MISSION
Lincoln disrupts the cycle of poverty and trauma, empowering children and families to build strong futures.

HISTORY
In 1883, Rebecca Wade, our founder, opened her home for what would become the first racially integrated orphanage in Northern California and began Lincoln’s legacy of responding to the needs of children and families. Today, we impact more than 4,600 children and families annually, and our track record is proven: kids attend school, learn to read and stay with their families where they do best. With Lincoln, they beat the odds, realizing their potential, and building successful academic, work and life skills.

REACH
Lincoln serves Alameda and Contra Costa counties, at four regional offices and over 30 school and community sites in both counties and throughout the Greater San Francisco Bay Area.

CHIEF EXECUTIVE OFFICER
Christine Stoner-Mertz

BOARD PRESIDENT
Steven Roland

GOVERNANCE
Lincoln is governed by a volunteer Board of Directors, representing our diverse region and communities we serve. In addition to regular board meetings, Board Committees and ad-hoc initiative teams are in place, organized around specific areas of Lincoln’s operations and fundraising efforts.

FUNDING
Lincoln is supported by contributions from a generous base of community leaders, individuals, foundations, corporations, government agencies, and more. Additionally, we receive enormous community support through special projects, service clubs, fundraisers and in-kind gifts and services.

CONTACT: Kirsten Melton, kirstenmelton@LincolnFamilies.org, 510.273.4700, x4321
PROGRAMS WITH IMPACT

Lincoln’s approach is simple: provide children with support and services as young as possible and make a continuum of programs available to them during their school years and through to graduation from high school. We go one step further to ensure their success by providing services to strengthen and engage the family and the community around them. Only Lincoln provides personalized care through integrated programs focused on education, family and well-being.

Education
Addressing obstacles impacting academic attendance, engagement & achievement
- Getting Ready for School
  *Early childhood parent & teacher consultation to build school readiness & social emotional skills.*
- Improving Attendance
  *Supports for children, youth and families to reduce chronic truancy and improve attendance.*
- Building Literacy
  *Early intervention, family coaching & summer programs to build literacy & improve attendance.*
- Opening Pathways to Learning
  *Student, family and school supports to develop tools & environments for learning & success.*

Family
Strengthening stability and creating permanency
- Creating Permanency
  *Supports for foster children & youth at risk of foster care, & during transitions back to homes.*
- Strengthening Stability at School
  *Supports for kids who are at risk of losing their home or school placement due to behaviors.*
- Building Strong Families
  *Relationship- and skill-building for families of youth struggling with behavioral issues.*
- Providing Kinship Supports
  *Resource assistance, support groups, respite & youth activities for kin caregivers and families.*
- Facilitating Health and Recovery
  *Therapy to youth struggling with substance use & behavioral challenges, and family coaching.*

Well-Being
Improving resiliency and well-being
- Getting Ready for Life and Work
  *Entrepreneurship & life skills curriculum for youth connected to foster care & probation systems.*
- Strengthening Resiliency, Pride & Achievement
  *Summer literacy & cultural pride program to build confidence and shrink the achievement gap.*
- Building Resource Supports
  *Community resource hub for parents to build skills for life, work, & supporting their kids’ education.*
- Preparing Communities
  *Program teaching skills to respond to the signs of mental illness and substance use.*

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MAJOR ACCOMPLISHMENTS

Our innovative approach, providing comprehensive school, community and family focused services for children and families, combined with our unique team-based delivery and sound fiscal management has been widely recognized. Recent accomplishments include:

- Ranked among the Bay Area News Group’s Top 100 Workplaces for the last three years in a row.
- Received Alameda County Probation Department’s 2014 “Community Partner” award in recognition of our commitment to the communities we serve.
- One hundred percent of families in Lincoln’s Kinship program, providing supports and resources, remain stable and together.
- Ninety-four percent of youth in Lincoln’s Multidimensional Family Therapy program, struggling with both substance-use and mental-health challenges, reduced delinquency issues, a key success indicator; 82% reduced truancy issues; and 76% reduced substance-use issues.
- Eighty-eight percent of at-risk children and youth in Lincoln’s Intensive Home Based Services program, providing supports for families at homes and schools, retained stable placements and were not diverted back to institutions.
- More than 85% of children and youth in Lincoln’s Therapeutic Behavioral Services program stay in their home, transition smoothly to a lower level placement or have less than one change of placement.
- Eighty-three percent of special education students, in Lincoln’s EXCEL school-based program for more than one year, showed progress toward their Individualized Education Program (IEP) goals, gaining greater levels of access to learning.
- Eighty-three percent of Lincoln’s West Oakland Initiative scholars showed improved attendance last year.
- Eighty-two percent of youth in Lincoln’s School Engagement Program showed a reduction in truancy—a powerful outcome for the vulnerable population we serve.
- Seventy-eight percent of probation youth transitioning back to their families through Lincoln’s Project Permanence had no new offenses or violations of probation within six months of completing the program.

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A New Year, A New Brand and Website for Lincoln
Empowering Children and Families to Build Strong Futures

OAKLAND, CA (February 10, 2016) – Lincoln Child Center --- a leading Bay Area nonprofit provider of children and family services --- launched a new name, brand and website today. The name change to Lincoln reflects the organization’s legacy and commitment to children, youth and families, and its expertise in driving the innovations needed to disrupt cycles of poverty and trauma.

“Our organization has grown and evolved since our founding in 1883,” said Christine Stoner-Mertz, CEO of Lincoln. “With our recent move back to our roots in West Oakland and new strategic focus of delivering school- and community-based services and programs, the time was right to evaluate our brand to ensure it was in sync with who we are and where we are going. Our new Lincoln name and brand are a powerful reflection of our mission and dynamic future providing preventative, individualized and comprehensive services to children and families in the Bay Area.”

A new logo and dynamic website was introduced at www.LincolnFamilies.org to reflect the new name and brand identity and communicate Lincoln’s mission and outcomes, while increasing support and building the organization’s brand. “The new website provides visitors with a truly engaging experience,” said Chief Development and Marketing Officer Kirsten Melton of Lincoln. “It has a very contemporary feel, with beautiful photos, stories from families we serve across the Bay Area, and intuitive navigation throughout. Our goal was to tell the Lincoln story in a compelling way and that’s exactly what the new website has accomplished.”

The site is designed to serve a broad audience of current and potential supporters, corporate partners, volunteers, families seeking services and professional talent interested in joining Lincoln’s staff team. Features include:

- Home page with specially curated content for families, professionals and supporters;
- Secured donation pages and flow for enhanced user experience;
- Corporate engagement section highlighting opportunities for partners;
- Responsive design for tablet and mobile users.

Lincoln conducted an extensive search for an agency to partner with on the project, eventually choosing Gershoni Creative, a San Francisco-based branding agency. They worked together closely for more than six months to create the final product.

Gershoni (www.gershoni.com) President and Founder, Amy Gershoni says, “With the redesign of the Lincoln’s brand identity and website, we endeavored to create a vibrant new presence to broaden awareness about Lincoln’s critical work in our communities. In particular, we...
wanted to celebrate the breadth of impact the organization has and create a platform that was as accessible, adaptable, and dynamic as Lincoln itself."

About Lincoln
Founded in 1883 as the first racially integrated orphanage in Northern California, Lincoln impacts the lives of more than 4,600 children and families annually. While programs and services have grown and changed, Lincoln's mission remains rooted in the belief that disrupting the cycle of poverty and trauma depends upon providing accessible early and progressive supports, empowering children and families to build strong futures. An innovative approach, providing comprehensive school, community and family focused services, combined with a unique team-based delivery and sound fiscal management, has established Lincoln as a leading Bay Area provider of children and family services. With Lincoln, kids attend school, learn to read and stay with their families where they do best. For more information and stories about how kids and families are beating the odds, realizing their potential, and building successful academic, work and life skills, visit www.LincolnFamilies.org.

About Gershoni Creative
Gershoni Creative is a San Francisco-based full-service creative agency working with clients to build great brands. Gershoni partners with forward-thinking companies to bring great stories to life in every medium. Clients include Google, Deloitte, The San Francisco Art Institute, and many more.

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