



*Empowering individuals with disabilities
to enhance their quality of life.*

Board of Directors Unanimously Approves Agency Name Change to Cascade Connections

By George Beanblossom,
Executive Director

On June 26th the CCS Board of Directors unanimously approved a new Agency name, Cascade Connections. The board also reviewed the current articles of incorporation and bylaws since changes would have to be made to reflect the new name. This board approval came after agency leadership and division managers approved the proposed name along with a new tag line, "Opportunities for Everyone."

Deciding to change the name and strengthen the organization's brand came on the heels of hiring the agency's first Development Director. "When we hired Paul Oleniacz one of his first assignments was to conduct a image audit with staff members and community organizations to obtain an impression of what people and organizations knew about us and the services we provide." said Executive Director George Beanblossom. "What he found was that even though the agency has been around since 1980, there was little name recognition and much confusion in the region on who we were and the services we provide." Beanblossom continued.

"Some people still thought of the organization as only Cascade Christian Home. Some didn't know Cascade Christian Services but knew about our Vocational program, Cascade Vocational Services. And other people knew about our Home Care Services, Cascade Home Care. Many people didn't know that we offered training. There has been confusion with the different names and logos each area of the agency used."

After reviewing all this information and discussion with agency managers and board of directors, the board and agency leadership believed that a name change was necessary to pull the different parts of the agency together under a new name and logo. All agreed we needed to create one unified brand for the agency, and then develop a communications plan that will launch our new brand to the community.

Another problem that was uncovered with the audit was confusion about what the agency name actually represented. Many thought the agency was a church, a mission society or some other nonprofit agency," Beanblossom said. "People asked what denomination of Christian the agency represented and what time did our services take

place? People were also calling the agency when they wanted the Christian Health Care Center or when they needed information on housing or food. It became increasingly confusing when the agency and community started to abbreviate the name to CCS. There are lots of CCSs in the community, like Catholic Community Services, Cascade Christian Schools, Cornerstone Christian School and the Center for Clinical Studies just to name a few," said Beanblossom.

To address this branding effort, a committee was organized made up of agency board members and staff to work together on changing

CONTINUED INSIDE...

You are invited to Cascade Christian Services Annual Stakeholder's Meeting

When: Sept. 18, 2014
6:30pm - 8:00 pm

Where: St. Luke's Community
Health Education Center
3333 Squalicum Pkwy
Bellingham, WA 98225

Meeting Agenda: Agency
Name Change and Articles
of Incorporation and Bylaws
changes.

**RVSP at 360-714-9355 by
September 15.**

the name and logo. Development Director Oleniacz recommended hiring an independent non-partisan branding consultant to help the committee with the new branding process. After searching and interviewing candidates, Marisa Papetti and her local firm were hired and a scope of work was developed.

Agency leadership, worked with Ms. Papetti and the entire committee went through a branding workshop to develop name and logo ideas. The committee decided on Cascade Connections for the new agency name. Everyone liked the word "connections" because it represented what our agency did at many levels: connecting people to jobs, training, independence and their community.

Papetti and her designers then worked on various logo concepts including colors, fonts and custom visual images. Street testing and focus groups were then conducted in Bellingham, Fairhaven, Lynden and Bellis Fair Mall on the final logo designs and the Cascade Connections name.

Why Is Christian Removed from your Name?

Many board and staff members struggled with this change. The main reason to drop the name Christian was that that the agency wanted to reach out and appeal to a greater audience and to create a name that was inclusive for all people.

"We felt like our name was getting in the way of accomplishing our mission and serving more people," Beanblossom said. "People asked if we just supported people who were Christian? We were not trying to eliminate the word Christian from our name, we were looking for a name that would most effectively serve our mission and help us to

take our products and services to a larger audience. Our mission has not changed," Beanblossom stressed, "The name change will help to bring in and serve people who might initially be turned off by a more overtly religious name. We believe that our interaction and our communication with the community will be what ultimately honors and glorifies God and our Christian beliefs."

Beanblossom continues, "As well, we do not discriminate in our hiring practices. We also do not discriminate in regards to who we serve, we do not ask if someone is a Christian when they apply for services. He continued, "And It has nothing to do with political correctness and has everything to do with how we can be effective at what God has called us to do and to serve as many people as we possibly can."

"Much like many brand names they don't necessarily have meaning in and of themselves," he said. "Cascade Connections is a name we intend to give meaning. When people hear our name they will know we are a caring organization, whose history and mission is based on Christian beliefs." Beanblossom added, "And that is what will separate us from competing organizations."

"Again, we are not changing who we are or hiding our history, and we are not changing the names of our facilities like Cascade Christian Home. We will still have the same mission, values statement and same requirement to be on our board of directors," Beanblossom continues, "Anyone who wants to be on our board of directors is required to agree with our mission statement and to sign our statement of faith." Our mission statement, values statement and statement of faith is as follows:

Mission Statement

Empowering individuals with disabilities to enhance their quality of life.

Values Statement

Service Excellence

Maintaining quality staff and services requires wisdom, expertise, respect and integrity.

Integrity

Doing what we say and taking responsibility for our actions and words. We hold each other accountable to the Mission and Values of CCS.

Empowerment

Striving to provide people with tools, skills and connections to build a more positive future.

Competencies

Delivering services that meet physical, emotional, spiritual, mental, social and environmental needs.

Christian Leadership

Adhering to bring glory to God and serve their fellow human kind.

Servant Leadership

Leading by example and putting others' needs and desires before our own. We are humble stewards of organizational resources: human, financial and physical.

Equal Opportunity

Supporting personal growth through power and choice, competence, health and safety, positive relationships, status and integration. All people are created equal.

Individualized Services

Providing services from a person centered perspective.

Community

Belonging is a two-way street and everyone benefits from inclusion. We see to partner together to create a barrier free community.

Cascade Christian Services' Statement of Faith

- 1) We believe: The Scriptures, both Old and New Testaments, to be the inspired Word of God, without error in the original writings, the complete revelation of His will for the salvation of men, and the Divine and final authority for all Christian faith and life.
- 2) We believe: In One God, Creator of all things, infinitely perfect and eternally existing in three persons — Father, Son and Holy Spirit.
- 3) We believe: That Jesus Christ is true God and true man, having been conceived by the Holy Spirit and born of the Virgin Mary. He died on the cross, a sacrifice for our sins, according to the Scriptures. Further, He rose bodily from the dead, ascended into Heaven, where at the right hand of the Majesty on High, He is our High Priest and Advocate. We believe that Jesus Christ is the Son of God. He is co-equal with the Father. Jesus lived a sinless human life and offered Himself as the perfect sacrifice for the sins of all people by dying on a cross. He arose from the dead after three days to demonstrate His power over sin and death. He ascended to Heaven's glory and will return again someday to earth to reign as King of Kings, and Lord of Lord and to Judge the living and the dead.
- 4) We believe: That the ministry of the Holy Spirit is to glorify the Lord Jesus Christ, and during this age, to convict men, regenerate the believing sinner, indwell, guide, instruct and empower the believer for godly living and service. The Holy Spirit is co-equal with the Father and the Son of God (complementary). He is present in the world (contemporary) to make men aware of their need for Jesus Christ (convincing). He also lives in every Christian from the moment of salvation (converting). He provides the Christian with power for living, understanding of spiritual truth, and guidance in doing what is right (contributing). He gives every believer one or more spiritual gifts when they are saved. As Christians, we seek to live under His control daily.
- 5) We believe: That man was created in the image of God but fell into sin and is therefore lost, and that only through regeneration by the Holy Spirit can salvation and spiritual life be obtained.
- 6) We believe: That the shed blood of Jesus Christ and His resurrection provide the only ground for justification and salvation for all who believe, and that only such as receive Jesus Christ are born of the Holy Spirit, and thus become children of God.
- 7) We believe: That the true Church is composed of all such persons who through saving faith in Jesus Christ have been regenerated by the Holy Spirit and are united together in the body of Christ of which He is the head.
- 8) We believe that human life is of inestimable worth and significance in all its dimensions from conception to the grave and in all conditions in which humanness is expressed.

Jesus Christ is my Lord and Savior and I agree with the above Cascade Christian Services Statement of Faith.

Cascade Christian Services Board Member

Date

Proposed Article of Incorporation Changes (To be presented at the Annual Stakeholders Meeting)

~~Present Article C(O1) To establish and conduct a Christian Group home or homes for the care, nurture, and education of developmentally disabled persons.~~

Proposed Change Article C(O1) To empower and enhance the quality of life of individuals with disabilities by means of programs and/or agencies providing residential, managerial, spiritual, financial, educational and/or vocational and other services to such individuals.

Reason for change This article was written when the agency was founded and before it opened in 1980. At that time, the agency only provided residential services to adults with disabilities and had one group home. Now the agency provides residential, vocational, and training services to all people with various disabilities and this change reflects that. Broadening the scope of services also provides for growth in the future.

Current Article C(O6)
~~Notwithstanding any other provisions of these articles, the corporation shall not carry on any other activity not permitted to be carried on (a) by the Corporation exempt pursuant to section 501 (c) (3) of the Internal Revenue code of 1954, or its statutory successor, or (b) by a corporation, contributions to which are deductible under Section 170 (c)(2) of the Internal Revenue Code of 1954, or its statutory successor.~~

Proposed Change: 06.
Notwithstanding any other provision of these Articles, the following restrictions shall apply:

A. No substantial part of the activities of the Corporation shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the Corporation shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office; and

B. The Corporation shall not carry on any other activities not permitted to be carried on (a) by a corporation exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code, or (b) by a corporation, contributions to which are deductible under section 170(c) (2) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

Reason for change This is an update that the IRS is requiring.

Present Article H ~~The number, structure, and qualifications of members of this Corporation shall be set forth, from time to time, in the Bylaws of this Corporation.~~

Proposed Change Article H The number, structure and qualification of the members of this Corporation, if any, shall be as set forth from time to time in the Bylaws of the Corporation.

Proposed change Cleaning up the language.

~~Present Article I The date, location and business of the annual and/or special meetings of the members of the Corporation or the Board of Directors shall be as provided in the Bylaws of this Corporation or in any Resolution of the Board of Directors.~~

Proposed Change Article I The date, location and business of the annual and/or special meetings of the members of the Corporation, if any, and/or of the Board of Directors shall be as provided in the Bylaws of the Corporation.

Proposed change Cleaning up the language.

~~Present Article K In the event this corporation is dissolved, all of its net assets shall be distributed and paid over to any non-profit, charitable organization which qualifies for income tax exemption under Section 501(c) (3) of the Internal Revenue Code, and who further has goals and aspirations consistent with the purposes of this Corporation and none of inure to the benefit of any of the incorporators, members or directors of the corporation.~~

Proposed Change Article K Upon the dissolution of the Corporation, its assets shall be distributed for one or more exempt purposes within the meaning of section 501(c)(3) of the Internal Revenue Code, or the corresponding section of any future federal tax code selected by the Board of Directors to have goals and aspirations consistent with those of this Corporation, or shall be distributed to the federal government, or to a state or local government, for a public purpose. Any such assets not so disposed

of shall be disposed of by a Court of Competent Jurisdiction of the county in which the principal office of the Corporation is then located, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes.

Reason for change: This is an update that the IRS is requiring.

Proposed Bylaw Changes

Article II

Current Section 2.1 Eligibility: ~~Any person desiring to achieve the purpose of the Corporation, including persons with disabilities, their families and supporting communities and organizations, shall be eligible for membership in the Corporation. The membership may be known as the Stakeholders.~~

Proposed Addition to Section 2.1 Membership confers no benefits in the Corporation and members/Stakeholders do not have voting rights or other rights in or relating to the conduct of the affairs of the Corporation.

Reason for change When the agency started it conferred voting rights on only those who donated to the agency. Much has changed since then. The agency is larger and more complex than it was when this was written. Voting rights make sense when stakeholders are shareholders or when stakeholders or members provide for the funding for the agency, such as is the case with a church. Now most of the funding to run the agency comes from federal, state and county contracts. When the agency started, stakeholders were more involved in the day to day operation, and now they are not informed nor

involved. The Board of Directors and the Executive Director have been serving in this capacity for more than 20 years. This change is a reflection of what has already been taking place.

Current Section 2.3 Removal. ~~Any stakeholder of the Corporation may be removed by a majority vote of the Stakeholders of the Corporation at a regular or special meeting of the Stakeholders. Notice of such proposed removal must be given to the stakeholder sought to be removed prior to the meeting at which the question is to be voted upon.~~

Proposed Change Section 2.3 Removal. The Board of Directors shall maintain the list of members/Stakeholders as a mailing list; any member/Stakeholder of the Corporation may be removed by a majority vote of the Board of Directors at a regular or special meeting.

Reason for change This change reflects the change made in Section 2.1.

Article III

Current Section 3.1 Stakeholder Meeting. ~~A meeting of the Directors of the Corporation and the Stakeholders will be scheduled at least once annually for the transaction of such business as shall properly come before such meetings. This meeting shall be held on the day and time set by Resolution of the Board of Directors. Notice of this meeting may be made by mail, electronic transmission and/or by publication reasonably calculated to inform all Stakeholders of the place, day, and hour of the meeting and shall be mailed or transmitted, or the first publication published, at least ten (10) and not more than fifty (50) days before the meeting.~~

Proposed Section 3.1 Stakeholder Meeting. A meeting of the Directors of the Corporation and the Stakeholders will be scheduled at least once annually for informational purposes. This meeting shall be held on the day and time set by Resolution of the Board of Directors. Notice of this meeting may be made by mail, electronic transmission and/or by publication reasonably calculated to inform all Stakeholders of the place, day, and hour of the meeting and shall be mailed or transmitted, or the first publication published, at least ten (10) and not more than fifty (50) days before the meeting. Actual notice to individual Stakeholders is not required.

Reason for change This change reflects change made in Section 2.1. Meetings will be for informational purposes only.

Current Section 3.2 Special Meetings. ~~Special meetings of the Stakeholders may be called at any time by the Board of Directors and special meetings of the Directors may be called at any time by the President or by any two Directors. It shall be the duty of the Secretary to call a special meeting of the Stakeholders or Directors, as appropriate, to be held at the time and place fixed by the Board of Directors, or if such time and place be not so fixed, at the offices of the Corporation, no less than ten (10) nor more than thirty (30) days after receipt of the request for such meeting from those entitled to call the same as above set forth. The notice so given by the Secretary shall set forth the time, place, date and purpose for the meeting, specifying in reasonable detail the business to be conducted thereat and may be by mail and/or by publication reasonably calculated to inform all Stakeholders of the special meeting.~~

Proposed Change Section 3.2
Remove Section

Reason for change This change reflects change made in Section 2.1. Stakeholders meeting purpose will change to informational purpose only.

Current Section 3.3 ~~Quorum. At any meeting of the Stakeholders of the Corporation, a majority of Stakeholders present or voting by proxy, as noted below in Section 3.4, shall constitute a quorum. Each Stakeholder present, including those voting by proxy, shall be entitled to one vote.~~

Proposed Change Section 3.3
Remove Section

Reason for change This change reflects change made in Section 2.1. Meetings will be for informational purposes only.

Current Section 3.4 ~~Proxies. Any stakeholder shall be permitted to vote at any meeting of the Stakeholders, either general or special, by proxy, which proxy shall be in writing, executed by the stakeholder and limited in effect to the one meeting indicated thereon. No person shall hold or vote more than one (1) proxy. Any proxy may be revoked by the stakeholder giving the same by his appearance at the meeting for which said proxy is given and the announcement of his desire to vote in person.~~

Proposed Change Section 3.4
Remove Section

Reason for change This change reflects change made in Section 2.1. Meetings will be for informational purposes only.

Current Section 3.6 ~~Waiver of Notice. Notice of the Stakeholders' or Directors' meeting may be waived in writing by a stakeholder or director as appropriate, at any time, either before, at, or after a meeting. Attendance at and participation in a Stakeholders' meeting or Directors' meeting shall be deemed to constitute a waiver of any notice of said meeting.~~

Proposed Change Section 3.6
Waiver of Notice. Notice of the Directors' meeting may be waived in writing by a director as appropriate, at any time, either before, at, or after a meeting. Attendance at and participation in a Directors' meeting shall be deemed to constitute a waiver of any notice of said meeting.

Reason for change Language takes out reference to Stakeholders meeting and now only refers to Director's meeting.

Current Section 3.7 ~~Adjourned Meetings. An adjournment or adjournments of any Stakeholders' or Directors' meeting may be taken to such time and place as those present may determine without otherwise required notice of such adjourned meeting being given, whether by reason of the failure of a quorum to attend or otherwise, but any meeting at which Directors are to be confirmed shall be adjourned only from day to day until such Directors are confirmed, and in case of any meeting which is adjourned because of failure of a quorum to attend, those who attend the second of such adjourned meetings, although less than a quorum, shall nevertheless constitute a quorum for the purpose of confirming Directors.~~

Proposed Change Section 3.7 Adjourned Meetings. An adjournment or adjournments of any Directors' meeting may be taken to such time and place as those present may determine without otherwise required notice of such adjourned meeting being given, whether by reason of the failure of a quorum to attend or otherwise, but any meeting at which Directors are to be confirmed shall be adjourned only from day to day until such Directors are confirmed, and in case of any meeting which is adjourned because of failure of a quorum to attend, those who attend the second of such adjourned meetings, although less than a quorum, shall nevertheless constitute a quorum for the purpose of confirming Directors.

Reason for change Language takes out reference to Stakeholders meeting and now only refers to Director's meeting.

Article IV
Current Section 4.9 ~~Removal. Any director may be removed from office by a majority vote of the Board of Directors at any regular or special meeting of the Board. Notice of the proposed removal of a director and the reason therefore must be given to such director prior to the date of the meeting at which such removal is to be voted upon. Stakeholders will be advised of the proposed removal of a director, by mail or electronic means, by notice stating the reason for the proposed removal and inviting any comments.~~

Proposed Change 4.9 Any director may be removed from office by a two-thirds (2/3) majority vote of the Board of Directors at any regular or special meeting of the Board. Notice of the proposed removal of a director and the reason therefore must be given to such director prior

to the date of the meeting at which such removal is to be voted upon.

Reason for change Language takes out reference to Stakeholders and changes the language from majority vote to 2/3 majority vote. It also requires notifying by mail or email and stating reasons for removal of director.

Current Article VI ~~Amendment of Bylaws. These Bylaws may be amended, altered or replaced by the Board of Directors of the Corporation subject to the approval of a majority of the Stakeholders.~~

~~Stakeholder approval of any changes may be sought at an annual meeting, at a meeting specially called for the purpose of reviewing the Bylaws of the Corporation or by special ballot mailed or transmitted by electronic means to the stakeholders at least ten (10) but not more than fifty (50) days prior to the meeting. The notice for such meeting or with such ballot shall contain the full text of proposed changes to these Bylaws.~~

Proposed Change Article VI Amendment of Bylaws. These Bylaws may be amended, altered or

replaced by the Board of Directors of the Corporation provided that the full text of proposed change or changes to these Bylaws is introduced at one meeting and such change changes is adopted at a subsequent meeting.

Reason for change Language takes out reference to Stakeholders approving amendments. The reasons are the same as stated above. Changes reflect changes to Section 2.1.

Agency Name Change Timeline

In 1980 Cascade Christian Home, a non-profit agency was started by a group of caring parents to serve 12 developmentally disabled adults in a residential environment in Lynden, WA.

In 1991 the name was changed to Cascade Christian Services to reflect agency growth from one group home to two group homes and a new supported living program. The agency had grown from serving 12 people to serving 30 people in its residential programs. The staff also grew in that time from a few employees to around 30 employees.

There have been many changes at the agency since 1991, and the agency expects to continue to grow in the future. When the last name change occurred in 1991, the agency did not provide vocational services, home care services or have a training center. The agency now serves over 150 people in the vocational division, 60 people in the residential division and has almost 200 employees. Recently the agency started providing training to other agencies and other community members. The Training department has been training not only our staff but employees from other agencies. An online training program is being developed so people from all over the state can have access to our training center.

Presently the agency is focusing on the new branding effort including a name change and logo change. The agency is also going through an internal reorganization to make the agency more efficient in preparations for future growth. In the next few years, the agency would like to offer more services to a wider, more diverse audience, some of whom don't receive any services. It is possible that the agency could double in size in the next five years in terms of clients and employees. It is for these reasons that the agency must refocus and pull together by renaming, rebranding and reorganizing while still keeping the Christian values that have made the organization strong and unique.



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