A New Day Dawns at DePelchin

At a recent DePelchin staff meeting, DePelchin employees felt compelled to sport a fashionable new accessory: orange sunshades. The reason? As Mary Kristen Valentine—DePelchin’s director of marketing—explains, “We’re signaling it’s a ‘bright new day’ for DePelchin Children’s Center.”

This year, DePelchin celebrates its 120th anniversary. Built upon the compassionate vision of its founder, Kezia Payne DePelchin, the organization has served as a ray of hope for Houston’s children since its humble beginnings in 1892. But along with celebrating its heritage, this year DePelchin also celebrates the dawning of a new day. From new branding to new leadership to new expansion, DePelchin has rung in 2012 with a host of new initiatives—initiatives that build upon DePelchin’s legacy while charting a new course into the future.

New Look, New Message
In March, DePelchin unveiled new branding for the organization, including a new logo, color palette and brand messaging. After months of extensive research—facilitated by Yaffe-Deutser, a Houston-based marketing firm—DePelchin forged ahead with a revitalization of its brand.

“We want to signal to the community that we have evolved beyond the humble orphanage it remembers,” Valentine says. “Today, DePelchin stands as an expert leader in the fields of children’s mental health, foster care and adoption.”

As part of a revamped visual identity, DePelchin adopted a new logo, one that depicts a modern interpretation of the “DePelchin sun” and clarifies DePelchin’s three main service areas: mental health, foster care and adoption. New visual elements also include DePelchin’s new brand color—tangerine orange. A new tagline—“We turn lives around”—likewise captures the essence of what DePelchin, through its dedicated staff, does every day.

With such vibrant leadership, DePelchin will continue to shine as a beacon of hope for our community, as it has for so many years.

New Leadership
In January, DePelchin welcomed a new President and CEO, Jenifer Jarriel, to the helm of the organization. Jarriel, who comes to DePelchin from Baylor College of Medicine, possesses more than 30 years of experience in the health care field, including stints at Texas Children’s Hospital and Hermann Hospital. Building upon the legacy of DePelchin’s former CEO, Curtis Mooney, Ph.D., Jarriel hopes to guide DePelchin toward continued growth and success.

“I am honored to have the opportunity to lead this great organization,” Jarriel says. “DePelchin made tremendous strides under Curtis Mooney, and I look forward to building upon his legacy as we advance into the future.”

Along with commissioning a new CEO, DePelchin welcomed a new board chairman, Pam Lovett, and 10 new members to its board of directors in January.

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From the Board Chairman

Friends,

Thank you for being a part of the new day at DePelchin! We envision a world in which each child is safe and healthy and are excited to build upon our strong legacy of providing high quality mental health, foster care and adoption services. Some of the many new aspects of the new day at DePelchin include:

• New CEO – Jenifer Jarriel brings 30 years of collaborative success in health care organizations.
• New Austin-based Organization – Adding Caring Family Network to the DePelchin organization significantly expands the number of loving homes we can provide to foster and adoptive children.
• New Katy Psychiatric Office – Expanded quality mental health services in one of the region’s fastest growing communities.
• New Branding – DePelchin Children’s Center has been turning lives around for 120 years, and our new branding allows us to clearly communicate who we are today—one of the state’s largest, best providers of mental health, foster care and adoption services.
• New Volunteer Group – Kezia’s Kids is engaging additional passionate volunteers in serving our children and families.

You’ll read more about these changes in the feature article.

DePelchin has been able to meet the needs of thousands of children and families for 120 years because of the wonderful support of you—our staff, volunteers and donors. Thank you for making a life-changing difference for so many children and families.

All the best,

Pam Lovett

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A NEW DAY DAWNS AT DEPELCHIN CONTINUED

Pam Lovett, who serves as director of business development and community affairs for Comerica Bank, expresses enthusiasm about the energy and talent she sees in DePelchin’s new leadership.

“It is exciting to see such a committed and capable team of people leading the charge for DePelchin,” Lovett says. “With such vibrant leadership, DePelchin will continue to shine as a beacon of hope for our community, as it has for so many years.”

New Expansion
DePelchin also launched 2012 with a series of expansions, including joining forces with Caring Family Network—an Austin-based foster care and adoption agency—and opening a new satellite location in Katy.

To strengthen its leadership in the fields of foster care and adoption, DePelchin combined with Caring Family Network, a like-minded organization serving Texas children and families through locations in Austin, Brownwood, Kerrville, Lubbock and San Antonio.

The new partnership greatly expands DePelchin’s footprint across the state and strengthens the ability of both organizations to recruit and support loving foster and adoptive families.

Renee Price, CEO of Caring Family Network, believes the decision to combine with DePelchin will benefit her organization and the many families it serves.

“Caring Family Network and DePelchin share a mutual mission,” Price says. “We are both determined to make a difference. We are both committed to doing the right things for the right reasons. By joining forces, we can better meet the needs of children and families all across Texas.”

Along with broadening its reach statewide, DePelchin opened a new satellite location in Katy in December to meet the area’s growing need for mental health services.

The Katy/West Houston area has one of the fastest-growing pediatric populations in the nation, but limited child and adolescent psychiatry services. DePelchin’s new Katy office—made possible by a generous grant from The Hamill Foundation—supports families seeking help for a wide range of emotional and behavioral concerns.

New Horizons
As DePelchin steps into a new day, it does so with great enthusiasm and great focus. Jarriel—DePelchin’s new President and CEO—says she’s confident the organization’s future is bright.

“DePelchin is guided by a rich history and a timeless mission,” she says. “I truly believe the best is yet to come.”