WHY DID YOU RE-BRAND?
The shared goal of our larger strategic branding effort is to better communicate the value and importance of our work.

Research revealed that our existing name was not serving us well. It was off-putting, and at times, triggering to the youth that we serve. It was also confusing to the partners and community supporters who make our work possible. As an organization, we knew that we needed to change our name and our brand identity, in order to better connect with the individuals whom we serve.

Through this process, we identified an opportunity to clarify what it is that makes us unique in the foster and adoption space: the benefits that our programs provide to youth and families. To define this greater benefit, we worked internally to unify our staff and board members around a deeper shared purpose. Externally, we crystallized the communications we send so outside audiences receive a clear message about the role we play and how they can get involved.

WHY DID YOU CHANGE YOUR NAME?
While “The Adoption Exchange” was at one time descriptive and had some brand equity, it was important to recognize that this name was limiting the public perception of our organization. This name sent negative signals and created confusion among youth and families alike. Through a collaborative and time intensive process, we engaged numerous stakeholders and brainstormed hundreds of names before deciding on Raise the Future. Serving as an inspiration and a call to action, our new name connects the problem that exists in the world of foster care and adoption and the impact that can be seen when our work is successful. Raise the Future is optimistic and uplifting, using visual language to show the positive shift that will occur when youth find loving connections.

RE-BRANDING FAQ
As part of a larger strategic branding effort led by executive leadership, key staff, and board members, we are thrilled to announce The Adoption Exchange is now Raise the Future.

The shared goal of our strategic branding effort is to better communicate the value and importance of our work.

OUR VISION: Every young person goes through life knowing they have a caring adult by their side.

OUR MISSION: To connect youth waiting in foster care with the adults who become stable forces in their lives, and to support those relationships so that they last for a lifetime.
RE-BRANDING FAQ

WHY DID YOU CHANGE YOUR LOGO?
Our logo presents Raise the Future as a welcoming and encouraging organization. This visually reflects our mission to connect youth with the positive relationships and support they need to last a lifetime. The heart is reminiscent of our legacy, and seeks to connect to the compassion and relationships at the center of our organization. The human figure lies within the heart shape, and connects to the compassion and empathy we offer youth and families we serve. Our logo depicts a movement upward, and an arrow to show how we support others. The overlapping shapes represent connection between youth, adults, and their surrounding community.

WHAT DOES THE NEW TAGLINE MEAN?
Our new tagline, “Connect Youth. Support Families. Create Hope.” explains what we do, how we are different, and why it matters. The use of action verbs enhances the power of our mission and inspires hope in all audiences. Everyone can connect personally to the components of our tagline and to our larger mission as a whole.

WHO DECIDED TO MAKE THESE CHANGES?
Our core team consisted of executive leadership, key staff, and board members. The group, in partnership with an independent branding firm, engaged in a year-long process to think strategically about how Raise the Future is perceived and to more accurately define the true values at the core of our work and organizational culture.

WHO PARTICIPATED IN THE PROCESS?
Many stakeholders had a chance to participate throughout the process. Staff, board members, community partners, families, and youth were all engaged to provide insight and input that led to where we are now.

DID ANYTHING ELSE CHANGE?
Aside from our name, visual identity, and the addition of a tagline, nothing has changed. We aren’t changing what we do every day, just how we talk about it. Our updated brand gives our community a new platform to communicate the importance of Raise the Future’s work with confidence that the entire community is doing so in unison.

DID THE ADOPTION EXCHANGE GO AWAY?
No! We are still here! The organization, the people, the passion, and the quality of work remain unchanged. The Adoption Exchange name will no longer be in use, but is clearly a part of our great history.

ARE YOU STILL HELPING CONNECT YOUTH WITH ADOPTIVE FAMILIES?
Absolutely!

WILL YOU CONTINUE TO HAVE A DAY FOR WEDNESDAY’S CHILD?
Yes!

ARE YOU PLANNING TO EXPAND RAISE THE FUTURE?
Yes, as funding allows, we intend to expand our services and programmatic offerings to the increasing number of youth in need of permanent homes and to families in need of supportive services.

We aren’t changing what we do every day, just how we talk about it.

WHAT DOES THIS MEAN FOR YOUTH AND FAMILIES?
Youth and families can feel confident that nothing is changing about our organization, other than improved communications. This will help you understand who we are, what we do, and why it matters - and will make sure that everyone knows we are here for them.

I AM A CASEWORKER. HOW WILL THIS AFFECT OUR WORK TOGETHER?
We know how challenging it can be to balance resources with desired outcomes. You have a lot on your plate and we are still here to help. We continue to share your vision for children and families and are here, as always, to work together as a team.

You will notice our website has changed. There is a new and improved caseworker portal for you to create registration forms. We think you will be pleased with the improvements from the old system. Click the “Caseworkers” button in the top toolbar of our site raisethefuture.org, or access the new caseworker portal at portal.raisethefuture.org.

I AM A DONOR. WHAT DOES THIS MEAN FOR ME?
You can remain confident that we are still a 501(c)(3) child welfare organization. Our organization has earned a GuideStar Platinum Seal of Transparency, is rated 3 out of 4 stars on Charity Navigator, and is accredited by the Better Business Bureau. Your support makes a world of difference as we find and support the connections that will help youth grow on their journey to a happy, healthy life.

Connect Youth. Support Families. Create Hope.

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Office phone numbers and mailing addresses have not changed, and are listed at the bottom of this page.