



Why AIM is Now Foreverfamily

Since our earliest days in 1987, our organization has always been about one thing—families. We have always and will always be dedicated to helping families stay together and stay strong, even through the most desperate of situations.

Originally, we called ourselves AIM, or Aid to Imprisoned Mothers. But when our mothers told us the best way we could help them is by helping their children, we expanded the focus of our programs, and we evolved our name to mean Aid to Children of Imprisoned Mothers.

The time has come for us to evolve again.

After much thought, research, deliberation and soul searching, we have chosen a new name, Foreverfamily, to better reflect who we are today, and who we hope to become in the future.

The reasons for us undertaking this name change are many. First, this year we began working with fathers and their children, along with mothers and their children. With our new name, we want to clearly communicate that we focus on all children with an incarcerated parent—whether it's their father, mother or both.

Second, we have always strived to care for the whole family. After losing a parent to incarceration, our children often depend on their extended family and other caregivers. Our charge is to help them all, and our old name wasn't capturing that.

Finally, and most importantly, our kids were telling us the old name was causing them discomfort and even embarrassment at times. After all, what child wants to say they're a member of an organization with "imprisoned mothers" in the name? That, coupled with the idea that "AIM" could be taken as an allusion to gun violence, told us it was time to take another look at our name.

With the help of an outside agency that specializes in nonprofit branding and communications, we undertook an extensive, sometimes heart-wrenching process—which included input from our kids, parents, caregivers, board, staff, volunteers, and community stakeholders—to explore options for changing our name. Out of this effort came Foreverfamily. We all knew we made the right choice when, upon hearing it for the first time, many of our youth participants and volunteers expressed the same thought: "We are Foreverfamily."

The Foreverfamily name reinforces our credo that, no matter what the circumstances, the concept of a family should endure for every child. A child needs to belong to a family because the family is the strongest of all human connections. It is through praise and encouragement from parents and other caregivers that children develop confidence, a sense of belonging and self-worth so essential to success in later life.

Foreverfamily also underscores the truism that all our children—however old they get or far they travel—will always find a home here with us, where they will forever be surrounded with the love of family.