

Memo

To: Dr. Sudnick

From: Madelyn Hough

Date: June 23rd, 2023

Subject: Nonprofit Rebranding Analysis

Background

Formerly known as Westside Children's Center, Allies for Every Child is a Los Angeles-based children's nonprofit specializing in foster care and adoptions, early childhood education, mental health training, disability screenings, and services, in-home case management services, and more (2019). After more than 32 years of serving the children of West Los Angeles, the Westside Children's Center decided to start the process of rebranding as it expanded its services throughout the city to help children and families in need city-wide (2019). The CEO, Heather Carrigan shared on the non-profit's website "We're excited to have a new brand that is inclusive of our work county-wide, and welcoming to our ever-growing community of allies" (2019).

Long-term Focus

Allies for Every Child not only has maintained its long-term focus but has exceeded initial expectations and has expanded the overall mission to a greater area. At first, Allies for Every Child only served the Westside area of Los Angeles, but the services were demanded far beyond that area. The rebrand helps refocus the mission of providing all "at-risk children and children living in poverty" rather than only serving just one area of the city (2010). A 2019 press release states "During the last three decades, our services have expanded far beyond the west side of L.A., necessitating a new brand that reflects our reach and is inclusive of everyone working together to ensure that our city's most vulnerable children have access to the childhoods they deserve."

Stakeholder Influence

The rebrand and expansion came about after nearly a year of research and feedback from agency stakeholders (2019). Staff and stakeholders agreed on the name 'Allies' because it creates the idea of mutualism and the idea that the organization is not only helping these children, but the children are helping the organization members as well (2019). According to an exploratory non-profit rebranding journal, "a brand orientation approach requires that nonprofits meet challenges presented by a changing environment and generate alternative incomes with associated changes in stakeholder relations" (Bourne & Lee, 2017). This is the case for Allies for Every Child, after decades of serving the Westside Los Angeles children, the organization needed to rebrand to serve all children in Los Angeles because all children deserve adequate care.

Communication Ethics Approach

The rebranding strategy implemented by Allies for Every Child is based on the ideals of the universal-humanitarian communication ethics approach. Allies for Every Child decided to rebrand from Westside Children's Center to better serve a greater number of children and the entirety of the community rather than just the Westside. This is in alignment with the utilitarian principle of doing the greatest good for the greatest amount of people (Arnett et al., 2018). "The approach emphasizes a direct connection between the brand and the organization's core identity that, for nonprofits, is typically grounded in ideology, social concern, and compassion" (Bourne & Lee, 2017). The universal-humanitarian approach focuses on the greatest good for the greatest amount of people which was the goal of the rebranding campaign (Arnett et al., 2018).

Implicit and Explicit Assumptions

The implicit assumption of Allies for Every Child is that all children are worthy of childhood and deserve equal access to resources to provide them with a healthy and happy life. The explicit assumption of Allies for Every Child is that it is a societal duty to assist children in need no matter their background, location, or experiences. Children are unable to care for themselves entirely so it is the responsibility of caring adults to provide them with the nurture they need.

The Good

Allies for Every Child protects and promotes the good of childhood and well-being. The organization's mission is to create a healthy and happy life for children who have faced adversity and lack the resources they need to grow and succeed and provide high-quality care and services to the Los Angeles area. Allies for Every Child also protects and promotes the good of community. The mutual aspect of the organization is that it does not only provide services for children but it creates a community between children, families, and the providers at Allies for Every Child.

The Future and IMC

The rebranding of Westside Children's Center to Allies for Every Child is representative of a growing and inclusive society that prioritizes the well-being of all people. Rebranding of this nature will become more common for non-profits as they expand and as the world continues to become more accepting of these kinds of services. The rebranding of this organization allowed for an expansion of care services for children all over the Los Angeles area. Even though the services of the organization did not change in quality, the rebrand allowed for an increase in the amount of care that was able to be received. The rebrand of Allies for Every Child takes the focus away from the locality of the services but instead focuses on allyship for the greater good of all children.

Conclusion

The Westside Children's Center helped children in the west side of Los Angeles for over three decades. In 2019, the executive decision was made to rebrand the organization as Allies for Every Child because the organization's services were demanded far beyond the west side of Los Angeles. The decision to become 'allies' is based on "the mutual benefit it conveys" (2019). The rebranding of the organization follows a universal-humanitarian communication ethics approach in order to 'do the greatest good for the greatest number of people' (Arnett et al., 2018). Allies for Every Child protects and promotes the good of childhood, community and overall well-being.

Allies for Every Child believes that all children are deserving of equal opportunity to succeed and works towards providing every child with the resources they need to have a happy and healthy life.

Citations

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