

THE next STEP

news for friends and partners



SPECIAL EDITION

GLOBAL NETWORK ADOPTS NEW NAME

A NOTE FROM THE EXECUTIVE DIRECTOR, JEFF MEER

Welcome to this special edition of *The Next Step*, which celebrates our new name. On Jan. 24, we retired “Handicap International” after 35 years.

We began to review our name in 2015, with help from supporters, partners, disability rights leaders, and thousands of Americans. The results showed that “Handicap International” was failing to express both our values and our broad scope of work. What’s more, a good percentage of English speakers told us the word “handicap” was old fashioned at best and derogatory at worst. A smaller percentage was confused: did we work on golfing or horse racing?

We launched a global working group and enlisted the help of Canadian agency Cossette, who impressed us with immense creativity and the ability to take a deep dive into what sets HI apart from other international, non-governmental organizations. The result, I am proud to share with you on behalf of the U.S. Board of Directors and staff, is **“Humanity & Inclusion.”**

These words ring true through all of our projects as an expression of our shared value for humanity, with the respect, kindness, and humility that guide our work. We value difference, and the name upholds our core principles of diversity, fairness, and the right to live independently. Inclusion is a governing principle, and we’re known as experts in the inclusion of persons with disabilities.

Cossette also sketched and perfected the “hand:” our new, graphic symbol. The early responses are incredibly promising. Beneficiaries in Iraq and Laos, in particular, were excited when they saw it, and it made them smile. They told us everyone understands what a hand represents, especially as a greeting or sign of support. Our blue logo is also darker, yielding our strongest-ever visual accessibility rating.

I am confident that Humanity & Inclusion will serve our unique organization well, as a banner for progress, integrity, innovation, and impact. We’ll reach more people worldwide by encouraging those who live in peaceful communities to stand in solidarity with those who do not. I welcome your thoughts on this new way forward. Please don’t hesitate to email me at jeff.meer@hi.org.



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TOP GLOBAL AGENCIES GIVE GLOBAL LAUNCH A BOOST

Two leading agencies have given generous support to Humanity & Inclusion to help ensure that as many people as possible worldwide welcome the brand.

The award-winning agency Cossette hails from Montreal, Canada, and won the bid for the rebranding project. Cossette’s expertise was apparent from the start, and their attention to upholding our mission was central to their efforts.

They were also generous—not only did they agree to our low budget (\$0.45 cents per active donor worldwide), they also offered us their creative know-how to

build the concept for a new campaign to launch Humanity & Inclusion.

A wonderful complement to Cossette’s creativity was the support of international media corporation, JCDecaux. JCDecaux donated \$125,000 worth of free advertising space to showcase the new campaign in New York City, and also provided free ad space in Paris, London, Vancouver, and beyond.

We are grateful to these leading agencies, and others, for sharing their talents and advertising real estate to help us reach more people.

NEW LOGO, MORE ACCESSIBLE THAN EVER BEFORE!



YOUR IMPACT CONTINUES WORLDWIDE

Humanity & Inclusion donors champion each individual’s right to live in dignity and safety.



HANDICAP: A LABEL THAT HURT

GOODWILL AMBASSADOR JESSICA COX WELCOMES OUR NEW NAME

The word “handicap” really offended me as a child. I remember the first time the word hurt me. I was in fourth grade, on the playground with my friends. A fifth-grade bully put his arms in his shirt and said, “Jessica, look at me! I’m just like you. I’m handicapped!” I handled this interaction the same way I handled most bullies—I ignored him. But deep down, it really upset me.

I remember other instances over the years when people would say, “She can’t do that. She’s handicapped.” Even before the fourth grade, I understood the word “handicap” and didn’t want to be associated with it. And I couldn’t help but feel insulted when the mother of a childhood friend suggested we park in a handicapped space, just because I was in the car.

Part of my rejection of the word is because I didn’t want to be seen as less able than those around me. The word itself also evoked a lot of negative

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stereotypes, at least in America.

Thankfully, I also grew up during the shift in American culture. The word “handicap” became passé, and the word “disability” came into favor. However, neither word fit ME, and I still felt uncomfortable. I didn’t want to self-identify as either handicapped or disabled.

Born without arms, I have what most people would consider to be a disability. But that statement doesn’t tell you anything about my personality or my capabilities. It doesn’t tell you that I

can be stubborn. It doesn’t tell you that I can also be shy. I still don’t like to use the words “handicap” or “disabled,” but I have moved past seeing them as put downs. I see the value of using people-first language, but I’m not offended when someone else does not.

Words have power, but sometimes they don’t evoke their intended meaning. As “Handicap International,” HI has done so many wonderful things over the past 35 years. It has grown beyond helping only people with disabilities, too.

Many people like you and me have supported HI’s efforts. A few have needed some extra convincing. Now, thankfully, under the new name of Humanity & Inclusion, we can rally more of our friends to help make the world a more inclusive place. And, just as importantly, we don’t need more defensive conversations around political correctness—at least about this great organization.



Follow your impact:

Check out our revamped website and sign up for regular e-newsletters: www.hi-us.org

We have a new email: donorservices.usa@hi.org

We’re real people – reach out any time!

OUR NEW BRAND IN ACTION



JORDAN



DEMOCRATIC REPUBLIC OF THE CONGO



CAMBODIA

DONORS ENSURE KANHA STANDS TALLER

Age 6 →

Kanha was playing in her family’s courtyard in Cambodia when her father tried to break up what he thought was scrap metal. It was really a bomb. The explosion killed him instantly and tore Kanha’s right leg to shreds. Her mother rushed her to the hospital, where doctors amputated her leg.

A year later, Kanha visited HI’s orthopedic workshop in Kompong Cham, where, thanks to donors, staff gave her crutches and physical therapy, and built her first artificial leg.



Age 16 →

After overcoming the physical limitations and the psychological trauma from her injuries, anything seemed possible. Fitted with new artificial legs as she grew, Kanha studied at school and dreamed of becoming a doctor.



Age 18 →

With ongoing support from donors like you, Kanha visits our Kompong Cham workshop every six months, so our staff can ensure that each new leg fits properly.

