When Dawn Adams became the Executive Director of Indiana Protection and Advocacy Services in October 2014, she wanted to improve the agency’s relationship and reputation within the disability community. In becoming more familiar with the population the agency serves, she learned that the agency’s name was often thought of as bulky and vague. Dawn realized that the agency was in need of a makeover. “I knew we needed to change our name,” she explains, “to better reflect who we are and what we do.” She made it a priority to develop a clear, focused new name for the agency.

Before making any changes, Dawn knew it was important to gather input from the disability community. She hired a local marketing firm to talk with members of the disability community. The marketing firm took as much time as needed gathering feedback. As Dawn described it, they “interviewed multiple individuals with disabilities and provided us with several options,” of potential new names. The leadership team knew their preference, but wanted the feedback of the disability community once more. At the Annual Conference for People with Disabilities hosted by the Governor’s Council, members of the disability community voiced strong approval and confirmed that the perfect fit for the agency was Indiana Disability Rights!

With a new name and brand now in place, Dawn’s vision for Indiana Disability Rights is to become “known throughout Indiana as the organization people can depend on when their rights are violated.” She states that, “from Indianapolis to Gary, from my hometown of Marion to Patoka, Indiana Disability Rights is poised to be a strong and reliable advocate in the ongoing fight for equality,” she says. "Equality is a civil right for all people. Regardless of your sex, race, gender, or belief system." Disabilities can affect anyone, in any population, so Dawn says, “by serving this population, we serve all populations.” It is this insight and devotion that drives her to continue pushing Indiana Disability Rights to reach further and become a true leader in the disability rights movement.

Dawn is excited to see her agency through a successful re-branding process, but is quick to shift the focus back to the community she serves. “The most rewarding part of becoming Indiana Disability Rights,” she reveals, “is that it’s not the name I chose or the name a board or council chose--this name was chosen by the people we serve.” Equipped with a new look and new energy, Dawn and the staff of Indiana Disability Rights are committed to continuing to empower you through advocacy; to help you create your own success story.