



*We are pleased to share some exciting news; Age Concern Birmingham has changed its name to **Age Connects West Midlands**.*

*This change marks the start of an important new chapter for us. While our name is changing, our purpose, values, and commitment to supporting our communities remain exactly the same.*

### ***Why we are changing our name***

*We recognise that the name “Age Concern” no longer reflects who we are today. Over the decades, our organisation has grown from its early roots supporting older people in wartime into a wider, modern charity serving diverse communities across the region. **Age Connects West Midlands** better represents our mission to bring people, services, and communities together, celebrating ageing rather than seeing it as a concern.*

### ***What this means for our services***

*Our services, teams, and charitable purpose remain unchanged. The rebrand simply gives us the freedom to grow, innovate, and reach even more people who can benefit from our support. Aside from our new name and visual identity, everything our users and partners value about our organisation continues as before.*

### ***Looking ahead***

*The decision to rebrand has been carefully planned and approved by our Board, and the transition will be completed over the coming weeks. Like any organisation, investing in our brand is an investment in our future, ensuring we remain strong, visible, and ready to meet the needs of the communities we serve.*

### ***How you can support us***

*We would be grateful if you could help us share our updated name and identity. Spreading the word, engaging with us online, attending upcoming events, or simply telling others about your experience with our organisation all make a meaningful difference.*

*If you have any questions about the change, please contact us [hello@ageconnectswm.org.uk](mailto:hello@ageconnectswm.org.uk)*

*Thank you for your continued support as we begin this exciting new chapter.*