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P 703.768.7106 F 703.768.4788
7511 Fordson Road, Alexandria, VA 22306

f facebook.com/UCM.Alexandria t @UCMAlex

United Way #8199 CFC #37839

FOR IMMEDIATE RELEASE

Contact:

Diane Hill, Development & Communications Officer

diane.hill@ucmagency.org | phone 571.255.8978 | mobile 703.597.1830

**UCM ANNOUNCES NAME CHANGE TO UNITED COMMUNITY:
CHANGE IS INTRODUCED AS AGENCY CELEBRATES ITS 50TH YEAR**

Alexandria, VA (May 3, 2019) – On Friday, May 3, 2019, at its 50th Anniversary Spring Gala, Alison DeCoursey, executive director, announced the renaming of the organization to United Community, with a new logo, to reflect a refinement of the organization’s mission:



“We are changing our organization’s name to United Community to reflect our aspiration for the future of our community. For decades, we focused on providing basic human services to families. As we turn 50, to amplify our mission, we must alter the conditions that lead to multigenerational poverty we have witnessed far too often – inadequate transportation, education, housing, nutrition, safety, and employment. Working in collaborations we’ve never seen before, on a scale we’ve never attempted before, we envision a community where everyone thrives,” DeCoursey said.

The red color in the new logo represents energy, determination, boldness, and enthusiasm to accomplish the organization’s mission to empower our neighbors in need to transform their lives. The “l” in United and the “l” in Community are connected to form an arch, symbolizing momentum, connection, and bringing people together from a variety of backgrounds with one common goal.

Studies show that only 13% of people living in poverty for seven years or more are able to escape it. Ending it will take a process, a systemic change in policy and practice, and a united community of community leaders, community organizers, faith organizations, elected leaders, government agencies, other nonprofits, and philanthropists all working in unison to defy the gravity of poverty in southeastern Fairfax County.

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“A community where everyone thrives is worth fighting for,” said Kenneth Disselkoen, United Community Board chair and former Fairfax County director of human services for Region One.

The 50th Anniversary Gala attracted hundreds of community members and leaders to celebrate this milestone of service to the community. Among them was U.S. Senator Mark Warner (D-VA), and Mrs. Addy Krizek, honorary co-chairs of the 50th Anniversary Celebration and 2019 recipients of the Gerald W. Hyland Humanitarian Award.

“I salute everyone who has extended their friendship and support to United Community over 50 years of serving vulnerable families,” said Senator Warner. “In order to eliminate poverty within our communities, we’ll need to think boldly and work together to craft policies that target the root causes of poverty. I will continue doing all I can to help, and I look forward to seeing what United Community will accomplish in the next 50 years,” he added. Senator Warner served on the organization’s Board of Directors from 1991-1994.

About United Community (formerly United Community Ministries)

United Community envisions a community where everyone thrives. UCM empowers our neighbors in need to transform their lives through wrap-around programs and services that support children, youth, and families in southeastern Fairfax County. For 50 years, United Community has been advocating for, supporting, and serving low-income residents in Northern Virginia. Learn more at ucmagency.org

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