



Unity Church of Mississauga

♥ A Home for Your Heart ♥

**Units 6-8-10, 3075 Ridgeway Drive
Mississauga, Ontario L5L 5M6
905-608-9310**

Wednesday, Sept 4, 2019

The Board of Directors invites you to attend a special membership meeting to be held on Sunday, September 15, 2019 right after the service.

The purpose of this meeting is to discuss entering into a Branding Agreement with Unity Worldwide Ministries.

What is branding?

The Unity Branding Program and Branding are terms that we use interchangeably. A brand is the personality that identifies a product, service or organization (name, term, sign, symbol, design, or combination of them) and how it relates to key constituencies.

The Unity Identity Program is the program we have developed to help our ministries and ministers to "speak with one voice" for our Unity movement, through branded language and materials.

Part of this agreement will involve changing our logo and name.

Below are samples in the agreement application form.



12. The Ministry understands that the Association recommends that the Ministry choose a geographic designator that is used in the Ministry's locale to describe the Ministry's neighborhood or location;

All are welcome to attend and only members will vote.

Yours in Unity,

Anna Ryder
President, Board of Directors