



NEW NAME

****NEW LOGO****

*****NEW WEBSITE*****

Measure Y's Violence Prevention Programs have been renamed Oakland Unite. Our tagline is 1 City, 1 Peace, 1 Future.

As a supporter of Measure Y, you may be asking -- why change now? Measure Y was the name of the initial legislation, and was really a place-holder for the Violence Prevention Programs name. In the summer of 2012, the Office of Juvenile Justice and Delinquency (OJJDP) awarded four agencies in the nation multi-year grants for evidence-based violence prevention programs. We were one of them, receiving \$2.2 Million to augment our street outreach efforts, allowing us to double the number of street outreach workers on the ground. The grant also includes a community messaging component, which was used to support a rebranding effort.

We hired a local consulting company for this process. They administered a survey to our grantees and held a focus group with community stakeholders. By the fall, thanks to this collaborative effort, we decided on the name and logo from an array of 20 potential designs. We then redesigned the website around the new logo and message. (See below for more information about the website.)

What we do and the vision that unifies the work is what our name and tagline communicates.

Dear Friend,

Happy New Year! 2012 was a full year for us. While we faced many challenges, we worked hard with our partners to address violence in Oakland. We facilitated a rigorous Request for Proposal process, which resulted in 22 agencies receiving Measure Y violence prevention funds, received more state and federal funding to supplement the work, and continued our efforts to coordinate violence prevention, intervention, and response work in the City of Oakland. We also branded ourselves with a name, logo and a new website. It is with great pride in the hard work of our staff, interns, volunteers and community partners that we celebrate the close of the year and begin 2013.

Thank you,
Priya

Oakland Unite - 1 City, 1 Peace, 1 Future is a fitting name because it expresses collaboration among many people and agencies toward one vision -- a healthy future for Oakland with less violence.

Priya Jagannathan
Interim Manager
Oakland Unite
City of Oakland
Department of Human Services

Oakland Unite Newsletter- Winter 2013

WEBSITE UPDATE

We made it a priority to surround the Oakland Unite name with positivity, clarity and more imagery reflective of the work being done, which were all requested in the survey about rebranding. Therefore, we created a whole new website. Please visit the [Oakland Unite website](#) to acquaint yourself with it.

You will find the home page offers videos and headlines of our featured news. Below, it introduces the program strategies that are currently being funded with Measure Y funds. Go to the About Us tab for [Oversight Committee](#) information, the [Measure Y overview](#) and the [Oakland Unite mission](#), as well as archived newsletters.

From About Us and from the home page, you can access [Research and Reports](#). These include the independent evaluation of our programs, Oakland neighborhood stressors map and reports and the reports that describe our programs' best practices.

[News and Events](#) are offered in a separate tab to announce our news as well as significant news from our program partners and initiatives. The website is searchable, too. On the base of the pages, you can link to our Oakland Unite Facebook page. We hope you find the layout clear and the content useful and *even a little fun*. Let us know what you think!



The Oakland Unite website

Staff Transitions

In 2012, we had several staff transitions on our team. After the retirement of Andrea Youngdahl, Sara Bedford became the Director of the Department of Human Services, and Priya Jagannathan is serving as the Interim Manager of the team. We bade farewell to Page Tomblin after nine years of great service, who moved on to work with Alameda County. Josie Halpern-Finnerty joined the team as Program Planner, and Program Officer for the Street Outreach, Crisis Response and Highland Intervention strategies. Mary Ann Gonzales had a beautiful baby boy. While she was on maternity leave, Mary C Israel joined the team and has continued with the team, working on communications. We are currently in the process of hiring an administrative assistant. For a current staff list, see the About Us subpage, [Our Staff](#).



Oakland Unite grantee organization staff members picking up 2013 Calendars at the DHS office (Yvette Arroyo-Agredano of Civicorps Schools and Brett Badelle of Men of Valor Academy).

FUNDING STREAMS

We have over \$5.5 million in Measure Y funds allocated to community groups in the July 2012 - June 2013 fiscal year. City Council also approved \$150,000 of Measure Y funds to be allocated for a new Young Adult Reentry Employment pilot program, linking businesses partners with community-based agencies to produce more consistent and enduring employment for formerly incarcerated Oakland residents. See the website's Grantee Corner tab for more information about the [RFP](#).

In addition to the Measure Y funding, we have ongoing federal OJJDP funds in the amount of \$2.2 million allocated for street outreach and community organizing efforts.

In 2012, DHS was selected as one of five recipients across the country to receive additional funding to continue Second Chance Juvenile Reentry services and participate in a national evaluation grant. This participation comes with additional funding of \$750,000 for two years. Collaborative partners on the grant include: Alameda County Probation, Alameda County Health Care Services Agency (ACHCSA), Oakland Unified School District (OUSD), Bay Area Legal Aid, and Measure Y funded Juvenile Justice Center strategy case management agencies.

Our Measure Y-funded grantees are listed in the [City Council resolution #83895 CMS 06895](#). Additional funded partners through distribution of leveraged federal funds include East Bay Agency for Children, Alameda County Probation, and Bay Area Legal Aid.

GRANTEE SPOTLIGHT: Civicorps Schools



On December 14th, Civicorps Schools awarded 17 graduates with high school diplomas -- a record high for winter graduates. Rodney Dunn, Recruitment Coordinator, is shown here with three Corpsmember Academy Winter graduates. Approximately 250 community members shared warm support at the event.

As a funded Reentry Employment Grantee (along with Men of Valor Academy, Oakland Private Industry Council, Youth Employment Partnership, Youth UpRising, The Mentoring Center and Volunteers of America Bay Area) the program at Civicorps Schools helps Oakland's reentry community address the significant employment barriers they face by providing education and training as well as job placement.

For more information , please visit our website: www.OaklandUnite.org

Sincerely,

The Oakland Unite Team
Measure Y: For a Safe Oakland

