

INTRODUCING: OUR NEW BRAND!

ORANGEWOOD'S EVOLUTION:

One of the hallmarks of Orangewood Foundation is responding to the needs of vulnerable youth in our community by stepping up to find solutions and rallying the community make them a reality. It was a path set forth for us by Orangewood visionaries **General William Lyon** and **Bill Steiner** in the late 1970s and it continues today.

1981 Orangewood Foundation is established to build a shelter for abused and neglected children in O.C.

1985 Orangewood Children's Home (now called the Orangewood Children & Family Center) opens its doors; shelter is deeded to the County to own and operate.

1986-2012 Orangewood turns its attention to the needs of teens in foster care as they make the transition to adulthood; focusing on four key areas:



AUGUST, 2013 Orangewood opens Samueli Academy Charter High School for foster and community youth.

OCTOBER, 2015 Recognizing the growing problem of sex trafficking throughout the U.S. including Orange County and that 50-80% of the victims come from foster care, Orangewood announces a new residential program called The Lighthouse to help these victims escape "the life" and create healthy futures for themselves.

Orangewood Foundation has grown and evolved over the last 34 years. We are a dynamic organization that continually strives to help more foster youth in new and innovative ways. After 11 years with the same logo, we decided it was time to refresh our brand with imagery that reflects today's Orangewood and messaging that is understandable and inspiring.

OUR NAME & LOGO

Our logo now features a vibrant, colorful butterfly balanced with traditional, familiar fonts for the text. We've shortened our name to "Orangewood Foundation" and added the description "Foster and Community Youth Services" to our logo. Rest assured that Orangewood programs continue to serve foster children of all ages. However, our focus is on the teens and young adults struggling to make a successful transition from the foster care system to independent adulthood. Sadly, without Orangewood's help they are terribly unprepared for the decisions and challenges they'll face. Additionally, we know that there are vulnerable children in our community who have similarly difficult home lives but, for a variety of reasons, are not in foster care. So a few of our programs for foster youth help them as well.



OUR MISSION & VISION

After reviewing dozens of mission and vision statements (the good and the bad), we've revised ours to be both meaningful and memorable. Our mission statement has been pared down from 30 (!) words to 11 words. It conveys the individualized work we do with foster youth, helping each young person reach his or her greatest potential. Our vision statement now speaks to the long-term view of a world of opportunity for all youth.

OUR MISSION

To prepare foster and community youth to reach their greatest potential.

OUR VISION

That all youth are given the opportunity to thrive and prosper.

