

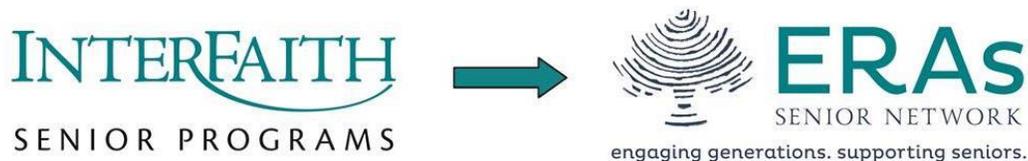
## Rebranding Frequently Asked Questions

### ***Why did we change our name?***

Our agency has been serving Waukesha County since 1981! We've been known as the Retired and Senior Volunteer Program of Waukesha County, Interfaith Caregiving Network, and after our 2007 merger, Interfaith Senior Programs. The "Interfaith" part of our agency is very important for our mission, and we will continue to rely on our congregations for partnerships. Over the last 10 years we've grown to include congregations and more schools, businesses, civic groups, and families in our services. ERAs Senior Network more accurately represents these partners.

Our Board of Directors wants our community to recognize us as an organization that focuses on the value that each senior brings to the community. We believe that ERAs shines a light on the different eras, or periods, in each senior's life, for example, how seniors may need support in some eras, and help with engagement in some eras.

A dedicated team of volunteers led the process to recommend ERAs Senior Network, Inc. to our Board of Directors for approval. We're proud of the message it sends.



### ***What has changed at ERAs Senior Network, and what has remained the same?***

#### **What has changed?**

- We will be answering our phones with "ERAs Senior Network"
- Our emails, website address will change by May 1<sup>st</sup>, 2017
- We will begin using new brochures, business cards, and other outreach materials

#### **What has remained the same?**

- Our mission: To engage and support Waukesha County Seniors and Adults with Disabilities in leading meaningful lives.
- Our dedicated, committed, compassionate volunteers!
- Our partnerships with congregations will grow as we continue to provide support to our county's growing number of seniors.
- Most importantly – we will continue to help seniors who needs help from volunteers, and engage with seniors to match their skills with meaningful volunteer services opportunities.
- Our phone number will continue to be (262) 549-3348 for anyone who needs support.

***What's new and exciting at ERAs Senior Network?***

We are excited to be leading an innovative, county-wide initiative called Find-a-Ride Network to increase access to healthcare. Waukesha County Executive Paul Farrow is leading a Steering Committee with Executive Director Kathy Gale to address the critical need of transportation for seniors.

*Caregiver Connection:* As our senior population grows, their family caregivers need support, too. We're leading an initiative with hospital systems, county government, and key partners to better understand how to identify and provide help to family caregivers so that they can stay healthy, and continue to care for their loved one.

***Did anything else change?***

Email addresses will change very soon, reflecting our new online presence of [www.ERASWaukesha.org](http://www.ERASWaukesha.org). We will send email messages to you notifying you of the new addresses.

Emails sent to our current emails addresses will be forwarded to our new addresses - so we won't miss any emails!

Our website will change to [www.ERASWaukesha.org](http://www.ERASWaukesha.org) on May 1, 2017.

***How was all of this paid for?***

We worked with the professionals at Mangold Creative to consider many options for a new name, and a new logo. Mangold Creative, a marketing firm located in Pewaukee, provided a significant amount of pro bono support. The remainder of the project was paid for by grants from the Nonprofit Management Fund.