



OUR BRAND

Since 1969, UCM has worked tirelessly to provide relief for families in our community. For five decades, we focused on providing essential human services to our neighbors in need. During that time, we've realized that poverty is a lot like gravity — a powerful force that pulls down individuals, families, and entire communities.

At UCM, too often we see the same individuals year after year, and then we see their children, and sometimes their grandchildren over the span of many years and even decades. THAT is the gravity of poverty.

As we turn 50, to amplify our mission, we must alter the conditions that lead to multigenerational poverty. We have witnessed these conditions far too often among community members we serve — inadequate transportation, education, housing, nutrition, safety, and employment. Working in collaborations we've never seen before, on a scale we've never attempted before, our aspiration is to end multigenerational poverty.

It's a big dream — far grander than just one individual or organization to tackle. We believe no dream is too big for our community.

We are changing our name to United Community — a change that signals our commitment to strengthening existing partnerships, fostering new collaborations, and laying the groundwork for systemic changes in our community — leading to ending multigenerational poverty.

United, our community will achieve big dreams. United, our community will empower our neighbors in need to transform their lives.

Join us as a United Community.

FAQs (FREQUENTLY ASKED QUESTIONS)

Why are you changing your name?

Summary: We are changing our name to United Community because we believe that only a united community can empower our neighbors in need to transform their lives and end multigenerational poverty.

Additional Information: We are changing our name to United Community to inspire an increase in community involvement, foster new collaborations, and lay the groundwork for systemic changes that will transform lives and end multigenerational poverty.

No single individual or organization can end multigenerational poverty. Only a united community can do this.

UNITED COMMUNITY FAQs (FREQUENTLY ASKED QUESTIONS, CONTINUED)

What about “Ministries”? Are you not a faith-based organization anymore?

Summary: We honor our roots in the faith-based community and seek to build upon them, creating stronger partnerships as we work together to end multigenerational poverty.

Additional Information: The faith-based community will always be an important part of our organization. It has been critical to the success of our community for 50 years and will continue to be, moving forward.

Ending multigenerational poverty will require a united community. As an organization, United Community will work with others to end multigenerational poverty, including the faith-based community.

Is your mission changing?

Summary: In order to end multigenerational poverty, we must empower our neighbors in need to transform their lives, as our current mission states. We believe that it will take a united community to accomplish this.

What does your new logo represent?

Summary: The red in the logo represents our energy, determination, boldness, and enthusiasm to accomplish our mission. The “i” in United and the “i” in Community are connected to form an arch, symbolizing momentum, connection, bringing people together from a variety of backgrounds with the common goal.

Why now?

Summary: We chose to change our name now to honor and celebrate the “United Community” that has supported us for 50 years

Additional Information: We can think of no better way to honor the dedication of thousands of volunteers, community leaders, and team members over our organization’s 50-year history. They are part of our “United Community” — united to end multigenerational poverty.

Are your programs changing?

Summary: Our programs and services that provide much needed essential assistance will continue. The biggest change will be our programmatic emphasis on community collaboration, as we seek to empower our neighbors and end multigenerational poverty

Additional Information: Our programs will continue to drive positive change in our community. This includes providing much needed basic services for those in our community, as well as programs that empower families and individuals to transform their lives through various aspects of their personal and professional development.

As our community changes, so too will our programs. As we continually improve upon our programs, our team members will be further empowered to build a community where everyone thrives.

We believe that as we become a united community, we will end multigenerational poverty.

When does the new name take effect?

Summary: The name change is effective immediately (May 3, 2019). We hope to complete the basic transition work by July 1, 2019. No acronyms or abbreviations will be used in lieu of United Community. We will use the phrase, “United Community (formerly United Community Ministries)”, for a period of time to facilitate the transition.

If people write a check to United Community Ministries, will it be accepted?

Summary: Donations should be made to United Community. We have notified our banks of our name change. We have requested they accept all payments made out to “United Community,” “United Community Ministries,” or “UCM.”