



Joya Child & Family Development Message Guide

Joya Child & Family Development — Spokane Guilds’ School and Neuromuscular Center — serves families of children ages 0-3 with developmental delays and disabilities. Our programs surround children with personalized, comprehensive care — providing assessment, therapy, education and support. We appreciate your partnership to help spread the word about Joya and our work.

How you can spread our message

- **Post a link to our new website** on your Facebook, Twitter or other social media accounts.
- **Tell others about Joya** on your website, blog or intranet.
- **Share more about our work** through an e-newsletter.
- **Display or circulate our brand** one-sheet or brochure.
- **Study the FAQ section** so you’re able to answer frequently asked questions.

Social Media:

Tell your friends about Joya Child & Family Development on your Facebook, Twitter or other social media pages. Use the following images and messages for your posts.

Download images to accompany your posts here: www.joya.org/announcing-a-new-name/



We are proud to partner with Joya Child & Family Development, formerly Spokane Guilds' School. They not only help kids with delays and disabilities thrive, they also empower families to be life-long advocates for their children. Discover Joya's impact in our community at Joya.org. #LimitlessPotential



Early intervention matters. If your child is under the age of three and has a disability or is showing delays, our friends at Joya Child & Family Development can help. Joya cares for children and families with a comprehensive program of assessment, therapy, education and support—all in one place.

Contact Joya (formerly Spokane Guilds' School) to learn more at 509.326.1651 and Joya.org. #LimitlessPotential



You can do anything that anyone else can do—you just need to do it differently." Jacque often reminds her son Aiden that he's not defined by his spina bifida and wheelchair. Our partner Joya Child & Family Development doesn't put limits on a child's future either. Aiden received care as a toddler at Joya (formerly Guilds' School), and today he's an active 10-year-old. Discover Joya and read Aiden's story at Joya.org. #LimitlessPotential

Web Posting and E-Newsletter:

Below are posts you can share on your blog, website, intranet or community newsletter so you can share Joya's message with friends and colleagues. The first gives a general overview of the organization and the second announces our new name and provides some information regarding our new brand.

Copy and paste one of the following messages:

Joya: Where Every Child is Limitless

Joya Child & Family Development — formerly Spokane Guilds' School & Neuromuscular Center — provides families in Spokane County the hope, belief and compassionate care to reveal a child's potential.

Serving children ages 0-3 who have delays and disabilities, and their families, Joya provides a comprehensive program of assessment, therapy, education and support — in center, in home or in the community. A team of therapists, certified teachers, social workers and medical professionals works to help both families and children grow their skills and thrive.

"Joya plays a huge role in making sure that Tori hits the milestones that she is supposed to," said Nicki of her 3-year-old daughter, who has Down syndrome. The organization also connects families to community resources, social services, and other support they need to advocate for their child.

Learn more about how Joya improves lives for children and families in our community at Joya.org.

Copy and paste one of the following messages:

Brand Change

The Spokane Guilds' School & Neuromuscular Center has changed its name to Joya Child & Family Development.

The organization, which provides early intervention care for children with delays and disabilities, said the new name and brand capture the joy, positivity, care and experience it delivers to children and families.

"Our brand change is a call to action to our community to engage with us as we look to grow and adapt to meet the needs of our families," said Dick Boysen, Executive Director of Joya Child & Family Development. "Our brand is also a reminder that no matter what, children should be treasured, and their lives filled with joy and possibility."

Joya has provided children and families—nearly 300 each year—comprehensive programs of assessment, therapy, education and support for almost 60 years. Learn more about the new brand and Joya's impact at Joya.org.

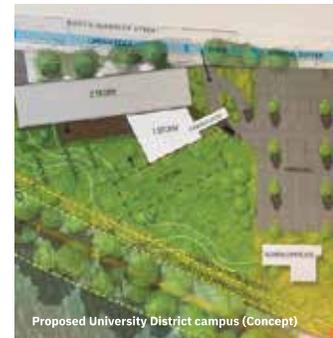
Brand One-Sheet:

Download the brand one-sheet to learn more about Joya's recent brand change.

Download the one-sheet at: www.joya.org/announcing-a-new-name/



Joya started in 1960 as the Spokane Guilds' School & Neuromuscular Center when the Guilds, a group of caring women, started providing respite care for families of children with developmental disabilities. Since then, our organization has grown from volunteer-led to a Neurodevelopmental Center of Excellence staffed by certified teachers, therapists, pediatric nurses, a pediatrician, and social workers. Each year, we serve nearly 300 children in Spokane County, providing comprehensive expertise and resources that help kids and families thrive.



Joya provides families the hope, belief and compassionate care to reveal a child's potential.

Where every child is limitless.



A new name, brand & facility

In 2018, we embarked on a new name and brand to better reflect the joy, positivity, care and experience we deliver to children and families. With plans underway to pursue a larger facility in the University District, our goal is to double our capacity to continue to serve as many children and families in Spokane County as possible. As one of the only non-profits in our region that provides a comprehensive program of therapy and special education to children birth to three with developmental disabilities and delays, we wanted to ensure families know the total care we provide to help children realize their potential, whatever it may be.

The name

Inspired by the word "Joy," our name "Joya," has roots which mean "jewel," "gem" or "treasure." To us, it is especially strong, because this is how we think of the children we serve. Each child is a person to be discovered, revealed and treasured — and cherished for unexpected beauty and joy. Joya also has strengths because it's easy to say, which helps our brand be friendly, approachable and easy-to-remember.

The logo

We developed a logo mark that conveys optimism and possibility, symbolized by the light that rises above and shines through a cloud. We used bright colors to bring the joy of our name to life. Even the "y" in the logo mark seems to be a smile.

Brochure:

Download this brochure to either print or send to friends, colleagues or clients.

Download the brochure at: www.joya.org/announcing-a-new-name/



FAQs:

Here are some answers to frequently asked questions.

What is Joya Child & Family Development?

Formerly the Spokane Guilds' School and Neuromuscular Center, Joya Child & Family Development is a Neurodevelopmental Center of Excellence that serves families of children ages 0-3 with developmental delays and disabilities. Our program surrounds kids with care, providing comprehensive assessment, therapy, education and support—regardless of ability to pay.

How is Joya different from other pediatric therapy providers?

Joya is more than just pediatric therapy. Our experienced staff of therapists, teachers, social workers and medical professionals team up with families to discover a child's potential and explore every option for success in health and life. Many parents who come to us with a diagnosis have been told what their child won't be able to do. We don't set limits on a child's future.

Sometimes it seems we achieve the impossible. We help children who were never supposed to walk learn to take their first step. We help kids who were never expected to talk learn to say their first words.

What can developmental delays look like?

For infants and toddlers, skills such as taking a first step, smiling for the first time, and waving “bye-bye” are called developmental milestones. Children reach milestones in how they play, learn, speak, act, and move. While every child develops differently, Joya Child & Family Development recommends visiting Pathways at <http://pathways.org> for a baseline in childhood developmental milestones.

What is early intervention and why is it so important?

From the ages of birth to three, the brain is still developing, making this the optimal time to provide therapy. If given the right care, children with developmental delays and disabilities in this age group may be able to catch up developmentally to their peers.

Why the new Joya Child & Family Development name?

The center was previously known as Spokane Guilds' School and Neuromuscular Center. The rebrand is a strategic decision to bring greater awareness and engagement around the needs of our families and children. We also want to ensure that our brand remains welcoming, accessible, meaningful and relevant to families and their children.

Inspired by the word “Joy,” our name “Joya,” has roots which mean “jewel,” “gem” or “treasure.” This is how we think of the children we serve. Each child is person to be discovered, revealed and treasured — and cherished for unexpected beauty and joy. Joya also has strengths because it's easy to say, which helps our brand be friendly, approachable and easy-to-remember.

Who does Joya serve?

Joya Child & Family Development is the only Neurodevelopmental Center of Excellence in Eastern Washington. We serve children ages 0-3 who reside in Spokane County School Districts. (We do not serve children who are located in school districts that already provide early intervention services.)

How do families pay for Joya?

Every child's course of care is different. We work with families to ensure they get the care they need whether that's insurance, philanthropy or other financial support. In fact, more than 70% of our families are medicaid-eligible. Most insurers have some benefit for early-intervention services. The school has private revenues to help cover costs that insurance will not cover. No family will be turned away due to inability to pay.

How do I donate to Joya?

There are many ways you can make a meaningful gift to Joya. Our donors, both large and small, help support the increasing number of families and children who need access to our life-changing program. Potential donors can call 509-326-1651 or email info@joya.org