

The Health Trust

Non Profit Website Redesign With a Human Touch



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EVERYONE'S
HEALTH
MATTERS.

Advancing health equity across the Silicon Valley through strategic funding, advocacy, and partnerships.



THE LATEST*



A Recipe for Opportunity



BUILDING HEALTH
EQUITY, TOGETHER.





GRANTS



WE SUPPORT

organizations that address health inequality, prioritizing deeply impacted communities.

Types of grants we offer



OVERVIEW

For nearly 30 years, The Health Trust has been fighting to build a healthier, more equitable Silicon Valley, making sure a person's income, race, immigration status, or zip code never stands in the way of care and opportunity. But while their mission was powerful, their old website didn't reflect the energy, hope, or impact behind their work, which made this nonprofit website redesign project feel especially important from day one.

Our goal became clear: create a digital experience that felt hopeful, approachable, and alive.

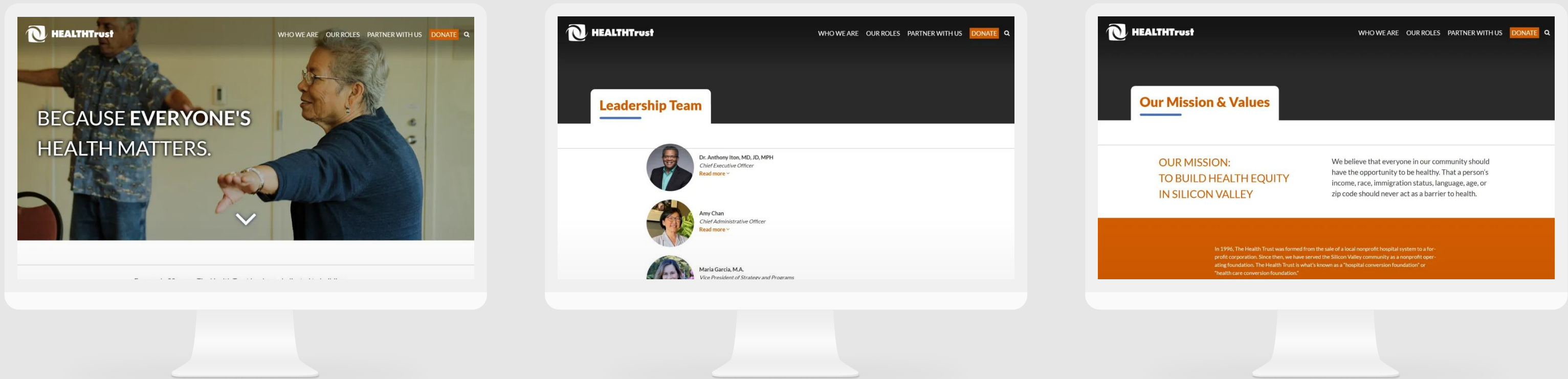
DISCOVERY

When The Health Trust came to us, their website felt outdated, difficult to navigate, and hard for visitors to connect with emotionally.

Important information was buried, the experience was clunky on mobile, and the overall design didn't capture the heart of the organization or the scale of its impact across the community.

We kicked off this nonprofit website redesign with a discovery questionnaire and a full website audit to better understand what was working and what clearly wasn't. As we dug deeper, we found opportunities to improve clarity across key pages and create a more welcoming experience for community-based organizations, policymakers, grant applicants, future employees, local leaders, funders and donors alike.

The old site felt overly corporate and static, while The Health Trust itself is deeply human, community-driven, and full of momentum. Our goal became clear: create a digital experience that felt hopeful, approachable, and alive.



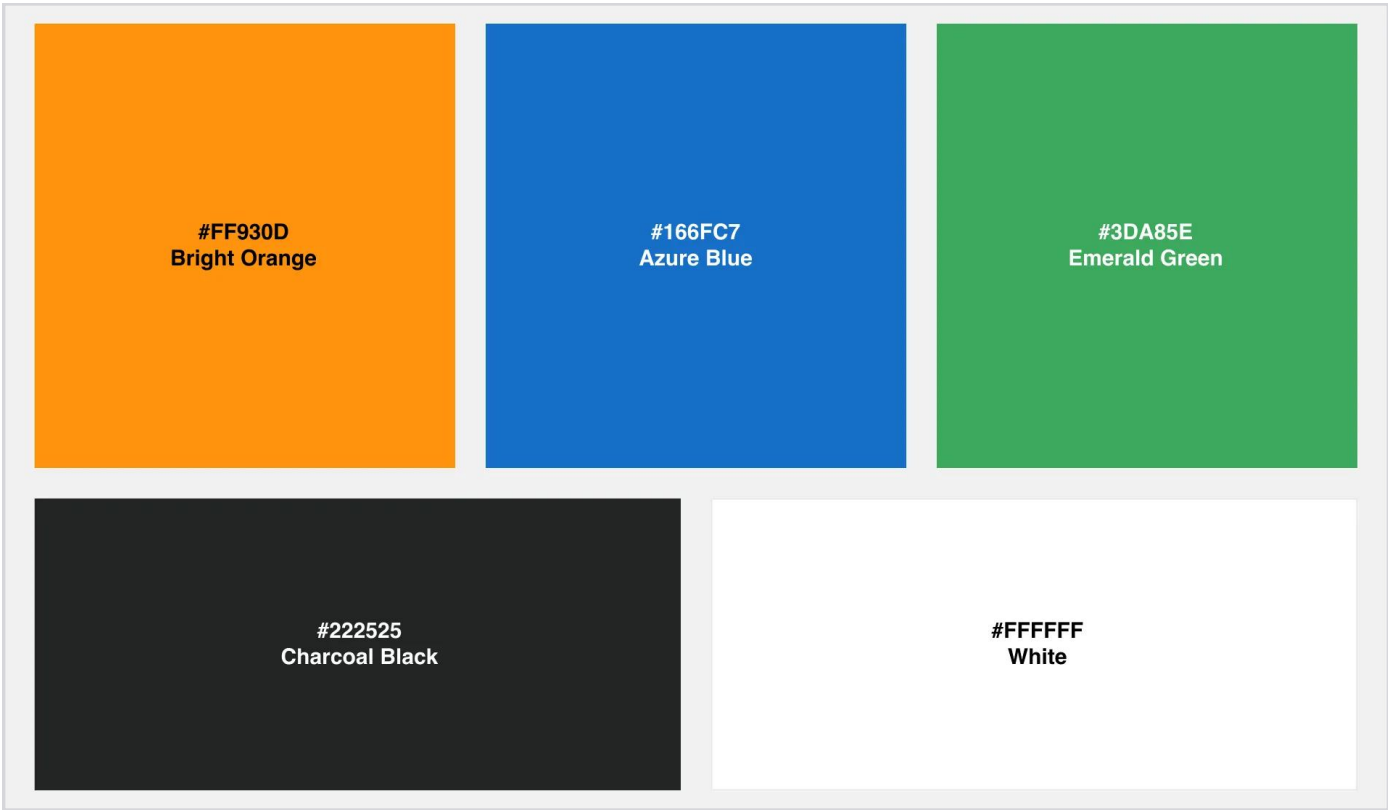
Before

From there, we started shaping a visitor experience that could better support both the mission and the people behind it.

We developed a thoughtful online presence and made key information easier to find without losing the warmth and humanity of the brand. As part of this nonprofit website redesign, we explored how the organization's identity could come to life online through color, imagery, typography, and storytelling.

We reworked the navigation structure, mapped user flows for different audiences, and planned conversion funnels that made it easier for visitors to take action, whether that meant applying for grants, reaching out for support, or learning more about community programs.

Moodboard and imagery exploration played a huge role in the process. We intentionally moved away from cold, institutional visuals and leaned into natural, organic, people-centered photography that reflected real connection, resilience, and optimism. Every design decision was made to help visitors feel welcomed, informed, and inspired to engage.



BUILD

Once the strategy was locked in, we brought the vision to life through a fully custom WordPress build designed to be flexible, scalable, and easy for their internal team to manage.

This nonprofit website redesign focused heavily on creating a modern experience that felt emotionally engaging without losing credibility. We introduced a fresh color palette filled with bright, hopeful tones that instantly made the site feel more approachable and uplifting.

Human-centered imagery became a key part of the experience, helping visitors connect with the real people and communities The Health Trust serves every day. To keep the site feeling dynamic and current, we incorporated bold typography, layered design elements, rounded corners, and playful accent graphics throughout the interface.

Subtle animations, engaging videos, and intentional micro-interactions added movement and energy without overwhelming visitors. Small design details like colorful backgrounds, smooth transitions, and overlapping elements behind photos helped create depth and personality across the site.

We also carefully paired typography styles to balance professionalism with warmth, giving the brand a voice that felt confident, welcoming, and easy to trust.

Beyond the visuals, we built a streamlined backend experience that made it simple for The Health Trust admins to update content and manage grant applications moving forward. Every part of the website redesign was built to support long-term growth while making the experience easier and more meaningful for every visitor.

BUILDING HEALTH EQUITY, TOGETHER.

For 30 years, The Health Trust has invested in communities across the Silicon Valley to reduce disparities and expand opportunity. We work with partner organizations to strengthen systems and move policy so health is possible for everyone.

[About Our Grantmaking](#)

[About Us](#)



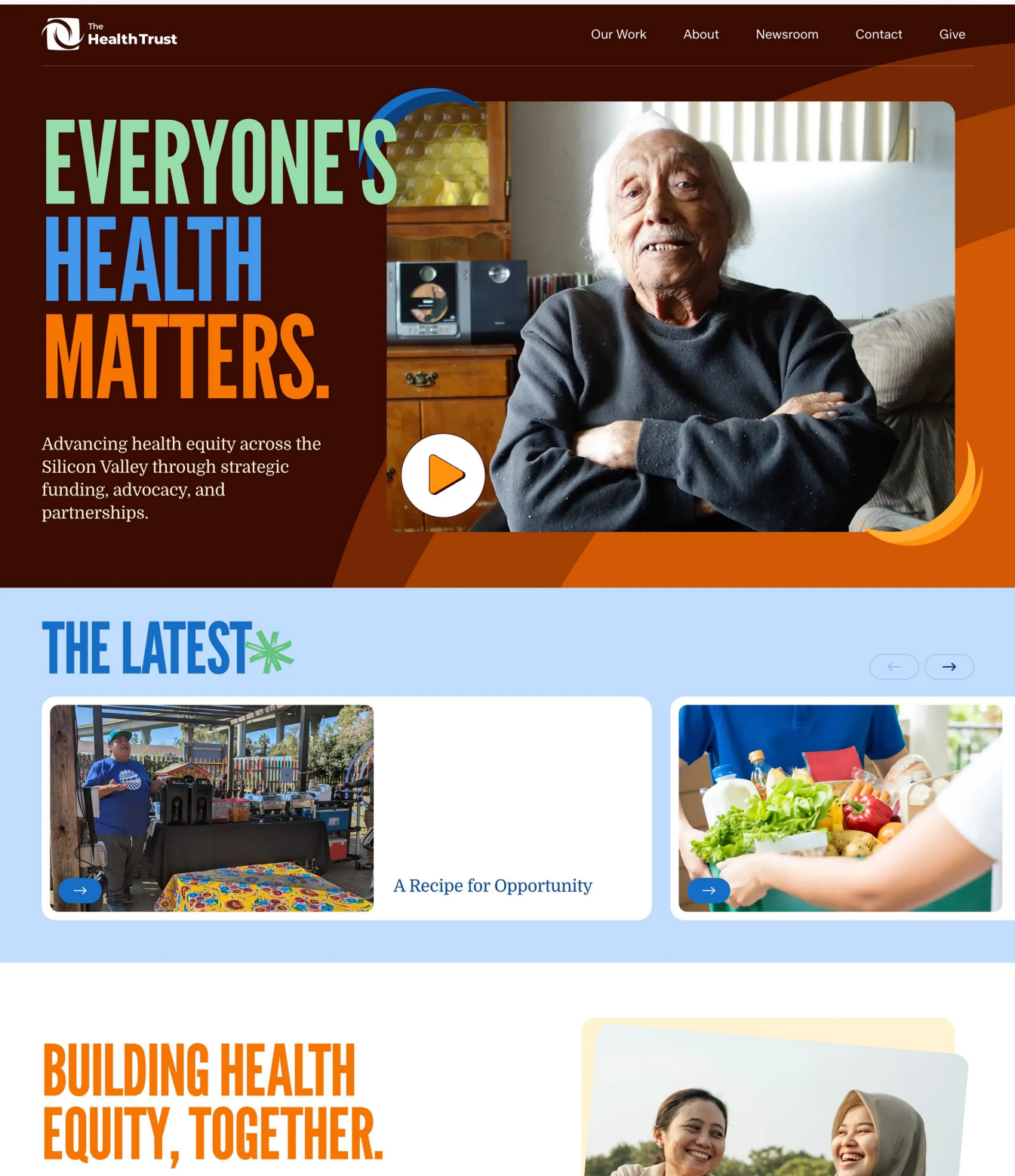
TEST & LAUNCH

Before launch, we thoroughly tested the site across browsers, devices, and screen sizes to make sure everything worked seamlessly from start to finish.

From desktop navigation to mobile interactions, every page was reviewed and refined to ensure a polished experience.

We also tested forms, animations, performance, and backend functionality so their internal team could confidently manage the site after launch. By the time the website redesign went live, the experience felt smooth, modern, and ready to grow alongside the organization’s mission.

RESULTS





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ADVOCACY



30+ Years

Influencing policies and advocating for initiatives affecting vulnerable populations in the Silicon Valley.

WE ADVOCATE FOR

systems and policy changes that align with our mission and Focus Areas.

As an advocate, The Health Trust joins with donors, community members, public servants, and community organizations dedicated to advancing policy and systems changes that improve health outcomes for all residents of Santa Clara and Northern San Benito Counties.



Examples of our recent advocacy efforts include:

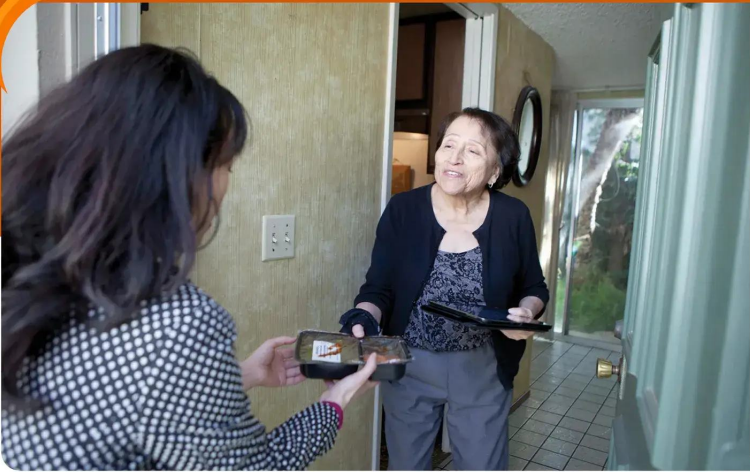
Health Equity Agenda
2024

Launching the Health Equity Agenda with the Behavioral Health Contractors' Association of Santa Clara County, Black Leadership Kitchen Cabinet



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MISSION & VALUES



30+ Years

For 30 years The Health Trust has been partnering with local non-profit organizations and governmental agencies to improve health outcomes for everyone living in the Silicon Valley.

BUILDING HEALTH EQUITY IN THE SILICON VALLEY

The Health Trust believes that all people deserve to live healthy lives, no matter their income, race, immigration status, language, age, or zip code.

As a non-profit operating foundation, The Health Trust was created by the conversion of a local nonprofit hospital system to a for-profit corporation. We are known as a "hospital conversion foundation" or "health care conversion foundation."

Our role as a grant maker is to partner with local non-profit organizations and public sector agencies to improve community health outcomes. Our goal is to catalyze systemic changes that





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LEADERSHIP & BOARD

Leadership

Board of Trustees

Our leadership team are people who believe that health equity must be achieved to ensure improved health outcomes for all people. Each one committed to working alongside the community to reach equity in health.



Dr. Anthony Iton, MD, JD, MPH
Chief Executive Officer



Amy Chan
Chief Administrative Officer



Maria Garcia, M.A.
Vice President of Strategy and Programs



Ngoc Ho
Director of Finance and Administration



Matt Vanderwerf, SPHR
Director of Human Resources

ABOUT OUR GRANTMAKING



OUR MISSION & VALUES





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FINANCIALS

Since its inception The Health Trust has provided over \$200 million to community-based organizations locally through our grantmaking and programs.

The Health Trust was established in 1996 when four nonprofit hospitals were transferred to a for-profit health system. Our assets have been held in perpetuity for the health improvements of people throughout the southern Silicon Valley.



AUDITED FINANCIAL STATEMENTS

[Fiscal Year 2025](#)[Fiscal Year 2024](#)[Fiscal Year 2023](#)[Fiscal Year 2022](#)[Fiscal Year 2021](#)

FORM 990

[FY2024-25 990](#)[FY2024-25 990T](#)[FY2023-24 990](#)[FY2023-24 990T](#)[FY2022-23 990](#)[FY2022-23 990T](#)

IMPACT REPORTS

[Fall 2023 Impact Report](#)



CLOSING THOUGHTS

The Health Trust's new website doesn't just explain what they do, it helps people feel it. Bright, human, and built for impact, this nonprofit website redesign transformed their digital presence into something that truly reflects the hope and momentum they bring to the community every single day.

[Visit Site](#)

The SPINX logo is displayed in a clean, sans-serif font. The word 'SPINX' is in white, and the final 'X' is highlighted with a bright green color. The background of the entire page is a dark, textured surface with large, overlapping geometric shapes in shades of blue and orange, creating a modern and dynamic feel.

SPINX

Finding an agency who understands your digital needs is hard.

Let our amazing team help you craft your digital strategy today.

[Start a Project](#)

CHAT WITH US

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