

MWSSA is now The Shaama Centre

Why a name change...

MWSSA has a new name that increases visibility and access. While the organization has had remarkable success growing its audience, it would like to reach more people, and increase name recall with its existing clients. To do this we need a name that captures our hopes and dreams.

Challenges with the old name included it being a hard to remember acronym, easy to misspell, and very similar to organizations operating in the same area with similar communities: Mill Woods Seniors Association (MWSA) & the Mill Woods Senior and Multicultural Centre (MWSMC).

Current clients refer to the organization generically as 'the Centre' or by an even older name 'the Handicraft Centre.' This has led to confusion, impaired a meaningful online presence, and limited our organization's ability to outreach to new clients.

Finally, in an age of increasing digital reliance the old name was acting as a liability online. It was difficult to search for and made it hard for us to connect online with our community.

*“There are two ways of spreading light:
To be the candle or
the mirror that reflects it.”*

Improving Access for Current & Future Clients...

The name change does not impact access for our current clients. The majority of clients connect with us through word of mouth. The new name will make it easier for our existing clients who provide referrals, and for new people to find us.

Lead up to the new name...

Our new name emerged after five months of research and consultation with the board, clients and a branding firm with over twenty years of naming and communication experience.

What does Shaama mean?

Shaama, means candle or light in many languages. It's used in many cultures from Cyprus, to Spain to Indonesia and beyond. The name reflects the light of wisdom present in our seniors, and women. It represents hope to those struggling with dislocation, domestic violence or loneliness. It captures both how we see those who come to us – as lights, with stories needing and providing illumination – and how we see ourselves – as a source of hope.

Shaama is a gathering place and a beacon that can help illuminate a path forward for the community. Shaama, is a place where people can come together. Shaama is a welcoming place for newcomers and seniors.