

New name, logo for EWAG

By Rebecca Ring

East Wellington Advisory Group, or EWAG, is now officially known as East Wellington Community Services – complete with a new logo.

Executive Director Glenys Betts and Board of Directors President David Robart-Morgan announced the changes to Guelph/Eramosa Council at its meeting last Monday. The Township is one of the

communities EWCS serves. Betts said they were there to “recognize continuing partnership with the Township under the new name.”

Betts explained that the 25-year old agency changed its

name following recommendations from an internal and external audit that began five years ago. Results showed that many people did not know what EWAG did or even what its full name was. Students from the University of Guelph Marketing Department helped develop the new name and logo, which is intended to clearly depict the region it serves and the services it provides to the community.

The name change and new logo were approved at EWAG’s annual general meeting last September. The next step was to apply to the Provincial government for a “supplementary letters patent”, which was approved in November. The name and logo were then ready for the official launch on January 15.

About 25 people showed up for the unveiling at Erin’s EWCS facility on Main St. They included Erin Mayor Rod Finney, Guelph/Eramosa Mayor Chris White, founding president Kasia Seydegart, Community Resource Centre Executive Director Ron McKinnon, United Way Guelph-Wellington and past EWAG executive director Ken Dardano, and MP representative Jim Smith. Guests toured the building, which includes the recently renovated thrift store that features a walk-through to the bookstore.

At Monday’s Council meeting, Robart-Morgan spoke about the history of the agency, which is detailed in “The Birth of EWAG” by Seydegart. In 1984, a group of citizens got together in re-



MORE SPACE: The food bank at EWCS (formerly EWAG) in Rockwood is a tight squeeze. Staff had to turn away skidloads of donations from one company this week due to limited storage capacity. However, items are always needed, especially juice, pancake mix and syrup, ketchup, jam and toiletries. Shown here are EWCS workers Darci Burgess and Gill Legrow. - Rebecca Ring Photo

sponse to a newspaper article outlining problems plaguing many communities, including unplanned pregnancies, suicide attempts, and substance abuse. They identified gaps in social and community services and set out to fill them as the Erin Wellington Advisory Group.

Seydegart wrote, “In sum, we identified the serious lack of information and services for the whole family. The founding group believed that EWAG had to bring the services to the people rather than the people to the services.” Councillor John Scott commented that the food bank at the Rockwood facility has very limited storage capacity and asked if there were any plans to expand it. Betts says EWCS hopes to secure office space at the new medical centre that will be built in Rockwood this year, which

would allow the food bank area to expand into current office space at the Church St. location. White says this depends on logistics and space requirements of tenants, but the Township will do its best to accommodate any needs EWCS has.

Currently, the Township leases the Church St. building to EWCS, donates \$10,000 annually, and rents them space at Rockmosa Community Centre for the Ontario Early Years Program. Future partnership endeavors could include programs for seniors and youth recreation.

“EWCS is an important social safety net and we have an obligation to support them,” says White. For more information on EWCS and its services, visit www.eastwellingtoncommunityservices.com, call (519) 833-9696 or (519) 856-2113.

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