



## December 2014 ENewsletter

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## ARCC Leadership

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chief executive officer

Stephanie Demos

chief development officer



## A season of giving

by Patricia Chiapellone, ARCC Chief Executive Officer

Happiness... consists in giving, and in serving others.  
~ Henry Drummond

December is celebrated around the world as the season of giving. And we, at ARCC, have certainly witnessed an enormous outpouring of gifts and service this month - some tied up with pretty paper and bows, some selflessly anonymous - and for all these gifts and generous service we are grateful.



ARCC kicked off the giving season participating for the first time in GivingTuesday. Following Thanksgiving, Black Friday and Cyber Monday. I'll admit I'd never heard of GivingTuesday when Stephanie told me we were participating. You could even say I was a bit of a skeptic. Yet while our results this year were modest - raising \$1210 in 24 hours - I can't help but believe that as we continue to increase the visibility of ARCC through the new website ([www.alumrockcc.org](http://www.alumrockcc.org)), this enewsletter and ongoing public relations we'll do even better next year.

ARCC was among the 15,000+ nonprofits around the world "proving that, collectively, small gifts can have big results." Giving increased by over 60% from GivingTuesday 2013, so we anticipate great things for the future with SVGives 2015 on May 5th. In the coming months we will work on identifying donors to match gifts and take full advantage of the promotions and prizes for ARCC that are offered by the hour on SVGives - 5/5/15.

On Saturday, December 6 the East Valley YMCA donated its facility for our annual bike giveaway. This is the fifth year that ARCC has benefitted from the tremendous organization Turning Wheels for Kids who provided nearly 100 bikes of all sizes and colors for our client families. Not only were the children and teens given beautiful, top-of-the-line bicycles, but also helmets,





*Patricia Chesellone*

## Important dates to remember

December 31, 2014: Last day to make a donation that is tax deductible for 2014

Friday, March 6, 2015: Last day to submit an ad or sponsorship for the ARCC Annual Fundraising Luncheon. Sponsorship Opportunities are available NOW. Visit our website for details ... [www.alumrockcc.org](http://www.alumrockcc.org)

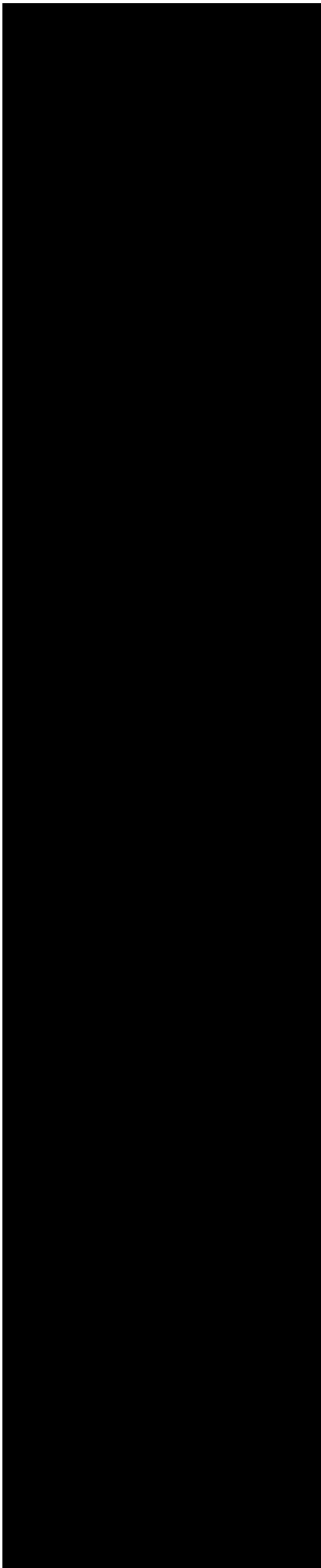
March 12, 2015: ARCC Annual Fundraising Luncheon "Celebrating Youth & Super Role Models"

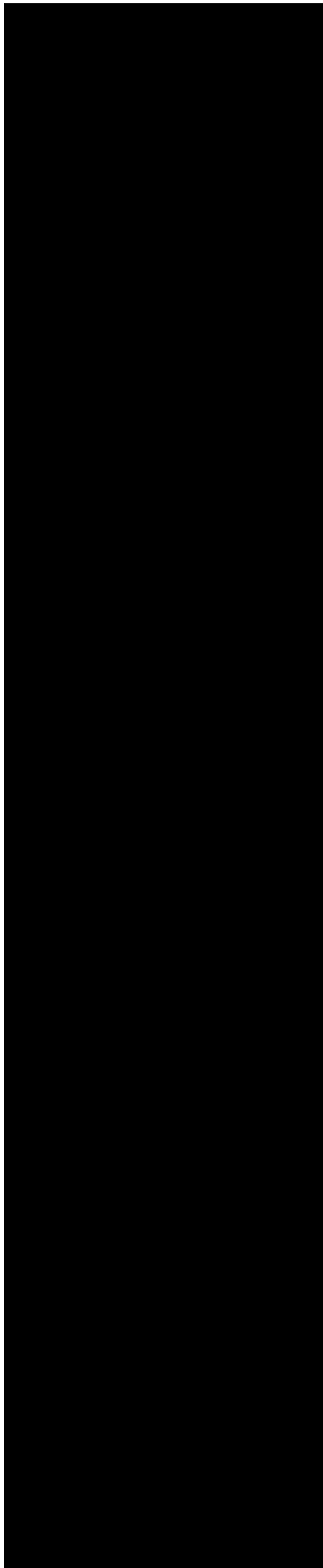
May 5, 2015: SVGives (24-hours of on-line fundraising benefiting our greater community)

Annual ARCC Gift Giveaway event, to see more pictures head on over to our [facebook](#) page.

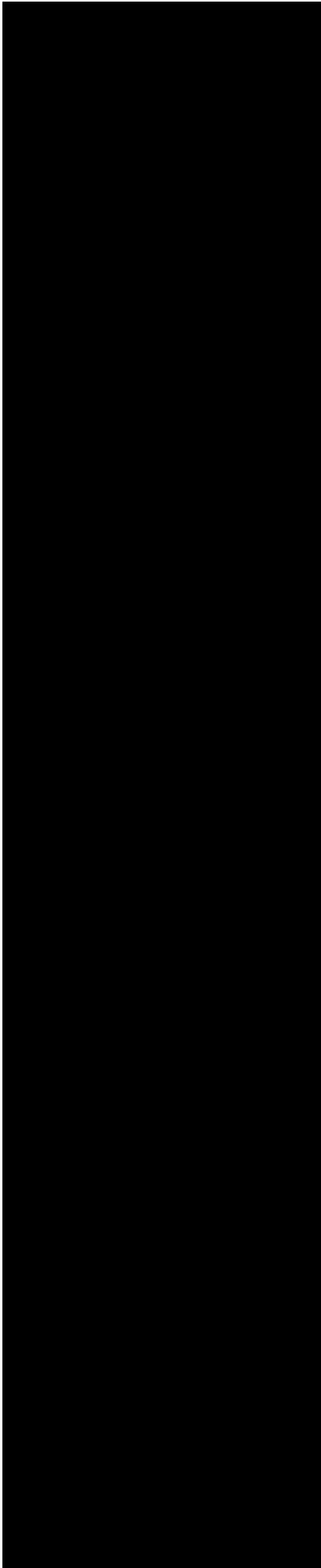














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 **DONATE NOW**

### 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.

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

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