

# We've got some big news:



is now...



## Backstory

Scott's grandfather Marvin worked with his brother Harold for 40 years, farming alfalfa in Ohio for Rohloff Brothers. Sammy comes from three generations of Politziners who were in business with their brothers. It seems that partnering up with kin, or in this case chosen kin, is in our blood. When the two of us were starting out, and reflecting on these roots, we thought the ethics of the family business approach—with a focus on **relationships, quality, and the long-term**—should be front and center in our name.

## New story

Twelve years in, the evidence suggests we were onto something with that approach, and that's not going to change. But the story is less about us than ever—today it's about a powerful partnership of grantees, donors and colleagues that are working together to elevate our marginalized neighbors. While our values remain anchored, our new label foregrounds our shared commitment to uplifting our community.

## Let's rise together!

Note our new website ([ArborRising.org](http://ArborRising.org)) and email domains. Please update your contact list with these addresses to ensure delivery.

## What is Arbor Rising?

*(2-minute video)*

