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**Alum Rock Counseling Center**

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

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## CEO Corner

*by Patricia Chiapellone, ARCC Chief Executive Officer*

June is a bittersweet month for me. With the last wisps of Spring, comes the whirlwind of fiscal year end. As summer dawns, things are anything but lazy, hazy here at ARCC as we work like crazy to bring a successful end to one year and look forward to beginning a new year with a promising start.

Although it will be a couple of weeks still until we have the final numbers in place, it looks like FY2013-14 will be a success story for ARCC. We'll close the books in the black and begin to file individual program year-end reports that demonstrate success after success - lives changed for the better and potential realized. This year, my 10th at ARCC, is a strong one for the agency. Let me share just a few highlights with you.



- Our staff is simply incredible! Asked to step up to push through challenging productivity targets - they did! Asked to integrate new programs and services - they did! Asked to support the agency with their ideas and suggestions for our strategic planning process - they did! I am starting something new - monthly brown bag lunch meetings at both sites to give staff to the chance to speak candidly with me about their wins and challenges, and for me to keep them up to date on the present and future of ARCC.

chief development officer  
Clayton Ng  
chief financial officer  
Andrea Urton-Hayward  
chief operating officer

#### Program Managers

Akiko Chung  
children's services  
Linda Franklin  
community services unit  
Veronica Gamboa  
prevention & early intervention  
Larry Hanville  
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Elisha Heruty  
associate director of outcomes  
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Chris Park  
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Thomishia Penn  
mobile crisis response & counseling  
Rene Ramirez  
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clinical director

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- Last month we talked about change, and change much as we sometimes resist it, is inevitable. ARCC has new Vision and Mission statements reflecting the thoughtful work of our Board, Executive Team and a great deal of input for staff and outside stakeholders. We have not strayed from the original intent of our founders, but rather evolved, building upon 40 years of success and an excellent reputation. Yet this change, underscores the breadth of our identity even as we maintain our focus on providing comprehensive support service to the underserved neighborhoods that need our expertise and cultural competency most.

The VISION is what we aspire to achieve: We envision thriving neighborhoods that are safe, neighborhoods that truly celebrate cultural diversity. Our children will be eager and ready to be lifelong learners. Our families will be healthy - physically, mentally and emotionally - and provided with a network of support services to fully meet their needs. Our community will be a place where individuality is appreciated and everyone is encouraged to reach their full potential.

The MISSION is how we plan to achieve our goals: To deliver a full complement of behavioral health services to youth, their families and individuals in the neighborhoods we serve throughout Santa Clara County. We will do so with a deep commitment to respect and reflect the cultural and linguistic diversity of our clients. Partnerships are essential to our success and we will continue to build lasting connections with local schools, mental and physical healthcare systems and other providers.

#### AREAS OF IMPACT

Alum Rock Counseling Center will work to ensure that:

1. Our youth and families have resources for overcoming behavioral health concerns including substance use and mental health challenges.
2. All of our kids are kindergarten ready.
3. Our youth graduate from middle school, high school and beyond.
4. Our youth and families are free from dependency on the justice and/or social services systems.
5. Our homes, schools and neighborhoods are safe - free of violence and dangerous behaviors.

This was truly a team effort over several months. Stay tuned in the months to come for details on how we will 'roll out' the strategic plan. We've been working on building the agency's infrastructure - from a new IT platform improving productivity, efficiency and accuracy, and my hat is off to Chief Operating Officer Andrea Urton who has worked closely with our new vendor Varsity Technology to design,

install and monitor this exciting new arena of our growth. She's become quite the resident expert!

We've launched the Continuous Quality Improvement (CQI) initiative throughout ARCC programs - just another intentional effort to get better and better at what we do.

Director of Outcomes Elisha Heruty oversaw the implementation and we anticipate great results from our teams' willingness to proactively seek quality improvement.

ARCC has been awarded a new contract from Santa Clara County to provide Parent Advocate Services. This is an exciting new opportunity for ARCC as this program reflects our core values - building on the strength of the family. The concept is to provide the family/caregiver of children involved in the child welfare system stabilization services - guided by an advocate who has actually 'walked in the shoes' of the parent, someone who knows from personal experience the challenges and possibilities. In this model the goal is to partner with the Social Services Agency social worker and family to provide case management services and supports allowing parents to build on current strengths, center on individualized needs and to practice healthy parenting skills. Parent/caregiver engagement and involvement is a critical element.

I am delighted to announce that we have promoted from within to fill the position of Parent Advocates Program Manager. Beatriz Ramos, currently a Prevention and Early Intervention Family Partner will be stepping into this role and leading a team of Parent Advocates. Bea brings substantial experience to this new role having worked previously as ARCC Volunteer Coordinator - recruiting, training and monitoring mentors for our Middle School Mentor & Support Program. Prior to that Bea managed the FIRST5 program team at the Silicon Valley Education Foundation. Well done, Bea!

We have been honored to have been engaged over the past six months in the Kaiser Permanente Northern California Community Benefit Programs' Youth & Trauma Informed Care Project. Through this year-long experience ARCC will benefit greatly from specialized training and will continue to contribute significantly to the understanding of the effects of trauma informed care.

Lastly, I will be participating in a week long out door wilderness experience as part of my American Leadership Fellow Class of XXVII experience this month. This ALF experience has been incredible and there will be ongoing benefits to ARCC as a result of the training, networking and ongoing associations. I look forward to sharing specifics in the months to come.

Enjoy the rest of your summer!

*Patricia Cheselone*

## ARCC Movers and Shakers

### Amanda Rojas

Our own Amanda Rojas is going places and in the meantime she's demonstrating a great ability to wear more than one hat. Amanda serves ARCC clients in two roles - as a Home Visitor in the FIRST5 home visitation program for our youngest clients and their parents and as a Therapy Intern in our Mobile Crisis Response and Counseling program.



In her spare time, Amanda who is entering her final year of the Master's of Social Work Program at San Jose State University with a concentration in health and mental health, is also a member of the Latina Coalition of Silicon Valley's (LCSV) ELLA Class of 2013. ELLA stands for "Engaged Latina Leadership Activist", a program 'designed to increase the leadership abilities of local Latinas and provide them with opportunities to learn about themselves and issues impacting Latinas locally and state-wide.'

According to LCSV, "The ELLA program has trained over 50 young women, and has an active alumni group who continue to provide sisterhood and support to their LCSV ELLA colleagues." It is a very active program including a leadership retreat, Latina Action Day in Sacramento, civic involvement and special projects as well as luncheons and networking opportunities. Applications are accepted at the beginning of the calendar year and approximately 20 women are chosen each year to participate in ELLA.

Chief Operating Officer Andrea Urton was delighted to publish this unique opportunity last year and to encourage Amanda to apply, "Amanda is one of those people that when you meet them you know they will aspire to and achieve great things for themselves and others. Her passion for cultural competency, quality services and women's issues is commendable and inspiring. Working with her and watching her progression has been an honor. She truly is deserving of an incredibly bright future."

Amanda provides community-based bilingual and monolingual mental health services to children and families in both her roles at ARCC. After graduation, she hopes to become a Licensed Clinical Social Worker specializes in delivering services within the correctional system. But why stop there? Amanda has her eye on achieving a doctorate eventually in Social Welfare.

While it's a safe bet that this is not the last time, we'll be reading about Amanda, Friday, June 26 provided an opportunity to hear her speak as she participated in a luncheon panel discussion on Access to Mental Healthcare for Latinas and the Overrepresentation of Latinas Incarcerated. Joining Amanda on the podium were Maria Garcia, Grants Administrator for The Health Trust since 2010 and Carla Collins, Policy Analyst, Office of Women's Policy.

ADDITIONAL SOURCE MATERIAL: LCSV website and press release  
NOTE: Latina Coalition of Silicon Valley is a non-profit, non-partisan organization that has been providing Latinas with civic engagement and leadership development in Silicon Valley for more than 14 years. (www.latinacoalition.org)

## Michelle Lennox

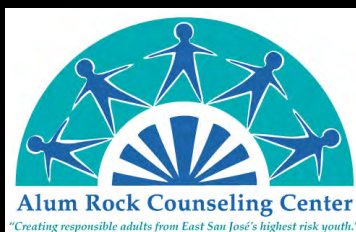
We welcome Michelle Lennox, Volunteer Coordinator, who in just her first couple of weeks has made a big splash! Michelle brings with her 15 years of experience in the nonprofit world, working mainly in education and the school system, the perfect segue into our mentoring program. As an active volunteer in the community, she understands the needs of our mentors and is looking forward to getting to know each and every one.



Michelle describes herself as someone who loves people, is easy going, and is a strong communicator. She brings energy to the job, striving to blend resources and the mentoring program to create a cohesive structure. When asked what message she would like to

extend to our community, she said, "In my role as the Volunteer Coordinator I aspire to build quality relationships with each individual Mentor and Mentee, while providing more resources, support and training opportunities."

Michelle's experience and message will come in handy as she takes on a formidable task - recruiting, on-boarding, training and guiding 65 mentors for the Middle School Mentoring & Support Program at Ocala Middle School. At least five group mentors work closely with the incoming sixth grade class of 30 students. The other 60 mentors



visit our website







are matched with seventh and eighth grade students for one-on-one mentoring.

"As the mentoring program at Ocala concludes another academic year we are starting a fun filled summer building a cohesive sense of community within the program participants," said Mentoring Program Supervisor Daniel Gutierrez who manages the team that includes Counselor Jose Macias and Michelle. "Michelle will be a great addition to the mentoring program she brings a wealth of knowledge in youth work and an energized enthusiasm and creativity that will engage both mentors and mentees from the get-go!"

Among Michelle's responsibilities is arranging the field trips that are so important in providing opportunities for our students to practice the life skills they learn in our workshops. In fact, during her first week on the job, Michelle was part of the staff team on two trips to Monterey to visit the Monterey Bay Aquarium and Dennis the Menace Park.

"This summer we will need a fresh and creative approach to engage our youth. Michelle brings a valuable set of skills and an energy that our students are gravitating to," said Daniel.

From experiences such as these she will be better able to make successful matches of mentee to mentor. It's part intuition, part observation and part magic! While there are several current mentors returning to be matched because their mentees have successfully completed the program and graduated to high school, there are still plenty of openings to fill. If you have at least six hours a month to give, it's an incredible volunteer opportunity. Michelle would love to hear from you!

"My mentee and I have toured the Winchester Mystery House, visited the Dickens Christmas Fair, shopped - and I do mean 'shopped' at every local mall, watched movies, tried exotic food and cheered on my 7-year old nephew at a flag football game," said Chief Development Officer Stephanie Demos, also a volunteer mentor. "She's played with my puppy and met 49er legend Dwight Clark, but most importantly along the way we talk - about school, family, the future and, inevitably "One Direction!"

"I'm getting to know Michelle and seeing her resourcefulness," adds Stephanie who supervises the Volunteer Coordinator on event planning for program and fundraising events. "Michelle jumped right in - even before her official start date - to help out at the recent 'Honoring Our Grads' celebration at Ocala. She's amassed quite a treasure trove of donations to give away to our clients at

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A photograph of two young women standing in a classroom, holding a large, hand-drawn sign. The sign is white with a black border and features the text "WE WILL MISS YOU!" in large, colorful letters at the top. Below this, there are several small, colorful drawings. At the bottom of the sign, the name "COURTNEY" is written in large, red letters. The woman on the left is wearing a black dress and has blonde hair. The woman on the right is wearing a white dress and has dark hair. They are both smiling at the camera. In the background, other students are visible sitting at desks in a classroom setting.



uncilmember Xavier  
to our list of sponsors for the

- It's never too early to Save the Date ... the ARCC Annual Fundraising Luncheon is scheduled for Thursday, March 12 at the Summit Center. Please contact us if you'd like to part of the planning committee, to volunteer as a table captain or would like to talk 'sponsorship.' (info@alumrockcc.org)

It's time to start planning for back to school shopping and here's a simple way to help ARCC as you shop. We are an approved charity for the AmazonSmile Foundation. When you want to make an online purchase via Amazon, just begin with [this link](#) and select ARCC. Amazon donates 0.5% of the price of eligible AmazonSmile purchase ... and those 0.5% gifts can add up. Thank you to Jim Hayward for getting the ball rolling this month!



## Throwing Something Back...

by Stephanie Demos, ARCC Chief Development Officer

I've learned that you shouldn't go through life with a  
catcher's mitt on both hands.

You need to be able to throw something back.

~Maya Angelou

I'm going to miss Maya Angelou's earthy wisdom. She had that ability to crystalize a thought, an intention into a delicious drop of imagination - always with the emphasis on seeing oneself and others as the very best we can possibly be. But with both feet planted firmly on the ground, she was able to dole out her wisdom in digestible bits - always with the challenge to do something.

It is such a blessing to work in the field of non-profit Development! We're inevitably walking around with that proverbial catcher's mitt ready to catch a gift, field an offer of generosity and when taking our place at bat, we tend to aim for the fence every time. Yet we are reminded again and again that it is important to give back. So many ARCC staff give back again and again - those who donated through Silicon Valley Gives, those who step forward to help at an event lending their time and hidden talents - as face painters, dancers and more, those who mentor students in the Middle School Mentoring & Support Program and those who give year after year to help sustain ARCC. Thank you!

And to quote another slightly less eloquent, but equally memorable poet ...

Unless someone like you cares a whole awful lot,  
nothing is going to get better. It's not.



We're looking for some folks who 'care an awful lot' to join the ARCC Advisory Board. This is a group that prefers to eschew meetings and just get things done. From this group we'll plan a truly memorable Annual Fundraising Luncheon and raise more money than ever before to support all the programs and services of ARCC. So party planners, socialites, good-deed doers, folks with good ideas and great friends, resourceful conjurers of auction goodies and more - please contact me ([sdemos@alumrockcc.org](mailto:sdemos@alumrockcc.org)) and let me know how you'd like to pitch in.

The date is Thursday, March 12, and lest you think it too early to plan - think again. Our goal is to secure sponsors and table captains NOW - with a full roster in place before the end of the year. The earlier, the better. A table captain is simply someone who feels a compelling connection to ARCC and to the impact we have on our clients, someone who will invite at least nine (and the more, the merrier!) friends who might be inspired enough by the stories our clients share at the event to make a connection to ARCC. Every penny earned helps us help others.

The Advisory Board will be a platform for communicating the stories of success of ARCC and for recruiting more and more community activists and volunteer leaders to fully engage with us NOW. Our new Mission and Vision have some incredibly powerful themes - 'a deep commitment to respect and reflect the cultural and linguistic diversity of our clients', 'to build lasting connections', 'thriving neighborhoods', 'a place where individuality is appreciated and everyone is encouraged to reach their full potential.' Won't you help us reach our full potential so that we can disprove Dr. Seuss's warning that unless we do, "nothing is going to get better. It's not."

Patricia talked about endings, beginnings and identity. One fiscal year has ended - and ended well; another is just beginning. Our identity has expanded as we have stretched beyond the familiar neighborhoods of East San José, which will always be our home base, to support the entire County. A key portal to services will always be the youth - those who are disadvantaged and disenfranchised, but we're expanded to include the adults - not just the parents, but other adults who have an influence in the lives of the families we serve. We'll expand beyond 'mental health' to 'behavior health' which includes substance use and dual diagnosis. What won't change is our commitment to inclusion and acceptance, and to approaching all clients with cultural humility.

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## Thank you Sponsors and Donors!

### SILICON VALLEY GIVES DONORS

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Dolores Solorio

Gloria Swanson

Stacey Swanson

Vicky Tamashiro

Andrea Urton

Hector Vega

Winston Worrell

Elizabeth Wu

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Lilian Zelaya

In addition - ARCC earned matching dollars and/or prizes from

Sobrato Family Foundation, Microsoft and the Gordon & Betty Moore Foundation for a prize/match total of \$2,050 AND for a grand total of \$9010!

#### RUBY ANNIVERSARY EVENT SPONSORS

\*Highlighted below are new Fiesta de la Familia Sponsors

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FIRST5 Santa Clara County

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Girish & Datta Shah

Tangence/Manish & Nivisha Mehta

Andrea Urton

Scott & Carrie Whelton

Jon & Linda Yap



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### 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.

Alum Rock Counseling Center, Inc., 777 North First Street, Suite 444, San Jose, CA 95112

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