



Supporting Chartered Accountants since 1886

A NEW FACE FOR AN OLD FRIEND

For over 120 years CABA has been seen as a benevolent association, relieving poverty for those experiencing financial hardship. However, financial assistance is just one of the many ways in which CABA can help ICAEW members and their families. We also provide advice and information, stress management training, a 24 hour advice and counselling helpline, support for those with caring responsibilities and much, much more.

Over recent years, we've increased the range of support services available and extended the service offering to ICAEW students studying for their ACA qualification. Although research confirmed members have an excellent awareness of the CABA name, not all members have a full understanding of the range of support available. It is important that those eligible for support have a clear understanding of exactly how CABA can help. For this reason, CABA recently underwent a brand review and, as a result of the review we have brought the YouCount services under the umbrella of CABA.

As part of the review, we asked stakeholders their views on the CABA/YouCount brands and the proposed new brand – after several months of working closely with branding agents Aqueduct, we are delighted to unveil the new CABA identity – we hope you find the new CABA fresh and modern but most importantly, approachable. A new image brings with it the opportunity to take a fresh look – please take this opportunity to have a close look at the range of support services available to you, your fellow Chartered Accountants and your families should you need practical, emotional or financial support.

The credit crunch is likely to affect all of us in one way or another and, sadly, things may well get worse before they get better – if you need advice, information or just a listening ear – please remember, we are here to help.