



An Open Door to Hope since 1984

Hope Horizon East Palo Alto FAQ's

Since the spring of 2021, we have been in the process of evaluating our brand messaging and we are thrilled to reveal our new name and brand on March 1, 2022. We are excited about the clarity of vision that God is giving us as we take our organization into the next season. We look forward to the next 40 years of equipping East Palo Alto and Belle Haven youth to grow spiritually, gain life skills and develop as leaders so that they have hope and a future.

For it is for this we labor and strive, because we have fixed our hope on the living God, who is the Savior of all people. 1 Timothy 4:10

Q: Why is the new logo a door?

A: If the role of the brand is to tell the story of our organization, we believe that our logo sums up what we do — we help students open doors to their rising futures, to the hope of Christ and to the hope of something beyond the set of circumstances they may be in right now. It's up to our students to walk through those doors, but the role we play (in partnership with the Lord) in helping them open them — through our programs and witness — is a sacred responsibility. The horizon with a sunrise is a way to speak to the hope that there is a new now always on the horizon, a new possibility ahead, a future unseen and unknown.

Now faith is confidence in what we hope for and assurance about what we do not see. Hebrews 11:1

Q: Why are you renaming?

A: To bring clarity to our mission and vision. To increase the potential for our mission and vision as we share the hope of Christ with youth in our community.

Q: Are you taking Christ out of the organization?

A: In no way, shape, or form. We remain committed to our Christian identity. We strongly believe that our new name will bring Christ to MORE people. It will allow us to be positioned to be a more welcoming and accessible place for the community to encounter the transformational love of Christ. We remain a faith-based nonprofit and will continue to live out the Gospel's commands to love our neighbors and to be the hands and feet of Christ.

For You are my hope; O Lord God, You are my confidence from my youth. Psalm 71:5

Q: Who are you changing the name for?

A: For everyone. First and foremost, our community and the students. But also, for every volunteer, donor or potential partner.

Q: Is the mission, vision, or values of what was Bayshore Christian Ministries changing?

A: No. We entered into a prayerful season nearly a year ago about clarifying our visual identity to best execute our core mission. We spent time learning and listening to the needs of the organization, both from within and from the community. We began to dream and focus on creating a brand identity that would better help our organization build on and live out our mission with excellence and relevance. Our mission remains the same as it has for nearly 40 years: to equip East Palo Alto and Belle Haven youth to grow spiritually, gain life skills and develop as leaders so that they have hope and a future.

Q: Why does a nonprofit/ministry need a brand at all? Isn't that just for corporations?

A: Branding is just a short-hand way to tell the organization's story. From our mission and values, to our colors and logo, to the brand promises and vision casting — our branding aims to succinctly speak to our legacy of deep commitment to our community and our youth — both right now and for eternity.

The new name and logo will help us to leverage our story and our commission to reach more students as well as inspire and invite more partners to join us in this impactful Kingdom work.

Q: You said brand promise? What's that?

A: A brand promise is what any entity — big or small, publicly traded or 501c3 — commits to ensuring for any of their core audience. Our core audience is the youth (and their families) and we commit — as we have since we began — to create space for East Palo Alto and Belle Haven youth to encounter the love of Christ, to feel safe, seen, and known. We commit to helping them grow spiritually and develop the skills and leadership they need to pursue hope and a future that may have felt out of reach before they became a part of Hope Horizon.

I pray that the eyes of your heart may be enlightened, so that you will know what is the hope of His calling, what are the riches of the glory of His inheritance in the saints, and what is the surpassing greatness of His power toward us who believe. Ephesians 1:18-19a

