



**Rainbow Acres**

RAINBOW

**PROMISE**

NEWSLETTER

Holiday 2015

## Merry Christmas and Happy New Year

### *New Logo for Rainbow Acres*

#### News and Notes:

You will continue to see our "Homes With Heart" logo used in many places as we consume already printed materials.

So be prepared for at least several months of transition time.

2014 Annual Report is available in the About Us section of our new website at [www.rainbowacres.com](http://www.rainbowacres.com)

Earlier this year we introduced an exciting new logo, thanks to the pro bono work of Design One, a national leader in branding and strategic communications.

After researching Rainbow Acres and speaking with representatives and Rancher parents, the Design One principals Jacqui Ghosin and Jim Fash identified some of the unique qualities and characteristics they wanted to capture. They were: 1) Current and fresh; 2) Warm and caring; 3) Aspirational, and; 4) Suggestive of growth, movement and progress.

Faith was another important aspect to convey about our Christian residential community. We are delighted with the use of bright rainbow hues and the suggestion of diverse individuals coming together with the sense of blossoming and growth inherent in their design!

Look for the new logo as we make this transition, but don't be surprised when the older one pops up too!



"Living Logo" of Ranchers

### President's Message

Gift giving is an experience as old as humankind. It often begins as a little child carrying home three smooth rocks and giving these prized pebbles to Mom. As a child matures the gift giving becomes more elaborate, a little larger, something more special and gift wrapping! In adulthood gift giving is often measured by the great value of the gift.

There are two new trends in gifting: "no more stuff" and simplicity. The story of the Birth of Jesus is about both: stuff and simplicity. It is about a God who loved creation so much God would give humankind the greatest gift ever, Jesus! The Jesus way is about loving one another, and not laying up store houses of stuff on earth.

We invite you to join the Jesus way of giving this year. Honor those you love by sharing a gift that enriches the lives of those who are on the fringes of our world; women and men with Special Needs. A gift of honor is a four-fold blessing: to those you love, to those who receive, to the giver and to Jesus and all the angels of heaven! May your gift giving this Christmas be joy filled for one and all! For including the Ranchers at Rainbow Acres on your gift list, our joy filled gratitude and thanks.



Gary W. Wagner  
President & CEO

*For the Ranchers! Gary W. Wagner*





# Rainbow Acres

2120 W Reservation Loop Rd  
Camp Verde AZ 86322-8408  
Phone: 928.567.5231  
Fax: 928.567.9059  
[www.rainbowacres.com](http://www.rainbowacres.com)

Update: Oikos House Dedication October 24, 2015



**MISSION STATEMENT:** Rainbow Acres is a Christian Community with heart that empowers persons with developmental disabilities to live to their fullest potential with dignity and purpose.

## *New Website Launch for Rainbow Acres*

Intuit, Inc., a world-wide software development company, chose Rainbow Acres as their first corporate pro bono project for a nonprofit organization in their “We Care and Give Back” program.

A team of two employees volunteered to improve our website. However, instead of just updating our old site, these dedicated and caring individuals decided to build it brand new to be more user-friendly, current and compatible with mobile devices.

Although the scope of the project extended beyond our original expectations, and a member of their team had to be replaced in the interim, Intuit and their team stuck with us.

We sincerely thank Intuit and their team members for their interest and ongoing commitment and professionalism as the work unfolded. We could not be more pleased with our new Rainbow Acres website!

Enjoy our new and exciting web presence at [www.rainbowacres.com](http://www.rainbowacres.com)!

Note: This would not have come about without the energy, determination and knowledge of one Rancher parent and Rainbow advocate. Diann Lawson has been tireless in working with both the Intuit team and Rainbow staff to bring this project to fruition. Thank you Diann!

## *Adopt-A-Rancher and Rancher Scholarships*

Many Ranchers at Rainbow Acres have outlived their families, and their financial resources have dwindled as costs have risen. That’s where Adopt-A-Rancher can help. You can choose to provide support for a named, specific Rancher or your contribution may go to the Rancher with the Greatest Need at the time it is received.

The Scholarship Fund fills some of the gaps as needed for Ranchers who are unable to cover the full cost of care. These monies are stewarded with care and spread among those who qualify.

Your generous gifts keep Ranchers at Rainbow Acres, where they have

made a home and have friends and lives of purpose and dignity. For some, this is their only family.

Thank you for your faithfulness to Ranchers like Jeff (left), who has been at Rainbow since 1974, and Debbie, who has no family.



**In Memory of Ralph Showers**

We are sad to report that Rainbow Acres founder Ralph Showers passed away in July of this year.

His vision and passion built a place of love and joy for adults with developmental disabilities that has stood the test of time since 1974.

The Showers family has asked that gifts in his memory be sent to Rainbow Acres.