

Now is the right time for a new name...

The case has been successfully made historically for a name change, and members at the time (many of whom are still active today) voted in favour of a rename, which only did not go ahead because the name chosen did not meet Charity Commission requirements and was rejected. Paper Boat has already been accepted by the Charity Commission as an official working name and passed all checks and requirements.

Considerable resources have been invested in rebranding and adopting Paper Boat as a working name however a formal name change is required to move forward further. As programme focus shifts, now is the right time to change the name such that the legacy of Joe Homan can remain attached to the work he himself started, and more recent emphasis on community focused projects become known and tied to the Paper Boat brand. A new name will help the Charity to reach out to more supporters, donors and new audiences, and consequently support more children and communities in need.

Please consider supporting the proposal to adopt Paper Boat as the new name of The Joe Homan Charity, in order to...

Respect the wishes of Joe's family: The family continue to believe in the work that the charity today is doing, but Joe's sister Margaret has asked that the name be changed since Joe's passing and the work no longer being carried out a direct extension of what was set up in his name.

Attract individuals: Joe Homan as a name has meaning because of the personal connections many who supported and gave to the charity had with the individual. Most of our Trustees and Members have been involved with the charity for many years because they or family members felt personally inspired by Joe Homan. Now, we need to speak to a new generation of supporters, and they will never have the chance to make that connection, so we need something that invokes a sense of childish fun that can speak to individuals of all ages and nationalities.

Attract trusts and foundations: The Joe Homan Charity as a name can be a barrier to drawing in the essential funds required to support vulnerable children in Tamil Nadu, the reason for this is twofold:

- Firstly, many institutional donors will conduct their own due diligence on the Charity, and there is some negative press associated with the name Joe Homan, which is a barrier to accessing funding to support partner programmes for children.
- Secondly, Joe Homan is almost synonymous with Boy's Town Society and the establishment of residential care villages. The UK government and most donors have categorically stated that they will not fund residential care programmes overseas, and many will not consider funding a Charity whose name is so closely tied to such programmes.

Build on the success of Paper Boat as a working name: Since rebranding and relaunching with Paper Boat as the new working name we have developed a website focussed on creative learning spaces that inspire and enable children to change their world.

The name and website have enabled us to attract:

- eight talented individuals offering to volunteer contributions to our strategic education community;
- Wilshire Skyline's commitment as a strategic funding partner who have provided three-years of donations upfront, with the commitment to maintain a base level of \$10,000/annum and increase their contributions to the Charity in the future;
- eight prospective projects partners and networks with international credibility that will enable us to jointly approach larger funding institutions and implement long term programmes with large scale impact;
- previously lapsed supporters who have returned to us as they believe the charity has returned to the strong values and drive that attracted them originally;
- and new supporters who have been excited by what they see and begun to give regularly.

Paper Boat was adopted as a working name to address some of the above concerns, and to test the reception that renewed name and branding would receive. The responses were overwhelmingly positive particularly in India and amongst younger development professionals upon whom future success may be dependent. Now is the right time.