

August 2021



A Message from the Executive Director: Rebrand Reinforces Just A Start's Aspirations

Like many social change practitioners from my generation, I've always disregarded brand and communication strategy as superficial pursuits that came at the expense of "the real work." From this old-school perspective, if you do good work, advance your mission, make positive change, and build a strong organization, people will notice.

Well, Just A Start's recently completed rebrand process has won over this skeptical baby boomer!

Importantly, **this process took place in the context of significant change and growth at Just A Start, and coincided with our explicit commitment to equity, inclusion and anti-racism.** The process was inclusive, with participation from employees and board members with better brand and messaging instincts than mine, and with input from partners and program participants. It was focused on aligning our brand with both our history and our aspirations for the future.

As part of the process we considered a name-change but instead opted to "renew our vows" with Just A Start, which we realized subtly expresses an essential aspect of our work over these 53 years, specifically that **people don't need a savior, they need just a start onto the path to economic opportunity and a toward a brighter future.** And by modifying our endearingly quirky name with a descriptive tag line – **Building homes, careers and futures** – we also describe what we do.

Our new brand and visual identity – built on the foundation of new mission and vision statements – are forward-facing and accessible, like Just A Start itself. And our deliberate process to get there, rather than coming at the expense of our "real work," will enhance it.

In Case You Missed It: Our New Website

You know that we have a new logo and a fresh tagline, but did you also know that we have a brand new website?

Visit www.JustAStart.org, and check out our renewed look. Learn about our housing and educational programs and services, our 53-year impact, and how you can get involved for the betterment of your community.

Join us for Crafting Your Legacy: Creative Philanthropy Wednesday, September 15th from 12:00 - 1:00 pm via Zoom

Have you thought about the kind of philanthropic legacy you want to leave?

Your home can make a powerful difference!

Just A Start cordially invites you to join us for a lively and intriguing conversation about leaving a legacy of increased economic opportunity in your community.

Paul Fallon, a Cambridge resident and Just A Start donor, [recently bequeathed his multi-family home to Just A Start](#), which will open the door to affordable homeownership for four families.

Meet the Panelists:



Paul Fallon
*Architect, Writer,
Cambridge homeowner*



Kristin Dzialo
*Estate Planning Attorney
Eckert Byrne LLC*



Carl Nagy-Koechlin
*Executive Director
Just A Start*

Moderated by Carmen Chan, Director of Philanthropy, Just A Start

We'll discuss:

- the vision and logistics behind home bequests
- concrete ways to think about your legacy and philanthropic estate planning
- the value of partnering with a non-profit to sustain your vision

Please **RSVP to Narges Mahdi at NargesMahdi@justastart.org by Monday, September 13th** to receive the link to the Zoom meeting.

RSVP Today!



Welcome Kuehn Fellow Molly Kaviar

We recently welcomed Molly Kaviar, a 2021 Kuehn Fellow, to the Just A Start team. The Kuehn Charitable Foundation connects recent master's degree graduates and Boston-area affordable housing organizations through a two-year paid fellowship.

Molly is a graduate of Tufts' Urban and Environmental Planning Program and brings her past experience as a community organizer to her role as a Project Manager on our Real Estate team.



The Waitlist For Rindge Towers is Now Open!

For the first time in eight years, the waitlist for an apartment at Rindge Towers is open!

Rindge Towers is a large community of studio, 1- and 2-bedroom apartments which were newly renovated in 2017. Home to many multi-generational families, Rindge Towers offers a gym, playground, and is walking distance to the Alewife MBTA Station.

Qualified applicants can **apply by September 10th and receive a spot by lottery on the waitlist.** After the lottery, the waitlist will remain open.

How to apply:

- Online at: <https://www.waitlistcheck.com/MA3115>
- In person at 402 Rindge, 9:00 am - 5:00 pm Monday-Friday

[Apply Today!](#)



Our mission is to promote equity by creating access to stable housing and building pathways to economic opportunity.

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