

Jeremiah Program

MEDIA **KIT 2025**



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WHO WE ARE

OUR MISSION

Disrupt the cycle of poverty for single mothers and their children, two generations at a time. When a mother invests simultaneously in her personal and professional goals and the education of her children, she can re-author her family's outcomes and act as a change agent within her community.

OUR STORY

In the fall of 1991, moms experiencing poverty in Minneapolis attended local colleges for free while their children were cared for near by, in an initiative founded by Michael J. O'Connell, in partnership with community leaders.

It began with 38 families. Within a couple months, there were only six.

They discovered that there were many obstacles these women faced that virtually forced them to leave school. "First of all, they had to deal with their income situation," said Michael. "Often, they had very unstable housing. The cars didn't work. The children got sick. There were all kinds of things that could stop a woman in the middle of her first semester if she didn't have the support system that she needed."

Michael recognized the need for that coordinated support system, which led him to found Jeremiah Program in 1993. The program was rooted in five core pillars that ground JP's partnership with mothers and their children to this day: access to higher education for moms; affordable, quality early childhood education; affordable housing; empowerment and leadership training; and career development. The first JP campus opened and began serving families in 1998. Since then, JP has grown to support families around the nation.



PROGRAMMATIC PILLARS

COLLEGE ACCESS + CAREER SUPPORT

Mothers in JP regularly meet with a family coach, working to set educational goals and choose a career-track path. This individualized coaching increases college retention, career readiness, and long-term economic prosperity.

QUALITY EARLY CHILDHOOD EDUCATION

High-quality early learning sets children up for long-term success. We provide education for children up to age 5 in our on-site Child Development Centers at our residential campuses and connect families to quality early childhood programs in the community at our off-campus models.

SAFE + AFFORDABLE HOUSING

Housing enables mothers and their children to grow as families, succeed as students, and prepare for a career. We offer safe and affordable housing in our five residential campuses and in our off-campus models, we work with community partners to ensure that each family has secured safe housing.

EMPOWERMENT & LEADERSHIP TRAINING

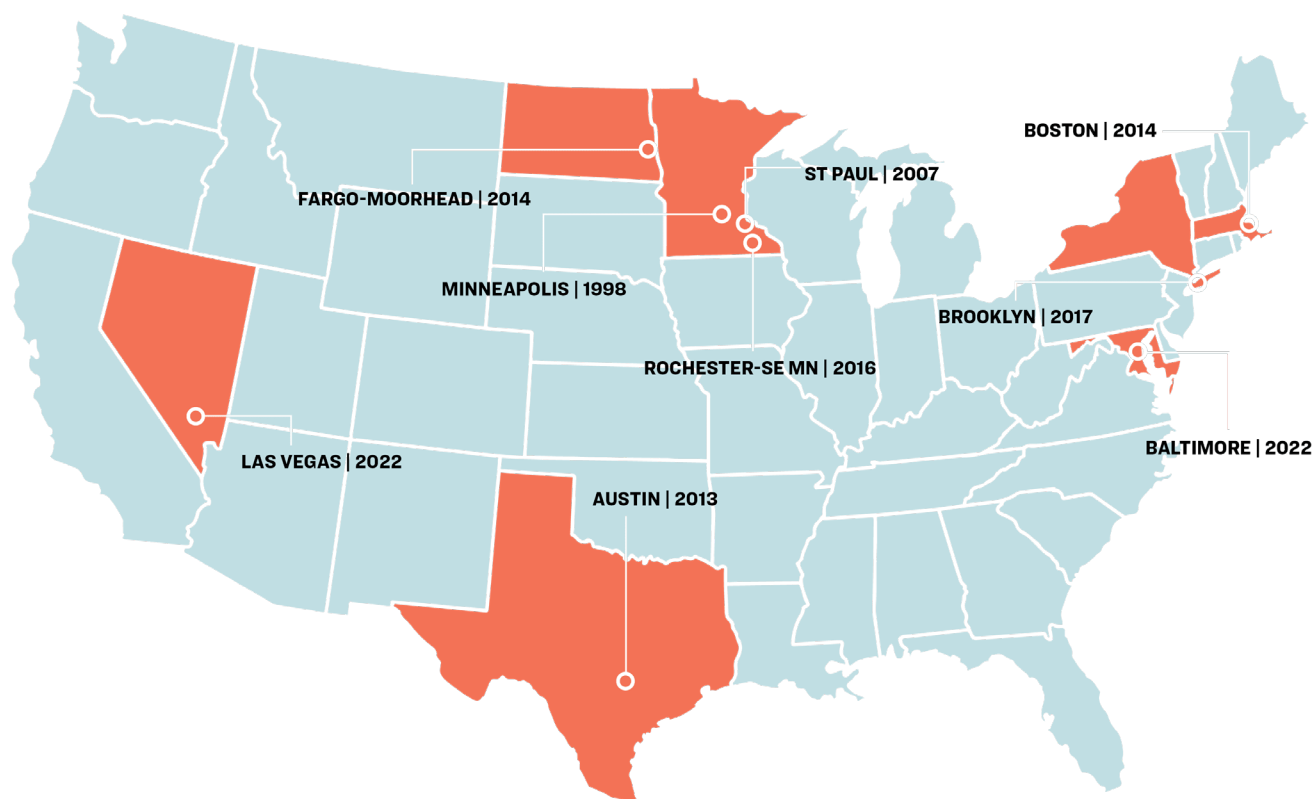
Empowerment training is a 12-week course that is an admissions requirement for JP. The course helps moms combat stigmas often placed on single moms, set boundaries and goals, and build a powerful community of single moms from across the country.

SUPPORTIVE COMMUNITY

Being a single mom can feel incredibly isolating. The JP sisterhood is a supportive and restorative community that allows moms to engage with other women experiencing the same challenges.



COMMUNITIES



WHO WE SERVE

27

is the average age
of a JP mom

80%

of JP moms
are BIPOC

4,000+

moms and children
served over 25 years



LEADERSHIP

JP PRESIDENT AND CEO: CHASTITY LORD

Chastity has spent two decades dedicated to dismantling systems of inequity for marginalized communities. She deeply believes that generational poverty is a social justice issue and that families are the best owners and narrators of their lives. History has proven time and again that building infrastructure, leadership, and power for marginalized communities creates a contagion of long-term change.

Chastity's professional North Star and commitment to equity and justice for the past two decades is influenced by her own personal experience as a first-generation college graduate. Prior to JP, Chastity served as Chief Operating Officer at Color of Change (COC), a racial justice organization with 7+ million members.

Prior to joining COC, Chastity was the Chief External Officer of Achievement First, a nonprofit organization that operates 50 public charter schools in Rhode Island, Connecticut, and Brooklyn. Chastity also spent eight years at The Posse Foundation, a nationally recognized and MacArthur Genius-awarded college access program devoted to public high school students who show academic and leadership potential but may be overlooked by the traditional college admissions process.

She has a BA in organizational communication from the University of Oklahoma and an MBA in strategy and marketing from the Kellogg School of Management at Northwestern University. She is a 2012 Pahara-Aspen Fellow with the Aspen Global Leadership Network.

Chastity serves as Chair of the Board of Trustees for Shriver National Center on Poverty Law. She has been quoted as a thought leader in top-tier outlets including Reuters, Politico, CNN, MSNBC, The Boston Globe, The New York Times, CBS Morning, and NPR.



TESTIMONIALS

"The program was transformational. I was able to enjoy motherhood and be present in the most developmentally important years of my son's life because I had support."

- JP Austin Mom

"The resources and support system JP provided were instrumental in helping me realize my dreams."

- JP Alum

"I am so happy to be in a program that has put my son and me on a better path. I feel like I finally have a fresh start and a place to call home."

-JP Fargo-Moorhead Mom

"JP can give you hope in a place where it doesn't seem like there is hope."

- JP Las Vegas Mom

"The Jeremiah Program helped me understand that I'm not only a mom; I am many other things. I now understand that there's more to me than what I do, and that I should value myself first and love myself first to be able to give that to anyone else, including my child."

- JP Boston Mom

"Thankfully, I discovered the Jeremiah Program, where I gained enough tools to be able to really build the life that I wanted. And because of all the resources, I was able to buy my own home. I was able to finish school."

- JP Alum

"I am thankful for the endless opportunities, relationships, friendships, meals, encouragement, and everything that comes with being part of the JP community."

- JP Rochester-Southeast MN Mom

BRAND GUIDELINES

LOGOS

The orange JP logo is the primary logo and should be used in most instances. The white or black logos can be used if contrast with the background is needed for legibility.

PRIMARY

Jeremiah Program

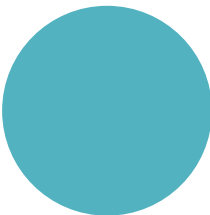
ALTERNATIVES

Jeremiah Program
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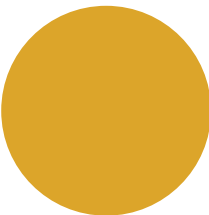
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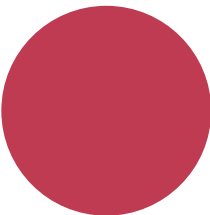
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R82 | G179 | B192
C64 | M10 | Y23 | K0



#DDA52B
R221 | G165 | B43
C14 | M36 | Y98 | K0



#JBE3D51
R190 | G61 | B81
C20 | M90 | Y62 | K6



#EBE7DA
R235 | G231 | B218
C7 | M6 | Y13 | K0

CAMPUS NAMES

Spell out “Jeremiah Program” on first mention and abbreviate to “JP” on subsequent mentions. When discussing a particular campus, please refer to them by their campus name:

- Jeremiah Program Austin
- Jeremiah Program Baltimore
- Jeremiah Program Boston
- Jeremiah Program Brooklyn
- Jeremiah Program Fargo-Moorhead
- Jeremiah Program Las Vegas
- Jeremiah Program Minneapolis
- Jeremiah Program St. Paul
- Jeremiah Program Rochester-Southeast MN

BRAND GUIDELINES

PHOTOGRAPHY

We prioritize the use of original photography, elevating images of JP moms and kids. Only use JP photography when directly mentioning our work.

Crediting JP for photo use is appreciated but not mandatory.



CONTACT

FOR MEDIA INQUIRIES PLEASE CONTACT US [HERE](#).



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@jeremiahprogram

