

Re: Announcing name change to ConnectWell Community Health

March 8, 2021

Dear Partner,

As a valued partner of Lanark Renfrew Health & Community Services, I want you to be among the first to know of our upcoming name change. As of March 8, 2021, *ConnectWell Community Health* becomes the new name for Lanark Renfrew Health & Community Services and all its parts and programs. This change is occurring as we celebrate 20 years of our voluntary integration – as five community-based non-profits joined together under one Board of Directors and one Chief Executive Officer. This name change culminates a year-long consultation process with our Board, staff, clients and partners and the development of a re-branding, marketing and business plan for the whole organization.

The name *ConnectWell Community Health* was chosen because it highlights the connections we make to one another, to our clients, to our partners, and to our communities. In combining the words *Connect* + *Well* together and by placing them alongside *Community Health*, we demonstrate our commitment to the overall health and well-being of the people and communities we serve and we emphasize the importance of people connecting with each other so they can improve their own health and well-being and that of their community. Our new name also pays tribute to the connections our staff and volunteers have to each other and to our shared vision, mission and values.

With 240 staff and 200 volunteers providing services that range from autism services and mental health supports, to primary health care and therapeutic riding, many of our clients and partners are most familiar with one aspect of our organization. They may not have been aware of the full scope of programs and services available across our entire organization.

Our new name - *ConnectWell Community Health* - replaces all of the previous names you have known us by (including Lanark Renfrew Health & Community Services, North Lanark Community Health Centre, Lanark Community Programs, Whitewater Bromley Community Health Centre etc.) All of our programs and services will remain the same, as does the large rural geography (Lanark and Renfrew Counties and the United Counties of Leeds and Grenville) we cover. Because of this large geography and the broad range of programs we offer, additional descriptors may be added to the ConnectWell Community Health name to further identify services by location or type, and to make communicating with clients easier. (For example, ConnectWell Community Health - Beachburg or ConnectWell Community Health - Autism).



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On March 8, 2021, all of our staff email addresses will be changing. Our email address convention will be the first initial of the staff member's first name and their full last name, followed by @connectwell.ca. For reference, my new email will be jjordan@connectwell.ca.

As one of our key partners, we would appreciate having your assistance in helping us launch our new name and retire our old ones. Please share our media release on your social media accounts, notify staff, clients and members whom you feel should know, and re-share our posts on social media. (Our new Facebook page is <https://www.facebook.com/connectwellch>). Your continued support is valued.

To learn more about ConnectWell Community Health, our programs, services and organization, please visit our new website at www.connectwell.ca. You can read our full press release: www.connectwell.ca/news.

We look forward to our ongoing work together and to our continuing partnership.

Sincerely,

A handwritten signature in black ink, appearing to read "John Jordan".

John Jordan, Chief Executive Officer
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