

5 February 2020

On behalf of Peel Children's Centre and Nexus Youth Services, I am excited to share with you the new name and tagline for our amalgamating organization. With your help we have selected this new name and tagline because they clearly communicate, to current and future stakeholders, our continuing commitment to provide high quality, free and confidential mental health services to children and youth/young adults from birth to age 25.

You will remember that in December we asked you for feedback regarding three potential new names and taglines. The survey tested the names and taglines against our brand strategy, which was developed based on feedback from a broad stakeholder survey we conducted in September.

With your support, we received **613 responses** to the name and tagline survey, **40% of which were from youth/young adults and parents/caregivers**. After evaluating both quantitative and qualitative survey responses, with an emphasis on what youth/young adults and parents/caregivers had to say, we are proud to announce the new name and tagline for Peel Children's Centre and Nexus Youth Services will be:

EveryMind **Mental Health Services. For You, With You.**

The name, **EveryMind**, tested best with all stakeholders, but especially youth/young adults and parents/caregivers. Specifically, they told us they like **EveryMind** because it is **inclusive** and **non-judgmental**.

“Yes, for every mind, because **mental health affects all of us.**”
– Youth/Young Adult

In addition to appealing most to youth/young adults and parents/caregivers and testing best against our brand strategy, we are excited about the name **EveryMind** for other reasons.

“**Sounds inviting;** it doesn’t matter who you are or where you are at ... we invite everyone.”
– Youth/Young Adult

Firstly, **EveryMind** reinforces that mental health is a universal experience. In the context of our Vision of *Caring communities working together for children, youth and families*, the name underscores how, together with our partners across sectors, we support the mental health needs of all children, youth/young adults and families.

“**EveryMind encompasses everyone affected by mental health.**”
– Parent/Caregiver

Secondly, **EveryMind** is a unique and forward-thinking name, and it positions our organization for the future within the context of mental health and addictions across the lifespan.

“**Inclusive ... It’s similar to saying that everybody matters,** which is a good message to spread, especially within mental health services.”
– PCC/NYS Staff or Board Member

Head Offices

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Mississauga, Ontario L5T 2Y6
905-795-3500
www.PeelCC.org
www.NexusYouth.ca

Charitable Business Numbers

Peel Children's Centre:
11908 7807 RR0001

Nexus Youth Services:
13039 7631 RR0001

Finally, **EveryMind** works to destigmatize mental health. The name speaks to the fact that mental health affects everyone, and therefore no one should feel ashamed or afraid to reach out for help when they need it.

“I think this name suggests that everyone has mental health and therefore, **it is de-stigmatizing.**”
– Community Partner

The tagline, **Mental Health Services. For You, With You.** was the top choice because it clearly and simply communicates that we provide mental health services in partnership with the children, youth/young adults and families we serve, and they are never alone on their mental health journey.

“The tagline says that the service providers are **with you every step of the way** in your healing.”
– Parent/Caregiver

“It makes me feel like I am not alone!” – Youth/Young Adult

“It acknowledges that we are **client-centered, collaborative and respectful.**”
– PCC/NYS Staff or Board Member

Next Steps

Our rebranding process is not yet complete! Moving forward, we will bring the **EveryMind** brand to life with a new logo, colours and images. We look forward to re-engaging youth/young adults, parents/caregivers, staff, volunteers and community partners via a survey to choose our new creative concept later this month. Stay tuned!

Questions and Feedback

Thank you for supporting the rebranding process. If you have any questions or comments about the work completed to-date or next steps, please contact Alexandra Macgregor, Communications Specialist at amacgregor@peelcc.org or **905-795-3500 ext. 2297**.



Humphrey Mitchell, M.S.W., R.S.W.
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Peel Children's Centre & Nexus Youth Services

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