

Terror Link Forces Name Change for NFP

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After 17 years as a third world assistance Not for Profit, the ISIS Group, has been forced to change its name to distance itself from the Syrian-based terrorist group.

Last week the ISIS Group, an organisation that works with communities in Nepal and Uganda, announced that it was changing its name to the Adara Group.

The name ISIS was originally chosen because it is the name of an Egyptian goddess who was also seen as a symbol of fertility.

Chair and founder of the organisation, Australian Audette Exel, said she was excited about the name change.

“Over a glass of wine with my dad we came up with the word ISIS to represent the work that we were going to do with women and children worldwide,” Exel said.

“World events have overtaken us and the world has changed so we know that we need to change with it.”

Exel said the new name of Adara had links to the organisation’s original name.

“Adara is one of the brightest stars in the sky,” she said.

“It sits next to Sirius, which is thought to represent Isis the goddess, in the stars.”

A brief statement on the Adara Group’s website said that changing the name was not an easy decision to make.

“In November 2014 the ISIS Group made the difficult decision to change our name and rebrand as the Adara Group,” the statement said.

“Although our name has changed, our work will continue with the same energy and focus that we are proud to say we have always brought to it, to reach more people living in poverty, year on year.”

A spokesperson for the Adara Group said the organisation felt that having to change its name was a minor inconvenience in comparison to what the victims of the terrorist group had been through.

ISIS stands for Islamic State of Iraq and Syria and since coming to international attention in June this year its members have become famous for their brutality, including posting videos of their victims being beheaded online.

- See more at: <http://www.probonoaustralia.com.au/news/2014/11/terror-link-forces-name-change-nfp#sthash.Ei7bD66c.dpuf>