



New Logo, New Directions

If you look at the top of this little newsletter you'll likely notice something different – a new logo. We have been working on and off on this project for over a year, but officially rolled it out at the annual meeting April 17. We sincerely hope you like it. Cost? We've kept it down by using up existing supplies before reordering. And the design work was generously donated by Miller Mauro Group. We think they did a fabulous job. Why did we do it? We wanted to create a graphic identifier that put the emphasis on service rather than on our name. In effect we have rebranded Lutheran Community Services (which is a bit of a mouthful) as LCS. The hand symbolizes the helping hand – not a hand out but a hand up – which we offer our disadvantaged neighbors. We incorporated the fish icon – an ancient symbol of Christianity – to keep the focus on our faith. And we added the tag line “Emergency Food, Housing, and More” for several reasons. First, because it outlines our main service groups. Second, note that the use of “More” is all encompassing, and includes not only what you might call “miscellaneous services,” but faith, prayer, and programs we may have not yet dreamed of.

Miscellaneous Services?

The LCS “More” services include helping seniors of all income levels with modest home repairs. The most needy seniors get “scholarships” for free home repairs. And don't forget our work in smoking cessation assistance. Last year, we helped almost 7,000 people get free of nicotine addiction. Then there's free clothing distributions, medical rides for Luther Tower residents and admin support for the Retired Men's Luncheon Club. We do all that in addition to loans & grants to people facing eviction or foreclosure, and operating food distributions at 10 separate locations.

Don't Forget!

Our Room at the Table Free Fundraising Breakfast is Wed. 5/7. Call **654 8886 x 105** for info. The *Gimme Shelter Golf Tournament* is 5/16 and benefits LCS, Habitat and Sojourners Place.