



Badger Association

912 N. Hawley Road
Milwaukee, WI 53213
414-615-0100

July 27, 2011

Dear Friend,

Since the merger between the Badger Association and the Center for Blind and Visually Impaired Children, we have made great progress in achieving our goal of creating the region's most comprehensive vision resource center. As we continue to move forward, we are excited to announce a bold change that we feel better represents us to the community and its growing need for vision-loss services.

We are changing our name, logo and tagline to.....



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As part of the merger agreement, leaders from both organizations decided that a new name should be created to reflect the Association's expanded mission to serve people of all ages and visual impairments. Through market research, we learned that the majority of individuals and families seeking our services identify strongly with the word "vision." As it is our commitment to help these individuals and families move "forward" with their lives, the name Vision Forward speaks simply and directly to our reason for being.

The Association's membership, board of directors and staff strongly support the name change. Our hope is that you also can take pride in our continued efforts to position our organization to better serve those in our community who need services. It is your commitment and support that ensures Vision Forward Association will be able to assist people in our community with vision loss throughout their life's transitions.

Although we will officially begin using our new name and logo later this fall, we wanted to take the time now to inform you of the coming change and this exciting next step in our organization's history. If you have questions regarding the name change, please feel free to contact either of us directly at 414-615-0108 (Patrick) or 414-615-0102 (Terri). We look forward to continuing our partnership and sharing our success with you.

With gratitude,

Patrick Brown
Executive Director

Terri Davis
Associate Director