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connectwell.ca

Lanark Community Program Changes Name to ConnectWell Community Health – Carleton Place

March 8, 2021

Dear Client,

You are receiving this letter as you are accessing our *Therapeutic Riding Program*.

I am writing to you as you are a valued client of Lanark Community Programs and I want to let you know that we are changing our organization's name. As of March 8, 2021, ConnectWell Community Health is the new name for Lanark Renfrew Health & Community Services and all its parts and programs offered through Lanark Community Programs, North Lanark Community Health Centre, Mental Health Support Project and Whitewater Bromley Community Health Centre.

What does this mean for you? We want to assure you that we remain committed to serving you and our community for years to come. There will be no change to the service you receive from us; to the staff providing that service; to our organizational leadership; or to our Board of Directors. The only thing that will change is our name and the way we advertise and name or 'brand' our programs and services.

The name *ConnectWell Community Health* was chosen because it highlights the connections we make to one another; to you 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.

Why are we making this change? 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.

As we move forward with our re-branding, we would appreciate having your assistance in helping us launch our new name and retire our old ones.

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 and you can also stay connected by following us on Facebook <https://www.facebook.com/connectwellch>

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We look forward to continuing to provide you with caring, quality service in 2021 and beyond

Sincerely,

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

John Jordan, Chief Executive Officer
ConnectWell Community Health
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Lanark, ON
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