

Dear Harvest Christian Academy and Westminster Christian School Families,

We are excited to share an important milestone in our journey — *the name of our new Christian school!*

[WATCH NAME REVEAL VIDEO HERE](#)

## Our Journey to a New Identity

The rebranding process for our new Christian school has been a thoughtful, prayerful, and collaborative journey conducted in partnership with an experienced Christian branding agency.

It began with a renewed mission and vision that clearly articulated our spiritual foundation and educational purpose. Input was gathered from a wide range of voices — faculty, parents, students, school leaders, and community members — to ensure that the new identity reflected our shared values and aspirations.

Market research in the Elgin area helped us understand the local educational and branding landscape, while additional research explored how other Christian schools communicate who they are. This process reaffirmed the deep spiritual significance of our story — one shaped by faith, community, and calling — and guided the development of our refreshed brand narrative.

Once several strong options were developed, the branding team presented them to the new School Board, who prayerfully selected **River Valley Christian School** as the name that best captures our heart and vision for the future.

## The Story of River Valley Christian School

The name *River Valley Christian School* is more than just a name — it reflects who we are, what we believe, and the community we serve. Deeply symbolic and rooted in Scripture, *River* and *Valley* together tell a story of faith, growth, and God's faithful provision.

Throughout Scripture, **rivers** represent life, spiritual depth, and the ongoing journey of faith — a reminder of God's sustaining, ever-renewing presence. **Valleys** are places of protection and growth, where communities take root and God often meets His people in powerful ways.

Together, *River* and *Valley* paint a picture of a place where students can plant deep roots and flourish.

*"They are like trees planted along the riverbank, bearing fruit each season.  
Their leaves never wither, and they prosper in all they do."  
— Psalm 1:3*

Just as rivers nourish the land and valleys provide shelter, **River Valley Christian School** will be a place where students grow in truth, faith, and character.

## **Grounded in Truth. Growing in Christ. Impacting the World.**

Our mission is clear: to partner with families to raise students who are grounded in biblical truth, committed to academic excellence, growing in the grace and character of Christ, and equipped to make a meaningful impact in the world.

Together, we are building more than a school — we are shaping a generation of young people who will live out their faith with courage, wisdom, and compassion.

### **A Familiar Name, A Firm Foundation**

In a region rich with “Fox Valley,” “Fox River,” and “Fox River Valley” names, our new identity feels both familiar and meaningful. It connects us to the place we call home while reflecting God’s greater story for our school.

We are filled with gratitude for the journey that has brought us here — and with great hope for what lies ahead. As we embrace this new chapter, we invite you to continue walking with us as we build a community where students are deeply rooted, faithfully nurtured, and fully equipped to flourish.

### **Why “School” and Not “Academy”?**

We chose the word *school* rather than *academy* because it better reflects the breadth of who we are and the reach of our mission. *School* connects us more deeply to our community, opening doors for greater partnership with families at every stage of learning.

This choice also allows us to continue highlighting and expanding our high school academies, which remain a central strength of our program — providing rigorous, specialized preparation in key areas of study. Our Engineering and Art Academies exemplify this focus, offering students pathways that blend creativity, innovation, and real-world application. As we grow, we remain committed to expanding these opportunities and evolving our programs to meet the needs of the future.

At the same time, **River Valley Christian School** remains steadfast in its commitment to academic excellence and a rigorous, Christ-centered education across all grades. We are dedicated to challenging students to think critically, pursue wisdom, and steward their gifts faithfully.

Beyond academics, we believe in nurturing the whole person — mind, heart, soul, and strength. Whether through the classroom, the arts, athletics, or discipleship, our goal is to cultivate students who flourish in every area of life and impact the world for Christ.

### **Looking Ahead with Hope**

As we look toward the launch of **River Valley Christian School** in the fall of 2026, we do so with gratitude for God's faithfulness, confidence in His leading, and great anticipation for what is to come.

Together, we will continue to build a Christ-centered community where students are deeply rooted in truth, growing in grace, and prepared to make a lasting difference for the Kingdom.

Partnering together,

The School Board, The Rebranding Transition Team, and the Head of School

***As our brand continues to unfold, students will help bring it to life in meaningful ways. Want to see what's next? Explore our brand rollout plans at the link below.***

**[BRAND ROLL OUT INFORMATION](#)**

*We're deeply grateful to HCA alum Brad Naugle of Molehill Studios for lending his talent and creativity to our name reveal video. What a gift to have alumni using their talents to serve the next generation.*