Greenlights Announces New Name, New Look and New Vision

Local nonprofit launches new name and logo

**Austin, Texas** (September 10, 2015) — Greenlights, a local nonprofit that helps organizations tackle complex social and community issues, has announced a bold, new direction and rebrand, including a name change, new logo and tagline. The rebranding reflects both the evolution of the organization as well as its vision for the greater Austin, Texas community.

Since 2001, Greenlights has served as Austin’s go-to resource for area nonprofits. After an in-depth strategic planning process, a new vision for the organization and the community, as well as a brand audit Greenlights will launch into a new era as Mission Capital. Matt Kouri, Greenlights’ CEO for the past eight years, will continue in his role of CEO for Mission Capital.

“We recognized that solving complex problems like homelessness and a broken foster care system, couldn’t be achieved by strengthening nonprofits alone. In response, we pivoted our strategy to help the broader social sector, mission-driven people and organizations to maximize the difference they make in our community,” said Matt Kouri, CEO, Mission Capital. “Looking back, we’ve been on this road for a while, as evidenced by our recent merger, new nonprofit Accelerator, AustinNext event, On the Verge research, and our increased focus on solving big community problems. The Mission Capital brand is a statement about our new vision, words that in themselves define what we think is required to see community problems get solved.”

The rebrand was the natural evolution of Greenlights in light of its current strategic direction, mission and vision for the Austin, Texas community. As Mission Capital, the organization has set forward a goal to see complex community problems get solved. To tackle the community’s most ingrained social issues, Mission Capital brings together the human, financial, intellectual, social and political capital needed to fuel mission-driven work.

The name “Mission Capital” combines two ideas that are core to the organization’s strategy and vision. Mission Capital will serve people who are on a mission to improve the community and transformation change will take investment of capital – human, intellectual, social, political and financial capital. Mission Capital also represents a new form of capital, the kind that fuels mission-driven organizations, nonprofit or otherwise, as they work to make meaningful and lasting social change.
The new logo evokes mathematical terminology of “solving for X,” a direct reference to Mission Capital's core purpose of seeing complex community problems get solved. The “X” contains a Venn diagram symbolizing the role Mission Capital will play in uniting heart and head, nonprofit expertise and business savvy. The placement of the logo mark in the exponent position refers to Mission Capital's ability to create exponential social good by multiplying the impact of individual people and organizations. The new tagline, “To the power of good,” is a play on words that references the use of the exponent in the logo and double meaning wherein Mission Capital, as a nonprofit itself, believes in the exponential power of doing good.

While the brand, tagline and logo have changed, the organization’s focus on nonprofits remains. Mission Capital will continue to serve nonprofit organizations, in addition to broadened services to support foundations, philanthropists, government sector, social enterprises, and other mission-driven people and organizations looking to make a difference in the community.

The new MissionCapital.org website goes live on September 10, 2015. In the meantime, you can learn more about the organization at Greenlights.org.

**About Mission Capital (formerly Greenlights)**
Mission Capital, Austin, Texas-based social sector resource and leader, provides the tools and guidance needed to tackle complex community problems and create lasting social change. Mission Capital offers a suite of services — including consulting, training, research, member networks, and more — to fuel the work of mission-driven people and organizations, from nonprofits to social enterprises, foundations and government.

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