

## **LRF is Now Latika (Shorter is Sweeter!)**

When we started the Latika Roy Memorial Foundation (LRF), we didn't really think about the importance of the name.

“LRF just seemed straightforward and no-nonsense and anyway, in my wildest dreams I never thought we'd still be around in 30 years. As the years went on, we dropped Memorial, then slipped into LRF but it nagged us more and more, especially seeing so many of our colleagues with such short, effective names: Sethu, Ummeed, Dasra, Educate Girls. Ours began to feel ancient, old-fashioned and a bit of a drag. And the constant questions about who was Latika Roy and if we were a Foundation, why weren't we *giving* grants?” explains Jo Chopra, our Founder and Executive Director. So now, after 30 years as LRF, we're changing our name! And we have a new logo and tagline too! This is us now:

The new look feels fresh and uncluttered – and also young! It also revealed what is actually such a beautifully sweet name. And its meaning, which we had never really appreciated, is perfect too: Latika is a version of Lata or बेल. And as all बेलs need support to grow and flower, we think it's just right for what we do for our kids.

The decision to change was a big one for us. After much deliberation, we decided to go with Cracker & Rush, a wonderful branding company recommended to us by Rohini Nilekani Philanthropies. Over the next few months we had the pleasure of discovering how incredibly professional they are, with a deep, wide-ranging, unbelievably thorough process – two workshops, dozens of interviews with staff, donors, parents, children, and others in the field. Ashutosh, Richa and Ruhi each brought their own strategic, narrative and design expertise that was a delight to engage with. It turned out to be a little mutual admiration society with them saying they'd never seen an organization as creative and dedicated as ours, or such joy among the families.

Thank you, dear friends for always being there with us, as we are with you. And please share our news with others you meet.

Love,  
Latika