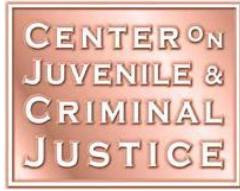


Exciting news for CJCJ



Announcing Merger and Plans to Rebrand Identity

::MERGER::

We are pleased to announce an exciting development for the Center on Juvenile and Criminal Justice (CJCJ). CJCJ's merger with the Northern California Service League (NCSL) is now complete. The union of these two venerable nonprofit agencies creates an even stronger and more vibrant organization ready to face the challenges of the future.

NCSL has a 64-year history of providing services to formerly incarcerated individuals, homeless, veterans, women, and their families, to assist them to become contributing members of society. The merger with CJCJ ensures San Francisco maintains these critical services for formerly incarcerated individuals and ensures that the legacy of NCSL lives on.

NCSL's continuum of employment readiness programs, Children's Waiting Rooms at the San Francisco Courts, and transitional housing for homeless women with children will continue to operate under the CJCJ name. Former-NCSL program clients will now have access to the full range of CJCJ services.

During the merger, the agencies decided to market all services under the CJCJ name to reduce confusion for clients and ensure a single identity.

With this merger, CJCJ has expanded its range of services to formerly incarcerated men, women, and youth that reduce barriers to reentry and increase long-term public safety.

::REBRANDING::

As CJCJ continues to expand its services into more specialized populations, develop its ability to provide technical assistance, and engage in data-driven policy research, the agency feels the old logo does not fully represent the breadth and unity of its work. CJCJ created a new image that reflects the interplay between the three distinct services we provide — direct services, technical assistance, and policy analysis —to promote a more balanced and humane justice system. The new logo and a new website will be launched in the days leading up to the official rebranding date in April 2013.

“The new CJCJ brand will incorporate both agencies’ longtime contributions in the field and represents CJCJ’s evolution over the past two decades.” ~ Executive Director Daniel Macallair.

Established in 1985 as the Western Regional Office for the National Center on Institutions and Alternatives (NCIA), CJCJ continues a legacy that challenges conventional thinking and believes in the human capacity to change. With over 30 years of experience in the criminal and juvenile justice fields, CJCJ has sought to serve the needs of our most challenged justice-involved individuals.

CJCJ is honored to continue NCSL's extraordinary legacy of providing professional community-based and residential services to criminal justice-involved individuals and their families. The rebranding marks the next step in the creation of a comprehensive continuum of services for justice-involved adults and youth.

::What it means for our existing clients and partners::

Throughout this process, CJCJ will remain dedicated to its mission of reducing society's reliance on incarceration as a solution to social problems. The agency will continue to execute projects with the same level of excellence and professionalism you have come to experience.

"We have the same dedicated staff serving clients, and the same commitment to our communities," says Executive Director Daniel Macallair. "I encourage people to visit our new location and learn more from our staff."

CJCJ recognizes that this exciting evolution would not be possible without the ongoing support of its board of directors, funders, clients, associates, partners, and allies. CJCJ looks forward to continuing a long and mutually successful partnership under the new CJCJ brand.

If you link to NCSL's former website, we would appreciate if you could change the link to www.cjcj.org. Please update contact information for former-NCSL and CJCJ services as below.

::Offices and contact info::

In conjunction with the merger, CJCJ relocated in April 2012 into the former-NCSL headquarters at **40 Boardman Place, San Francisco, CA 94103**. This central location includes a large conference room, open plan work areas and private offices that allow CJCJ to better serve its clients. CJCJ's telephone number (415) 621-5661, and fax number (415) 621-5466 remain operational.

To reach our Directors please refer to these new telephone extensions:

Executive Director Daniel Macallair x. 111
Associate Director Abu Qadir Al-Amin x. 125
Deputy Director Dinky Manek Enty x. 120
Director of Policy and Development Catherine McCracken x. 124
Director of Adult Community-based Services Gerald Miller x. 117
Director of Juvenile Justice Services Kimo Uila x. 101

For press and all other inquiries please email cjcjmedia@cjcj.org or call x. 123.

Special thanks to all CJCJ staff for your continued dedication to providing quality services that fulfill our goal to promote a humane and balanced justice system.

YOU CAN FIND OUT MORE

Learn more about promoting humane and effective juvenile and criminal justice practices by visiting www.cjcj.org

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PLEASE ACT NOW

Go to our [Contribute](#) page to give someone else the opportunity to hope.

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