



# Hope Services Santa Cruz DISTRICT Newsletter- Summer 2016

*Santa Cruz, Watsonville, and Aptos*

## Director's Message—Sally French

Dear Family and Caregivers,

This summer is an exciting time in Santa Cruz District, with much to celebrate. We've watched as other districts in the agency embrace the new Employment, Media, and Community Connections (EMCC) program which started in Santa Cruz. Hope participants throughout the agency will learn how to produce and edit video, as well as explore new technologies such as using computers, smartphones and tablets.

We take pride in the 20-year partnership with the City of Santa Cruz. A team of 18 participants are employed at the Resource Recovery Facility at the Dimeo site. They sort the recyclables collected from residential blue bins. Participants also keep the streets of downtown Santa Cruz free of litter and leaves, maintain the cleanliness of local beaches and refurbish city garbage cans.

We celebrate our long-standing relationship with Goodwood in Watsonville where participants from the Mobile Work program

pack the company's environmentally friendly, clean-burning wood product into small burlap sacks. Hope has worked for Goodwood Products for over 10 years.

We gave back to the community through volunteering at Our Shared Garden. Lincoln program participants maintain the garden twice a week to help water, weed, plant, and harvest the crops. Participants recently finished an landscaping project made with colorful rocks. Santa Cruz also participates in the Adopt a Shelf program at the local library where we clean and organize shelves.

Aptos Senior Center participants celebrate their lives with a "bucket list." Senior participants make a list of activities and goals they want to achieve throughout the year. Some participants attended live sporting events, recreational and social activities.

We've had an incredible year, and it isn't over yet. We look forward for more to come.

Sincerely,  
Sally French

## Hope Participant Dreams of Becoming a Business Owner

Hope participant Greg Jones is an expert at making warm, colorful, and highly functional scarves. Jones wants to turn his hobby of making scarves into a financially viable business called Wear More Scarves.

"I love making scarves. It feels good when people wear my scarves. It's my dream to have my own business," Jones said.

With the help from staff members, Greg is learning how to form a limited liability company ("LLC"), build an e-commerce web-store, and purchase the necessary equipment and supplies. The Santa Cruz media program even produced a marketing video that tells Greg's story, and his love for making scarves. The video will be featured on his e-commerce site.

Greg plans to sell his scarves online and at the Hope Station thrift store in the new handmade goods section opening in the fall.

For Greg, owning a business will improve his life and will give him more financial independence. Also, he will gain a sense of pride in his accomplishments because he is doing work he really enjoys.



*Left- Greg's dream is to own a business making and selling scarves.  
Right- Sarah wears a wool scarf made by Greg.*

# EMCC Program Brings Media to the Forefront



*Participants learn how to use equipment, plan video shoots, produce and edit video.*

One component to Hope's new Employment, Media and Community Connections (EMCC) program is the media and technology training that is being offered. Participants will learn to plan video shoots, develop storyboards, conduct interviews, and produce film. They will also learn to access the internet using computers, smartphones and tablets.

The idea to teach participants video production skills came in 2005, when Media Program Manager, Mike Nichols attended an orientation at a local community television station. He realized video could give individuals with developmental disabilities a voice.

Participants in Santa Cruz enjoy the media component, and they recently filmed their 100th video. Videos include Farmer's Market Food of the Week, Elderday Senior Memory, and Animal Shelter Pet of the Week. They have also covered rallies and events, and interviewed key political figures.

For participants the most important project is "A Year in the Life" video which tells the story of each individual's accomplishments over the course of one year. Videos become a useful tool to document and review their personal achievements and experiences, and also in helping participants maintain goals set in their Individual Personalized Plan.

## Mobile Work Program Makes the Cut at Goodwood



*Employees pack small burlap sacks with the Goodwood product.*

In a small shop on Walker Street in Watsonville, redolent with the smell of ponderosa pine, two shifts of six Hope participants from the Mobile Work program pack burlap sacks full of environmentally-friendly, wood logs to be used in fireplaces.

The company is called Goodwood and the owner, Watsonville business-woman Jennifer Young, has employed Hope for over 10 years.

"Hope and Goodwood have always worked well together as partners. Goodwood has employed a Hope workforce for over 10 years, and has supported and sponsored Hope events and activities," Young said.

In 2013, former Central District Manager, Lori Arnberg, facilitated the making of two presses to be used at the Goodwood worksite. The press was specifically designed by volunteer architects for the purpose of accommodating some of the clients in cutting wood while ensuring their safety.

Program Manager, Mauna Loa Morris, said, "Goodwood is supportive and understands the accommodations that some participants need, and this is why the working relationship between Goodwood and Hope Services is more than just a work arrangement, but a real community connection."

## Hope Celebrates 20 Years with City of Santa Cruz



*Hope participants have been working at the Dimeo site for 20 years.*

For 20 years, Hope Services has worked with the City of Santa Cruz at the Resource Recovery Facility at the Dimeo site, where a team of 18 Hope participants sort recyclables collected from residential blue bins.

Participants and job coaches are stationed at different platforms. They sift for cardboard, glass, and cans that travel down a maze of conveyor belts and then dropped onto pallets. The recyclables are loaded onto trucks, and taken to the next collection area.

Job Coach, Dan Kirby said, "Many participants have been employed at the Resource Recovery Facility for more than 10 years. The job is hard work with lots of noise, and moving materials and parts, but it's a job the clients love." Job Coaches provide daily instruction and ensure that workers use the proper safety gear.

Santa Cruz District Manager, Sally French said, "This is an example of how Hope makes our community better by ensuring recycled goods get where they need to be."

Participants also perform litter abatement, leaf removal and refurbish garbage cans for the City of Santa Cruz.

# Santa Cruz Gets Involved in Political Process



*Toby interviews at people at the Grassroots Day in Sacramento*

Participants from Hope's Santa Cruz media program are learning about the political process in a unique way.

Participants of the media program have created a series of videos about voting. They interviewed key political figures such as State Senators Jim Beall and Bill Monning, Assemblymembers Mark Stone, Paul Fong, and Joe Coto, and Mayor of Watsonville, Felipe Hernandez.

Participants also attended political events and rallies for individuals with developmental disabilities such as ARCA's Grass Roots Day in Sacramento, where they conducted an interview with State Senator Bill Monning.

Recently, they attended presidential rallies, and visited the Santa Cruz County Clerk's Office to highlight the importance of voting, and to instruct viewers how the accessible touch screen voting machines work.

Participants do it all, from planning shoots, preparing the interviews with key figures and editing the videos.

EMCC Manager, Sylvia Mejia said, "Participants of Hope's Media program have the opportunity to impact their community in a way that they feel good about. It is empowering, and it's fun. Individuals working on the videos gain technical skills, and improve social and communication skills."

## Santa Cruz Maintains Our Shared Garden



*Participants maintain the Shared Garden twice a week.*

Lincoln program participants have been visiting Our Shared Garden twice a week for the past five years to help water, weed, plant, and harvest the crops. Our Shared Garden is part of Shared Adventures, a local nonprofit that brings activities to people with disabilities. The garden is located at the Trescony Community Park, and is one of several activities the Lincoln program participates in.

Shared Adventures was started by Foster Anderson who sustained a spinal cord injury. He saw the need to bring fun activities to the disabled that would enrich and improve their lives. Foster has been running the Shared Adventures program in Santa Cruz for 21 years.

Participants gain valuable skills as they learn to garden, work as a team, and take pride in their efforts. Recently, they completed a landscaping project involving artfully painted rocks.

Other Shared Adventures activities that Hope Santa Cruz supports include a movie night at the Aptos Senior program, bingo night, and an art class every Tuesday on Lincoln Street in downtown Santa Cruz.

## Bucket List Makes Big Dreams Come True



*Scott achieved his "bucket list" dream to fly in a helicopter.*

Aptos Senior Center participants are "living large" with a "bucket list." Inspired by the movie The Bucket List, the idea was to develop achievable goals and dreams.

At first the list was simple, a nice dinner, a camera, or a date. The goals evolved into exciting adventures, such as going to concerts, learning to play the guitar, attending live sporting events, or vacationing at Disneyland. Scott, a participant at the Aptos Senior Center, wanted to fly in a helicopter. Early this year, his "bucket list" dream came true with a flight around the Monterey Bay.

Assistant Program Manager, Fronzaline Messerli said, "Each achievement is celebrated, and the benefits have enhanced the lives of our seniors in ways we didn't even realize."

According to Santa Cruz Manager, Mauna Loa Morris, the bucket list has increased senior participants' self-expression, advocacy, self-determination, and participation in their personal development by taking action to explore and achieve their dreams.

# Upcoming Events

LA RINCONADA *presents*  
COUNTRY CLUB

## Driving the Green for Hope

September 26, 2016

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# Family Corner



Shanna Webb-Communications & Outreach Coordinator

More than 64 years ago, Hope Services started because parents wanted more for their developmentally disabled children. They understood the importance of advocating for their loved ones. The purpose of the Hope Family Alliance is to

create a cohesive group of parents who are engaged either through volunteerism, event planning, and/or advocating for people with developmental disabilities.

We know that when parents are actively engaged in the Hope community, they build strong networks with other parents who have the same concerns. We know that when parents have the support they need their quality of life improves.

Our goal is to create inclusive social events, including dances, mixers, speakers and volunteer opportunities in which family members and caregivers can participate in.

If you would like to learn more about becoming a part of Hope's Family Alliance, please contact Shanna Webb at (408) 284-2887 or email [swebb@hopeservices.org](mailto:swebb@hopeservices.org).

**Hope Family Alliance** — Linking participants families, and caregivers to create a network of support, resources and advocacy.

**Family Alliance Information Center** — For more information about the Hope Family Alliance and the Family Alliance Information Center, visit: [www.hopeservices.org/news-and-resources/hope-family-alliance/](http://www.hopeservices.org/news-and-resources/hope-family-alliance/).

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