Innovations for Learning and TutorMate are becoming Chapter One!

Frequently Asked Questions:

When is the rebrand from Innovations for Learning/TutorMate to Chapter One happening?
The official launch day is **Monday, February 6, 2023**. The new website and rebranded reading platform will go live and there will be announcements posted on our social media.

Why has the charity rebranded?
As our charity grows, we're changing our name to better represent our work and core belief that reading is the foundation of learning and opportunity. We transform children's futures with one-to-one reading support **at the time they need it most** in the pivotal first years of school - helping them create the "first chapter" of their own success story. In addition, our previous branding included two names, which was confusing! (Innovations for Learning and TutorMate).

So, what will your new names be?

- Innovations for Learning is now **Chapter One**
- TutorMate reading program is now **Chapter One Online Reading Volunteers.**
- High-impact tutoring (formerly called TeacherMate) is now **Chapter One High-Impact Tutoring.**

Are you going to be changing what you do?
No. Our vision and mission remain unchanged. We simply want to do more of what we do best and reach more children who need support.

Chapter One

OUR VISION
A world where all children have the literacy skills needed to thrive.

OUR MISSION
To close the reading gap by providing children with one-to-one support at the time they need it the most.

How did you come up with the new name and brand?
Our new name and brand was developed through an inclusive process involving our staff, design and brand experts, and our wider community of volunteers, companies and schools. We were focused on ensuring relevance, longevity and impact.

How much did this rebrand process cost?
The costs of the rebrand and new website were met by a donation from the founder of Innovations for Learning in the USA, Seth Weinberger. Our sister organizations in the US and the UK are also changing their names. We always ensure we spend our limited resources wisely and we are confident this investment in our brand represents excellent value for money.

How are you letting everyone know?
Our rebrand and change of name has been planned for some time and will not come as a complete surprise to our community and partners, many of whom have been involved in the process. However, we will be contacting them all to let them know we are now formally Chapter One.

If the TutorMate name is going, does it mean that volunteers will no longer be referred to as 'tutors'?
That's correct. The new name for our online reading program is Chapter One Online Reading Volunteers and so we will be talking about 'online reading volunteers', or of course volunteers for short. This is an important part of our rebrand - we want our online reading volunteers to be perceived as mentors/coaches rather than as 'tutors'.

I'm an online reading volunteer, how will this affect me and my reading sessions?
For every reading session on, or after, Monday, February 6, you will no longer use tutormate.org to log on. Instead, you will need to go to our new website **chapterone.org** and click on the login button on the top right hand corner which will then take you to the reading platform **app.chapterone.org**. Once you've signed in on the login page pictured below (your username and password will be the same as

before), you can then bookmark **app.chapterone.org** for future reference if you'd prefer to go straight to the platform and bypass the website in future.

I'm a teacher, how will this affect me and my class who have allocated reading volunteers?
In terms of accessing the rebranded Chapter One reading platform from February 6 onward there should be no need to do anything on your classroom laptop as it will be configured by us to auto-logon to the updated platform at **app.chapterone.org**. You'll be ready to go!

However, if you also access our online reading platform from your own or a separate school-based device, then you will need to go to our lovely new website chapterone.org which (unlike our old website) gives you the option to login to the platform directly from there (look out for the login button at the top right hand corner of the homepage). Your login details (email address and password) remain the same. Once you've signed in the first time you can then just bookmark app.chapterone.org for future reference if you prefer to go straight to the platform and bypass the website.

What else is new and exciting?
As well as its exciting modern look and feel, our lovely new Chapter One website allows us to much better showcase the work and impact of our charity. Our latest news, case studies and other resources will be easily accessible.

The website also includes the launch of our **Global Free Library**, a completely free online collection of stories that can be accessed by anyone via the Chapter One website. The collection is shared with our sister organizations in the US and the UK. The stories celebrate the world's diversity and are part of our mission to support children from marginalized and disadvantaged communities around the globe. In Canada, the new library will allow us to showcase the original Indigenous storybooks we are co-creating with the communities we serve. These are all written and illustrated by Indigenous artists and explore priority themes identified by the communities. To advance reconciliation and language revitalization, each story incorporates audio recordings of Elders and knowledge keepers pronouncing words in the first languages of the communities. Find these stories in the Indigenous and First Nations collection in the library.

What is happening to your existing materials and resources?
All materials that we share with our community and partners are being redesigned in line with our new name and branding guidelines. **However, this will take some time to**

fully make the switch. If you notice an occasion where our old name or branding have slipped through the net, please bear with us as we work hard to get everything done! We thank you in advance for your understanding and cooperation.

How can I help?
We need the support of our whole community to ensure people get to know us by our new name, Chapter One, as quickly as possible. The best way to do this is to all fully adopt the Chapter One name and logo starting February 6.

What about payments and donations?
For the time being, any payments should continue to be made to Innovations for learning Canada. Once the name change has happened, we will be notifying the CRA, our bank, and other donation sites. This will take some time, so we will let you know when our bank account name has changed. You don't need to change direct debit payment details.

Has your registered charity number or company number changed?
No. Once the name change has happened our charity number (73848 6117 RR0001) will remain the same.

What about email addresses?
We have new email addresses in the following format:
<account>@chapterone.org

Any emails addressed to our old Innovations for Learning email addresses will be redirected to our new email accounts.

What about your website and social media channels?
We have a fantastic new website at **chapterone.org**. Anyone who visits our previous website will be redirected.

Our new social media pages will be:
LinkedIn: chapterone-ca
Twitter: @chapterone_ca
Facebook: chapteroneCAN

If you already follow us on social media you won't need to do anything. *(Please make sure you follow us if you haven't already!)*

I’ve got some questions about the rebrand process, who can I contact?
Please email Alessandra McGowan, our Operations and Client Services Officer, at alessandra.mcgowan@chapterone.org.

Thank you for your support -
and here’s to our exciting ‘new chapter’!