

FALL 2023 | SPECIAL EDITION

inSPIRATIONS



EMPOWERING ABILITIES

Creating Opportunities.
Changing Lives.

*A closer look at our organization's identity
as we progress towards tomorrow.*

THE PEOPLE POWERING OUR PROGRESS

MEET OUR BOARD OF DIRECTORS

Jeff Hassel, *Chairman*
Todd Grady, *Vice Chair*
Jody Mapes, *Vice Chair*
Samantha Schulze, *Treasurer*
Scott Naumann, *Secretary*
Cody Allen
Thomas Bley
Jody Britton
Jessica Daniel Clark
Cameron Davidson
Todd Johnson
Joe Judge
Ann Kappeler
Greg Kautz
Scott Kurtz
Lance Leslie
Linda Manders
Dan Molyneaux
Patrick Olsen
Tim O'Neill
Carrie Ott DeVine
Jarod Powell
Sharon Sarver
Steve VanDerSchaaf

Jeff Ashcraft,
Empowering Abilities
President / CEO

**YOU
CAN MAKE
AN IMPACT.**

Every donation helps adults with disabilities achieve their best life.

Give now by going to <http://empoweringabilities.org> and click on the "Donate Now" button.

OUR MISSION

As a premier service provider, we passionately advocate on behalf of individuals with disabilities by creating opportunities for them to succeed, to achieve, to grow, and to be happy.



OUR PATH TO A NEW NAME AND IDENTITY

WINTER 2022

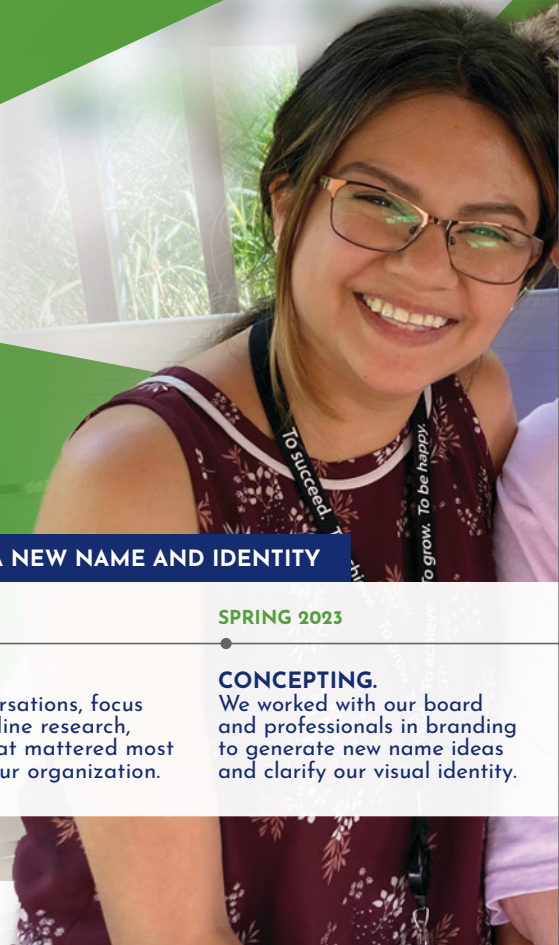
YOUR INPUT.

Through conversations, focus groups and online research, we learned what mattered most to you about our organization.

SPRING 2023

CONCEPTING.

We worked with our board and professionals in branding to generate new name ideas and clarify our visual identity.



What does the next chapter of our organization look like?

This is a question that our team and I have worked tirelessly to help answer. We knew our existing name and look wasn't illustrative of our capabilities and mission today. How do we tell our story and position our organization for success for years to come? It's no small task, but knowing our team, we will rise to any challenge.

We began by asking those who know us best— our employees, families, friends and participants. Equipped with research, we were able to pinpoint what makes our organization so essential to the community— and then began crafting our brand around those elements.

We rallied around the fact that there's no other organization that empowers adults with special needs like we do. We provide vital community services and programs and fill a void by showing up for individuals with special needs, helping them achieve their best life. We're supportive, welcoming and ready to serve our participants in the best way possible.

Not only do we fill a vital community service, but we're experts in our field. Our compassionate staff are dedicated to creating opportunities for participants and are inspired by the resilience and potential of those we serve.

*By merging these elements and injecting a fresh new energy into our brand look, we're proud to bring you the next generation of our organization: **Empowering Abilities.***

Complementing our new name is a symbolic new logo that illustrates the potential and resilience of our participants. We're proud that our brand's refresh evokes positivity – a key tenet of our organization's overarching outlook and attitude.

Although our brand has evolved, our mission remains the same. We look forward to this new chapter of our organization as we continue to be the standalone leader in creating opportunities and changing the lives of individuals with special needs and empowering participants to achieve their individual best.

Here's to a renewed spirit and a recharged brand, ready to make a greater impact than ever before. Together, we create opportunities and change lives.

Jeff Ashcraft

Jeff Ashcraft
Empowering Abilities President/CEO



SUMMER 2023

FALL 2023

UNANIMOUS APPROVAL.
Our entire board approved the new name and identity, allowing us to continue our brand launch efforts.

HDC BECOMES EMPOWERING ABILITIES.
Using a strong strategic plan, we rolled out our new name and fresh visuals.



EMPOWERING ABILITIES





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NEW NAME. NEW SWAG. SAME MISSION.

Help spread the word about
the new **Empowering Abilities!**



Claim your **FREE** swag now:
<http://empoweringabilities.org>