

PP/KH
October 2019

Communication to all who receive services from Carers Trust 4all

Re: Carers Trust 4all and Crossroads Together Rebranding

Following the recent communication of the merger of Carers Trust 4all and Crossroads Together, we would now like to update you on a couple of additional changes to the overall look of the organisation.

Firstly, I would like to take this opportunity to reassure you that this merger and rebrand does not affect the service you currently receive and the organisation will continue to offer high quality services, locally delivered, which are designed to meet your needs. You will continue to receive services from the same staff and your contact with the organisation will be dealt with in the same way.

Following feedback from clients, staff and stakeholders, it was clear that a name change was required, however an overwhelming number of individuals were keen to ensure the name Crossroads was included in the new title. We will therefore now trade as **Crossroads Together**. A new logo has been designed which I have included at the top of this letterhead so you will recognise all future communications from us.

The only differences you will notice in the coming months are the way we answer the telephone, and the new logo on staff badges, paperwork, leaflets and office buildings. However, please don't worry, you don't need to do anything, our support workers will ensure you understand the changes as they happen.

We look forward to supporting you and meeting all your needs with the usual endeavour, quality and commitment. If you have any concerns or require further information regarding the organisation, please do not hesitate to contact us in the usual way.

Yours sincerely



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