

## Looking Ahead

### CSA

The Other Place/Homefull is extremely excited for our participation in Community Supported Agriculture (CSA). This summer at the Gettysburg Gateway Micro-Farm, we will be growing and harvesting produce. Along the way, our clients will receive skill building in urban agriculture while earning minimum wage. We will also be providing produce to underserved areas.

### ANNUAL REPORT

Keep an eye out for The Other Place's/Homefull's 2010 Annual Report, coming out this summer.



### TEE UP FORE TOP

Feel at home on the greens? Get a team together for "Tee Up Fore TOP." This fun and worthwhile fundraising event will be held at Heatherwoode Golf Club, located in Springboro. It will take place on Saturday, June 26 starting at 1:30 pm. Not a golfer but want to contribute? Sponsorship opportunities are still available.

• SPECIAL THANKS TO •

**FORGE**

WWW.FORGEIDEAS.COM

Dayton creative firm FORGE held their first annual FORGE Your Dot Org program, inviting local nonprofits to apply for pro-bono professional marketing and creative services for a full year. Twenty-four Miami Valley nonprofits, including The Other Place, applied for this program, and in mid-January, FORGE announced TOP as the winner. Being selected as the 2010 FORGE Your Dot Org recipient made it possible for our brand renaming and redesign.

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# When One Door Closes, Another One Opens

## The Other Place

SPECIAL ANNOUNCEMENT



## Where We Were Then and Where We Are Now

The Other Place has truly come a long way since our beginning, back in 1988. We started out in the basement of Christ Episcopal Church with only twenty people coming for shelter.

Now, The Other Place is really no longer a *place*, it has evolved into a comprehensive continuum of *services*. Our services have expanded because the number of people who seek our help has expanded—we now assist more than 550 people daily.

This shift in the core of our organization is why we decided a name change and brand refresh is not only a positive step, but a necessity.

Though we might have a new name and landmark, our tagline as well as vision and mission statements are staying the same.

### Tagline

Until there's no homelessness.

### Vision

A community where there is no homelessness.

### Mission

To work to end homelessness by providing housing, services, advocacy and education.

The rounded, soft, organic style of the hand-written font visually represents personality, friendliness, and individuality.



The name "Homefull" hints at the words helpful, hopeful and being "full" of life.

An image of a house drawn in a loose, gesture illustration style implies quaintness, friendliness, and approachability.

The color gold implies the hope of a new day, sunrise, warmth, and bright future.

Full with two l's, further extends the implication of "full." This helps the invented word "homefull" be a little more recognizable as two words, "home" and "full."

The door will close to The Other Place on June 30th. The door will open to Homefull on July 1st, with the same great people and mission, but with a new name and a new landmark.

### ▲ A NEW LANDMARK

Keeping in mind The Other Place's mission of ending homelessness, we thought having the word *homeless* in the name was the exact opposite of what we stood for.

However, when you flip the suffix from *less* to *full* the word is optimistically transformed. Thus, we arrived at the name *Homefull*—which sounds quite a bit like *hopeful*.