

Interactive Journalism

From CAB to BronxWorks

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The [Citizens Advice Bureau](#) (CAB), one of the nonprofit organizations in New York City and the recipient of a 2009 New York Times Nonprofit Excellence Award, has changed its name.

A statement by its development director, Ken Small, said the 37-year-old non-profit will now be known as BronxWorks to reflect its geographical location and the people it serves.

“This is a very competitive environment for Bronx-based nonprofits. Being able to clearly state who you are, the area you serve, and the impact you have is very important at a time when people must make tough decisions about what organizations they will support.”

Small explained that people sometimes confused CAB with a livery service and joked about getting calls from people seeking cab pickups.



Ken Small

“That obviously won’t happen with the new name,” he said. “With a new name, logo, and tagline accompanied by a streamlined mission statement, I expect BronxWorks to have more visibility and to be better positioned to collaborate with others to address the challenges that lie ahead.”

“Our new name, BronxWorks, tells people where we are and it conveys compassion, success, and hope. “It is also encompassing, engaging the range of people we serve, including immigrants and non-immigrants, youth and seniors, working age adults and children, and people impacted by HIV/AIDS,” he explained.

The organization, Small said, started as a small, neighborhood-based institution with two staff helping elderly residents of one South Bronx neighborhood get help with government benefits, housing problems, and consumer inquiry concerns.

Today, the non-profit has programs that serve nearly 40,000 individuals of all ages who live throughout the borough, he said.