**YANA SERVICES INC**.

**Mission**Sustainability is the key word to our existence. Our goal is to inform and provide the community with the resources that are available to them. YANA will draw on the potential of the community. We want people to understand that whatever obstacle they meet they are never alone. When an individual feels alone they lose hope. “You Are Not Alone” restores hope. By listening to the needs of our community, we will come to understand and expand our role, identifying needs and creating alternatives that satisfy them. Our task is to create a space and provide the tools for Rockaway residents to recognize their potential and become active participants in the development of their community, in harmony with nature and with each other. It is our mission to provide training for careers in fair, healthy and dignified work environments. By fostering people’s sense of self-reliance, we also strengthen their bonds to one another and their belief in collaboration.

**Core Values**Sustainability and providing options are at the core of YANA. Sustainable careers, sustainable housing, sustainable healthcare. We want to change the perceptions of a disposable society by introducing options.

**Overview**The rebuilding of You Are Not Alone (YANA) is the clearest example of our mission put into practice. In the devastation after Sandy we found opportunity, when we saw our neighbors come together, caring for each other and helping each other out. YANA became an oasis for residents and volunteers, where we tested the possibility of living in another world that we knew was possible. Now we’re rebuilding collaboratively, drawing on everyone’s strengths and teaching anyone who wants to help out. We’re creating an example for how to rebuild the Rockaways sustainably, rebuilding smarter and stronger so we can endure what the future might bring.

**Who We Serve**Working in Rockaway we saw this as a community in disaster mode after the devastation of Hurricane Sandy. We serve:

* people without work
* people on public assistance
* people homeless
* people out of prison trying to find work and counseling
* people struggling with drug abuse
* people with serve health care issues
* young people trying to find training
* working class home owners trying to stay out of foreclosure
* undocumented immigrants trying to work

Every one of them feeling they can not do it alone. We wanted to help them but we felt we can not do it alone. So we looked for the resources that fit the need.

**Post Sandy**Started construction 1/12 in a storefront barbershop  
It was gutted and rebuilt with recycled materials. Doors for desks, dress fabric for curtains and miss matched paints. Reclaimed chairs and lights.

**Currently**Now due to donations and volunteer workers we are 60% complete with construction. We will be using building materials that are sustainable and eco friendly setting an example for the community by displaying affordable alternatives to conventional building methods.

**Goals**Our challenges are the mainstream Government agencies and big business that lead individuals to believe they do not have options. And Small business that they can not compete against the big chains.

We will challenge the people in the community to step up and use the necessary resources they need to enhance their future.

A big challenge is getting individuals and business’ to realize there are affordable and sustainable options in the energy industry. The underserved low-income individuals can benefit by the timing of the storm as it brought attention to the Green movement. They should be a part of the technology involved. Home-owners in the community can also benefit as this is an opportunity to change the way they use and get energy in their homes.

*Who is you target audience?*

The people of the community: informing them of the training and counseling resources that are available.

Business in the community: supporting them with sales and informing them of potential ways to help their business grow.

*Who is able to contribute to YANA’s mission?*

Anyone can contribute to the mission of YANA. It can be someone that came in for help and was inspired to help others. It can be Small business in the area that has benefitted by YANA and wants to stay connected. It can be a large not for profit that is set up to assist companies like YANA and it can be a Large company that wants to increase their marketing potential by linking to YANA.

*What are YANA’s core characteristics?*

It is broad and global who we want to reach. I see us as a unique organization as our potential is limitless even though we started so micro. We cater to the human denominator.

*Who is currently involved in YANA?*

Our staff is a mix of individuals from Occupy Sandy, GreenPeace, Restore the Rock ,Queens Economical Development Assoc. and most important residents from the community that came in after the storm for assistance and never left.

**Branding YANA**  
We would like to see YANA as company that has grassroots conscious with a high tech progressive direction. Attention on the people we serve coming first.

Key words: Sustainability, Options, Global, Inspire.

Logo…should say a lot without saying a lot. Every company wants to be a house hold name. This is to consume. Our household name should INSPIRE minds to want to do more.

Materials of interest:

Identity (logo), Postcards, Flyers, Brochures, Stationery Set, Signs, Posters.