

FEBRUARY 2022

70th Anniversary



A New Look for Blanchet

We're welcoming an updated visual identity to carry the mission into the future and better reflect the depth of our services.

While our logo is changing, our mission is not. Blanchet House remains committed to alleviating suffering and restoring hope with compassion and dignity. We'll spend this year honoring our legacy while also looking ahead to how we can best serve the expanding need in our community.

Our new logo illustrates a path to healing, hope, and home. Some may even see it as a ray of light illuminating the darkness.

We owe a debt of gratitude to Industry, a Portland creative agency that generously donated its time to create the new look. Industry led with our mission, values, goals, and heritage to inform every step of the design process. Our friends at Nike connected us.

Over the next year, you'll see the new logo and look appear in different places. We hope you like it!

BY SCOTT KERMAN

This month, Blanchet House celebrates its 70th year of service. On Feb. 12, 1952, a group of young men, their friends and families, and volunteers offered a simple meal of coffee, beans, and bread to 200 people waiting in line on the corner of NW Glisan and 4th Ave.

How long is 70 years?

LOOK
AHEAD

Long enough to serve millions of meals and provide an opportunity for life restoration to thousands of people.

Long enough to inspire generations of supporters and volunteers to serve and make a life-long commitment to helping people in need.

And long enough to witness significant change in the demographics of people we serve. Particularly during the COVID pandemic which has inflicted tremendous suffering on our guests.

This year, our 70th year is a time for Blanchet House to reflect on its legacy and to celebrate the founders' impact on the community.

These remarkable individuals, Jim O'Hanlon, Gene Feltz, Joe Moore, John Moore, Tom Moore, Bernie Harrington, Dan Harrington, John Little, Hugh McGinnis, Pat Carr, Dan Christianson, Kev Collins' faith inspired them to do something meaningful and lasting. Spurred on by their mentor, a man of radical compassion, Fr. Frank "Francis" Kennard.

This is also a time to look ahead. We are excited to join with our colleagues and the county to launch a first-of-its-kind support program that will provide crisis intervention and improve continuity of care for our guests experiencing homelessness.

We look forward to a rebuild of the facilities at Blanchet Farm and a new transitional shelter for women in NW Portland at the old Riley House.

I invite you to join us in this year-long celebration of service to others.

- Visit our special exhibit at the Oregon Historical Society, March 4-June 5.
- Attend the virtual Lend a Helping Hand Brunch on March 6, 11 a.m.
- Volunteer on-site to serve meals or distribute clothing. Make sack lunches or care kits at home.
- Learn about Blanchet's history and plans for the future on our website and through our social media channels.

And please continue to keep us in your hearts and prayers. With your support, we will meet our commitment to alleviate suffering and offer hope for a better life by serving essential aid with dignity.

Kerman is the Executive Director of Blanchet House.