



  www.HopeServices.org



Embracing Social Enterprise with a New Look

After 61 years of serving people with developmental disabilities, Hope Services has evolved from a social service agency into a multi-faceted social enterprise that serves over 3,100 people annually in seven counties throughout California.

Our collection of in-kind donations of clothing and small household items has reached over 10 million pounds annually and our e-waste recycling program has removed nearly three million pounds of e-waste, creating over 25,000 hours of paid work for our clients. We provide janitorial services for over one million square feet of office space and we have additional client work crews throughout the Bay Area.

According to Hope Services' President and CEO, John Christensen, **"It was time for Hope to have an identity that embraces the social enterprise that our organization has become."** Christensen explains, **"Hope wants to lead the way forward by championing individuals with developmental disabilities so that they can contribute economically, live their lives with dignity, and set an example of self-sufficiency that inspires everyone."**

"Building Community" Benefit Breakfast

Hope Services hosted its 9th Annual "Building Community" Benefit Breakfast on May 10, 2013, featuring Bay Area Major League Baseball icon and Six-Time All-Star First Baseman, Will "The Thrill" Clark. Will Clark brings the experience of a 15-year Major League Baseball playing career to his role as a father, as he retired in part to devote himself to his 16-year-old son, Trey, who has autism.

Scott McGrew, NBC Bay Area Business/Technology Reporter, for the fourth year running, eloquently led guests through a program of inspiring speeches by

We are proud to introduce Hope Services' new brand and tagline **"Amazing is all in a day's work."** This new identity is bright and vibrant as reflected in the new color palette which represents the futures and interests of our clients and the innovation in service provision that our team is implementing. It exhibits movement with arrows pointing in many directions, which symbolize how our clients are moving themselves into the community while changing attitudes about people with disabilities everywhere. Finally, the white "H" stands in relief in the background representing Hope as an organization, which stands behind and supports our clients.

Our new tagline, "Amazing is all in a day's work," speaks to the great work our clients accomplish daily, our volunteers and staff who support them, our donors who invest in the innovations which make it all possible, and our community that embraces our clients and helps us to change one attitude at a time.

Hope is leading the way forward so that our community will not see the accomplishments of individuals with developmental disabilities and say "amazing." Instead, their reaction will be just like any other: "all in a day's work."

Hope Services client speaker, Charlie Hughes, who emphasized how Hope Services helped him maintain his positive attitude, develop an amazing support structure, receive training and job search assistance, and helped him take part in the inaugural Project Search Internship class at Lucile Packard's Children's Hospital at Stanford. Vice President of Operations, David Mezynski from J. Lohr Vineyards & Wines received this year's Hope Services Corporate Partnership Award in recognition and appreciation of their exemplary partnership and inclusion of people with developmental disabilities in

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FROM JOHN CHRISTENSEN

The President's Message

Well, things are moving forward at Hope. As we enter the new fiscal year, we are focused on the development of work; specifically the development of social enterprise models which will create work for the workshops as well as community groups and individuals. If you haven't heard the term, social enterprise refers to an organization such as Hope who run business ventures to earn additional revenue. In essence, we will be supplementing State fees while providing employment for our clients. If this sounds familiar – it is – because we have been doing just that for years. Our e-waste program, all of our contracts such as the Navy Post Graduate School and Department of

Defense, as well as various packaging, labeling, and service contracts are perfect examples. These efforts combined account for about 35% of our overall income. It is our hope to get the number to about 60% of our income in the next five to 10 years. That is our focus and our future. As we rebuild our Business Development Department, we are confident that we will compete with the best.

Please send us your referrals. Working together, we have the power to provide not only the best services to our clientele today, but the best job opportunities and some additional financial independence that will create a future for all of us as we look forward to the next 60 years. Thank you all for your support.

DONOR SPOTLIGHT

Cruzin' Courses

Cruzin' Courses – A Women's Progressive Dinner Around Downtown Santa Cruz – which supports the Santa Cruz Chamber of Commerce's Women-In-Business education program, recently honored Hope Services with a donation for our community service. Each year, the Cruzin' Courses event committee identifies different local non-profit organizations to support. This year, the event committee specifically recognized Hope's Downtown Litter Abatement Crew (DTLA), as a valuable part of the local community.

DTLA is a highly innovative and effective community employment program which has provided employment opportunities for 32 individuals with developmental disabilities over the course of the last 11 years. They contribute daily to maintaining and preserving beauty, order, and cleanliness along Pacific Avenue and its adjacent streets in downtown Santa Cruz. In addition to sweeping the sidewalks and gutters, they also empty the recycling containers and remove cigarette butts from the sidewalk cracks.

"The clients recognized by Cruzin' Courses for their services are diligent, hard-working, customer service-oriented, and friendly. They add to the overall sense of community of the downtown area, and are often referred to as the "Ambassadors of our Downtown," says the creator and chair of this annual event, Cathy Schlumbrecht of Comerica Bank.



Employees from Synaptics enjoy the camaraderie of HOPE clients when they delivered their award check to HOPE's Alfred Street Workshop.

"Until last fiscal year, DTLA received about \$60,000 from the city's redevelopment agency. But with the collapse of redevelopment funding statewide, that amount has dropped to \$20,000," explains HOPE Services Manager, Sheryl Hagemann. "The Cruzin' Courses gift of \$2,000 will help to support the crew's ongoing efforts."

Visit <http://bit.ly/18YYkuw> to view a video about the Downtown Litter Abatement Crew. Donations for this program are still being accepted.

“Building Community” (con’d)

local employment opportunities. Hope Services unveiled its new organization logo and slogan. Finally, Kathleen Hughes, Director of Ada’s Café and mother to Hope Services client speaker, Charlie Hughes, reached out to everyone to join her in supporting Hope Services efforts.

The night prior to the breakfast, event sponsors, major supporters, and Circle of Hope members, were treated to an exclusive VIP Reception with Will “The Thrill” Clark, hosted by City National Bank at La Rinconada County Club. Guests were inspired by comments from this year’s Hope client speaker, Charlie Hughes, as well as stories from Will Clark.

“I don’t wake up and think about what I can’t do because of my disability. I wake up every day and think about all the great things that are going to happen; because I have the right attitude.” – Charlie Hughes

“We are extremely grateful for the fantastic support of our community,” says Christensen. “With your ongoing support, we can continue opening doors and offering employment and other opportunities to build community and develop greater independence for people with developmental disabilities.”



Will “The Thrill” Clark with Hope Services Board Member Chris Gianola

Hope Services would like to thank all of our 2013 Sponsors and donors who helped to raise over \$60,000 at this event. Thank you!

Drop and Shop Launches in Los Angeles

Beginning in May 2013, Hope Services launched a new, environmentally friendly recycling center as part of our new Hope Works program at the Westfield Center in West Covina, CA. This new center will be accepting all contributions of e-waste, gently used clothing, and small household items. Donations of these materials are tax deductible and will be responsibly recycled by companies with e-Steward certification or re-sold at Savers Thrift Stores. All proceeds benefit Hope’s programs, and pay the wages of peoples with developmental disabilities who staff the donation center and provide grounds maintenance for the shopping center.

“We are happy to be offering recycling and program services in West Covina. We believe this is a win-win for our clients, the West Covina community, and Westfield Centers,” says Hope Services’ CEO, John Christensen. “When you bring your items to us, you are doing more than making a donation. You are being environmentally responsible, helping Hope Services build a sustainable social enterprise that serves our clients and our community, and supporting the local economy.”



Hope Services’ new donation pod at Westfield Center, West Covina, CA.

To start a Drop and Shop Program of your own and help to reduce the 87% unemployment rate for Californians with developmental disabilities, please contact Ken Toren at ktoren@hopeservices.org or call (408) 497-0247.

Safety Awards

Hope Services would like to recognize the following employees for their efforts in creating an injury free workplace in 2012.

Lisa Parker & Natalie Adoradio, Clove Drive; Vicki Yoshihara, Kid's Café; Frankie Messerli, Aptos Senior Center; Joy Rice, Hollister; Don Voong, Hope Station; Kevin Kim, Seaside; Philip Santos, Dept. of Defense; Ellen Grasso, Portola, Community-Based Program, Monterey, and CAN Monterey; Vickey Perkins & Mina Foronda, Homestart; Margaret Berlanga, ILS, Monterey; Elizabeth Moody, Lincoln St.; Nancy Muela, Supported Employment, Santa Cruz & Employment Services, North & Central; Matt Weiss, Dimeo & Watsonville Recycling & Litter Abatement; Joy Rice, Hollister & CAN, Hollister; Tammy Beltran, CAN, Gilroy; Scott Arendt, Counseling Center; Juan Gruel, Work Activity Program, San Jose; Jeannie Ortiz, Mountain View Work Activity Program; Patrice Ashford, Mountain View Diversified Network, Mountain View; Diana Acaccia, Administration.



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A New Employment Partnership

Iron Mountain, an S & P 500 and Fortune 1000 Company with operations in 32 countries recently reached out to Hope and a new partnership is forming. Because Iron Mountain believes that a diverse workforce will best enable the organization to meet its business goals and that part of that diversity is disability, the organization invited Hope to participate in it's charter to hire additional people with disabilities. To move forward with this strategy, staff from Iron Mountain and Hope attended "Boot Camp" at Walgreens' Anderson South Carolina Distribution Center in May. Together they learned about the methods, procedures, and attitudes that made this Distribution Center 20% more productive than others, while hiring as much as 45% of all employees with disabilities. This partnership will be a valuable means of changing the community and providing opportunities for our clients. Watch for future reports!



All Iron Mountain staff, unless otherwise noted: Samantha Joseph, Matt McGillis, Jason Linsley, Sharyn Friesen, Christopher Childs, Sean Nagel, Elissa Caires, John Roslansky, Rod Castellanos, Cathy Bouchard (Hope), Dan Alperin, Angela Mackey (Walgreen's), Diana Fuzeré (Hope)