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Name change for TLC

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TLC for Children and Families Inc. soon will be known as KidsTLC, a name that reflects a new direction for the Olathe-based non-profit, which helps runaway and homeless youths.

"We're doing a soft launch right now, using both names and both logos," **Bob Drummond**, TLC president and CEO, said. "We will make it official July 12," when the agency marks its 39th anniversary.

The first public announcement of the name change will be made May 11, the same day as TLC's paper shredding fundraiser from 11 a.m. to 1 p.m. at United Bank of Kansas, 10101 Woodland Road, Lenexa.

The name change came out of an 18-month strategic planning process, Drummond said.

"We decided now was the time to change our name as we begin to get more involved in community relations than we had in the past. We're going to be developing more community partnerships," he said. "We felt we needed to have an initiative that would make us better known publicly and throughout the entire Kansas City area and not just in our county. Part of that also led to hiring a competent community relations person, **Elizabeth Alex**. She will be launching this with us in the areas of social media and print media."

Alex, community and government relations senior vice president, stepped into the role full time in March.

"Elizabeth brings an awful lot to TLC, certainly her reputation and visibility in the community having worked on TV for nearly 15

Continued from 1A

years," Drummond said. "But what's important to us is her passion in children's issues, ... her integrity and credibility as a professional."

Alex, who is still working part time as an anchor for NBC Action News, said the transition has been a busy time for her.

"But it's a lot of fun. I love TLC. I love the mission. The programs are amazing and it's pretty cool to be in a spot where you're watching people change and transform," she said. "In the meantime I still have a foot in the door of television

news, which has been my career for so many years, so I'm enjoying it. Right now I have the best of both worlds.

"I've always thought that I would go into some kind of humanitarian work at some point. I've certainly volunteered in humanitarian causes for many years, but the thought that I could also be home with my own child at night was huge to me."

Alex said she is looking forward to helping tell the story of TLC.

"Everywhere I look there's a story. We have so many fine programs and they're always thinking about how they can serve the

FAST FACTS

TLC offers Street Outreach Services and Youth Crisis Services Programs to address the immediate needs for temporary shelter and crisis counseling for runaway and homeless youth and their families, and other youth living on the streets outside of the law enforcement, child

welfare, mental health, and juvenile justice systems.

TLC operates the only emergency/temporary shelter for runaway and homeless youth in Johnson, Wyandotte and Miami counties.

For more information, visit www.kidstlc.org.

community better," she said. "We're changing the name, changing the logo ... there's a whole rebranding and marketing effort and I have front row seat in directing that. That's very exciting. It's

something I've never had the chance to do before."

Rebranding TLC will help move the agency into the future, Alex said.

"It's the same organization and it's doing the same

great work, but it's just stepping it up a few notches in terms of how we present it in the best professional way possible," she said.

TLC, which kicked off its "For the Children" annual fund campaign in March, also is in a strong position for the future after recently achieving a four-star rating for sound fiscal management from Charity Navigator, an independent evaluator of charities. Only 9 percent of the charities rated have achieved a four-star distinction.

"While we are delighted and proud to have earned this designation, we at TLC believe the truly exceptional people are our donors, our

volunteers and the staff who work to transform the lives of kids in crisis every day," Drummond said.

The economic downturn has been challenging for all nonprofits, but Drummond said TLC has been safe from cutbacks.

"We had to consolidate a few things, but we've not had to cut back as far as the programs that are significant to our community that serve children and families," he said. "The Charity Navigator rating is a pretty good indication we're doing well. Our intention is to continue to be very strong financially and to be good stewards of the money that we do have."