Director’s Message: WHAT GOES UP ISN’T COMING DOWN

Each year, I attend a conference put on by MAZON: A Jewish Response to Hunger, a nonprofit organization that supports SCS. One of the highlights is the presentation by Bob Greenstein, founder and Executive Director of the Center on Budget and Policy Priorities (CBBP), who provides an update on the impact of tax and budget proposals on low-income people. Mr. Greenstein was awarded the MacArthur “Genius” Fellowship for making “the Center a model for a non-partisan research and policy organization.” He can also take very complicated material and present it so clearly that even people like me who avoided statistics classes can understand it.

Unfortunately, Greenstein’s most recent message was all too clear: “poverty remains higher and the median income is lower than when the recession hit bottom in 2001.”

“It is unprecedented in recoveries of the last 40 years for poverty to be higher and the typical working-age household’s income lower four years into a recovery than when the previous recession hit bottom.”

Here are just a few examples from CBBP that also answer the question I am asked so often: The economy is getting better, so why are more people coming to SCS for help?

- Census data shows a trend of deepening poverty among those who are poor. The amount by which the average poor person fell below the poverty line in 2005—$3,236—was the highest on record.

(continued on Page 3)
CHINESE SENIORS TURN 30

In 1977, the Chinese Seniors Club of Santa Clara Valley was born to provide educational, cultural, and social activities for the growing number of Chinese seniors living in the area. The club, which had 200 members and two activities a month in 1977, now has over 800 members and one or two activities every day—traditional chorus and karaoke, Chinese and social dancing, English and citizenship classes, Tai Chi and Yuan Chi, orchestra and calligraphy activities, health and safe driving for seniors classes, three holiday lunches a year, and an annual picnic. SCS sponsors the club, providing space for meetings and activities. Just as the club has grown, so has its support of SCS. Twice a year, volunteers assemble 11,000 copies of our newsletters and label them for mailing saving us nearly $10,000 a year. The club “adopts” SCS for a day, and a substantial number of individual members donate as well. Club volunteers also help during our food distribution. Among the performers at the Chinese New Year/30th anniversary luncheon were the chorus (which now has added dancing as well), Chinese traditional dancers, and the classical two-string “Erhu” violin orchestra. At the end of the event, the club honored its members 90 years and older with calligraphied longevity/prosperity banners.

BAG PEOPLE TURN THE TABLES ON HUNGER

Over the past year, volunteers from the following groups and companies packed thousands of bags for our monthly food programs for families and seniors:

- Agilent
- Alza
- Fremont High AVID
- Hands on Bay Area
- Juniper Networks
- Net Impact
- Net IP
- Network Appliance
- One Brick
- Resurrection Church
- St. Cyprian Church
- St. Mark Lutheran Church
- Scitor
- Sunnyvale Presbyterian Church
- Sunnyvale Presbyterian Mariners
- Sunnyvale Rotary Club
- U.P.S.

(Through its monthly food drives over the last four years, the Sunnyvale Presbyterian Church has donated and sorted over 38 tons of food for SCS.)

Sunnyvale Rotary Club and Homestead Interact Club members packed several thousand bags for Thanksgiving distribution
To Balance The Budget By 2016 While Making the Tax Cuts Permanent, Policy Makers Would Have To

- cut Social Security benefits by 43%
- or cut defense spending by 67%
- or cut Medicare by 54%
- or cut every other program except defense, Social Security, and Medicare by 30%

The Current Recovery Has Been Weaker Than Average. Only Corporate Profits Have Grown Rapidly.

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<thead>
<tr>
<th>Component</th>
<th>Current</th>
<th>Past Average</th>
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<tr>
<td>GDP</td>
<td>1.6%</td>
<td>2.0%</td>
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<tr>
<td>Consumption</td>
<td>1.5%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Investment</td>
<td>3.0%</td>
<td>2.0%</td>
</tr>
<tr>
<td>Net Worth</td>
<td>5.1%</td>
<td>5.0%</td>
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<tr>
<td>Wages and Salaries</td>
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<tr>
<td>Employment</td>
<td>4.4%</td>
<td>4.0%</td>
</tr>
<tr>
<td>Corporate Profits</td>
<td>8.6%</td>
<td>5.0%</td>
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Average Value of Tax Cuts Enacted Since 2001

<table>
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<tr>
<th>Income Level</th>
<th>Amount</th>
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<tr>
<td>Lowest 20 Percent</td>
<td>$23</td>
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<tr>
<td>Middle 20 Percent</td>
<td>$748</td>
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<tr>
<td>Top 20 Percent</td>
<td>$5,406</td>
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<tr>
<td>Top 1 Percent</td>
<td>$39,020</td>
</tr>
<tr>
<td>Millionaires</td>
<td>$111,549</td>
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MANY CALIFORNIANS WILL DROWN FROM WHAT MIGHT TRICKLE DOWN FROM WASHINGTON

According to the California Budget Project, proposed federal budget cuts through 2012 would seriously impact programs in California that support a broad array of services to those most in need. Here are just a few examples.

- elimination of 30,300 low-income families and seniors from the low-income home heating assistance program;
- loss of the WIC Special Nutrition Program for 55,600 children, pregnant and breastfeeding mothers;
- termination of a portion of a food program that provides food packages for 51,700 low-income seniors each month;
- a 44.3% reduction in vocational education/training programs;
- another 5.7% reduction in subsidized child care for women on welfare required to work;
- 10,700 fewer Head Start slots for low income families;
- a 20% reduction in funds to improve/maintain public housing;
- additional cuts to emergency housing, homelessness prevention, domestic violence, special education, and legal programs.

As an African proverb puts it, “You think you’re too small to make a difference? Then you’ve obviously never slept in the same room as a mosquito.”
“WE MAKE A LIVING BY WHAT WE GET, BUT WE MAKE A LIFE BY WHAT WE GIVE” (Winston Churchill)

Churchill would be extremely impressed by our donors. We are truly grateful for every donation we receive—financial and in-kind, large and small, made anytime during the year. We are often asked to share some of the more creative donation ideas to give others suggestions or to stimulate their creativity. Below are just a few examples of the generosity and creativity of our supporters as well as some suggestions for contributions and items most needed throughout the year.

At holiday lunches the City’s Parks and Finance Departments collected gifts for the Community Christmas Center, not for each other. So did the Sunnyvale Child Care Provider Network, American Cancer Discovery Shop, retired teachers (the Sunnyvale Six), and the Mom’s Group.

Tammy Kummerehl asks guests at her annual holiday party to bring gift cards (used as teen gifts) for the Christmas Center rather than a gift for her. Debbie Lyn and Rich Owens made a generous donation in lieu of a hostess gift.

Wolfe Engineering sold raffle tickets for a donated TV then brought all the proceeds to SCS.

Integrated Materials’ Production Manager, an avid Oakland Raider fan, wore a 49er jersey for a whole business day. The CEO matched the dollars collected for this sacrifice then, in a show of good sportsmanship, wore a New York Jets jersey (the archrival of his favorite team, the NY Giants) for a day.

Cherry Orchard and Homestead Starbucks’s employees donated the free pound of coffee each gets every month to fill three gift baskets for the Chamber of Commerce auction benefitting the Christmas Center.

St. Martin School collected vanloads of toys, teen items, household gifts, and food during their Novena.

Brownie Troop 1291, third graders at Resurrection School, made and sold a cookbook, held a bake sale, then bought gifts for children in need.

Students at St. Cyprian School donated over 2,500 lbs. of food, and each student donated a pair of socks stuffed with a toothbrush and toothpaste.

Anna Gonzalez, a bartender at P. F. Chang’s, was so impressed with the Christmas Center after volunteering that she donated half her tips from a busy Friday night and got other employees to do the same. She took that money and some donated by patrons to buy the most needed teen gifts.

Ginny Conboy of Applied Signal Technology arranged for the Sports Basement to donate 5% of employee purchases to SCS. She also collected contributions from her colleagues and then shopped at a toy store giving her tremendous discounts.

College student Cindy Yee and her friends went caroling then donated the contributions to the Christmas Center.

**DONATIONS-OF-THE-MONTH SUGGESTIONS**

**JANUARY**
- After holiday clearance sales items: toasters, rice cookers, crock pots, coffee pots, irons, blenders, toys
- May: pots and pans, dishes, flatware sets
- canned tomato products, fruit juices

**FEBRUARY**
- Super Bowl food drives: canned soups, chili, stews
- Sports gifts for teenagers

**MARCH**
- Rice, beans, pasta, tuna, cereal, Milkman powdered milk packets, tea, coffee, hot chocolate

**APRIL**
- Canned corn, peas, beans, fruit cocktail, pears, peaches, pineapple, apple sauce

**MAY**
- Kids Food Program (KFP) items: peanut butter and jelly, mac and cheese, cereal, Milkman packets

**JUNE**
- Large laundry baskets, large-size detergent, fabric softener, and dishwashing liquid; kitchen towels

**JULY**
- Summer clearance sale items: blankets, sheets, bath towels + KFP foods, granola bars, jello, puddings

**AUGUST**
- Backpacks and school supplies for K-12: paper, pens, binders, folders, crayons, rulers, dictionaries, glue sticks, paste

**SEPTEMBER**
- Labor Day sales items: arts and crafts sets, handheld electronic items, sports equipment

**OCTOBER**
- Packageed stuffing and mashed potatoes, canned yams, cranberry sauce, pie crust and filling

**NOVEMBER**
- All canned and packaged foods, toys, gift cards, and gifts for older kids and teens

**DECEMBER**
- Please consider donations as gifts for Mother’s Day, Father’s Day, birthdays, anniversaries, holidays, and as memorial gifts.
IT TAKES A COMMUNITY...TO RUN THE COMMUNITY CHRISTMAS CENTER

645 volunteers donated 4,087 hours moving and sorting tons of food, stocking shelves, creating gift packages for teens and household gifts, sorting toys and stocking toy shelves, escorting clients, accepting and recording donations, making and stuffing 500+ stockings. The Sunnyvale Rotary Club, Homestead Interact Club, Camino Medical Group, and the St. Vincent de Paul Society of Resurrection Church hauled tons of food, set up the center, and decorated it so festively. Thanks to those who donated over $200,000 of food and gifts, especially AMD, every school in the Sunnyvale School District, Homestead High, Fremont High, Ponderosa School, West Valley School, the Scouting for Food Drive, Church of Latter Day Saints wards in the Los Altos stake, Cape Cod Village, St. Cyprian Church, St. Martin Church, Resurrection Church, and the Sunnyvale Presbyterian Church. Thanks to the Family Giving Tree and Donna’s Hallmark for generous gift donations and to those who dropped gifts off at local fire stations. Over ten days, 1,124 families selected a two-week supply of food, new gifts for infants through teens, and a household gift for every family. The program helped 3,631 people, 1,748 of whom were children.
Our annual event honors all our major donors and volunteers. Receiving special honors were: **Tony Thiebaud, Chris Gimenez, Betty and Frank Gerrity**, F.O.O.D. Volunteers, Food Offloading Operations Department, who unload and store tons of food each month (also Dan Hafeman and Chuck Quanz). **Second Harvest Food Bank** (Chip Huggins, Executive Director) for the new Produce Mobile program and for strengthening agencies’ infrastructures. **The Harms Family**—Steve, Shirley, Connie, Jennifer, three generations of volunteer and financial support. **Applied Materials Manager**), for ten years of generous corporate sup-
**Head**, for providing emergency food bags year-
for operating the clothes closet. In honor of our do-
starred in the premiere and final performance of the sharpshooter Annie Oakley in her senior years. Hav-
decided to hang With her horse man who beat Sunnyvale to volunteer op-
SCS. Performers included: Bison Bill (Jeffrey Artz) and twin brother Buffalo Bill (Steve Harms); “Sueper” Chief Volunteer Sue Barbieri; Town Floozies Sharon Davis and Leslie Lawton; Annie (Debbie Lyn Owens), Cheney (Debbie Wu), and Cowgirl (Nancy Smith); Chief Jose (Jose Hernandez) and Indian Princesses (Clare Phillips and Shelly James); and Town ladies and cowgirl (Marie Kuykendall, Pat Plant and IrisAnn Nelson). Special thanks to Linda Feeney, the **Historic Del Monte Building, First Place, Debbie Lyn’s Costumes, Hybrid Commercial Printing, and Starbucks Cherry Orchard and Wolfe/Homestead.**
## MAJOR PROGRAM CONTRIBUTORS

AMD
Adobe Foundation Fund
Alpha Graphics
Applied Materials
Applied Signal Technology
Assistance League of Los Altos
Chinese Seniors Club
City of Sunnyvale and Employees’ Giving Campaign
County of Santa Clara
Emergency Food & Shelter Program
Family Giving Tree
Historic Del Monte Building
Homestead High School
Housing Industry Foundation
Housing Trust of Santa Clara Co.
Hurlbut/Johnson Charitable Fdn.
Hybrid Commerical Printing
Il Postale Restaurant
Juniper Networks
Vivian and Gregory Krodel
Lockheed Martin Employees’ Fdn.
MAZON: A Jewish Response to Hunger
Barbara McClellan Foundation
Menlo Equities
Network Appliance
Orchard House
Pacific Gas and Electric
Palo Alto Medical Foundation, Camino Medical Group
Jay Paul Company
Pearson Buick Pontiac GMC
Willard Salmons
SanDisk Corporation Fund
S. F. Chronicle Season of Sharing
San Jose Grocery Outlet
Satterberg Foundation
Second Harvest Food Bank
Silicon Valley Community Fdn.
Sobrato Family Foundation
Specialty Solid Waste and Recycling
SV Chamber of Commerce
SCS Auxiliary
Sunnyvale FISH
Sunnyvale Presbyterian Church
Sunnyvale School District
Thai Basil Restaurant
Toyota Sunnyvale
Union Bank of California
United Way Silicon Valley

### ADOPT-A-DAY HONOR ROLL (underwriting SCS’ $1,000 a day operating costs not covered by grants or contracts)

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<td>Guy Malcolm</td>
<td>Starbucks, Cherry Orchard</td>
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<td>Patricia Keenan</td>
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<td>Yahoo!</td>
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A father of three was hurt when he fell on his construction job. He got disability benefits, but that covered only about 60% of his wages but nothing for his second part-time job. After a few weeks, his wife found a job, but she wouldn’t get paid for two weeks, and the family had depleted its modest savings. SCS paid the family’s rent and gave them food. Once the wife’s pay checks started coming, the family could pay its monthly bills, but just barely, with about $20 left over each month.

A single mother of two children came for help. Though she worked full-time, her job did not provide any benefits. Her 8 year-old son complained of a toothache. He had never been to a dentist. (If a family can’t afford doctor visits, they rarely see a dentist.) The tooth became infected and required major dental work costing over $400. Faced with the choice of paying rent or the dentist, the woman came to SCS. We paid her rent, which left her with enough money for the second dentist visit.

An 83 year-old woman was referred by her doctor. She had lost weight and was very anemic. Why? She didn’t have enough money for food, pills, or gas, and she had turned off the heat because she couldn’t afford it (this was in December during record cold weather). We gave her food, signed her up for food programs, paid for her medication, and filled her gas tank. We gave her a down comforter someone had just donated. In tears, she thanked everyone who supported SCS.

A family of four became homeless when the father was laid off and his wife lost her job a few months later. After using all their savings and unable to pay the rent, they were very fortunate to find space in a homeless shelter. Both parents found new jobs, but when it was time to leave the shelter, they had enough income for monthly bills but not for the required deposits. SCS paid their deposits, and the family moved into their new apartment and regained their independence.

Your Donations Change Lives

In memory and honor of **DORIS PIERCE**—
dedicated, long-time member of our Auxiliary

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**Sunnyvale Community Services**

*Working to Prevent Homelessness and Hunger*

725 Kifer Road
Sunnyvale, CA 94086
(408) 738-4321
www.svcommunityservices.org

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Enclosed is my tax-deductible donation:______$25 ____$50 ____$100____ $500 ____ $1,000 (Adopt-a-Day) ____other

Name  ____________________________________
Address  __________________________________
City, State, Zip _____________________________

___Visa  ___Mastercard  Expiration date:_______
Name on card:  ______________________________
Card number: _______________________________
Signature: ___________________________________

Nancy S. Tivol, Executive Director

My maiden name is Stock. Every day in high school, my homeroom teacher would tell me “take stock of yourself” and inquire about my relatives: blue chip, preferred, common, live, and market. And there wasn’t much I could say in return as his name was Vahack Harotunian. Given my name and the fact that my father worked for a brokerage firm, I was indoctrinated early on to analyze the value of and return on investments.

Nowadays, more and more donors consider their contributions to nonprofit organizations as investments. Gone are the days of successful fundraising appeals that warned, “without your support, we will have to close our doors” as no one wants to donate those infamous deck chairs for the sinking Titanic. Accountability and efficiency are at least as critical in nonprofits as in the private sector. In addition to our goals and performance achieving them, corporate, foundation, and government funders also ask for a copy of our strategic plan, 990 tax returns, and annual audit. (To see what’s included in a nonprofit audit, check www.nfconline.org/main/info/guides_audit_prep.htm.) Many also ask for a Board of Directors roster, their attendance record at Board meetings, and how many Board members support the agency financially. We make all of this information available to anyone who asks for it.

What are the returns of your investment in SCS?

• According to our last audit (100% clean), 88 cents of every dollar raised was spent on client services, only 12 cents on management and fundraising. The standard nonprofit guideline is that no more than 25% of expenses should be spent on overhead. Overhead rates for smaller nonprofits are usually higher as there are fewer cost centers to absorb them.

• We leverage your donations with volunteer hours and in-kind donations. We have 7 full-time staff members; annual volunteer hours equal those of 9 full-time employees. We purchased only 8% of the $815,646 of in-kind aid given to our clients (primarily food, but also backpacks, school supplies, holiday and household gifts, etc.).

• Most important, our bottom line is that for over 15 years, we’ve fulfilled our mission and on-going major goal—to provide financial aid and in-kind aid to every eligible client and family. No other emergency assistance agency in the county can make that claim. We provided $567,000 in financial aid compared to $491,000 the prior year; $815,000 of in-kind aid compared to $667,000 the prior year. As the lead article shows, poverty and need continue to escalate.

Your support literally means that seniors won’t have to choose among paying for rent, food, or prescriptions. Families won’t be evicted if one breadwinner is between jobs, and homeless working families can regain housing. 850 families and 350 seniors can rely on us every month for a 3-5 day supply of food. We are staying ahead of increasing need by the skin of our teeth, and we need your help to continue do so. We consider your contributions as investments, and those investments, spent wisely, yield housing, healthy living conditions, health care, prescriptions, and food for thousands of low-income Sunnyvale families and seniors in verified need who are doing the best they can to help themselves.

P. S. “Please thank all the people who made it possible for me and my son to stay in our apartment until I got the paycheck from my (new) second job and found a friend for day care I could afford. Without them, we’d be out on the streets.” (from a 31 yr. old single mother with a full-time and a part-time job)
Specialty Solid Waste & Recycling Proudly Presents:

**Dinner at the Dump**

Located at Specialty Solid Waste & Recycling

Hosted by Jerry & Julie Nabian and Rebecca Buldo

Saturday, June 30, 2007 at 5:00 p.m.

**Serving up a trashy affair!**

Come join us for a fantastic evening.

- Sunnyvale Public Safety Officers
- A fantastic time by all!
- Antique Car Show

**Benefiting these worthy non-profit organizations:**
- American Cancer Society
- American Diabetes Association
- Sunnnyvale Community Services
- Leadership Sunnyvale and Rotary Club of Sunnyvale

These organizations provide Sunnyvale residents and businesses with much needed quality of life services.

**Ticket Prices**

- $50.00 - Adults
- $20.00 - Children under 10

A portion of the cost is tax deductible.

Reserve tickets available for parties of 10.

Ticket required for entry.

**Ticket Requests:** Please mail to:

Dinner at the Dump
Specialty Solid Waste & Recycling
3333 Thomas Road
Santa Clara, CA 95054
(408) 565-9400

Make Check Payable to:

Dinner at the Dump

**Musical Sounds by: California Beach Boys**

**Sponsoring**

**Rossi's Commercial Tire**
2 Gift Certificates Valued at $500 each

**Toyota Sunnyvale**

Surfing USA

Richard Schmidt

Micheal Amara

Andre Mencia

Dennis Buldo

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