



June 24, 2016

For immediate publication

India Rainbow is changing its name to Indus Community Services

India Rainbow Community Services of Peel, which started as a one room drop-in center for South Asian seniors in the 1980s, is today one of the leading community agencies serving the Peel community from six sites across the region. At the well-attended Annual General Meeting held at its head office on June 23rd, the members overwhelmingly endorsed the new name for the agency which has been at the forefront of serving the community for over 30 years. The agency has embraced change all through its history, and last night's decision to give it a new name which is reflective of the communities it serves, is more inclusive, and still true to its heritage - speaks to the forward thinking and vision that embraces the organization's service philosophy and commitment. Mr. Dev Mundi, one of the founding members of the organization, who wholeheartedly supports the new name said: "This agency was always meant to evolve and I'm pleased that its original intent of high quality services will always be the central goal."

From 'The India Rainbow Club' to 'India Rainbow Community Services of Peel' to 'Indus Community Services' it has been a journey of overcoming challenges, perseverance and above all the spirit of serving the community. At the meeting, Gurwinder Gill, Board member and Chair of the Fundraising and Marketing Committee, which oversaw the rebranding project, recounted this two year process, culminating in the final endorsement of the name change by the membership. There were focus groups, consultations with stakeholders, staff input, online surveys and expert advice from branding professionals. It was through this open and consultative process that the new name **Indus Community Services** was chosen. The word 'Indus' was seen as being both non-political and non-religious, but still grounded in a heritage which goes back to one of humanity's earliest civilizations dating back over 5000 years. The influence of the early settlements of the Indus Valley civilization of Mohenjo-Daro and Harappa spanned across South Asia and as far West as Mesopotamia and Egypt, and the United Nations has declared it a world heritage site. Archeologists currently believe that the Indus Valley Civilization was a peaceful society, with no weapons found by international researchers; the name indicates a rich cultural heritage rooted in community spirit and development.

To align with our new beginning, Indus Community Services has a new vision "Leaders in building strong and supportive communities." Our revised mission statement reflects our renewed commitment to support the community: "Supporting our growing communities to manage change through quality client-centered social and health services, and responsive public education."

While the Board of Directors led the almost two year process for the name change, the staff ultimately voted to choose the new logo for Indus Community Services, which also gives us our new corporate colors! As we continue to gradually incorporate the new name and logo design into our operations, the agency will continue to operate under the name of India Rainbow Community Services of Peel with the ongoing support from our funders, community partners and all stakeholders. As we transition into the new name over the coming months, we look for all our communities' support in this new endeavor.

Other Locations:

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Charity Business Number: 10750 5810RR0001



United Way Funded Agency

Gurpreet Malhotra, Chief Executive Officer, is committed to building the highest quality services, including new projects such as seniors housing and expanding beyond Peel region. He said “Indus Community Services holds the promise of a new generation of professionals who will contribute even more to the growth and success of all the communities we serve. The commitment of our volunteer Board and our dedicated staff is what has brought us this far and they are what will carry us into an even better future.”

During the course of the business part of the meeting, two new Board members - Varinder S. Sembhi and Randy Chana were acclaimed to the Board. Before the conclusion of the meeting, two outgoing Board members - Sandeep Atwal, Chair and Swaroop Dogra, Secretary, were acknowledged for their support and immense contribution during their tenure. Mandeep Grewal, the new Chair, and the newly reconstituted Board are committed to working with all our stakeholders for the continued success of the newly renamed agency leading to the betterment and growth of all the communities we serve.



Unveiling of the new logo of Indus Community Services at the AGM held on June 23rd 2016.



Invited guests cutting the cake with the name Indus Community Services at the AGM

