



## September Newsletter

### CAPITAL'S New Branding

We are so pleased to announce and share our new CAPITAL branding! (See above) It's been a long time coming and we are very happy to share the updates with you all.

[Communications agency PMW](#) chose CAPITAL to help kick-start our plans to rebrand late last year. This was part of their DO-30 initiative – offering their services to 30 charities to celebrate their 30th milestone as a company. Special thanks to PMW for their work and to Ali (our business development manager) for putting a great pitch together and for spotting this opportunity! See more of their brief and work [here](#).

Following this, we held workshops and opportunities together with members, colleagues and trustees to help shape the direction of rebranding. This process encouraged everyone involved to reflect on what CAPITAL means, how we want to evolve and what elements we need to keep at heart. Working collaboratively meant gathering lots of key voices and we are keen to involve this work in our wider communications strategy as we move forward with our new look.

Now CAPITAL have a fresh new logo and branding alike - live across our website, marketing, and social media! It's a really exciting time. This also aligns with CAPITAL expanding beyond the borders of West Sussex too!

With this change we will be using the name CAPITAL, and therefore the website name has changed to [capitalcharity.org](http://capitalcharity.org). Staff email addresses have also changed to [@capitalcharity.org](mailto:@capitalcharity.org) so please update your contact lists! However, we will still receive them at our old addresses for now too.

Our social media addresses have also changed so please take note;

X - [https://twitter.com/capital\\_charity](https://twitter.com/capital_charity)

INSTAGRAM - [https://www.instagram.com/capital\\_charity](https://www.instagram.com/capital_charity)

FACEBOOK - <https://www.facebook.com/CapitalCharityUK>

PMW says; 'Speech bubbles are universally recognised symbols of conversation and dialogue. Their presence in the logo immediately communicates the charity's focus on communication, which is essential in mental health support.

The use of speech bubbles makes the logo relatable to a broad audience. It symbolises everyday interactions and reassures people that the charity's services are approachable and friendly.

Additionally, the colour palette reflects a serene and reassuring environment, further supporting the charity's identity and mission in the mental health sector.'

We hope you like our new look as much as we do! Please do forward any questions or feedback to Kirsty [kirsty.potter@capitalcharity.org](mailto:kirsty.potter@capitalcharity.org)

### Coordinator News

“Hi Everyone – it was lovely to see so many supportive, positive faces at Members Day in the beautiful converted barn in Worthing. A group of us came down from ‘the North’ and although our journeys were a bit of a car squeeze in the heat and took a bit of organising- we all really enjoyed the day, finding it joyful and rewarding. Thank you very much to Carol and Dave for driving.

At Langley Green (as with Meadowfield and Oaklands) we have received our lovely new computers for the peers, which they are incredibly relieved to have after years of struggle with the old system, I think this picture of Carol speaks for itself:



Many thanks to Ali and Duncan for the sourcing and funding.

Our Hubs are happily ticking over with some new and welcome faces and our next Crawley Hub will be at Costa coffee shop, for a treat out and a change.

We will hopefully be heading to Wakehurst Place in October for the Fungi Group Walking Tour with hot chocolate! -thanks again to Ali for funding.

From Lucy – Northern Coordinator”

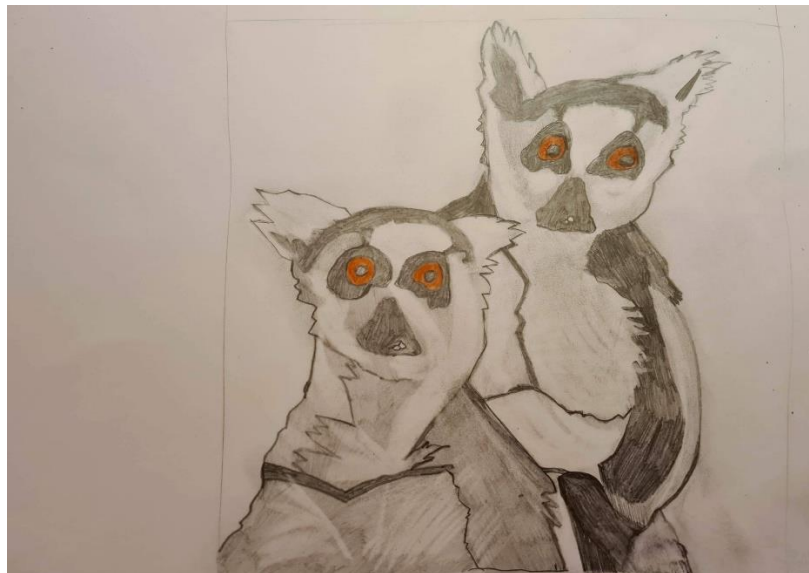
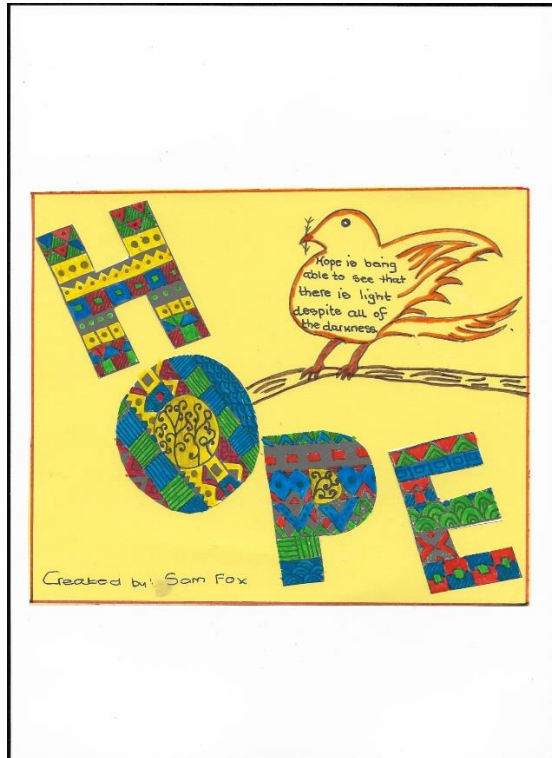
“Some of us from CAPITAL attended the Rotary Carnival in Worthing over the bank holiday weekend, we were able to spread the word about CAPITAL and raise some much needed funds with our tombola, thank you to our volunteers for making it possible: Hollie, Ruth, Grace, Aaron and Grant. If you are interested in volunteering for events like this then please let our coordinators know. Thank you – Heidi and Tabitha”





## CAPITAL Creative Pages

Here are some pictures from Sam Fox in Crawley – if you would like to send anything to us for our creative pages then please email [jenna.dickens@capitalcharity.org](mailto:jenna.dickens@capitalcharity.org) or [lucy.parsonage@capitalcharity.org](mailto:lucy.parsonage@capitalcharity.org)



Thank you for reading our newsletter – please see the diary of events for everything going on this month – Your CAPITAL Team