



# LET'S EMPOWER POSSIBILITY

Vail Valley Foundation unveils meaningful new brand

## A new look can mean a lot.

To the Vail Valley Foundation, a new look also telegraphs our intent for how we will strive in the coming years to have a profound impact on the next generation.

All of us at the Vail Valley Foundation are excited to share our fresh, updated, new look. It includes new colors, a new logo, and a new tagline: **“Empowering Possibility.”**



## What does ‘Empowering Possibility’ mean?

It encapsulates everything the Vail Valley Foundation has been since 1981, and everything we aspire to be far into the future.

We’ve long been known for our work in arts, athletics, and education. But there has always been another critical element to the Vail Valley Foundation: **community.**



Our new brand is about more than a new look. It allows us to boldly step into the future together with the community we serve. When our community has an area of critical need, we bring together individuals,

arts venues and projects, the Vilar Performing Arts Center, Gerald R. Ford Amphitheater, and the Vail Dance Festival. People come from all over the country – and the world – to experience wonder at



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—Mike Imhof, VVF President

businesses, local governments, and partners to achieve what one person or entity cannot do on their own. Our goal, and our vision, is to do what we can to make our community a better place to live, work, and visit.

When the COVID-19 pandemic came to our mountains, our organization joined with the community to raise \$1.5 million to support working families who were facing hardship during those difficult times.

Our community is facing a childcare crisis. So, we have joined together with others to create the Eagle River Childcare Initiative in Avon.

## More is on the way.

We are also excited for the future of our arts, athletics, and education initiatives. Hundreds of thousands, every year, enjoy the new and diverse lineups at our performing

our athletic projects: the GoPro Mountain Games and Xfinity Birds of Prey Audi FIS Ski World Cup.

There may be no greater gift you can give to the world than to lift up and improve the life of a child. Our education initiative, YouthPower365, partners with many people and organizations to offer a full continuum of programs that serve thousands of youth and families each year, from early childhood to college and career readiness.

## It takes all of us, together, to accomplish great things.

We’ve seen it before, like when our community joined together to welcome the 1989, 1999, and 2015 Alpine World Ski Championships to Vail/Beaver Creek. We were proud to lead the organizing committee for those seminal events.

## VISION:

An extraordinary mountain community with quality of life for all.

## MISSION:

To provide leadership in arts, athletics and education, and address community needs to enhance our valley as a place to live, work and visit.

Now, invigorated by our renewed look and new vision and mission of our organization, we are inspired to focus on big, bold ideas for future generations.

The Vail Valley Foundation is your Foundation. All of our work is possible due to the extraordinary volunteerism, support, philanthropy, and partnership we receive from this community.

After all, there aren’t many communities like ours, and the Vail Valley Foundation is honored to serve our unique and beloved valley.

## What do we do?

We empower possibility. Learn more about us, and how you can **empower possibility**, at [vvf.org](https://www.vvf.org).