

Media Contact

Carolyn Hooper  
LifeMoves Marketing Manager  
Desk: (650) 685-5880 ext. 169  
Email: [chooper@lifemoves.org](mailto:chooper@lifemoves.org)

**Board of Directors**

Matthew Bahls  
Chair

Christina Dickerson  
Vice Chair

John Brew  
Treasurer

Stevan Luzaich  
Secretary

Marianne Baldrice

Holly Campbell

Rod Ferguson

Julie Gruber

Olivier Kohler

Ray Mueller

Marquise Murphy

Kevin O'Connor

Everett Oliven

Rachel Perkel

Ronald Reis

Joe Stockwell

**Advisory Board**

William L. Butler  
Congresswoman  
Anna Eshoo

Monica Ip

David Lichtenger

Marcia Pade

William V. Regan, III

Congresswoman  
Jackie Speier

**CEO**

Bruce Ives

**LIFEMOVES IS NEW IDENTITY FOR INNVISION SHELTER NETWORK**

*Established Organization Selects New Name, Hosts Two Public #MakeAMove Events to Increase Visibility for Solutions that End Homelessness*

**MENLO PARK, California**, January 26, 2016 — Effective today, LifeMoves is the new name of InnVision Shelter Network, the leading provider of homeless services on the Peninsula and in Silicon Valley. Today's launch of the new name, logo, and website is designed to more effectively convey the non-profit's mission to help homeless families, veterans and individuals in Santa Clara and San Mateo Counties, to transform their lives and achieve stable housing and self-sufficiency. The organization provided services to over 15,000 people last year.

"This is the right time to change our name. Three and a half years ago, we began the process of uniting two outstanding community organizations that serve the homeless. We've listened closely to our public and private supporters, getting consistent and positive feedback about ultimately renaming our organization to reflect the strength of the combined groups," said Bruce Ives, CEO of LifeMoves. "Our new identity highlights the transformative nature of our successful model and the active engagement in life-changing processes that the people in our program commit to in order to break the cycle of homelessness."

LifeMoves will be introduced via two [#MakeAMove](#) events for the public to attend at its facilities and also through its redesigned website [www.LifeMoves.org](http://www.LifeMoves.org). During 2016 LifeMoves will continue to further educate and inspire the community-at-large about the positive effects of its long-proven programs as part of the efforts highlighting its re-branding.

"I am very excited about the new LifeMoves brand," commented Matthew Bahls, Board Chair, LifeMoves. "Our new name will resonate with our supporters, while also helping to attract new support for this great organization. Our goal remains to improve and expand our ability to serve the community by helping homeless families, veterans and individuals to do the hard work needed to benefit from the profoundly transformative LifeMoves programs."

– More –



The new name and related rebranding is the culmination of a yearlong planning and development process funded by a private grant.

### **Program Impact**

LifeMoves metrics demonstrate the impact of its programs on the lives of people working to break their cycle of homelessness.

### **During 2015:**

- 97% of families and 82% of individuals in interim housing who completed our programs successfully returned to stable housing and self-sufficiency
- 15,483 people engaged in a variety of services provided
- 1,000 people were safely sheltered each night in 17 LifeMoves facilities
- LifeMoves clients saved an average of \$2,000 per household while in the program

### **People Served:**

- Service area is Santa Clara and San Mateo counties
- Six LifeMoves facilities serve homeless families; up to half of those families arrive with a head of household who is working one or two jobs
- 14 LifeMoves facilities serve growing numbers of veterans, who often comprise one-third or more of the population at each of these sites
- All LifeMoves facilities for individuals report an increasing number of homeless senior citizens, many of whom face health-related challenges

### **About LifeMoves**

LifeMoves is a results-driven organization formerly known as InnVision Shelter Network, with a 40-year track record of breaking the cycle of homelessness for families and individuals in San Mateo and Santa Clara counties. From Daly City to San Jose, LifeMoves provides intensive case management programs along with emergency and interim housing designed to help clients become personally independent. The primary focus of LifeMoves programs is to help homeless people transform their lives by developing comprehensive life skills that lead to a rapid return to stable housing and long-term self-sufficiency. Through community support – including financial contributions, in-kind donations and volunteerism – LifeMoves helps the people it serves find a rapid return to stable housing and achieve autonomy. For more information, please visit [www.LifeMoves.org](http://www.LifeMoves.org).

### **Press Resources:**

- Please visit the press room on the new website ([www.lifemoves.org](http://www.lifemoves.org)) for the new logo and other images.

# # #

