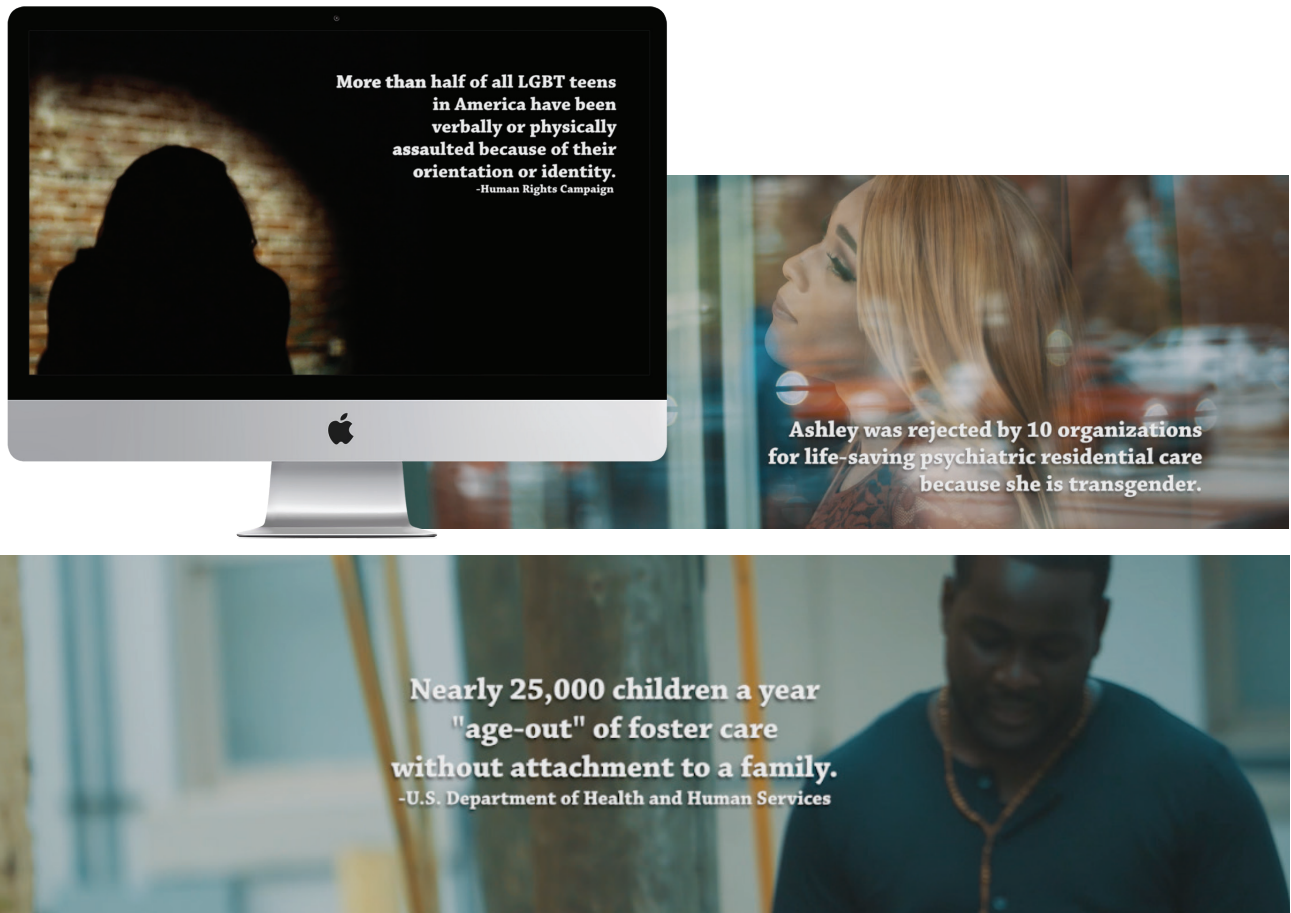
“Devereux Saved Me” Video
<https://vimeo.com/151823487?fl=pl&fe=sh>

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Our team jumped into action creating raw, moving pieces that effectively communicated the journeys of two young people whose lives were transformed and saved by Devereux and its dedicated staff. The videos tell Ashley and Tyrone's stories, each having faced tremendous obstacles throughout their youth. Ashley shares the challenges she overcame being transgender, while Tyrone recounts how he was in and out of 15 foster homes from ages 5 to 16. In Tyrone's own words, without Devereux, he'd be "dead, in jail or on the streets." With the organization's help, Tyrone was recently officially adopted by his foster family.

From scouting locations to directing the two-day shoot, the evok team handled every aspect of the project to deliver a one-of-a-kind end result. We created a final cut capable of informing those in need of a place where hope awaits, as well as those looking to help a way to inspire life-changing experiences.

The video was unveiled at Devereux's annual fundraising Gala in Pennsylvania, where over 800 people were in attendance and tens of thousands of dollars were raised. After the Gala, we created separate long and short videos of both individual's so they could be used training sessions, for PR and for online purposes.



"Devereux Saved Me" Video