

Nonprofit CAPP A Renames to Reflect Expanded Mission and Reach

Trusted Nonprofit Undergoes Comprehensive Rebranding to Align Identity with Breadth of Services

SACRAMENTO, CA, UNITED STATES, August 13, 2024 /EINPresswire.com/ -- [Thriving Families California](#) (formerly the California Alternative Payment Program Association, CAPP A) has undergone a significant rebranding initiative with the help of Creative Noggin, a leading marketing and branding agency. The new name and rebrand reflect the nonprofit's broadened mission to support working parents and families across California.

Thriving Families California, a nonprofit with a legacy spanning 47 years, has long focused on supporting parents with access to subsidized child care through community-based Alternative Payment Programs (APPs). Today, these programs have morphed into welcoming gateways for parents to access not only child care, but also food programs, housing, health care, mental & behavioral health, transportation, immigration, home visits and other critical services. Thriving Families California currently supports 68 community-based public and private agencies across all 58 counties whose collective vision is to support family self-sufficiency and economic stability. In recent years they have expanded their influence drawing a critical link between secure access to child care in a 24 hour/7 days per week economy and a steady workforce for employers.

The rebrand included renaming the organization to Thriving Families California, to better encapsulate their enhanced reach, as well as a modern logo and a comprehensive style guide. The rebrand was led by Sacramento agency, Creative Noggin, and was aimed at aligning the brand with the mission and increasing the nonprofit's visibility and impact.

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CEO of Thriving Families CA*

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Thriving Families California’s rebrand underscores its dedication to providing essential support to working parents and their children. By fostering a cohesive and modern brand identity, the organization aims to increase awareness and engagement, further empowering families throughout the state.

To view the rebrand, please visit: [Thriving Families California Brand Style Guide](#)

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