October 5, 2023

Dear Stakeholders,

It has been a very exciting summer since announcing our intended unification – we have been so pleased at the enthusiastic response from staff, family members, people we support, and the community. This truly will be a case of 'stronger together' and as the people in our organizations get to know one another, it is wonderful to see how aligned we are in our mission, dedication, and person-centered vision.

When two organizations come together there are always many small and large decisions to be made. One of the most visible will be the name of the organization and the tag line that we will use. After much discussion and weighing the benefits of numerous approaches, we have decided on using Liberty ARC as the name of the combined organization going forward. The word "Liberty" means many things to many different people, including freedom, choice, respect, and self-determination. We felt this was a wonderful way to encapsulate our approach. Schenectady ARC has a strong heritage and visual identity that we felt should be represented in the organization's new logo and tag line. With that in mind, we're announcing "Grow Together" as the tag line for the new organization – echoing the imagery of the tree that was part of Schenectady's logo and describing the experience we strive to provide for the people we support and our employees who choose to work in this rewarding field.

We have also come up with three new logo choices, and we wanted you to have your vote! Please click on this link here to vote on the logo design that you like best. We will take the voting into account when choosing our new logo for Liberty ARC.

Thank you again for your encouragement and support as our two organizations come together. We have a bright future ahead of us, and look forward to the next few months as we work closer together as one team focused on the best supports!

Sincerely,

Jennifer Saunders
Chief Executive Officer
Liberty ARC

Kirk Lewis
Executive Director
Schenectady ARC