**United Family Services is now Safe Alliance**

***“Where Hope & Healing Begin”***

**Charlotte –** Deciding that now is the time to launch a new brand for one of the region’s oldest and most respected social service agencies; United Family Services is changing its name to Safe Alliance.

“True to our 103-year legacy, United Family Services is once again responding to meet the needs of the community,” said Safe Alliance President & CEO Phil Kline. “Following a year-long strategic planning process we have restructured our services and chosen a new name and logo that best aligns with our new structure. We are now Safe Alliance and we provide hope and healing to survivors of domestic and sexual violence, and child abuse and help adults and children build safe, healthy relationships. “

The name Safe Alliance was selected because we believe all individuals and families deserve to live in safe and supportive environments. To this end, we work in alliance with our clients, other organizations and the community toward our vision of communities where people are empowered to build and sustain healthy and respectful relationships and enjoy lives free of domestic and sexual violence and child abuse.

Our new mission is to provide hope and healing to people in crisis.

“Now that we are in our second century of service to the community, the Safe Alliance board agrees unanimously that refreshing our brand better reflects our mission and is exactly the right thing to do,” said Safe Alliance Board of Directors Chairman John Tighe. “Our new name is another example of positive change that we believe more effectively communicates the critical work we do in providing sanctuary, services, programs and counseling for those in crisis.”

Our new logo is the lotus flower and we believe it is a powerful symbol of the work we do. The lotus flower begins life in mud at the bottom of a pond. It grows upward through the water’s waves and currents and blooms into a beautiful flower when it surfaces. This speaks directly to the inspirational journey our clients travel with Safe Alliance. Clients utilize the knowledge, resources and tools gained through their engagement with our agency to empower themselves to blossom like the lotus flower.

The petals of our lotus flower are the national awareness colors for domestic violence (purple), sexual assault (teal), child abuse (blue), and mental health (green).

We are also encouraged that community leaders across the region have embraced our new brand.

* “For more than a century, United Family Services has provided vital assistance to countless Charlotte residents who have been the victims of assault and abuse.  I’m confident they will continue that legacy of service as Safe Alliance and remain a key asset to our community.  I share their belief that all individuals and families deserve to live in safe and supportive environments, and I look forward to continuing to work with them in support of their mission in Charlotte.”---**Charlotte Mayor Anthony Foxx**
* “From a law enforcement point of view, I applaud the choice of Safe Alliance as a new brand for the important work of the agency in our community that provides sanctuary to those victimized by domestic violence and sexual crimes.   Certainly communicating “safety” is critical to those in life-threatening situations.  CMPD has also enjoyed a strong alliance with the former United Family Services.  Our domestic violence unit – and our entire force – looks forward to working closely with Safe Alliance, especially now that your new Domestic Violence Shelter will soon be a critical resource to those in need.” --- **Chief Rodney Monroe, CMPD**

Our new name and logo take effect today, November 27, 2012. Over the next seven months we will be registering the new trademark and taking all the legal actions to complete the transformation to the new name by the end of our fiscal year, June 30, 2013.

We will be holding events in Union County, Cabarrus County and in Lake Norman to announce our new brand to stakeholders and supporters in those communities.

Safe Alliance supports victims of domestic and sexual violence, and child abuse and helps people build safe, healthy relationships. We do this through a continuum of shelter, counseling, legal and advocacy services serving over 20,000 people a year in Mecklenburg, Cabarrus, Union and south Iredell counties while reaching 20,000 more through advocacy and education.

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