



## NEW LOOK, SAME YSM

For more than 121 years, Yonge Street Mission (YSM) has been working in downtown Toronto providing help, support and encouragement to Toronto's most vulnerable. To people who believe that every person is of value and has promise, YSM is the vibrant, local Christian development agency that is leading an infectious movement - going beyond meeting immediate needs by offering holistic programs and a pathway that can transform the lives of people living with poverty in Toronto from **merely surviving to thriving**. Our goal is to end chronic poverty in Toronto in one generation.

### YOU MAY BE WONDERING ...

**Why the new look and feel?** Throughout our 122 years, YSM has adapted and changed as the city has changed and we have refreshed our look to reflect our plan to end chronic poverty within a generation. The time has come to be bold and courageous as we feel compelled to champion this urgent and important cause.

**Why now?** There are far too many people struggling with poverty in Toronto, including an alarmingly high number of children and youth. We know that we can't keep doing things the same way we have always done them and hope for a different outcome. Because of this, we have mapped out a distinctive path forward.

**Is YSM changing direction?** Not at all – our values and mission remain the same. In fact, it is because of our values that we are choosing to be bold and courageous, so no one in Toronto has to struggle with poverty.

**Will you still offer the same services?** Yes, YSM will continue to offer the same services and programming. Our software TIMES™ will help track the effectiveness of our programs and community member progress so that we can learn, evolve and respond in a way that truly helps tackle the issue of chronic poverty.

**How did YSM afford to undertake this brand refresh?** J. Walter Thompson, an international marketing and communications agency took the YSM brand refresh project on as a passion project. Their involvement included strategy, discovery and development.

**Who can I contact for more info about the brand refresh?** Mona Lee-Tam at 416 929 9614 or by email at [info@ysm.ca](mailto:info@ysm.ca)



Check out YSM's new video and more at [ysm.ca](http://ysm.ca)