

FWA to Family Action: Frequently Asked Questions

1. Why have you changed your name from 'Family Welfare Association (FWA)' to 'Family Action'?

The organisation has changed its name previously at a key stage in its history, so there is already a precedent for change when the time is right. Since setting up as the Charity Organisation Society in 1869, the name was changed to Family Welfare Association in 1946 – around the time that the Welfare State was established. At that time, FWA was leading the way for charities delivering social care services and the word 'welfare' in this context was new and progressive.

Over 60 years later, the organisation has grown in size and developed in scope of service delivery. After a merger in 2006, which led to the organisation almost doubling in size, it was felt that the name and brand needed modernising once again to more accurately reflect the charity's core values and the innovative services we deliver today.

2. Have you changed what you do?

No. In fact, we are changing the name of the charity to better fit with, and do justice to, the services we provide across the country.

3. How much has been spent on the name change and re-brand?

Approximately twenty-five-thousand pounds has been spent on the design of the new brand and on extra costs to be incurred by re-printing of materials. Modernising our name and image to better reflect our work will make the organisation more attractive to funders, so the re-brand is a long-term investment and the most cost-effective method of facilitating communications with new audiences.

4. How will the new name increase voluntary funding?

In the past our old-fashioned image and name has been a barrier to attracting voluntary funding from individual and corporate donors. Having a dynamic name and a vibrant image that clearly reflects our work and values will improve communication with the public and other funders.

5. How will you ensure service users and existing commissioners, funders and partners are not confused by the name change?

All current channels for contacting FWA will be redirected to Family Action. We will be contacting all our partners and supporters by post, phone and email to introduce and explain the change. There will be a series of follow-up communications and/or events to embed the new name and brand. 'Formerly FWA' will appear on key materials and website for a set period of time after the launch.

6. Will the initials 'FA' be used?

No. Family Welfare Association was often shortened to the acronym FWA because it was a long name and a bit of a mouthful to say in full. Family Action does not need to be shortened and should always be used in full.

7. What was wrong with your old name and image?

A comprehensive audit of the charity was conducted in 2007 by the agency Good Values, which highlighted a discrepancy between internal values and standards of service delivery, and external perceptions of the name 'Family Welfare Association'. Staff and those that know the organisation well described the organisation as ground breaking, innovative and creative. Those less familiar with the organisation thought we were old fashioned and found it difficult to grasp the essence of our work. Additionally, the name was often abbreviated to FWA, which caused confusion particularly amongst audiences unfamiliar with FWA.

8. Why did you choose the name 'Family Action'?

'Family Action' was chosen because it more accurately describes what the organisation does. We wanted to keep our identity as a family charity because working with whole families is what makes us different to other charities and replace the word 'Welfare' with the word 'Action'; a more positive and dynamic word and a concept that underpins all areas of our work from services to campaigning.

9. When did you launch the new name?

Wednesday 3 September 2008.

10. There are other organisations with similar names, might this cause confusion?

There is no other UK-based organisation with the name Family Action. There are two UK-registered web domain names that use family action (see Q10 below). Research into other organisations with Family Action as *part* of their name have not found any that are significantly similar to FWA in scope or remit to warrant concern. Our new brand values communicate very strongly the message that we support disadvantaged and socially isolated families and we are England-wide, which differentiates us from any other organisation.

11. Is the domain name already taken?

The domain familyaction.org.uk is taken by a small charity in Humberside called Children and Family Action (CFA). Several other UK-based domain names have been purchased by FWA that will work just as well. Search engine optimisation and consistent use of brand and brand values in all communications will ensure we are not mistaken for any other organisation.

12. Is Family Action already registered as a trademark?

The trademark has not previously been registered and the correct process is underway to register it under our name.

13. How do you work with families?

We believe that all families have the strength to overcome their difficulties, no matter how complex. Combining practical, emotional and financial help, we support each family according to their needs, and support them to find solutions to their problems so they can fulfil their potential and make a positive contribution to their community.

14. What services do you offer?

Home and centre based, practical and emotional support for:

- Families or adults experiencing mental health problems
- Families where a child or young person has caring responsibilities
- Families experiencing domestic abuse
- Families where a child is experiencing problems at school
- Families where a parent has a learning difficulty
- Families where a parent misuses alcohol or other substances
- Families going through divorce or separation

We also provide grants for families and individuals experiencing financial hardship

15. NCH is changing its name to 'Action for Children' – were you aware of this?

Yes. NCH conducted their review independently from us or any other charity. NCH clearly focuses on children, while we focus on the whole family as our two names suggest.