

	NAMES	Votes	Pros	Cons	register.com	uspto.gov
A	Amplify Health/Community Services/Health MN	11	Amplify voices & needs of others	Amplify Christian mission network out of Edina		
B	Rainbow Umbrella (variations)	1	Rainbow LGBTQ:umbrella: overarching care/service	Red umbrella is HIV group; Umbrella Health is sexual health group UK/Canada		
C	Rainbow Health MN	9	Historical; dropping Initiative makes it more permanent	Possibly alienating of non-LGBTQ		
D	Bruce Brockway Health/Brockway Health	4	Founder of MAP	Lots of Dr Brockways		
E	Aegis (Aegis Health, Rainbow Aegis--, etc)	4	Aegis related to umbrella, protection	Aegis therapy exists		
F	Justice Health	8	Less explanation, may not lose as many clients/vendors, etc			
G	Minnesota Rainbow Health Center	3				
H	North Star (Network, Network+? Health?)	3	North Star being clear, having direction, nod to MN	Not clear, without health does not say what we do		
I	Bridge (North Star /Health/Midwest /Minnesota)	5	Helping people across new shores; positive; bring together			
J	Emerge Health	7	Change/transformation; emerging issues, new issues	Connotation with emergency?		
K	Prism Health Resources		Says rainbow w/out saying rainbow	Longer, sounds kind of corporate		
L	MN Umbrella Health	4				
M	Rainbow Health	5	Civil rights roots, LGBTQ equality; diversity; history/stability	Rainbow LGBTQ could feel exclusionary to some		
N	MAP	8	Some clients still call us MAP	Not just doing HIV/AIDS services		
O	MAP Health	10	Some clients still call us MAP -- Health may add broader feel			
P	Engage Health	2				
Q	Minnesota Equity Project	5	Denotes legacy of the work, pushes in new direction	Does it have less meaning in current climate		
R	Minnesota Advocacy Project	6	Denotes legacy of the work, pushes in new direction			
S	Minnesota Health Advocacy Project	7				
T	MAPP	6				
U	One Rainbow	4	Reflects legacy; identifies unity, hard to encapsulate	Does this pigeon-hole us; feels exclusionary		
V	One Stop Health/Wellness	2	Promotes people to come here			

Other names mentioned during the workshop:

Shift MN 2

Pride Alive 1