



September 2012



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Patricia Chiapellone  
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*director of operations*  
Coretta MacLean  
*chief financial officer*  
Stephanie Demos  
*director of development*



## Alum Rock Counseling Center

*"Creating responsible adults from East San José's highest risk youth."*

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[info@alumrockcc.org](mailto:info@alumrockcc.org)

## Growing UP

by Patricia Chiapellone, ARCC Executive Director

### By the numbers...

- From **22** to **41** schools served
- From **60** to **90** students mentored at Ocala
- From **48** to **75** ARCC **Employees**
- From **\$3.4M** to **\$6.2M** in revenue

These are exciting times for Alum Rock Counseling Center, changing times characterized by thoughtful **growth**. In this the inaugural edition of our monthly newsletter, we invite you to take a look at the **story** these numbers tell.

ARCC will serve over **4,000 youth** and their **families** this 2012-13 year, all the while keeping a clear focus on our four **areas of impact**:



- Decrease **at-risk and violent behaviors** in youth and in the community
- Sustain youth through **middle and high school graduation**
- Decrease the number of **system-dependent youth**
- Ensure **all kids** are **kindergarten ready**

## ARCC

### in the NEWS

a feature article in the  
San Jose BizJournal

### SAVE THE DATE!

Thursday Feb. 28th



for ARCC's Annual  
Lunch Event

### DONATE NOW

## Ocala Mentoring

Like us on Facebook 

**Communication** is a key factor in maintaining our focus and delivering programs that **relate** to our community in Santa Clara County. This e-newsletter will provide a regular reminder of the progress that is being made by ARCC.

Every e-newsletter will include at least two recurring features - *Spotlight* and *Why I Give*.

This month the *Spotlight* is on a new ARCC program, Prevention Early Intervention (**PEI**) led by Director Rene Rameriz. We are partnering with our school districts to focus on preventing the emergence of mental health illnesses and reducing the severity of mental health conditions.

*Why I Give* will be a brief personal account on what **motivates an ARCC stakeholder** to be involved: as a **donor**, as a **volunteer**, as an **ambassador** in the community, as a current or former **client** with gratitude for what the agency has provided them. Our new Development Director Stephanie Demos wrote this initial piece, inviting anyone who supports the organization to **share their story**.

Both the measurable and the intangible results produced through ARCC programs within the community are fueled by exceptional donors, volunteers and client participants who engage with the mission of our agency. **"ARCC strives to foster healthy communities by increasing family cohesiveness, school success and personal development through counseling, mentoring and life skills education among high-risk youth in Santa Clara County."** My hope is that this monthly newsletter will inspire and engage you to participate in the mission of Alum Rock Counseling Center.

*Patricia Cheselone*

Executive Director, Alum Rock Counseling Center

## Spotlight: PEI

by Rene Ramirez, Program Director

ARCC is working closely with local school districts to deliver Prevention Early Intervention (**PEI**) services in East and Central San Jose. These **PEI** services are targeting **high-risk youth** and their families with the goal of **preventing, reducing, and eliminating** mental health illness that may be inhibiting academic success and family wellness.



Having been born in **San Jose** and lived in many of the communities we serve at ARCC, I'm looking forward to the launch of the **Prevention Early Intervention** program. With families feeling the financial strain over the past few years, and the high rise of violence seen in our communities recently, these services will surely make a **positive impact**. I have spent more than 17



September 29th  
@ 10:45am  
**Carry the Vision**

Patricia Chiapellone will be speaking on their mentoring panel

GET READY  
**Toy's For Tots**  
is just around the corner...

**Volunteer or Donate**

your time, tape, holiday wrapping paper, bows, ribbons, scissors or large black garbage bags



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years in community service organizations including 6 years with the City of San Jose and 11 years with the Silicon Valley Education Foundation. **I believe** in the contribution **PEI** will make to the community of San Jose.

Alum Rock Counseling Center will lead the PEI Service Program in the **Alum Rock, Franklin McKinley, Luther Burbank, Mount Pleasant, and Oak Grove School Districts.**

Understanding that partnerships foster stronger service provision, ARCC will work closely with **Catholic Charities of Santa Clara County** and **Grail Family Services** to address family needs. In all, 26 ARCC staff will reach more than **2100 students** and their families across **22 schools** in San Jose each year.

ARCC's team of **Family Partners, Behavior Specialists and Clinicians** will form partnerships with school site teachers and counselors, as well as other community based organizations to identify and engage families in need of support. Proven program services will include **family workshops, case management, resource linkages, behavioral support services, and individual and group therapy.** These services will be offered in the schools, out in the community and in family's homes.

## Why I Give

by *Stephanie Demos, ARCC Director of Development*

**"If you get, give. If you learn, teach."** - Maya Angelou

I find inspiration in the most simple of thoughts, which is why I'm often enamored by the wisdom of a child. One day as we drove away from the market, my then seven-year-old daughter said, "Mom, stop! That man's sign says he's hungry. He needs our chocolate cake more than we do. But let's go to McDonalds because he shouldn't eat dessert without lunch first." In that moment she taught a lesson - about asking and receiving.

When asked why people don't give, many respond, **"Because no one asked."**

- No one asked them to **lend** their expertise
- No one asked them to **give** their time.
- No one asked them to **donate** money.



Well, we're asking now. If you would like to become more involved, if you have a story to tell, please get in touch today. [sdemos@alumrockcc.org](mailto:sdemos@alumrockcc.org) Invite your friends to subscribe to this e-newsletter and to "Like" us on Facebook, that's a start.

This feature, *Why I Give*, is about the stories of why people give to ARCC:

- **Talent** - as a mentor, an event volunteer, a board member
- **Time** - as someone who takes every opportunity to tell

## ARCC WEBSITE

### THANK YOU!!!

ARCC could not do our work without you



### Summer 2012

#### Donors

Melissa Bickford  
Elias Chamorro, Jr.  
Patricia Chiapellone  
Cisco Systems  
City of San Jose - BEST  
Jennifer Coleman, Esq.  
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Scott Whelton  
United Way Silicon Valley



anyone who will listen about ARCC and the difference we are making everyday

- **Treasure** - in the form of monetary donations that are quickly put to good use to support programs and services
- **Thanks** - as a current or former client who benefits from the work of ARCC

The father of two young clients took the time to write, "Gracias por todos los buenos ejemplos y consejos que nos han ayudado a mi y mi esposa a tratar mejor a nuestros hijos y ser mejores padres." His family is grateful to the First Five program "por brindarnos este gran apoyo y ayuda que en verdad nos ha servido muchísimo muchas gracias por todo lo que han hecho por nosotros." (*translated below*) This type of thoughtful thanks underscores the value of the work we do. As a parent, I too have benefited from ARCC programs when each of my four former foster children received support. I'm delighted to be on the same team today and I am grateful, that is why I give to ARCC.

A modest automatic withdrawal from every paycheck will add up at year end. Inviting friends and associates to become Table Ambassadors at the February fundraising luncheon will widen the circle of fans for ARCC. Encouraging others with time and talent to volunteer will strengthen the resources of the agency. Speaking up on why we are grateful to ARCC will enlighten others, encourage staff and perhaps even provide an entrée to a child, teen or family who needs our services.

Harvard professor Richard Weissbourne says, "**You should just be generous to be generous. You should do what's right because it's right, not because of what you get back.**" Turns out it's right to be generous and what you get back is incomparable.

## THANKS ARCC

*From a First 5 Parent (in Spanish above)*

"Thank you for all the good examples and advice that have helped me and my wife treat our kids better and be better parents.

And thanks also to the First Five program for giving us this great support and help that in reality has really served us a lot. Thank you so much for all that you have done for us."



### ARCC Areas of Impact

1. Decrease at-risk and violent behaviors in youth and in the community.
2. Decrease system-dependent youth.
3. Sustain youth through elementary, middle and high school graduation and beyond.
4. Ensure all kids are kindergarten ready.



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