



Our World



It's our world, too. We are human beings. We are parents. We are workers. We are family. **At Bancroft, we are proud.**

We have been told that "special people" are different. We have been told that those with "differences" must live in shadows. We have been told that there is no hope, and that a normal way of life is not an option. We have been told that our two worlds can never be the same.

Every day, we prove that it's our world, too.

In our world, we live a life of aspirations, emotions, successes, and setbacks, **just like anyone else.**

In our world, we wake up every morning to a life of possibility. In our world, we face challenges that must be conquered. In our world, we feel happiness, sadness, elation, and pain. **In our world, we share moments of life and love, together.**

In our world, we shout with pride that to be different is to be unique, and that **to be special means only to be an individual.**



Together, at Bancroft, we are altering perceptions. We are changing the face of neurological impairment. We are showing the world that the barrier between "them" and "us" is only a state of mind that must be changed.

Everyone deserves a chance — we vow to make that chance a reality.

This is our mission. It is our goal. We are a single voice advocating for a single way of viewing human beings — viewing them as people.

Because at Bancroft, it's our world, too.



Bancroft
One world. For everyone.

Message from our president, Toni Pergolin



New brand, new opportunities

Wow. Every time I see our new brand, I'm just blown away. When I read our mantra – the powerful statement on the cover – I'm overwhelmed. These messages, which include our beautiful new logo, truly get to the heart and soul of who we are. I think they convey, like never before, what we're all about.

And here's what I'm most excited about: Our new brand will help strengthen Bancroft for the future. It will build more awareness of what we do, and that we're a resource for anyone with a developmental or intellectual disability or an acquired brain injury – even those who aren't in our programs.

The more people are aware of what we do, the more support we'll receive – and the better our future will be ensured.

Our new brand gives us an opportunity to reach out to everyone. It will help us get the word out about Bancroft, and provide a fresh focus for our conversations with others.

And one of the things I like best is that the new brand isn't just about Bancroft; it's about all people, and that we have much more in common than not. This is our firm belief here, and we act on it every day.

I hope that you will take inspiration from our new brand, and talk to others about how Bancroft has positively affected your family's life. This is the vital connection we must all make: to let as many people as possible know – through our own personal stories – that Bancroft makes a huge difference. That every day, we strive to make this **one world...for everyone.**

Redesigned website offers resources for families

Looking for the latest research on your relative's disability?

Can't make it to a Bancroft seminar, but don't want to miss out?

Need to know what services are available to your loved one?

You can find it all on Bancroft's new website, www.bancroft.org. Just click on "Resource Library," a new section of Bancroft's site – which has undergone a complete overhaul in conjunction with the organization's new brand.

The Resource Library provides a wide range of information, videos, research and more, from Bancroft and numerous third parties. One library section – the Family Resource Center – is devoted specifically to families.

"We've gathered all the info for our Family Resource Center, so parents don't have to do the legwork themselves," explains Bancroft's Dan Keating, Ph.D., who oversees the library. "This gives parents the resources they need to make informed decisions."

Scores of topics range from health and wellness to behavioral issues, transition planning to financial matters. An "Ask the Experts" section allows parents to submit questions, which are then answered by Bancroft's clinical team. Another area plays videos of Bancroft seminars.

"Parents and guardians are so busy," says Keating. "With our new website, they can access the information they need quickly and at their convenience."

Besides the addition of the Resource Library, Bancroft's website has been redesigned so it's clearer and easier to

navigate.

"The website is our main communication tool," says Kathy Ross, vice president of corporate communications and community relations. "It's the central source of information for what's going on at Bancroft."

Our Mission

Bancroft's mission is to ensure that every person is given opportunities for lifelong learning and fulfillment.

We do this by altering perceptions, and by supporting those with intellectual and developmental challenges and acquired brain injuries in achieving their life goals as valued and respected members of our world.

Five Things Bancroft Believes In

1. supports that are person-centered and outcomes-based
2. involvement of families and others in the circle of support
3. treatment approaches that are scientifically proven to be effective
4. encouragement of relationships and experiences
5. opportunities for lifelong learning and fulfillment

The making of our brand | *A culture translated into words, images*

"When I think of Bancroft, I think of [my son] winning that first gold medal. That first time that I saw him participate in a basketball game and understand the game of basketball... I was so overcome with emotion. It was like, 'Oh my God, look what they taught him to do.' I never thought that I would ever see that."

Phil Edelstein, a local marketing strategist, listened to this story from an emotional Bancroft parent. His eyes filled with tears. He had heard similar stories in countless other Bancroft interviews, and they always evoked the same reaction. The room filled with poignant silence as the story came to a close, as both parent and strategist reflected on the powerful feelings that had just been shared.

In moments like this and in many other ways, Edelstein and his colleagues from Brownstein Group – a Philadelphia marketing firm tasked with creating the Bancroft brand – experienced our organization. For the past 125 years, Bancroft has embodied a unique culture of respect, compassion, and commitment to people with neurological challenges. The problem was, we hadn't found the words and identifiers that could clearly define who we are and what makes us special. The Bancroft brand existed within our organization; Brownstein Group simply had to experience it in order to distill it down to its purest expression.

Five Brownstein team members took part in 89 interviews with staff members, persons served, parents, board members and others. There were tours, discussions, participation in activities and more. What they experienced was our brand – and with each moment of each day, they came closer to crafting the words and sentiments that would powerfully define our organization.

Brownstein Group witnessed a place that saw abilities, not disabilities, in the people it serves. They saw that Bancroft prides itself on its belief that every individual has the potential to learn to live a more participatory and fulfilling life. All of this was set against a backdrop of passionate parents and employees who spoke emphatically about the need to change the stereotypes and misconceptions that surround people with neurological challenges.

And so, the "It's our world, too" brand was conceived. A message not from Bancroft the organization, but rather, a message from all of us: parents, employees, community members, persons served. "It's our world, too" represents a movement to change the world's perceptions of people with differing abilities. Brownstein Group showed us that every day – through our broad continuum of services, our respect for the abilities and potential of every individual, our passionate base of staff, parents, persons served, and other supporters – we show that the separations, the stereotypes, the misconceptions, regarding persons with neurological challenges is only a state of mind that must be changed.

"I absolutely LOVE the new Bancroft brand! The slogan 'One world. For everyone.' gives me goosebumps!



"We are grateful that [Alex] is receiving such excellent care and developing to his fullest potential."

— **Paula Siegel**, grandmother of a Bancroft student

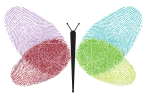
Now it was time to bring the brand to life. First, we changed our name from "Bancroft NeuroHealth" to simply "Bancroft." A new logo was created, which was paired with the new tagline, "One world. For everyone." Our public-relations effort kicked off to help communicate the brand to internal and external audiences.

"It's our world, too" is not an advertising campaign. It is our brand – what we stand for and who we are. It begins with Bancroft, but it ends with anyone who has ever been touched by our organization. It depends on every single one of us to take the vision it inspires and help bring it alive. With every action we take, with each life we touch, it is our mission to prove that "It's our world, too."



It's our world, too.

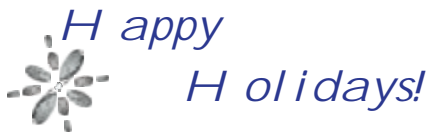
Bancroft School students paint their vision of our world, as staff members lend support and encouragement. The project was designed to introduce the students to the philosophies behind Bancroft's new brand.



Bancroft

One world. For everyone.

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For more information on
our new brand, plus
Bancroft news and
updates, visit our
redesigned web site:

www.bancroft.org

Welcome...

... to a new look at Bancroft, which represents who we are today and what we stand for.

For the past few months, we've been taking stock – talking to people we serve, family members and staff, friends and neighbors – to define what makes Bancroft the deeply special place that it is.

We've translated these findings into words and images – a “brand” that will help tell the world what we're all about.

The message you'll find on our cover – **It's our world, too** – sums up our brand, as told to us by our many supporters.

This edition of our quarterly newsletter – featuring our new look and the new name **Our World** – focuses exclusively on our new brand.

We hope you'll enjoy reading about these exciting changes, what they mean for all of us, and how they'll benefit Bancroft and the people we serve.