



## What Others Are Saying July 2020

The J. Marion Sims Foundation announced today it is changing its name to the Arras Foundation following a two-year planning process. The word “arras” means a diverse tapestry; the new name reflects the Foundation’s 25-year history of weaving together community assets to build healthier communities in Lancaster County, Great Falls, and Fort Lawn, S.C.

After months of input from partners, residents, and community leaders, the Trustees and Foundation staff finalized the organization’s new name in January 2019 - a name that is central to its work and commitment to the community.

### **Janine Lee, President & CEO, Southeastern Council of Foundations, Atlanta, GA**

“This decision is a reflection of the guidance provided by the Arras Foundation’s North Star – ensuring everyone has the opportunity to reach their full potential. Achieving this will require all of us to come together to weave the diverse tapestry that inspired this powerful and moving decision. We look forward to partnering with the Arras Foundation to work toward our shared goal of a better future for all, and we are proud to have them as a member.”

### **Michael Marsicano, President & CEO, Foundation for the Carolinas, Charlotte, NC**

“The public assumes any foundation named for an individual has been resourced with philanthropic capital gifted by their family. The work of such a named foundation typically reflects the interests and values of the individual. This has never been the case with the J Marion Sims Foundation. The citizens of Lancaster created this vitally important foundation and it has long needed a name reflecting the values of the community that gave it life. Rebranding is never easy but in this case absolutely necessary to embrace the full community. I applaud the board’s bold decision.”

### **Lori McClung, CEO, Co-Founder, Advocacy & Communication Solutions, LLC, Cleveland, OH**

### **Scarlett Boudier, President, Co-Founder, Advocacy & Communication Solutions, LLC, Cleveland, OH**

"From our first day of work with the Trustees and Leadership at Arras we knew they were committed to being a true partner to the people in the communities they serve. That meant being transparent and intentional about aligning their significant work with how they showed up in the community - including evaluating their name. They understood that this could only be achieved through a comprehensive and authentic community engagement and communication strategy supported by action. Advocacy & Communication Solutions, LLC (ACS) is proud to have partnered with Arras to build this strategy, help implement it, and set a more inclusive and robust path forward for the communities Arras serves. As a woman and minority owned firm, this project is core to our existence-- a commitment to the issues that drive positive change and empower those in the communities in which we work. We have been and will continue to be honored to work with Arras Foundation to ensure everyone has an opportunity to reach their full potential."

### **Dr. Walter Collins, Campus Dean, USCL, Palmetto College**

I am so pleased to learn about the name change of our local Foundation that has supported the livelihood and impacted so many local non-profits, organizations, and institutions. The new name—Arras Foundation—captures well the rich resource the Foundation has been and will continue to be for our community as it works to weave together a brighter future for tomorrow.

### **Robert Folks, Trustee Emeritus, Arras Foundation, Lancaster, SC**

“For more than eighty years the assets which are now the Arras Foundation have transformed to best serve this community. Originating as a stately building on a hill overlooking West Meeting Street in Lancaster, the original hospital after about thirty years would change its name and rise to be the multi-storied building we see today. A half century after its founding the hospital’s assets would be sold to a for profit corporation. By that sale the not for profit hospital would become a private foundation and commit its assets to the health and wellness of the people served in the hospital’s geographic footprint. Now, twenty-five years later, that foundation has renamed itself to include all voices and work in collaboration with others to build a healthy community for the populace first served by the original hospital.”



**Marvin Starks, General Manager, NIBROL, Former Trustee, Branding Committee, Arras Foundation, Lancaster, SC**

“As a former trustee, and member of the branding committee, I could not be more excited about our new name and the direction of the foundation. Arras represents a woven fabric, a tapestry. Just like the communities we serve, where everyone’s perspective is woven together to make a stronger product, the Arras Foundation will continue to work to bring everyone together for the good of all citizens. I look forward to continuing to work with the Arras Foundation as we launch our next 25 years of active service today.”

**Richard Band, Trustee, Branding Committee, Arras Foundation, Lancaster, SC**

Your name makes a statement about who you are. Arras is a tapestry. It signifies different threads woven together to make a strong fabric. It conveys the idea of moving forward for the good of the whole. We are about working to build a healthy community. The Foundation has always put its energies toward people and progress. The new name confirms that mission in a more meaningful way.

**Abby-Lynn Brunson, Career Development Facilitator, Chester County Schools; Trustee, Branding Committee, Arras Foundation, Blackstock, SC**

After over 18 months of heartfelt planning, I am so excited and proud to help announce our new foundation name. The Arras Foundation. Arras. A diverse tapestry that reflects exactly who we are. We are all woven together. Community threads woven into one beautiful fabric. The Arras Foundation!

**Ashley Shannon, Marketing and Community Relations Director, MUSC Lancaster, Trustee, Branding Committee, Arras Foundation, Lancaster, SC**

Almost 2 years ago, I was delighted to be asked to sit on the Foundation's branding committee. We knew we wanted to change our name to reflect our work and to honor our community. Through many months of discussion, my thoughts kept returning to the image/idea of a beautiful, strong tapestry--a thick fabric that could be symbolic of our diverse population, while also paying homage to our past as a strong textile community. In doing research, I discovered a word that brought my thoughts to life: ARRAS. Arras is defined as a diverse, rich tapestry. We knew we had found our new name. As the Arras Foundation, we will continue our work with **you** - weaving together our beautiful and diverse people and places - building a healthy community together. Arras is you, and you are Arras.

**Sagi Haviv, Partner & Designer, Chermayeff & Geismar & Haviv, New York, NY**

“Charitable organizations like the Arras Foundation need professional graphic work to effectively engage with the publics they serve, but it’s often difficult to find a designer who will take on the work without a serious financial investment. Working with a class can be a great option for such organizations: on the one hand, they can contribute to the students’ education, while on the other, they receive at the end of the semester an array of designs that have been workshopped under the supervision of expert identity designers.

The new visual identity for the Arras Foundation was designed by Yaxi Xiao, a student at the School of Visual Arts, as part of Chermayeff & Geismar & Haviv's Spring 2019 seminar on Corporate Identity Design. The practical experience of designing a mark that can successfully identify a real-world client—of refining designs from a concept sketched out on a piece of tracing paper, of finding the simplest possible expression of an appropriate visual idea—is an immensely exciting exercise for our students. We are very pleased with Yaxi's solution and delighted to see it out in the world.”