



BREAKTHROUGH
EPISCOPAL SOCIAL SERVICES

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FOR IMMEDIATE RELEASE

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EPISCOPAL SOCIAL SERVICES CHANGES NAME TO BREAKTHROUGH

WICHITA—Episcopal Social Services is thrilled to announce that the organization will be known as Breakthrough. This rebrand will help better emphasize the organization’s mission of empowering people to overcome poverty and mental illness.

Since its founding in 1983, Breakthrough ESS has sought to bring hope to those in need by offering opportunities for positive change. These opportunities have included providing food to the hungry, support for job services, mentoring at-risk youth, assisting those on disability, and empowering individuals living with mental illness to live healthy lives, among other ministries.

“We are so excited to rebrand as Breakthrough,” said Executive Director Barbara Andres. “We believe the new brand will help clarify our mission to the community, allow us to connect with more volunteers and donors, and most importantly, help us equip our clients to break through poverty and mental illness.”

Andres said the new name comes from careful listening to the community and those they serve. As the organization has grown and its services expanded, Andres said they felt a need to clarify and simplify their mission under a single, impactful name. The new name is part of an overall brand strategy to grow community support, donations, and volunteerism. “Without our donors and volunteers, as well as the generous support of the Episcopal Church, we would not be able to do what we do,” Andres said.

To learn more about Breakthrough and the services it offers to the community or to arrange an interview, please contact Rachel Newell, Director of Development, at 316-665-8605 or rachel.newell@breakthroughwichita.org.

About Breakthrough

Breakthrough exists to help those hurting in our community break through the cycle of poverty and mental illness by offering opportunities and services for positive change in order to empower them toward independence and freedom. Since its inception in 1983 as Episcopal Social Services, Breakthrough has helped over 30,000 people in the Wichita area thanks to the support of the Episcopal Church as well as generous donors and enthusiastic volunteers from the community.

Breakthrough is a 501(c)(3) organization reporting to an 18-member Board of Directors. Their office is located at 1010 N. Main St. in Wichita. For more information, visit www.breakthroughwichita.org.

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