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**Friends of the Orphans New Logo and Brand Identity  
Reinforces Commitment to Children of *Nuestros Pequeños Hermanos***

*Fresh look incorporates modern-day feel into organization's charter  
of transforming the lives of orphaned, abandoned and disadvantaged children*

**ARLINGTON HEIGHTS, Ill.—April 22, 2009—** Friends of the Orphans, a non-profit organization that supports a network of nine *Nuestros Pequeños Hermanos* (NPH, Spanish for “Our Little Brothers and Sisters”) homes and their outreach programs in Latin America and the Caribbean, is pleased to unveil its updated logo, tagline, and color palette.

The fresh look and newly created tagline, “Raising Children. Transforming Lives.,” reinforces the organization’s mission to support NPH in transforming the lives of orphaned, abandoned and disadvantaged children. The modernized design elements represent Friends of the Orphans in a lively, appealing manner while still staying true to the heritage of NPH.

“I am thrilled about the message and emotion our fresh identity conveys,” said Sharon Saxelby, President and CEO of Friends of the Orphans. “While our approach remains the same, the new look positions us more prominently to increase awareness and support for the children who so desperately need our help.”

Founded in 1954 by Father William B. Wasson, NPH provides children with a unique home environment where they are not available for adoption, but are instead welcomed with their brothers and sisters into the larger NPH family. With the support of Friends of the Orphans, they are accepted unconditionally and raised under the five guiding principles of security, love, sharing, work and responsibility.

The healthcare and educational needs of each child are ensured, including the opportunity to complete technical courses or seek a university degree. In addition, each child gives

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back a year or more of service to NPH. When they leave the homes, they are prepared to be productive and caring members of their communities. NPH currently serves more than 3,300 children and since its founding has assisted more than 15,000 children.

“Our organization gives NPH children hope, and like our tagline states, transforms their lives,” said Saxelby. “Before arriving to an NPH home, many of these children were homeless, and forced to fend for themselves and scavenge for food. We bring these children out of the poverty into which they were born, and give them life-changing opportunities. And, in the process of supporting the children through many programs and one-on-one interactions, our donors’ lives are also enhanced.”

She finished, “The goal of our new brand is to further increase awareness about our efforts. Although we help raise thousands of NPH children every year, there are still countless more who continually struggle. Their stories of transformation are heartwarming, and with all of our support, these children turn their lives around and look forward to bright, productive futures.”

### **About Friends of the Orphans**

A 40-year-old nonprofit organization with regional offices in six states, Friends of the Orphans supports a network of nine Nuestros Pequeños Hermanos (NPH, Spanish for “Our Little Brothers and Sisters”) homes and their outreach programs in Latin America and the Caribbean. Together, Friends of the Orphans and NPH transform the lives of orphaned, abandoned and disadvantaged children by creating families for life through values of unconditional love, shared responsibility and education. This enables children to transcend poverty and grow into caring and productive members of their communities.

Since its founding in 1954, NPH has assisted more than 15,000 children and currently cares for more than 3,300 in Bolivia, the Dominican Republic, El Salvador, Guatemala, Haiti, Honduras, Mexico, Nicaragua and Peru. NPH outreach programs, including the only free pediatric hospital in Haiti, serve more than 30,000 adults and children each year. By making a difference in the lives of the children through volunteer and donation opportunities, our supporters’ lives are enhanced as well. For more information about Friends of the Orphans, please visit [www.friendsoftheorphans.org](http://www.friendsoftheorphans.org).

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