

Innovia Foundation
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Inland Northwest Community Foundation announces new name ‘Innovia Foundation’
New brand reflects foundation’s vision of philanthropy and community transformation

Spokane, WA—Inland Northwest Community Foundation has changed its name to Innovia Foundation. The foundation embarked on this rebranding process to bring greater awareness and engagement around important issues in our communities — and the important work the foundation is already doing.

“The work of the foundation continues to evolve and adapt to the changing needs of our region,” says Shelly O’Quinn, CEO of Innovia Foundation. “We saw an opportunity to create a new brand that is forward-looking, that inspires a new generation of philanthropy and community engagement.”

The name change reflects the foundation’s commitment to collaboration with partners and driving change in the communities it serves. The new name and brand were the result of a thorough and thoughtful process involving not only the foundation’s staff and board but also community partners and other key stakeholders.

Innovia Foundation is set to hold a launch celebration today where donors, nonprofit partners and community members will get a first look at the new brand.

One of the region’s most impactful community foundations, Innovia Foundation has been connecting donors with the most pressing causes across 20 counties in Eastern Washington and North Idaho since 1974. The foundation’s assets have grown to \$120 million, and over the last 40 years, the foundation has awarded more than \$70 million to improve lives and communities across the region.

The new name Innovia Foundation means “innovative way.” Not only does the new name subtly hearken back to the region (“INNO” is a shortened version of “Inland Northwest”), but it speaks to the innovation the foundation brings to community transformation. “Via” means “way,” speaking to forging new paths and driving change.

Innovia Foundation also developed a new logo and brand. Made of intersecting vectors, the logo represents a shifting and dynamic landscape. The color palette reflects the dawn with a pattern inspired by natural elements: mountain ranges, rolling fields, river currents, seeds and flowers. The mark’s pointed shape speaks, again, to the foundation’s role of driving change.

Not only does Innovia Foundation serve as an important resource for donors who want to leave a lasting impact in their communities, but the foundation is a major catalyst for transformation in the region.

Innovia Foundation collaborates with partners and communities to create sustainable change, focusing on education and youth development, health and wellbeing, quality of life, arts and culture, and economic opportunity.

“Because we work with so many individuals, nonprofits and organizations throughout our region,” says O’Quinn, “we recognize challenges that others might not. We anticipate trends before they happen. We see what needs are being left unfilled, and we work to fill those gaps to make our communities stronger.”

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About Innovia Foundation

Innovia Foundation (formerly Inland Northwest Community Foundation) connects donor generosity to the region’s most pressing causes and collaborates with community partners to drive transformation across 20 counties in Eastern Washington and North Idaho. Since 1974, the foundation’s endowment has grown to \$120 million. Through the generosity of donors and the passionate support of our nonprofit and community partners, Innovia Foundation has awarded more than \$70 million dollars to organizations that improve lives.