

Name: WeReconcile

Mission: To repair and prevent fatherlessness by bringing separated children and their fathers together through a healing journey of forgiveness and reconciliation, in order to disrupt the generational cycle of emotional, social and relational discord.

Vision: To spark reconciliation based on ownership of wrongdoing and forgiveness so a new relational path forward can form.

Audience: All individuals who care about one of our society's greatest problems, people who care deeply about belonging, family structure, generational legacy.

- a. Secondary- Minority communities who are most negatively affected by fatherlessness. Men and women in that community who have been affected by the lack of fathers, and the children of men who need to reconcile with their fathers.
- b. Primary- Fathers who have walked away from their children, and the children those fathers left behind. Biological fathers who have had a prolonged absence from their adult children.

Tag Line: (We will crowd source this, unless anyone has thoughts)

Easily translatable into world languages. Examples: Restored men, Together again?

Appeal: We want to convey a sense of a broader vision to heal a significant world wide problem.

Individuals who have experienced fatherlessness.

Moms who want to see their children reconcile and have a relationship with their fathers.

Style: Simple, yet memorable.

Classic font, worldwide multiethnic appeal,
immediately recognizable, and understandable

Easy to reproduce, print

Space to adapt to new cities and locations

Colors:

Words that come to mind when I think of WeReconcile, what do I want people to feel?

Families reunited, Forgiveness, Vulnerability Reunification Tears- of sadness and joy

Tenderness, Reconciliation, On a journey, Welcome home, A path to healing

Hugging, Passionate strong emotion, a sense of strength