COCAANâ€™s New Name Unveiled: NeighborImpact

by Bend Weekly News Sources

Agency Celebrates 21 Years of Service to Central Oregon

COCAAN has been serving the Central Oregon community for the past 20 years and has grown from a small non-profit to an organization with over 15 offices, and just last year, provided over 100,000 different services to local residents. It is one of the largest local social service organizations in Central Oregon, and now the agency has taken on a new name in an effort to better market what the agency does and the services that it provides.

The rebranding process kicked off with an â€œunveilingâ€• of the new name at the Tower Theater on September 13th. NeighborImpact (formerly COCAAN) will continue providing vital services such as Head Start, Food Programs, Emergency Services and Weatherization to all of Central Oregon, making a positive impact for your neighbors right here locally, from Madras to Prineville to La Pine.

â€œNeighborImpactâ€• is the result of a rebranding process the agency began years ago, led by marketing experts, Brand Navigation, out of Sisters. The arduous process included an in-depth analysis of the various services provided by the agency, interviews of past clients, employees and general public, name analysis, marketing research and the dedication of a few key personalities on the newly formed Resource Development Committee, advising and leading the agency through the process with Brand Navigation.

Sharon Miller, Director of NeighborImpact, said, â€œThe image of us being no more than an umbrella organization or a network of disparate and distinct services was simply getting in the way of helping families. This image made it difficult to tell the story of our impact and effectiveness with families. It made it hard for the public to know how to support us. Our new name is meant to convey the profound impact we have on our neighborsâ€™ lives. NeighborImpact is about you and us having an impact by helping people who live and work in our community. Not strangers, but our neighborsâ€•.

History/Mission: COCAAN seeks to change the course of each familyâ€™s future by giving them tools they need to succeed. COCAANâ€™s tool box includes Head Start, weatherization, home repair, energy and rent assistance, financial skills building, savings programs, assisting parents to find child care, tutoring homeless children, providing emergency and transitional housing to homeless families, home buyer education and feeding the hungry.