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**FOR IMMEDIATE RELEASE**

## **“CAA” CHANGES NAME**

**Battle Creek, Michigan, September 15, 2008** – Community Action Agency (CAA) of South Central Michigan is now doing business as (DBA) Community Action. The new name more accurately reflects what Community Action does, which is taking action in our communities to help individuals and families achieve and maintain independence. Along with the name change, the public will be seeing a new logo and signage at all of our facilities and on our vehicles.

“We are excited for this change. We want clients and the community to understand that this strategic change will not affect the quality services we have provided for over 40 years, but will bring attention to our organization and its mission. It will help us accomplish our long-range vision for the organization, enhance our public image and ultimately enable us to secure unrestricted funding for our programs,” said Nancy Macfarlane, CEO of Community Action.

Community Action is actively seeking to promote its organization and its programs within the community, with a long-term goal of bringing in unrestricted revenues. Community Action’s funding, at present, consists almost entirely of federal and state grants. Money spent under these grants must be allocated in prescribed ways, limiting Community Action’s ability to expand programs where the organization sees need. When funding cuts are made, or when funding is flat-lined, there is little Community Action can do but cut program staffing and/or services. Unrestricted funds will allow Community Action to determine their own future and the future of their programming by providing discretionary funding that can “fill in the gaps” where federal and state funding ends.

Community Action is able to make these changes through a capacity-building grant allowing them to hire a marketing consultant to examine the needs and make recommendations that would help Community Action accomplish their long-range operational goals. The grant also enables Community Action to facilitate all associated changes incurred in the adoption of a new logo and signage for sites and vehicles without using any funds allocated for client services.

“This [name change] will provide an avenue for solicitation of unrestricted contributions that can be put to use at our discretion and help us achieve our organizational goals,” said Macfarlane. “The change is the first step in Community Action’s plan to provide better poverty-fighting services to Barry, Branch, Calhoun and St. Joseph communities.”

For more information about Community Action and the services described in this article, please call the Community Action office at 1-877-422-2726 or visit us online at [www.caascsm.org](http://www.caascsm.org).

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**About Community Action** – *Community Action is a private, non-profit 501(c)(3) human service organization that serves low- to moderate- income, elderly, and disabled residents of Barry, Branch, Calhoun and St. Joseph Counties. Community Action is dedicated to promoting economic and social opportunities that help people achieve greater independence, dignity and self-sufficiency.*