



# YOUTH MENTORING COLLABORATIVE

## Youth Mentoring Collaborative Upgrades Brand Identity to Better Reflect Values And Refocus on its Mission

*Youth Mentoring Collaborative, formerly MENTOR NC, unveils new name, branding, and website as organization grows into a new identity*

**NORTH CAROLINA** July 1, 2022 – Youth Mentoring Collaborative (YMC), a capacity-building organization serving youth programs in the Carolinas, unveiled their new brand on July 1, 2022. The new name and look represent a recommitment to centering black and brown youth and an opportunity to better articulate the organization’s mission work.

Following a formal separation from MENTOR: The National Mentoring Partnership at the end of May, the initial elements of the Youth Mentoring Collaborative’s brand evolution include:

**New logo:** Visual elements of the logo represent the recognition of young people as individuals, and the guidance of a caring adult who is there to support them. A new visual identity that uses warm colors and playful shapes highlights youthfulness and joy.

**New website:** Located at [youthmentoringcollaborative.org](https://youthmentoringcollaborative.org), the new website features mentoring success stories, resources for anyone looking to learn more about mentoring, advocacy tools, community-building events, and more.

**New strategic focus through ACE:** YMC has crafted the vision of its continued work around three core functional areas—Awareness, Capacity (building), and Engagement. This framework will be utilized throughout the new website and other internal and external communication.

“We have experienced significant change over the years and it has become increasingly clear that our branding needed to reflect that,” says Atrayus O. Goode, President & CEO of YMC. “Ultimately, we are excited that we can create something together that realigns our work with our core values of collaboration, relationships, growth, courage, and joy through this process.”



# YOUTH MENTORING COLLABORATIVE

YMC's mission-critical work of providing free and low-cost consulting services that enable a range of organizations to start, manage, and expand mentoring initiatives to meet the local demand remains the same. YMC partner organizations can look forward to a more streamlined application process that eliminates barriers to accessing consulting services.

"This process has allowed us to recommit to meeting the needs of the communities we serve through intentional collaboration," added Goode.

For more information about YMC's shift to a new brand, please visit [youthmentoringcollaborative.org/why-the-change](https://youthmentoringcollaborative.org/why-the-change).

---

## **About Youth Mentoring Collaborative**

The Youth Mentoring Collaborative (YMC) is a capacity-building organization dedicated to increasing the number of black and brown youth in identity-affirming mentoring relationships while working to dismantle the systemic barriers that youth and their families face on a daily basis. This includes providing training, resources, public awareness, and advocacy that supports the expansion of mentoring initiatives that promote the health and well-being of young people and families most impacted by systems of oppression.

## **Media Contact**

Hannah McKinney, Manager of Communications & Storytelling  
Youth Mentoring Collaborative

[hcmkinney@youthmentoringcollaborative.org](mailto:hcmkinney@youthmentoringcollaborative.org)

1.800.956.3820