



GEEF REVEALS NEW NAME TO HARFORD COMMUNITY

Bel Air, MD, July 21, 2017 - A local nonprofit organization is changing its name and look, after 13 years of service to Harford County. As of Wednesday, July 19, at 5 PM, the organization “Greater Excellence in Education Foundation” has been renamed “Harford County Education Foundation.” The organization announced its new name at a special event that evening to a packed room of donors, community, board members, parents and students, launching its new website, www.harfordeducation.org, logo, social media, and celebrating this exciting moment.

“We’re very pleased to announce our new name and look,” said Warren Hamilton, Board Chair of Harford County Education Foundation. “For over 13 years, we have helped young people find the tools they need to excel in learning. When a young person has the resources they need to engage in learning, there is nothing that can stop them from finding success in whatever they choose to do. We’re here to help them do that. We feel this name better tells our story and will help us better serve our students and educators.”

The decision to change the Education Foundation’s name and look began two years ago with an intensive strategic planning process to build capacity for the organization that serves the 37,000 students of Harford County Public Schools. The Board of Directors felt that with the depth of services and the expanded reach of students, the Foundation needed a name and a direction that better aligned with its mission and the community it served. The Directors have been testing the new name with community stakeholders over the past year with positive results.

Beginning as a resource for the Edgewood area schools in 2004, the organization has had the mission of providing tools and resources to support social and educational achievement. Throughout the past decade, the group has expanded to provide services to youth, their families, and classrooms in all schools throughout Harford County. “We help a large number of young people throughout Harford County and we feel the new

moniker better represents the students and educators we support,” said Hamilton. The organization has been carefully keeping its name change a secret, to help build anticipation and enthusiasm for the reveal. Attendees at the special event heard about the achievements of the Education Foundation and with a champagne toast acknowledged the momentous occasion and the work ahead in helping all youth achieve their educational and life goals.

“The Board of Directors is excited to be part of this new direction.” Hamilton states, “Each Director is committed to the belief that every student can reach his or her full potential. And we are here to provide any help they need to achieve that goal.”

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About the Education Foundation: Harford County Education Foundation (Previously known as Greater Excellence in Education Foundation) invests in the education of 37,000 youth in Harford County Public Schools by providing programs and resources to complement the learning and growth of each student regardless of their economic circumstances. The Education Foundation works in partnership with the community to bring critical resources to help students succeed in their academic and personal goals through middle and high school leadership programs, college and career mentoring, scholarships, free school supplies for low income students, grants to support innovative classroom instruction and celebrating the education profession with the community. Visit <http://www.harfordeducation.org> to learn more.