



## The Pride Center of the Capital Region FAQ

1. Why did the Pride Center launch the new name and brand?

The health and vitality of any organization depends on its ability to grow and continue to reflect the community that it serves. The Pride Center is the oldest LGBT community center in the country, and since 1970, we've grown and changed with the community around us. By updating our name and brand, we are able to better reflect the diverse LGBT community as a whole and position us as a stronger voice in the Capital Region community for LGBT people.

2. How was the Pride Center name and brand developed?

Pride Center leadership employed an outside consultant- through the generous support of the NYS Department of Health- who conducted significant research with a variety of stakeholders in the LGBT community. This third-party consultant performed a national analysis of organizations serving the LGBT community as the Pride Center. The results of this intensive study showed that in an ever-changing community, the Pride Center's key role as a spokesperson and resource center is vital to both serving LGBT people and advocating for LGBT issues in the Capital Region.

3. What will change with the new Pride Center brand?

The Pride Center brand will strengthen our organization's position in the Capital Region community while staying true to our core values and people that we serve. All of our communications of our new brand will be connected with at least one of our three brand values:  
Building Pride  
Engaging Community  
Empowering Lives

The new website- [www.capitalpridecenter.org](http://www.capitalpridecenter.org)- will be continuously updated to provide the LGBT community a vital access point to all things LGBT in the Capital Region, as well as important services and programs.

4. Why are we no longer referred to as the Capital District Gay and Lesbian Community Council?

There is a critical shift that takes place when you change from telling people who you are to what you do and are working to achieve. The research has proven that there is tremendous diversity in the populations that we serve, but that we are united in the outcome we all want to see: an empowered and equal LGBT community. The new name now will tell the broader Capital Region what we want to see change, and how they can join us to make that change happen.

5. Are we still a council, or a membership association?

In some ways, we are both and even more. The original name “Council” represented the amazing pioneers who started the Pride Center and led our movement locally for many years. They put their heart and soul into this organization, and that name recognized their important role. We began as a membership organization in 1970, as most community centers do, in order to engage the LGBT community to claim their identity and be a “card carrying” member. Over the last 40+ years, the Pride Center has grown into a professionally staffed organization with 4 employees, a governing Board of Directors, and we serve over 15,000 people each year. We are home to other grassroots organizations, such as \$3 Bill Productions and Albany Gay Men’s Chorus. We have become the center of a very diverse and multifaceted LGBT community, and our new name and brand better reflects the organization’s development and growth.

6. How was the rebranding and brand launch financed?

Phase one of the rebranding, including the research and development, was generously funded by the New York State Department of Health. Phase two of the brand launch is being funded out of the main operating budget and additional sponsorship dollars in key areas.

7. Where do the Pride Center’s programs fit into the new brand?

Our programs have always been our core purpose, and the new name and brand will strengthen our programs by bringing better visibility to the organization and the people we serve. We are also able to use the new brand as an opportunity to launch several new initiatives to position us better as the hub, or center if you will, of the LGBT community in the Capital Region.

8. Will the Board of Directors change?

The Pride Center’s Bylaws will remain unchanged, as this new name is a “DBA”, instead of a legal name change. We continue to be governed by a volunteer Board of 11-15 members, which over the last two years, has been working hard to professionalize the Board’s governance practices.

9. How will this new brand affect community members who participate in the Pride Center programs?

Clearly defining the Pride Center as the central organization in the Capital Region meeting the needs of the LGBT community gives all community members a common vision and language for values we are living by in all of our programs. We have the most dedicated and committed volunteers and community members, without whom we would not have lasted over 40 years, and our new name reflects the core ideal that all those volunteers throughout our entire history have been working for: an LGBT community that lives our **Pride** everyday.

10. What does the new Pride Center logo mean? Why isn’t it in “proper” rainbow order?

The Pride Center arc logo reflects our key role in the LGBT community, serving as the umbrella organization for the entire LGBT community. We include rainbow colors, in a nod to our community’s heritage, and change up their order and add colors to better reflect our growth and diversity.