

SPRING 2016

ENOUGH

MOTHERS AND CHILDREN FIGHTING TO CHANGE THEIR LIVES



saint john's
PROGRAM FOR REAL CHANGE

JOIN US IN MAKING A LONG TERM COMMITMENT TO CHANGE

THE MOST RAPIDLY GROWING SEGMENT OF THE HOMELESS POPULATION across the state and the country is single-mother-led families. At Saint John's, we face this reality every day. We are operating at capacity, serving up to 180 women and children daily, yet 300 women and children remain on our daily wait list.

In December 2015, the joint report on reducing poverty and restoring the American dream by the American Enterprise Institute and the Brookings Institute affirmed the following:

1. Increasing security for children will better prepare them to break the cycle of poverty and grow up to be more responsible adults;
2. To produce adult citizens who will exercise responsibility, we should do as much as we can to improve the security of childhood to produce self-sufficient children;
3. The most important criteria for any social program is to strengthen people's ability to take responsibility for themselves and their children.

Saint John's has been operating on these core principles for years.

A HOMELESS MOTHER IN DISTRESS CANNOT DIG OUT OF IT with simply a bed, a warm meal and a resume class. Such support can be helpful, but are not nearly enough. Inevitably these mothers and their children become part of the continuing cycle of poverty and homelessness.

When a family enters Saint John's 18-month rehabilitative program, they are immediately embraced with structure, mental health therapy, alcohol and drug counseling, parenting education, budgeting classes, healthy relationship training AND hands-on employment training. All services are onsite and required. The program is designed to support these women in taking responsibility for themselves and their families. Each family receives an average of 675 hours of services each month. 96% of mothers are placed in non-subsidized employment upon completion of our employment training!

While we work with their mothers, we have staff dedicated to work with children to counteract the devastating effects of homelessness that can last a lifetime. When children are raised in a chaotic and unpredictable environment, they become more attracted to immediate rewards rather than larger, more distant but more impactful rewards. At Saint John's, the family, together, experiences the benefits of living in a safe, structured and predictable environment. Children learn positive behavior from their teachers while their moms learn to role model positive behavior for their children. The result is that the ongoing cycle is broken.

75+% OF THE WOMEN WE SERVE STRUGGLE WITH ADDICTION. It is for this reason, as well as for the safety of the 80 children we serve daily, that sobriety is a fundamental component of our program. If a woman cannot maintain her sobriety, she will never be able to take

responsibility for herself, let alone her children. In 2016, Saint John's is being forced to walk away from our HUD housing grant because we will not turn our backs on the importance of sobriety in the self-sufficiency equation.*

To increase the number of women and children we serve daily, to replace the funding from which we have been forced to walk away due to the sobriety requirement of our program, AND to help grow our operating and development capacities going forward, Saint John's is launching the **Building for the Future Campaign**. We have raised \$1.5M thus far. Our goal is to raise an additional \$2.45 million to increase our capacity from 180 women and children served daily to 270 women and children daily, reducing our waitlist by 30%!



BUILDING
FOR THE FUTURE

TO DONATE to the Building for the Future Campaign, please visit
www.saintjohnsprogram.org/buildingforthefuture

To inquire further, please contact Sasha Wirth at
swirth@saintjohnsprogram.org
or call: 916-453-1482 ext 16

OUR COMMUNITY'S RESPONSE TO HOMELESSNESS would not be nearly as strong without the support of Saint John's contributors. Still, family homelessness continues to increase. At the same time, existing revenue does not meet the actual need. Your help is urgently needed.

We are asking each of you who have helped us on this incredible journey thus far to join us in this campaign, in addition to continuing your annual operating support. Your continued operating support is equally as crucial to our being able to continue to reduce our reliance on public funding (from 80% in 2007 to less than 18% today), which has by example, fueled our being able to offer a clean and sober environment in which our women AND children can thrive.

Your gift to Saint John's doesn't just help people for a week or a month. It changes lives forever.

Michele Steeb
Chief Executive Officer

* In case you missed it, please see pages 4-5 to read our most recent Op Ed in the Sacramento Bee regarding the shift in HUD policy that, among other things, now prohibits the ability of the programs it funds to require sobriety.



saint john's
PROGRAM FOR REAL CHANGE

SAINT JOHN'S IS DEDICATED TO THE ERADICATION OF HOMELESSNESS for each woman and child it serves. We require a far greater commitment from a woman than she is likely to have ever made. She must commit to a long-term, all-encompassing program. She must examine her life, past and future, receive in-depth counseling, and further her education. She must participate in employment training at one of our social enterprises, Plates, Plates Midtown or First Steps, to build work ethic and on-the-job training skills. This prepares her for a new kind of success and presents her as a viable candidate for the workforce and to realize the American dream.

Jobs, sobriety can bring about real change



EXPERTS ISSUED A MAJOR REPORT LAST MONTH about reducing poverty and increasing opportunity. The groundbreaking effort by the American Enterprise Institute and the Brookings Institution offers a bipartisan focus on ways to reduce poverty.

Two unequivocal assertions emerged: First, the most important criterion for any social program is to strengthen people's ability to take responsibility for themselves and their children; second, employment must be at the center of any strategy to reduce poverty.

We agree completely. We also believe the issues of poverty and homelessness should be viewed through a very different lens than is being done now.

Unfortunately, the Department of Housing and Urban Development, the nation's largest funder of shelter, is moving in the wrong direction, as it relates to homeless families.

The department's solution for all homeless people, no matter what led them to homelessness, is the concept of housing-first, which seeks to move people experiencing homelessness immediately into subsidized housing. This housing is permanent and non-time-limited. Once in subsidized housing, people can decide whether to access any sort of services to make changes in their lives.

AT SAINT JOHN'S PROGRAM FOR REAL CHANGE, we have found people must be highly motivated to change. To make changes, they must seek help. People struggling with mental illness and addiction often lack that motivation.

Complicating matters, reaching services is tough, given public transportation inadequacies. Stunningly, there's no requirement of sobriety in this non-time-limited, subsidized housing.

For certain segments of the homeless population, such as people suffering from severe mental illness, housing-first seemingly makes sense.

"For single-mother-led families with significant barriers to self-sufficiency, the housing-first model is particularly ineffective."

We are heartened by Senate President Pro Tem Kevin de León's proposal, made with former Senate leader, Darrell Steinberg, to divert a small part of Proposition 63 funding to house homeless people who have mental illness. However, we are concerned about the housing-first approach's impact on families.



For single-mother-led families with significant barriers to self-sufficiency, the housing-first model is particularly ineffective. Seventy-one percent of the women who enter Saint John's struggle with mental illness; 77 percent struggle with addiction to drugs and alcohol; 70 percent have experienced domestic violence; 60 percent have criminal records; 45 percent lack a high school diploma.

Placing these families in non-sober housing within 30 days of their homelessness, a time frame that federal housing officials suggest is ideal, runs counter to what the Brookings-AEI report shows will help them succeed. These families need tools for real change: structure, sobriety, parenting, budgeting and hands-on employment training. To encourage self-sufficiency, it takes a year or more to teach and instill new habits.

One solution would be to support Senate Bill 659 by Sen. Patricia Bates, R-Laguna Niguel. Her bill, which is co-authored by Sen. Cathleen Galgiani, D-Modesto, seeks to provide funding for poverty and homeless programs that insist on services. Bates has bipartisan support in the Legislature but needs more.

**Housing-
first does not
pay for services.**

Even if an organization had alternative funding to provide services for its clients, HUD will not allow those services to be a required component of the housing.

The cost of housing is, by far, the cheapest part of the solution. Real change services Saint John's insists upon for our clients are the most expensive part of the self-sufficiency equation.

AND HERE IS THE WORST PART OF THE FEDS' PHILOSOPHY: Housing-first does not pay for services. Even if an organization had alternative funding to provide services for its clients, HUD will not allow those services to be a required component of the housing.

But we are bewildered that our approach, which requires that women take responsibility, places our public funding at risk, especially because there is no national research showing the housing-first model is effective for families. A massive waste of public money and loss of human potential is at stake, unless there is real change in the federal policy.

w r i t t e n b y
**CHET HEWITT AND
MICHELE STEEB**
Special to The Bee
printed January 15, 2016



FAMILIES UPCLOSE AT SAINT JOHN'S

ARNIA R. AND FAMILY

ALTHOUGH SHE HAD A REALLY GOOD CHILDHOOD, Arnia's life began to spiral downward when her father passed away, and her mother lost the house, Arnia turned to drugs to numb the pain. Trained as a medical billing and coding specialist, she earned enough to support her addiction. She ultimately became homeless and had nowhere to turn as a single mother with her two daughters in tow.

“When I walked into Saint John's, I felt like I wasn't me. Now, I'm back. I'm at peace. I don't need to use drugs, because now I know how to feel without them.”

“The people I cared about the most were the people I let down the most,” says Arnia. “Once I really started working my program, my program worked for me. You have to go through it to get to it.”

Although there were weeks in the beginning when she admits she wanted to leave, Arnia's perseverance has paid off. A graduate of Saint John's Employment Training Program, she and her children now have structure in their lives, a healthy daily routine and a positive outlook on life. Her dream is to become an ultrasound technician, and she knows now that she can achieve it because she believes it.

BUILDING HEALTHY LIVES

takes real teamwork



With the public health system as impacted as it has been, Saint John's built and self-funds its entire mental health department. Here women partner with specialists to receive targeted case management, AOD (alcohol and other drug) services, financial coaching and mental health services including individual, family, and child therapy as well as psycho-educational groups and classes.

WELCOME TO THE CENTER FOR HEALTHY LIVING!

The reasons women find themselves and their children homeless are as varied as the challenges life can bring. Women enter Saint John's Program for Real Change with serious deficits in two main areas: income and relationship. These discrepancies are often the result of complex and multi-faceted issues that require a plethora of services to provide a holistic and synergistic approach to problem-solving and, in essence, a life "reboot."

The Integrated Health Services Department operates the Center for Healthy Living at Saint John's Program for Real Change. Here, women partner with specialists to receive targeted case management, AOD (alcohol and other drug) services, financial coaching and mental health services including individual, family, and child therapy as well as psycho-educational groups and classes. Nested within our larger program, we also provide up to seven-day mental health respite services to women experiencing mental health crisis whose needs can be met short of in-patient care. At Saint John's, they have time and support to recover from and develop a plan to address the current crisis.

We've recently grown as well! Thanks to a generous grant from Kaiser, we began providing on-site psychiatric medication evaluation and management services beginning in September of 2015. This compliments our services that assist women in becoming stabilized and ready to address the challenges they face as they move through our continuum from crisis to independent living.

Our talented center staff is comprised of licensed clinicians, post-masters interns and graduate students. In November, we welcomed a new Vista volunteer as well! Our clinical training program seeks to address the shortage of mental health practitioners with experience serving within public mental health settings, diverse communities, and with clients who experience homelessness. While providing essential services to our clients, each of us are growing our own lives as well, gaining skill and experience in prioritizing and working with the complexities our clients bring to us and we find so much fun, purpose, and satisfaction in doing so!

We do so much and there is so much to do!! Thankfully, we collaborate with our many community partners including SacCounty, Safe Credit Union, United Way and Wellspace Health, among many others. Working together, we are exploring permanent solutions to support women in elevating themselves and their families out of poverty and despair and into active and optimistic futures.

CHOOSING TO BE AT SAINT JOHN'S



Steve Backers, COO,
& a regular office
visitor, Josiah

IT'S BEEN JUST OVER A YEAR since I left behind a lifelong career working in Finance, HR and Operations in the high-tech world. Something about hitting that mid-century mark in life, getting two of three kids through college (and the third well on her way), and having achieved a C-suite title at a tech start-up but still not feeling satisfied made me realize it was time to take the leap. It was time to start living out a value the Jesuits instilled and reinforced in me in high school and college - the value of helping those who have less, and doing so not just because it's right, but more personally, because I, too, had been helped out by the generosity of others along the way.

I get a lot of questions from friends and former colleagues about what it's like to make the transition from a for-profit, high-tech environment to a not-for-profit, human services environment. There is no doubt, it is very different. While the basics of things like leadership, budgeting, hiring, goal setting and performance coaching largely require the same skills regardless of where you are, there are indeed many differences.

As most would expect, financial resources are more scarce. There is no such thing as an immaterial amount of money here. We scrutinize every purchase, every hire, and need to make trade-off decisions on basic necessities. We receive less than 20% of our funding from government resources and rely upon the generosity of individual donors, corporations and foundations to provide the remainder. The implications are disheartening, as we have not been able to pay a "livable wage" or give raises to all of our employees, many of whom have to hold down second jobs just to survive. While this is not unique to Saint John's, it is an impediment to retaining great people.

Another big difference is how we measure success. When I was at Intel, if a factory had a yield defect of .001%, it would have been a significant and costly failure. When your product is not silicon, but human beings, measuring success is much more challenging. How do you assess the success of helping to modify behaviors, build confidence, encourage difficult introspection, and conquer the demons that contributed

“ I get a lot of questions from friends and former colleagues about what it's been like to make the transition from a for-profit, high tech environment to a not-for-profit, human services environment. There is no doubt it is very different. ”

to their homelessness? While our ultimate goal is for all clients who come through that red door to graduate from our vocational training program, stay clean and sober, become a better parent and achieve self-sustainability, we also have to recognize as successes those who simply improved their situation, even if they left sooner than we would have liked. Although it may not show up in a success indicator, I know when I see the growth in a client from when they entered Saint John's with their eyes down, frightened, isolated, and in despair to when they leave with hope, confidence, support tools, and in control, that, too, is success and contributing toward our vision of breaking the cycle of poverty and dependence, one family at a time.

As I finish writing this, it's lunch time, and something just happened that is a beautiful illustration of yet another, and perhaps the most heartwarming difference of working at Saint John's. One of our clients is trying to do some cleaning with her four-year-old son, Josiah, "helping" under foot. He pops into my office, smiles, and waves, saying nothing. I invite him in and we chat for a few minutes which is a little challenging with his speech impediment, but we manage. He asks about a collage on my wall. I explain that they are pictures from a high school basketball team I coached that went undefeated, and the pictures help me remember that year. I ask him if he likes basketball, his eyes light up, so I open my bottom drawer, pull out the basketball I keep in there, spin it on my finger, and the next thing I know, we're out on the playground shooting hoops. When I came back inside, two different employees who witnessed this tell me how great it was that I did that. What they don't realize is that it filled my soul with happiness probably even more than his.

- Steve Backers, COO

SAINT JOHN'S IN THE NEWS

Shelter's journey filled with faith and hope, courage and resiliency

BY GREGORY FAVRE
Special to The Bee
Published September 26, 2015

And each church has been given a red door, a duplicate of the front doors at what is now known as Saint John's Program for Real Change, a door 200 women and children pass through each day.

The program, which became an independent nonprofit a few years after its start, now has six locations. It has a career placement and education center, two restaurants: Plates Cafe and Plates Midtown, corporate event catering, a GED preparatory program with 56 graduates, an employment training program with 65 graduates, and a child development center.

A handful of years ago, 80 percent of its \$1 million budget came through county contracts, 20 percent from community sources. Today, only 18 percent of its \$4.5 million budget comes from public funding.

There are many organizations and people who have helped build this program, but none more than Michele Steeb, the CEO.

It was the day after Thanksgiving in 2006, and Michele, a relatively fresh board member, was giving a tour of the facilities at St. John's Shelter.

The phone rang. It was the board president, Frank Espegren, then a pastor of Advent Lutheran Church in Citrus Heights and now senior pastor at St. John's, which has never stopped supporting the program.

There was trouble: There wasn't enough money to cover some checks, the food truck wasn't coming, a key employee had resigned.

I KNEW WE HAD TO DO MORE THAN JUST SHELTER THESE FAMILIES.

- Michele Steeb, CEO of Saint John's Program for Real Change

"I asked Pastor Frank if he wanted me to address the staff," Michele recalled recently. And "in the course of that three-minute presentation, I had a strong calling and I knew I had to do something bigger than just talk to the staff."

She told her boss at the California Chamber of Commerce that she was going to leave to do just that.

It was born in humble circumstances on the steps of St. John's Lutheran Church at 17th and L Streets in Midtown 30 years ago. It was there that 20 homeless women and children came to rest and sleep, also hoping they might get something to eat. They were given beds and food in the church's basement.

What has followed that simple beginning for St. John's Shelter is a journey filled with faith and hope and love, a journey filled with courage and resiliency, a three-decade journey that will be celebrated and prayed over Sunday in churches across the Sacramento area.

His advice? Take a month off, volunteer to fix the problems and then come back to work. A month later, Michele returned, this time to resign. She knew what she had to do.

"Our goal is to change lives, not just provide Band-Aids, although Band-Aids are important," Michele said. This was never more clear to her than on a day in 2007 when two sisters with their children came to the shelter a week apart. But this wasn't their first time. Eighteen years before, they had been there as children with their mom.

"A huge light bulb came on for me," Michele recalled. "I knew we had to do more than just shelter these families." And that has been her goal ever since.

"It takes a great amount of courage to humble yourself to enter the shelter, to let your kids know that you are at this point," comments Michele. "I shudder at what it takes to know and say, 'I have to make a change; what I have been doing isn't working.'"

The women in the program go through five levels, progressing from stabilization to self-sustainability. Michele likens it to going through all the hoops from grade school to a master's degree. Many do not make it, and that is what hurts Michele the most.

"Raising money is hard, but it is way harder when moms do not continue in the program," adds Michele. "That potential may never be there again for them and their children."

It's also brutally difficult to know that you have to turn away more than 300 women each day because you can't accommodate them.

But Michele's face glows as she speaks of those moments when the women do cross that all-important threshold, when they get their first paycheck or take their children on their first vacation or have their first real relationship devoid of abuse.

"I am humbled by them," she said. "It has also taught me the importance of positive thinking when you are going through tough times."

Michele and her husband, Jim, know the meaning of tough times. Jim had a massive heart attack in 2013. Almost a year later, he had a heart transplant. Now he is doing well.

"We believe in the power of prayer," Michele said.

There will be a lot of prayers Sunday. And perhaps there will be a tomorrow when there will be room behind the red doors for all the women and children seeking real change.

It's also brutally difficult to know that you have to turn away more than 300 women each day because you can't accommodate them.

Gregory Favre is the former executive editor of The Sacramento Bee and retired Vice President of News for the McClatchy Company. He is also a member of St. John's Lutheran Church.



saint john's
PROGRAM FOR REAL CHANGE

Mother of the Year: **Susan Savage**
Saint John's Alumna of the Year: **Alicia Portillo**



SAVE THE DATE!

hosted by
HYATT REGENCY

18th
of may

It's Tea Time! Saint John's Program for Real Change cordially invites you to attend our 10th Annual Tea for Real Change. Please join us on **Wednesday, May 18th from 3:00-6:00pm** at Sacramento's fabulous Hyatt Regency. Enjoy an afternoon of fine tea, delicious food and fabulous friends, as we honor our 2016 Mother of the Year, Susan Savage, CEO, Sacramento River Cats.

Your support will help the women of Saint John's break the cycle of poverty and homelessness.

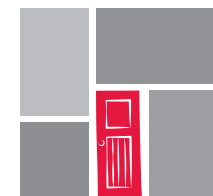
Visit www.saintjohnsprogram.org/teaforrealchange or contact Sasha Wirth at 916-453-1482 ext 16 or swirth@saintjohnsprogram.org for sponsorship opportunities.

WITH YOUR HELP, WE CAN BUILD A BETTER FUTURE



Building for the Future. We have an immediate opportunity to purchase the 11,000-square-foot building adjacent to our existing campus which will allow us to serve up to 100 more women and children daily and reduce our wait list by 35%.

A Staggering Need. More than 550 women and their children are homeless on any given night in Sacramento County, representing a nearly 28% increase since 2009. Sadly, women and children are the fastest growing segment of the homeless population both locally and nationally. While Saint John's has grown its capacity by 60% in recent years, now serving 180 women and children daily, 300 women and children remain on our daily waiting list because we simply don't have the facilities, nor the financial capacity, to serve them.



BUILDING
FOR THE FUTURE

To help us build for the future, visit: www.saintjohnsprogram.org/buildingforthefuture

BY DAN PALLOTTA

Reprinted with permission from Harvard Business Review First printed on December 3rd, 2015

THE LAST 72 HOURS HAVE SEEN A HAILSTORM OF CRITICISM over Mark Zuckerberg and Priscilla Chan's pledge to give away 99% of their wealth. "He's not really giving it to charity — he's formed an LLC and some of it will be invested in for-profits!" "Massive tax breaks are their real motivation!" "Capitalism at its worst — they're setting social priorities that only the government should set!" It reminds me of Robert F. Kennedy's famous words: "25% of the people are against everything, all of the time."

But more important, all of the commentary is blind to the real opportunity here.

Zuckerberg and Chan could transform philanthropy, the way philanthropy is deployed, the way we think about philanthropic leverage, and transform civic engagement in the process. (And God knows, given the mass shootings happening every day in America, civic engagement could use a transformation.)

But only if they are willing to look at the world through a heretical, blasphemous, upside-down lens that, to date, most philanthropists have been unable to look through. They just can't see that way. But the view through that lens is transformative.

Here's what Zuckerberg and Chan could do. In addition to their 99% pledge, they could pledge that every dollar they donate to a nonprofit organization will be earmarked for the very thing we have been taught not to give to. In fact, it's the thing we've been taught that nonprofits should spend as little as possible on — in fact, spend nothing on, if possible. That thing is fundraising. Which should really be called civic engagement-building.

Why? Because the problem is scale. Most of the problems we confront, from disease to poverty to illiteracy to skyrocketing suicide rates are massive in scale. Our nonprofit organizations are microscopic in comparison. Unless they grow to the scale of these problems, these problems are going to remain with us for a very long time. And only massive increases in revenue can take the organizations we love to the scale we need. And only fundraising can do that.

Venture philanthropy taught us that innovation was the big lever. It said, "Go find the most innovative social enterprises — the ones with the best approaches to ending hunger, illiteracy, etc. — and fund their programs." That is tragically short-sighted. Innovation is not the big lever. It's an important lever, but it is dwarfed by the real lever — multiplication. What good is the most innovative program in the world if it remains perpetually and eternally miniature up against the size of the problem? Only fundraising can multiply the amount of money that goes into it. And it uses the average citizen to do it. Donate \$1 to breast cancer research and you get a dollar's worth of breast cancer research. Donate \$1 to breast cancer fundraising and it can turn into \$2, \$5, \$10 for breast cancer research.

In 1998 my company launched the Breast Cancer 3-Days with an investment of \$350,000 in risk capital. If that investor had said, "I don't want to launch a fundraiser, I want \$350,000 worth of breast cancer research," then that's what they would have gotten. Instead, we used the money to create a recurring

WHY

Mark Zuckerberg and Priscilla Chan Should Use Their Money for Fundraising

annual revenue stream that in just five years multiplied the investment 554 times into \$194 million — net, after all expenses, for breast cancer research. 106,000 average people who'd never raised a dime in their lives for charity became philanthropic heroines and heroes in the process. How can you possibly compare \$350,000 worth of breast cancer research to that?

We launched the AIDSRides with \$50,000 in risk capital. Within nine years we multiplied that 1,982 times into \$108 million net for AIDS services. If those capital investors had been as short-sighted as most philanthropists, none of those results would ever have gotten produced.

If the Gates Foundation took this year's \$3.5 billion in program grants and put it into grantee fundraising and got the same 554x return we did, it would amount to \$1.9 trillion. But let's get more realistic. Even if it only produced a return of ten, that would be \$35 billion — more than Gates' entire giving total since its inception.

Take another example: Wounded Warrior Project. They didn't exist fifteen years ago. It has a board possessed of rare enlightenment. In 2006 Wounded Warrior was raising about \$10 million. \$1.5 million went to fundraising, another \$2.9 million into administration, with \$5.6 million left for veterans. Forty-four percent overhead. "Terrible!" most charity-rating agencies would say. A traditional board would have said that priority one is to cut back on fundraising and administration. But Wounded Warrior went the opposite direction. By 2012, they were investing \$20 million a year in fundraising. That was producing \$200 million in revenue, with \$115 million available for veterans. This year Wounded Warrior will raise \$400 million with over \$200 million going to veterans. If their board had focused on sending more short-term money to veterans — as most philanthropists do — they'd still be slicing up a measly \$5.6 million pie.

We like donating to social programs because it's high-minded, academically interesting, makes for good social engineering cocktail talk, and gives us an immediate hit of gratification to know we helped someone this year. We hate fundraising because it's basically sales and marketing. We turn our noses up at that. We think we should be above it.

To the detriment of the massive number of people that could be helped if we would open our eyes to the logic of it. Our moral compass is sending us in circles. If Zuckerberg and Chan took all of that money and made strategic investments in smart, vetted fundraising plans for the organizations they think are the most innovative, their money could have an impact of five, ten, twenty, fifty times what it otherwise will. They could set a new high-profile example that would cause other philanthropies to follow suit. That would engage the public on a massive level in giving more money to causes — money that now goes to consumer companies like L'Oreal and BestBuy, because consumer companies like L'Oreal and BestBuy understand sales and marketing.

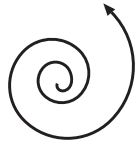
Charitable giving has remained stuck at 2% of GDP in America for 45 years. It isn't enough. Zuckerberg and Chan could start to move that needle, and move the revenue needles for our most innovative organizations, and that would change everything, including the priorities of our society at large.

Dan Pallotta is an expert in nonprofit sector innovation and a pioneering social entrepreneur. He is the founder of Pallotta TeamWorks, which invented the multiday AIDSRides and Breast Cancer 3-Days. He is the president of Advertising for Humanity and the author of Charity Case: How The Nonprofit Community Can Stand Up For Itself and Really Change the World.

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Many people celebrate the new year by writing down a list of new goals and resolutions for change — I'm going to lose ten pounds. I'm going to be a better parent. I'm going to wake up earlier and go running. And more often than not, even the most well-meaning advocate for change somehow finds themselves right back where they started, living each day like they did the year before and the year before that.

WHY IS REAL CHANGE SO DIFFICULT?

By David M. Flanagan

Why does it have to be that way? Why can't we just make up our minds to change and then change once and for all? It doesn't seem fair. The fact that our well-devised New Year's resolutions get tossed out the window by early February isn't for lack of sincerity. It isn't because we are bad people. Or even weak-willed. There is just something deep within us that resists change. Perhaps it has something to do with the act of changing itself and the fact that nobody ever taught us how to do it correctly.

We are creatures of habit. And there's good reason for this. Habits, even destructive ones, bring a high level of comfort and a sense of safety. Even when we identify the need for change in our lives and muster the desire and courage to make a change, a large part of us closes down and clings to the safety and familiarity of our old ways. Better the devil we know...than the one we don't, right? (Actually, better that we eliminate the devil altogether.)

I believe the act of change can become a habit itself. A good one. I created a large poster in my office that hangs in the kitchen for the entire staff to see on a daily basis. It says, "If it ain't broken, break it." This

approach is based on the philosophy that we need to ruffle feathers, shake things up, and stir the pot on a regular basis to prevent getting stuck in our proverbial ruts. All kinds of new possibilities arise from an approach in which you shift directions for no particular reason other than for the sake of change itself. It may sound a bit stressful and chaotic, and it is. That's precisely the point.

I will often take an alternate route to work or home again in conscious pursuit of this same thinking. I do it so that I am able to see the world (literally) from a fresh perspective. It keeps life more interesting. I also

do weird things like shave my face starting on opposite sides, or in the middle (or not at all) for the exact same reason. For those who don't shave their face, most people start in the exact same place each time, every single day, for their entire life. Talk about boring! So does this approach apply to the more significant changes in life? I would be a hypocrite if I claimed it was the answer. Unfortunately, the truth is no matter how creative or good we become at it, change will always be difficult. But perhaps if we lived our lives, making little changes all the time, the big changes might become a little less frightening and easier to tackle. And when you fail, don't give up. Change rarely happens all at once. Lasting change comes slowly, in bite-size chunks filled with a good dose of trial and error.

the truth is no matter how creative or good we become at it, change will always be difficult.

David Flanagan serves on the Board with Saint John's. He is a co-owner of Misfit, a California-based brand/marketing agency. He is also the co-owner of Red Rocket AutoTech in Sacramento and Folsom.

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SAINT JOHN'S 2015 PARTY FOR CHANGE CELEBRATE THIRTY YEARS REAL CHANGE

THE 2ND ANNUAL PARTY FOR CHANGE was held in one of the spectacular hangars at the Sacramento Executive Jet Center. This unique, spacious setting provided an exciting environment where guests shared an exquisite meal, donated generously and celebrated the 30th anniversary of Saint John's Program for Real Change.

Walking past the bright red doors and shiny executive jets lining the pathway to the Party for Change was just the beginning to an evening of sensory delights. Several hundred guests and VIPs in the world of food, wine, art and music joined to celebrate this significant milestone for Saint John's. Kicking off the evening were handcrafted artisan cocktails, superb local wines and tasty hors d'oeuvres prepared by leaders in the Farm to Fork world, Sacramento chefs Patrick Mulvaney of Mulvaney's B & L and Jay Veregge of Ten22.

"When women come into the program, we tell them we are a program to help them get to work," Maureen Gagliardi, Director of Career Education and Placement for Saint John's commented. "We provide a combination of vocational learning and instructional learning. We are not a housing program. We're about helping our clients sustain housing when they get it, so the first month is about stabilization. By month two, we start them three-days-a-week at Plates Cafe and Catering to get them out and realizing they have potential."

IN THE KITCHEN, A MAGNANIMOUS MICHAEL CHIARELLO, award-winning chef/TV host and owner of acclaimed restaurants Bottega and Coqueta, led the women (and their children) who were currently in vocational training through the prep, plating, and service of an entire four-course gourmet meal. In addition, working his magic to organize the staff and keep the kitchen running smoothly, was Kelvin Kimball, business manager for Plates Cafe and Catering and Plates Midtown.



"There is an understanding on both ends," reveals Kimball. "It is a very patient position while the ladies are transitioning, but it's a very rewarding position."

THIS UNIQUE, SPACIOUS SETTING PROVIDED AN EXCITING ENVIRONMENT WHERE GUESTS SHARED AN EXQUISITE MEAL, DONATED GENEROUSLY AND CELEBRATED THE 30TH ANNIVERSARY OF SAINT JOHN'S PROGRAM FOR REAL CHANGE

Chef Chiarello, along with Team Saint John's, wowed us all with a delicious meal of watermelon and crisp serrano ham salad and a savory Italian peasant soup of tomato and basil, highlighted by a scrumptious rack of lamb coated in the Chiarello Family Vineyards' pumice rub, which was elegantly paired with a full-bodied, rustic Mourvedre by Andis Wines. Dessert was a simple but sweet almond cake topped with caramel and chocolate and nicely complemented with an aromatic, sweet Vermentino Passito by Uvaggio. All courses were perfectly paired with wines selected by one of the most knowledgeable food and wine connoisseurs in the world, Darrell Corti of Sacramento's very own Corti Brothers Market.

Keeping the night well-greased, David Sobon of Sobon Live Auctions auctioned off several priceless items including vineyard and concert experiences, jewelry, Giants and Kings' VIP tickets, a day in Napa with Michael Chiarello, a trip to Cabo San Lucas, and a one-of-a-kind artwork of Mother Teresa by renowned Sacramento artists David Garibaldi and Maren Conrad, who combined their unique talents – Garibaldi's fast-paced splatter strokes with Conrad's precision detail work.

AT THE END OF THE NIGHT, GUESTS WERE TREATED TO A ROCKIN' AFTER-PARTY with music by one the West Coast's premier bands voted the Best Cover Band in Sacramento two years in a row, Apple Z. You never know what you might see at an after party dance, but Apple Z filled the dance floor and guests held out for more as they danced late into the close of a memorable evening.

By Tamara Strasser, Food & Wine Correspondent for GEV Magazine



Help homeless families in crisis move from homelessness to self-sustainability while enjoying an unforgettable experience at the intersection of local farm-fresh food, art, wine and music!

PARTY FOR CHANGE

Table sponsorships available now! Visit saintjohnsprogram.org/partyforchange or call Sasha Wirth at 916-453-1482 ext. 16 for custom sponsorship opportunities.

Sacramento Executive Jet Center
SAVE THE DATE
October 8th, 2016 6:00pm

www.saintjohnsprogram.org/partyforchange

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The Woman's Thursday Club

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THANK YOU!

YOUR SUPPORT IN 2015 has allowed us to open the door to deserving women and children in need! On February 25th, we honored eight recent high school graduates with a special ceremony featuring keynote speaker State Senator Dr. Richard Pan, a longtime Saint John's supporter. Grace J., Cornisha H., Michelle N., Heather C., Sheri D., Brianna J., Sarah C. and Sabrina L., all are formerly homeless mothers who were honored for accomplishing real change in their lives, and the lives of their children, through Saint John's. This graduation is the result of your support and we cannot thank you enough.

Saint John's GED Preparatory Program, founded in 2010, is part of the organization's Career Education and Placement Center (CEPC), which also provides career guidance, financial literacy, job readiness, computer literacy and in-house employment training. Since its inception, Saint John's GED Preparatory Program has helped 56 Saint John's clients, ages 17-48, earn their high school diplomas, while the CEPC has helped thousands of women to become self-sustaining.



On February 25, 2016, Saint John's honored eight clients for earning their High School Equivalency or GED certificates. From left to right, the event's honorees included Michelle N., Cornisha H., Brianna J., keynote speaker State Senator Dr. Richard Pan, Grace J., Sarah C., Sabrina L., and Sheri D.

SAINT JOHN'S SPRING SHOPPING LIST

Please help us provide real change for more than 180 mothers and children this spring. For donation locations and times, go to saintjohnsprogram.org/donate and click on *Make a Difference*.

Household Needs

- Twin mattress covers
- Flashlights, screwdrivers

Kitchen Needs

- Metal forks, knives, spoons
- Plastic tumblers (pizzeria style)
- Vitamix or industrial blender
- Tri-Stone
- Coffee mugs, coffee
- Plastic soup bowls
- Flour, sugar, salt, spices
- Serving pitchers
- Breakfast foods: cereal, instant oatmeal, hot chocolate
- Fruit juice
- 7-quart sauce pans
- Industrial food processor

Babies 2 & Under

- Baby Formula
- Pull-ups, diapers, baby wipes
- Pacifiers, sippy cups, bottles, bibs
- New strollers, high chairs
- Small bath & bathing supplies

Toddlers 2-3

- New underwear
- Crayola no mess art sets, watercolors, crayons
- Playdough
- Finger paints
- Costumes/dress up
- Leap Frog Learners
- Legos

School Uniforms

- Boys and girls, all sizes
- Navy slacks, white collared shirts (polo or button down)
- White socks

Kids 4-9

- New underwear
- Board games
- Dolls
- Art sets
- Legos
- Puppets

Kids 10+

- New underwear
- Basketballs, footballs, skateboards

- Board games
- Sporting event tickets
- Sports gear, hats, jerseys, t-shirts
- Movies
- Computer or video games
- Gift cards for Wal-Mart, grocery stores, etc.

Mothers

- Tampons/Maxi Pads
- Toothpaste, mouth wash, flossers
- New underwear, socks
- Depends for adults
- Bus/RT passes
- Body wash/soap
- Shampoos/conditioners
- Face cleansers
- Loofas
- Combs/brushes, hair ties/clips
- Duffle bags
- Body sprays
- Mani/pedi personal sets
- Matching sheets, blankets, pillow sets
- Rubber flip flops
- Drink tumblers, water bottles

Career Center

- Flash drives
- Copy paper
- Ink for printers (Office Max or Office Depot gift cards)
- Day planners
- Computers (new or refurbished)
- 2 pocket folders (red and black)
- Electric pencil sharpener or stapler

Consider becoming a **CHANGE MAKER** today with your monthly gift of \$20 or more and help provide housing, mental health services, drug and alcohol counseling, classes, job training, childcare and more! **Sign up now and receive an exclusive Change Maker T-shirt!**

This spring, support the many children and families in need:

www.saintjohnsprogram.org/beachangemaker

On behalf of our mothers & children...

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