



Celebrating 125 Years

For Immediate Release

September 27, 2022

Media Contacts

Sabrina Written /Director of Marketing & Communications at Kingsley House
504.4210137 or sabrina.written@kingsleyhouse.org

Malana Joseph Mitchell, VP of Public Relations, Spears Group
504.559.0823 or malana@thespearsgroup.com

**Historic Organization Kingsley House Unveils New Name with
Commitment to Community**

New Orleans - Today, one of the pillars of strength and service to the New Orleans community, Kingsley House, revealed its new name at a press event held at the organization's historic campus in the Lower Garden District. Kingsley House's program participants, staff, board, senior leadership, elected officials, and community leaders gathered proudly to celebrate the special event.

"We are proud of the organization's accomplishments throughout the years, and want to ensure that our legacy and new agency name mirror the backgrounds of the people we serve," said Kingsley House CEO Keith Liederman, Ph.D. "We believe our renaming decision is a testament to our ongoing commitment to advancing systemic change for our children, families, and community."

The new name was selected after 18 months of collaboration between the organization's leadership team and its stakeholders.

The new name symbolizes renewal, hope, and prosperity. It invokes luck, peace, fortune, and power. It is evocative of positive thoughts and is approachable. One of its meanings is luxury or comfort. And these are just some of the desires we have for our participants - prosperity, peace, and power.

The agency's new name is Clover.

(more)

“The three petals of a clover represent our children, families, and community,” said Chimene Grant Saloy, President of Clover’s Board of Directors. “Just like a clover is determined to grow in unfavorable conditions and thrives in most circumstances, despite the obstacles, we believe our community embodies that same strength and resiliency.”

The new name also reflects the organization’s powerful, emotional, and impactful work and historic roots in the Irish Channel, where the agency was established in 1896.

“The state of Louisiana is proud to stand with our great partners at Kingsley House as they define the next chapter of this historic organization under its new name Clover, during its 125th-anniversary celebration,” said Louisiana Governor, John Bel Edwards. “The state of Louisiana is proud of the impact that Kingsley House has made thus far. We all look forward to the organization’s continued commitment to growth, systemic change, and the well-being of our community for generations to come.”

Board leadership proactively decided to retire the name Kingsley House in the fall of 2020 upon learning that the organization’s namesake, Charles Kingsley, a British priest, historian, and author, held racist viewpoints. While researching for the organization’s 125th anniversary, staff uncovered writings and sermons of Kingsley’s that proved to be utterly inconsistent with the core values and mission of the organization.

Clover, formerly Kingsley House, has long been recognized as an innovative nonprofit. Among its many trailblazing accomplishments, the organization was the first settlement house in the south; the first home of the Tulane University School of Social Work; the first summer camp and playground in New Orleans for children and youth; one of the first publicly integrated pool in the city; one of the first Head Start programs in the nation; and one of the first Adult Day Care programs in the state.

Clover operates the most diversified early childhood education model in the state today. Also among its programs are the largest adult day care in the Greater New Orleans area and a workforce development program that prepares individuals for successful careers. The organization is also a community and supportive service resource to Columbia Parc and Sacred Heart at St. Bernard neighborhood communities.

(more)

Kingsley House Announces New Name

“Our organization will continue collaborating with families and support them in their journeys to achieve social and economic success. Under Clover, we will broaden our scope with pivotal diversity, equity, and inclusion initiatives and continue our multigenerational, forward-focused commitment to shared power and voice, collaboration, and innovation,” added Liederman.

For more information about the name change and the nonprofit’s work, please visit www.KingsleyHouse.org. A new website domain name for the agency will launch in mid-October.

###

About Clover

Established in 1896 as Kingsley House, Clover’s mission is to educate children, strengthen families, and build community. During its 125th anniversary year in 2022, the organization retired the Kingsley House name due to the racist viewpoints of its former namesake, Charles Kingsley.

Clover envisions a city and region where all young children are ready to succeed, and all citizens are healthy and economically stable. Recognizing that vulnerable families are at risk of being caught in an intractable cycle of poverty, we are committed to ensuring that individuals and families have the support necessary to be successful at all stages of life. To accomplish our goals, we join forces with dedicated community partners and collectively work with families to fuel economic growth and social change in our city, state, and region.