

FREQUENTLY ASKED QUESTIONS

1. Why did Crossnore choose to update its name and visual identity?

In the fall of 2020, Crossnore’s Board of Trustees completed a three-year strategic plan. The goal of this strategic plan is to strengthen and expand our ability to serve North Carolina’s most vulnerable children with an array of research-based services in a financially sustainable way. Our focus is the children in the child welfare system, including those who are at risk of entering and those who are transitioning out of the system.

The Board chose three strategies to help us meet this goal and one of those was to grow the Crossnore brand as the regional leader in high quality, holistic child welfare services and innovative organizational training and consulting. With this goal in mind, Holly Solomon, Director of Communications, and Caroline Hart, Chief External Relations Officer, put together a workgroup of Crossnore staff to work on an implementation plan. This group recommended to the Board that Crossnore hire an external marketing consultant to help us with our brand and messaging.

In January of 2021, we contracted with M Creative, a communication consulting firm in Winston-Salem. Working closely with Holly, Caroline, and Brett Loftis, Chief Executive Officer, M Creative interviewed staff, Board members, clients, and other Crossnore stakeholders as part of their research. As they worked on messaging to describe a 100-plus year old organization with three locations and multiple programs, it became apparent that Crossnore School & Children’s Home as a name and visual identity no longer served to adequately describe who we are as an organization. The M Creative team asked for and were granted permission to explore refreshing our name and logo. Crossnore Communities for Children was born out of that work and the talented designers at M Creative created a beautiful visual identity to represent who we are and what we do.

2. Why did we choose the name Crossnore Communities for Children?

As stated above, the name and visual identity grew out of conversations and research done by M Creative. We wanted to honor the brand created by the Crossnore name, while also acknowledging the growth we have experienced over the years. We believe that Crossnore Communities for Children represents our mission and values as we work to create community around children and families in need.

Our tagline, “the way home,” represents for us the longing in each child to return home — whether that’s a foster child returning to their home, a child receiving day treatment services returning to their home school, or a child and their family creating a safe and healthy home through therapy services.

3. What does the visual identity of the logo mean?

We believe the multi-colored circles that are different sizes and shapes represent the many different children and families we serve at Crossnore. The row of circles also creates a path that represents the journey of each individual child.

4. Is Crossnore's mission changing?

No, Crossnore's mission remains the same, "to grow healthy futures for children and families by providing a Christian sanctuary of hope and healing. We will continue the same work we have done for more than 100 years and rely on our donors, volunteers, and community partners to support that work.

5. Will documents and contracts continue to be accepted and valid with the previous name and logo?

We will continue to accept existing documents/contracts as we make changes to all of our forms. We hope to have all forms updated in the next 60 days. Existing contracts and MOUs remain valid until the renewal or termination date. The Crossnore team will be reaching out to all vendors and partners to make updates once our legal name change is finalized with the state of North Carolina.

6. Has the leadership of Crossnore changed?

Brett A. Loftis, JD, continues as the Chief Executive Officer of Crossnore Communities for Children. He leads the Executive Leadership Team which includes Caroline Hart, Chief External Relations Officer, Angela Woods, Chief Operations Officer, and Sarah Norris, Chief Program Officer. Each Chief Officer leads a group of talented and dedicated senior leaders that direct the day-to-day running of the organization. Crossnore has more than 260 staff positions across its three locations, and is continuing to hire additional employees in a myriad of roles. More information about working at Crossnore can be found at www.crossnore.org/careers/.

7. Is your tax ID number changing?

No, our tax ID number is not changing. If you need our tax ID number to make a gift, execute an estate plan, update a contract, etc., please contact Caroline Hart at chart@crossnore.org.

8. Will checks be accepted using the previous name?

Yes, checks will be accepted using the previous name, but please make a note in your records/files to update our name to Crossnore Communities for Children.

9. Will your website address or staff email addresses change?

No, our website remains www.crossnore.org. Staff emails will also remain the same.

10. If I have other questions, who can I contact?

Please contact Holly Solomon, Director of Communications, at hsolomon@crossnore.org.