

## The In Community (Formerly Disabled Persons Community Resources)

Much has changed at Disabled Persons Community Resources (DPCR) in the past 50 years and it's time our name expressed our contemporary role and character. As of June 17 2009, DPCR became ***The In Community***.

- The name is new, the look is fresh, the faces are the same. And something else that hasn't changed—our commitment to service of the highest quality.
- *This new name – **The In Community** – was inspired by the theme we developed for our 50<sup>th</sup> anniversary... "Inclusion, Integration and Independence."*
- **The In Community** expresses our commitment to a strong, inclusive community in which people with disabilities are full integrated, achieve their potential and realize their true capacity for independence.
- Our former name, Disabled Persons Community Resources, did not reflect our organization's culture of inclusiveness or the way people with disabilities live and work in the community.
- It was time to move away from an institutionalized-sounding name.
- Our services are about people and we needed a name that reflected who we are as an organization, why we are here and, most importantly, our focus on people.
- **The In Community** was designed in partnership with representatives of our members, volunteers, clients, and employees.

### Frequently Asked Questions

#### 1. Why did we change our name?

- Given the progress and changes in our community, the focus on 'disabled' in our name was no longer appropriate.
- Having reached our 50<sup>th</sup> anniversary milestone last year, we felt the timing was right to rebrand our organization and align our name and the way we present ourselves in the community with our objectives for the future.

#### 2. What does The In Community mean?

- The name was inspired by the tagline we had developed for the 50<sup>th</sup> anniversary "Inclusion, Integration and Independence".
- These key words, that apply so well to what we strive for, start with the letters "in"
- The word IN is defined in the dictionary as: committed to action, influential, popular, and accessible.

### **3. Who approved the name change?**

- At its March 10, 2009 meeting, the Board of Directors approved the name change from Disabled Persons Community Resources to ***The In Community*** effective June 18, 2009.

### **4. How will clients and others find you now that “disabled “is not part of your name?**

- We are rolling out a comprehensive communications plan to inform clients, employees, members, funders, volunteers, media, our community health care and social service partners, government officials and other community leaders.
- Our first step was to explain the changes to our members at the Annual General Meeting on June 17, followed the next day by visits from our Executive Director and staff to each of our supportive housing locations to meet with employees and distribute information to clients
- During the remainder of 2009 and into 2010, we will continue to see opportunities to market ***The In Community*** with our stakeholders and the general public.
- Our new name and look are being incorporated into all of our communications materials – e.g. our websites, letterhead, brochures, newsletter.

### **5. How was the new name and graphic design developed?**

- For the past 2 years, an Ottawa based graphic design and corporate branding professional, worked with senior staff and the Marketing and Communications Committee of our Board of Directors to complete an extensive review of the DPCR name and corporate image, taking into account our mandate, vision and objectives for the long term.
- Representatives of our clients, members, employees, Board of Directors and the broader community were consulted during this process.
- Based on the results of this process, the Board authorized the search for a new name for the agency and on March 10, 2009 approved ***The In Community***.
- The graphic design and corporate branding professional is a volunteer with our Marketing and Communications Committee and undertook the brand review, donating her time and expertise.

### **6. What impact will the name have on our services and programs?**

- We will continue to offer the same high quality services and programs. The new name and corporate image will also allow us the flexibility to expand on services as they are needed without being limited by our name.

**Questions? Please contact our office at 613-724-5886**