

CATHERINE WHEEL STUDIO
MORGAN TRUNCALE

Creative support for the mission you care about.

Design + communications for nonprofits, schools and organizations serving their communities.

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PORTFOLIO + STUDIO INTRODUCTION



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CATHERINE WHEEL STUDIO
Four years of stories. One essential publication.



Reports + Other Publications

For the past four years, I've led the creation of Cristo Rey Research Triangle High School's **annual impact report**—the school's most important donor and marketing publication of the year.

The work brings student experiences, school achievements, donor recognition, and financial information into one cohesive story.

My role is to help determine what deserves attention, how the content flows, and how the design makes that information meaningful and easy to navigate.





Reports + Other Publications

My contribution:

- **Creative direction:** Establish a visual concept that gives each report a distinct identity while staying connected to the school's brand.
- **Storytelling and organization:** Shape a wide range of content into a clear narrative that connects the school's mission with the people it serves.
- **Publication design:** Create layouts that balance personal stories, outcomes, financials, and donor recognition.

Why it matters:

The report gives the school a central piece to thank supporters, demonstrate what their generosity makes possible, and introduce prospective donors to its mission.





Campaigns + Fundraising

As Assistant Campaign Manager for LLS’s Light The Night, I supported a fundraising event that brought the community together around the organization’s blood cancer mission. I also managed volunteers on event day, helping coordinate the people behind the experience.

Successful fundraising events depend on clear communication, preparation, and people who understand how they can help.

My role connected campaign support with hands-on event coordination, helping translate a shared purpose into action.

Leukemia & Lymphoma Society

Health

BECOME A FAN



Who We Are

The Leukemia & Lymphoma Society (LLS) was born out of a family's grief following the death of their teenage son. Robert "Robbie" Roesler de Villiers, son of a well-to-do New York family, was only 16 when he quickly succumbed to leukemia in 1944. Five years later, frustrated by the lack of effective treatments for what was then considered a hopeless disease, parents Rudolph and Antoinette de Villiers started a fundraising and education organization in their son's name. Headquartered in a small Wall Street office, the Robert Roesler de Villiers Foundation had only a few volunteers and a tiny budget. The task was daunting. Most leukemia patients, especially children, died within three months. Even by the mid-1950s, when the first-generation chemotherapy drugs began appearing, the disease remained a stubborn challenge. The Foundation reported in its 1955 annual report: "As of this date, Leukemia is 100% fatal. This is





 401 harrison oaks bld
cary , NC 27513

 Koka Booth Amphitheater

 November 2nd 12pm-10pm

Triangle Set Up, 12:00pm - 4:00

Details

 morgan.truncala@lls.org

 Morgan Truncala

 Assistant Campaign Manager

 <https://www.lls.org/>

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Campaigns + Fundraising



Why it matters:

Strong campaigns need someone who can keep people engaged and the details moving. Through fundraising team check-ins, event-day volunteer management, and outreach that helped increase food donations by 22%, I brought the follow-through and resourcefulness that help organizations make the most of their community's support.

What I contributed:

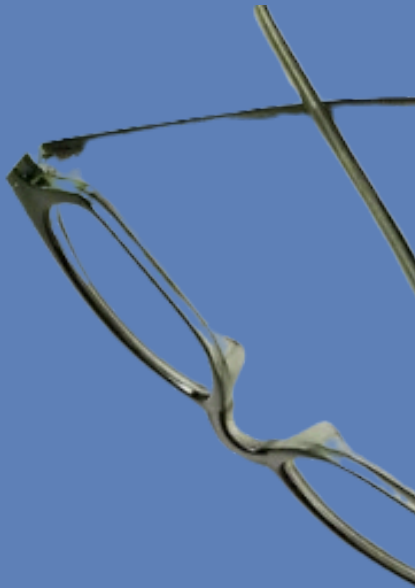
- **Campaign support:** Helped move the fundraising campaign toward its financial goal.
- **Volunteer management:** Managed pre-, event-day, and post-event volunteer management.
- **On-site coordination:** Helped keep the volunteer efforts organized as the event unfolded.



Branding + Organizational Identity

For **Mind Your Mentality** and **Mind Your Mentality Investing**, I developed brand kits that brought mission, audience, and visual direction together.

Each identity paired logos, color palettes, and typography with messaging that explained the organization's purpose and value.



CATHERINE WHEEL STUDIO
A clear purpose. A cohesive identity.



My Contribution:

Branding + Organizational Identity

Why It Matters:

A useful brand gives an organization a clear way to introduce itself—and a foundation for everything it creates next. These kits brought messaging and design into one reference, helping each organization communicate consistently and giving future marketing materials a clear direction.



- Visual identity: Developed coordinated logos, color palettes, and typography to guide future materials.
- Messaging + audience: Articulated mission, vision, and value propositions, with audience context informing the Investing brand's direction.

CATHERINE WHEEL STUDIO
One event. A cohesive experience.



Events + Branded Experiences

For Cristo Rey Research Triangle High School's **Rey of Hope Spring Benefit & Auction**, I created the materials that carried the event from its first invitation through the evening's program.

My work connected fundraising, promotion, and the guest experience through consistent design and messaging.

PLEASE RESERVE

- ☐ **\$15,000 Platinum Sponsorship** - includes 1 VIP Table (8 guests), Half-page AD in printed program, and Acknowledgments.
- ☐ **\$10,000 Gold Sponsorship** - includes 1 VIP Table (8 guests), Quarter-page AD in printed program, and Acknowledgments.
- ☐ **\$5,000 Silver Sponsorship** - includes 1 Table (8 guests), Sponsorship in the program (print & online) and Acknowledgments.
- ☐ **\$2,500 Bronze Sponsorship** - includes 1/2 Table (4 guests), Sponsorship in the program (print & online), and Acknowledgments.
- ☐ **\$1,000 Patron Couple** - includes entry for 2 guests, Acknowledgment in printed program, Patron Couple listing on the Landing Page, and Acknowledgments.
- ☐ **\$250 Per Ticket** - includes seating for 1 guest at the Spring Benefit.
- ☐ I can't attend, but I would like to make a donation. OTHER: \$ _____

Name: _____
Phone Number: _____
Email Address (for receipt): _____

I will pay by:

☐ **CHECK**
PLEASE MAKE PAYABLE TO:
CRISTO REY RESEARCH TRIANGLE HIGH SCHOOL
ATTN: DEVELOPMENT OFFICE
334 BLACKWELL STREET, 0100
DURHAM, NC 27701

☐ **I'LL PAY ONLINE**
GO TO CRISTOREYRT.ORG
OR SCAN THIS QR CODE!

SCAN HERE



CRISTO REY
REY OF HOPE
SPRING BENEFIT

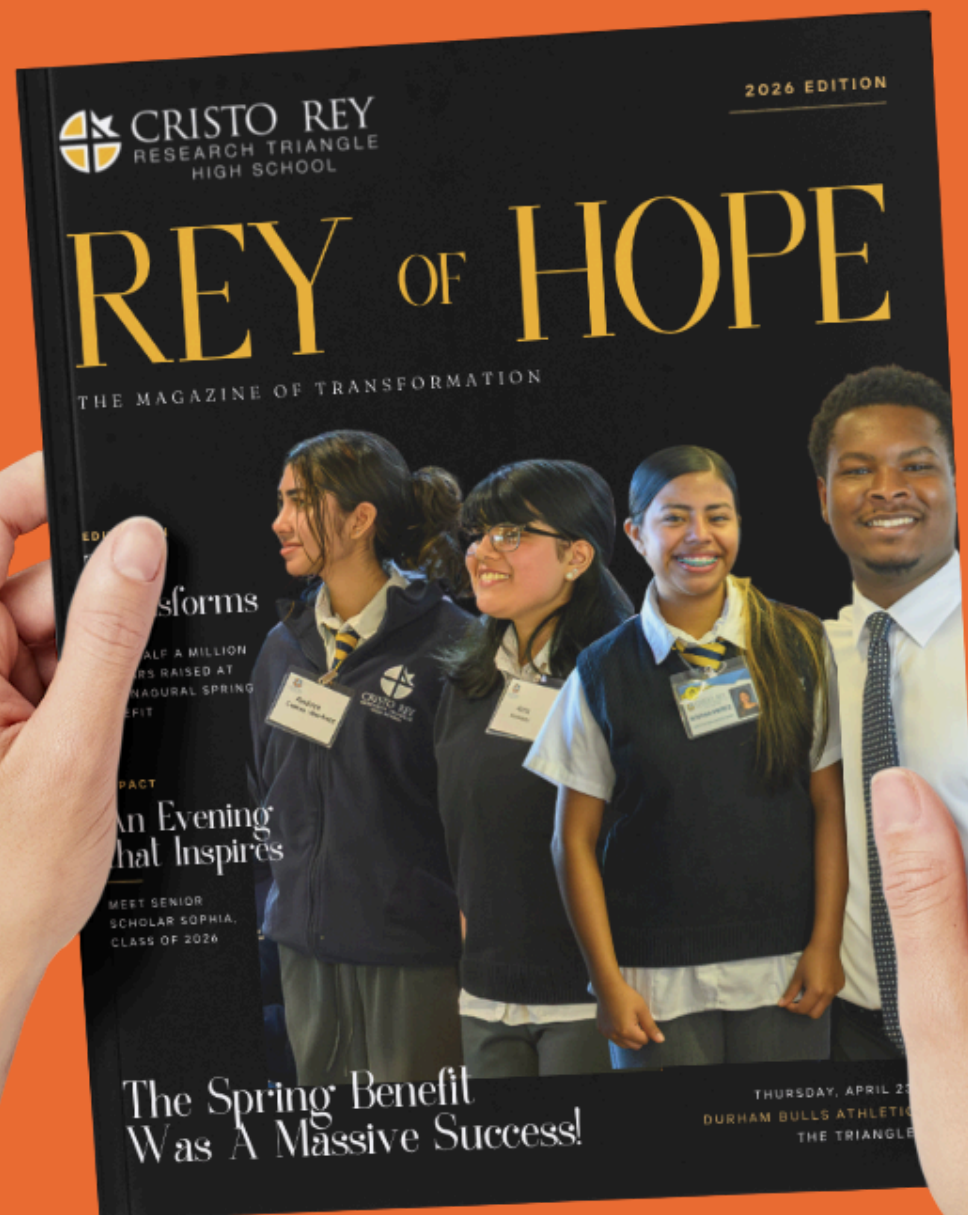




Events + Branded Experiences

My Contribution:

- **Creative Direction:** Established a cohesive visual approach across print, digital, and on-screen materials.
- **Fundraising + Promotion:** Created invitations, sponsorship packages, donation materials, a landing page, and emails to support outreach and participation.
- **Event Storytelling:** Produced the event video, presentation, and printed program to bring the school's mission into the room.





Events + Branded Experiences

Why It Matters:

By creating these materials, I helped the development team carry a consistent story through every stage of the event.

The inaugural benefit sold out and raised more than \$550,000, with my work supporting the broader team's fundraising effort.





Digital + Social + Everyday Design

For **Row House Raleigh**, I created social content and supporting promotional materials to help the studio connect with its community.

I helped grow its Instagram following by 34% and introduced a blog to give the brand more room to share its story beyond the feed.





Digital + Social + Everyday Design



My Contribution:

- **Social Content + Design:** Created branded content to promote the studio and engage its Instagram audience.
- **Content Development:** Introduced a blog as a new channel for longer stories and useful information.
- **Everyday Promotion:** Designed flyers and supporting graphics to keep communications consistent across channels.



CATHERINE WHEEL STUDIO
Morgan Truncale



PROJECTS

One project. Start to finish.

Have something specific in mind? I'll help take it from idea to final file.



STUDIO DAYS

Bring me the messy list.

A focused block of creative time dedicated entirely to your organization.



STUDIO PARTNER

Consider me part of the team.

Ongoing design, creative direction and communications support as needs come up.

Let's talk about what you're working on.

catherinewheelstudio.org