



# ALIVE! *Wire*

Alexandrians Involved Ecumenically

Spring 2010

## ALIVE! Partnerships

ALIVE! is blessed with sustaining partnerships of many kinds. First and foremost, ALIVE! itself IS a partnership: a consortium of 41 affiliated congregations of different faiths that operate ALIVE! and its programs. Beyond those congregational relationships that are the essence of ALIVE!, there are other partnerships that support ALIVE!'s work in important ways. ALIVE!'s many programs work hand-in-glove with the City of Alexandria, with the private social services agencies that refer clients, and with other nonprofit organizations, such as schools, clubs and community groups that contribute their time, talent and financial support. State and federal governments and charitable foundations are essential sources of assistance, as well.

In this issue of the *Wire*, we would like to honor yet another type of partner: the businesses and associations that support ALIVE!. During 2009, twenty businesses and associations served as 40<sup>th</sup> Anniversary Sponsors of ALIVE!'s work. They provided financial support through cash and in-kind contributions, as well as special funding drives on behalf of ALIVE!. Some held food drives to replenish the ALIVE! pantry. Others organized groups of employees to volunteer for ALIVE!, distributing food at ALIVE!'s Last Saturday Food Distribution, providing housewares and Sunday Supper for ALIVE! House residents, and delivering children's presents and classroom supplies to the ALIVE! Child Development Center.

As 2010 begins, ALIVE! is launching a new ALIVE! Partners program for generous supporters such as these. Through this program, businesses and associations can join with ALIVE! to provide food and shelter to Alexandrians in need, to prevent homelessness, to make homes more livable with heat and basic furniture and housewares, and to prepare disadvantaged children for kindergarten. Please read more about this program in the pages of this *Wire*, and encourage participation by the businesses and associations in your life.

Thank you,  
*Diana Day*, ALIVE! President

## CDC Earns Four Star Quality Rating



The ALIVE! Child Development Center staff and volunteers are very excited that the CDC recently received a Four Star Quality Rating from the Virginia Star Quality Initiative. This initiative is administered by a partnership of the Virginia Early Childhood Foundation and the Office of Early Childhood Development to provide a way to distinguish the level of quality in early education programs. Early learning providers who participate in the program are awarded one of five quality levels – five is the highest, and to date no center in Virginia has achieved a five star rating.

After receiving a rating, programs are provided mentoring, technical assistance, and grants for quality improvements and financial incentives linked to achieving higher levels of quality, especially for those programs serving at-risk children. The system is called a Quality Rating and Improvement System, or QRIS. It is based on four performance standards – (1) education, qualifications and training, (2) interactions, (3) staff to child ratio and group size, and (4) learning environment and instructional practices.

All of ALIVE! is proud of the ALIVE! CDC staff, led by its Director, Pam Blankenship, for this accomplishment. We know they work hard to provide high quality care and education to these very young Alexandrians whose lives they influence so profoundly.



## Congratulations CDC!

Pam Blankenship, Director of ALIVE!'s Child Development Center (CDC), and Dana King, the CDC's new Family Support Worker, display the certificate awarding the CDC four stars in Virginia's new Quality Rating and Improvement System (QRIS). Four stars is the highest rating that QRIS has awarded to date. Congratulations to our wonderful CDC staff!

## Notes from the Executive Director



Ken Naser,  
ALIVE!'s Executive Director

Our ALIVE! Child Development Center (CDC) was started in 1972 to provide an affordable, quality preschool for children of low-income families, allowing their parents to hold jobs and get off welfare. Thirty-eight years later the mission remains the same. More than a generation has passed and we are still striving to make sure our children enter kindergarten with the same quality preschool experience as their peers. In February, our efforts were recognized when Virginia's new early-childhood-education quality rating program, QRIS, awarded the CDC a four-star rating, which was the highest QRIS has given to date.

ALIVE! is committed to the CDC because we know that having a positive impact on a child's education during the early years of their development can provide a life-long influence on how that child grows to an adult. Starting school on a "level playing field" can mean the difference between success and failure in school and in life.

The long-term closing of our CDC during the record-breaking snow storms in early February proved to be a physical, emotional and economic disaster for our CDC parents. Most of our families don't have jobs that provide benefits like paid leave or compensation when they are not at work. Our parents have few alternatives but to miss work and stay home to care for their children. For these families, the freak snows that closed us for so long was more than an inconvenience, it was a real financial hardship.

Our fees are based on a sliding scale so that we can accommodate low income families and we are also allowing children in families where parents have lost their jobs to remain in class while their parents seek employment. This, combined with the general economic downturn, has caused a significant reduction in the CDC's income. We can use your help to continue providing a quality education for these children. They are our future and need your support now.

Ken



## Mark Your Calendars

### Sunday, May 2, 2010 1:30 PM

Starting at the CDC, 2723 King Street  
Walk for the ALIVE! Child Development Center  
Enjoy the picnic following the 5-mile walk  
**PLAN AHEAD NOW**

- Be a sponsor & you'll be listed on the Tee shirts!
- Organize your teams
- Gather pledges from family & friends
- Arrange a mini-walk for your congregation and your friends  
– another date will do!

Have questions? Want help or someone to talk to your group?

Want to volunteer?

Call Ellen Brown, CDC Chair, 703-836-4922

For more information and details go to [www.alive-inc.org](http://www.alive-inc.org)

## Good Friends – Good Neighbors

By Susanne Arnold, Program Chair for ALIVE! House

Located nearby at 1101 King Street, Sentel Corporation has been a good neighbor to ALIVE! House. The friendship began many years ago when ALIVE! Board member Bill Willis asked James Garrett, the original owner of Sentel and a fellow member of Alfred Street Baptist Church, to support ALIVE! In 2007 when Sentel came under new ownership, the relationship with ALIVE! continued and began to focus on ALIVE! House.

Since then Sentel has shown it cares about our shelter, cares about our residents and puts its concern into real support: actions not words. Each year ALIVE! House counts on Sentel becoming a Partner in the Fannie Mae Help the Homeless (HtH) program. Not only do we receive all of the funds Sentel donates to this campaign, we get an added incentive from HtH for recruiting their support. In 2009, Sentel sponsored all of the residents – moms and children – so they could participate in the Walk and make their contribution to ALIVE! House. It was no surprise when Sentel became a Sponsor for ALIVE!'s 40<sup>th</sup> Anniversary Year. In addition to the corporation financial support, individual employees have become donors- outside of the HtH program. Many of them also contribute household supplies, helping ALIVE! House save funds for other purposes. Under the leadership of President and CEO Darrell Crapps, Sentel was one of the first organizations to provide a Sunday Supper for House residents –giving them a night off from cooking and letting them sit down to a good meal with their children.

Sentel provides engineering and support services for the U.S. Department of Defense. Its website says it's "employees are a talented pool of people...individuals who want to make a difference" – and they do. ALIVE! House says thank you.

### ALIVE! House Wish List

Diapers: Size 3, 4, 5 & Good Night Pull Ups  
 Cold Remedies for children & adults  
 Detergents for dishes & laundry (not large)  
 Cleaning Supplies: Carpet Fresh, bathroom, hard surface & windows, oven cleaner  
 Laundry supplies: dryer sheets, softener, bleach & ammonia.  
 Trash bags: large and tall kitchen  
 Bus Tokens  
 Metro Cards  
 Umbrellas

Personal Hygiene Needs  
 Toothpaste, dental floss, women's deodorant, lotion,  
 Soap, liquid soap & children's bubble bath



CFC Code:  
44658



United Way Code:  
8352



#### ALIVE!

President: Diana Day, Unitarian Universalist Church of Arlington  
 Vice President – Cheryl Malloy, Good Shepherd Lutheran Church  
 Treasurer --Rick Glassco, Immanuel Church-On-The-Hill  
 Recording Secretary – Jann Masterson, Convergence: A Creative Community of Faith  
 Corresponding Secretary – Vivian Webb, Blessed Sacrament Catholic Community  
 Kenneth D. Naser – Executive Director  
 Kathy Richards – Editor, ALIVE! Wire

## NEW ALIVE! PARTNERS PROGRAM

Last year, ALIVE! was supported by 20 companies and associations that joined in celebrating ALIVE!'s birthday by becoming 40th Anniversary Sponsors. These generous employers gave money, time and/or in-kind contributions to help ALIVE! enhance its many programs. A list of these sponsors and their level of sponsorship is highlighted on the next page.

This year, ALIVE! is working with those sponsors and other companies and associations within Alexandria and surrounding areas to encourage their support of ALIVE!'s work as ALIVE! Partners. Both new and previous sponsors are invited to participate in this new ALIVE! Partners program. Partners will be recognized as supporters of ALIVE! in a number of ways. This year much of our sponsorship recognition will involve the Child Development Center Walkathon which will be held on May 2nd.

We are offering the following levels of sponsorship:

Level	Donation amount
Benefactor	\$5000 +
Pacesetter	\$2500 – 4999
Leader	\$1000 – 2499
Patron	\$ 500 – 999
Friend	\$ 200 – 499

In recognition of their support, all sponsors will have their names printed on the t-shirts worn by walkers and volunteers during the Walkathon.

For those sponsors contributing at the Patron level and above, the group's name and level of sponsorship will be prominently displayed on posters at the beginning of the walk and at our rest stop in Market Square in Old Town. We will also publicize their support for ALIVE! in the ALIVE! Wire, which is sent to almost 2500 households. Sponsors at the Patron level and above will be recognized on our website and with the press that we hope to have cover the CDC Walkathon.

For those sponsors committing to the \$5000 + level, we will highlight their Benefactor sponsorship on the flyers and posters being developed to publicize the Walkathon, and the company or association will be honored at ALIVE!'s annual volunteer recognition dinner in October.

If you know of any companies, associations or other employers that you think would be interested in becoming an ALIVE! Partner, please contact Cheryl Malloy at 703-548-9571 or [cpm@malloyassoc.com](mailto:cpm@malloyassoc.com).

## CNA Sets the Standard

At the ALIVE! Board meeting on March 2, ALIVE! President Diana Day recognized the excellent example set in 2009 by CNA Analysis and Solutions in supporting ALIVE! with a significant cash contribution. Although the top sponsorship category for 40<sup>th</sup> Anniversary Sponsors started at \$4000, CNA chose to give ALIVE! a cash donation of almost four times that amount. A contribution at this level makes a significant difference on the ground in the delivery of food, shelter and other services to those in need.

Located on Mark Center Drive in Alexandria, CNA is a non-profit research organization that operates the Center for Naval Analyses and the Institute for Public Research. Its relationship with ALIVE! began more than six years ago, when CNA began to support ALIVE!'s work with financial contributions. In the five years leading up to ALIVE!'s 40<sup>th</sup> anniversary year, CNA made three significant, pace-setting contributions, which helped ALIVE! reduce hunger and homelessness in Alexandria. In addition, over the years a number of CNA employees have volunteered for ALIVE! as individuals.

Helping those in need is part of the core values held by both CNA as an organization and its employees as individuals. CNA Chief Executive Officer Robert Murray observed, "ALIVE! is one of the great and important community activities in Alexandria, our home. It is low overhead and highly practical – our gifts of money and time go immediately toward meeting the need... There isn't a more worthy endeavor deserving CNA support."



### ACT Grant

John L. Porter (R), Executive Director for ACT for Alexandria presents Ken Naser, ALIVE!'s Executive Director, with a check from the ACT Community Fund of the Alexandria Community Trust. The check was the first installment of an ACT 2010 Strategic Implementation Grant for the acquisition and implementation of fundraising software.



## 40<sup>th</sup> Anniversary Sponsors

### Directors' Circle (\$4000 plus)

Alexandria Toyota  
 CNA Analysis & Solutions  
 HomeAid Northern Virginia  
 Staff of Military Officers Association of America  
 Renner and Company, CPA, P.C.  
 The Residence Inn by Marriott – Old Town  
 Seyfarth Shaw  
 Whole Foods

### President's Circle (\$2000-3999)

Wiygul Automotive

### Leadership Circle (\$1000-1999)

American Physical Therapy Association  
 T.J. Fannon & Sons  
 Food Matters  
 Employees of Macy's at Landmark  
 National Milk Producers Federation  
 R&B Heating  
 The Stafford Foundation  
 Wells Fargo

### Patron (\$500-999)

Burke & Herbert Bank  
 Gymboree Play & Music  
 Sentel Corporation



Frank Key, Branch Manager of the Wells Fargo Advisors, LLC in Alexandria, assists a client with groceries on December 12<sup>th</sup> at Church of the Resurrection during the Last Saturday Food Distribution. A number of people from the Wells Fargo branch volunteered that day. The Wachovia Wells Fargo Foundation was one of ALIVE!'s 40<sup>th</sup> Anniversary Sponsors last year, contributing \$1000 to support ALIVE!'s mission to serve those in need in our community.



### Thanks for the Support!

Gerry Hebert, of Food Matters, and Vice President Cheryl Malloy pose at ALIVE!'s Founders Celebration last year with the poster listing ALIVE!'s Fortieth Anniversary Sponsors. Thanks to all of our Sponsors who helped ALIVE! deliver its fortieth year of service at a time when more and more Alexandrians needed assistance..

## Long-Time Association Partners

ALIVE! is fortunate that two Alexandria-based professional associations have provided support for many years now. Employees of The Military Officers Association of America (MOAA) started partnering with ALIVE! around 1991. Each year they have a fund-raising campaign complete with campaign kick-off and employee rally to muster up enthusiasm and get people to make payroll deductions and contributions. This is always an important event, and the impact that this has made over the years in terms of supporting the ALIVE! community is huge.

While another of our partners doesn't have a campaign as such, their contribution is equally as significant. Since 1997, the American Physical Therapy Association (APTA) has held a variety of activities throughout the year; sometimes we at ALIVE! don't even know about them until they are over. They hold book sales, holiday craft fairs, bake sales and food drives. Two APTA employees even run the Marine Corps Marathon for ALIVE! getting pledges of support from their fellow APTA employees. At Christmastime, APTA employees make sure that each child at the ALIVE! Child Development Center has a gift that is on their list for Santa. In past years, APTA employees have volunteered at our Child Development Center by painting the classrooms, reading to the children and other activities.

Thank you to our two long-time partners, MOAA and APTA. We look forward to working together for many years to come.

## Family Emergency Keeps on Giving

By Linda Coleman, Chair of the Family Emergency Program

ALIVE!'s Family Emergency Program (FEP) provides emergency financial assistance and home-deliveries of emergency food to our fellow Alexandrians when the need arises. During the last half of 2009, referrals to FEP resulted in our neighbors in need receiving \$113,437 in financial assistance which was a 19 percent increase over the same period in 2008. That money provided help with 398 utility bills, 211 rental payments, and 60 medical bills and prescription medications. Volunteers also delivered food to more than 450 homes which included 1159 hungry individuals, most of whom were physically unable to get to one of the ALIVE! Last Saturday Food Distribution sites.

Currently, FEP's volunteers number 42 desk personnel, food packers, and drivers. As is true of all who volunteer, we are folks who want to give back to our community in some small way. All of us give of our time and energy, and some of us donate monetarily, as we are able.

Most of the folks we help are attempting to survive on a monthly income of less than \$1,000. That's hard to believe, but very true. Financial assistance from ALIVE! can keep the electricity turned on for a single mom and her young children, or pay for an eye exam and eye glasses for an elderly person, or help pay the rent for a family whose breadwinner has been laid off work. FEP volunteers learn of these kinds of difficult circumstances every day, and it is extremely gratifying to be able to help as many folks as our funding allows. For us, "job satisfaction" is knowing we have been able to lessen the hardships of so many folks who are less fortunate than we are.

It is music to our ears when we learn of a new grant or sponsorship by a business or association or of a generous contribution by an ALIVE! member congregation, or by friends and neighbors who, even in these tough economic times, are continuing to give to ALIVE!. We are thankful. Without all of you, there would be no Family Emergency Program.



## Eggs, Eggs, Eggs!

ALIVE!'s Family Emergency Program (FEP) volunteers deliver emergency food on weekdays to hungry Alexandrians over 1100 times a year. Nonperishable food items are donated by ALIVE! member congregations and area food drives. Additional perishable and non-perishable food is obtained from the Capital Area Food Bank. FEP also includes a dozen eggs, a great source of protein, in each of the food deliveries they make. Maureen Franks, shown here, goes to Restaurant Depot every few weeks to purchase 60 dozen fresh eggs to keep the FEP's refrigerator stocked. And the Last Saturday Food Distribution gives out over 700 dozen eggs each month. If you would like to donate money to support this vital food program, please send checks made out to and addressed to ALIVE!, 2723 King Street, Alexandria, VA 22302 and note eggs on the memo line.

## H1N1

The Alexandria Health Department provided the newest addition to ALIVE!'s Last Saturday Food Distribution (LSFD) efforts. On January 30<sup>th</sup>, the Health Department sent a staff to provide free H1N1 Swine Flu Vaccinations at both the Church of the Resurrection and Cora Kelly sites. Even with the inclement weather, LSFD served clients that day and the flu shots were well received.





## Food Program Wish List

Canned Meat  
Tuna Fish  
Complete Pancake Mix  
*(Needs Only Water)*  
Syrup  
Dried Milk  
Soup  
Coffee and Tea  
Money to buy  
fresh eggs, meat  
and produce!



### Congressman Moran Delivers

Jean Moore (Left), ALIVE!'s Food Program Chair, helps Congressman Jim Moran (right) unload a carload of food he delivered just before Thanksgiving for the Family Emergency Program's food pantry.

## Bread for the Hungry

There is a saying that "man cannot live by bread alone," but bread sure does help when people are hungry. In the last few months, ALIVE! has benefited from some new alliances with bread providers. Last fall, the Gold Crust Baking Company, Inc. started delivering hundreds of loaves of bread and rolls to each of ALIVE!'S three Last Saturday Food Distribution sites -- Church of the Resurrection, Ladrey Senior High Rise, and the Cora Kelly Recreations Center. Jean Moore, chair of the ALIVE! Food Program, arranged with them to save and freeze unsold bread which she buys at a deep discount and they deliver on the designated Saturday mornings directly to the LSFDF locations. Gold Crust bread is served in some of the finest restaurants in our area, and we feel blessed that these arrangements have worked out so well for our clients.

About the same time that plans were being made with Gold Crust, an organization named Bread for Our Brothers, a ministry of St. Louis Catholic Church, began bringing loaves of bread that were donated by area bakery sources to the Family Emergency Program (FEP) for delivery to hungry Alexandrians. FEP volunteers deliver emergency food on weekdays to the homes of people in need about 1100 times a year and this contribution of bread really helps stretch our food budget.

Thank you Gold Crust and Bread for Our Brothers for helping ALIVE! help our neighbors.



*Then I heard the voice of the Lord, saying,  
"Whom shall I send, and who will go for Us?"  
Then said I, "Here am I. Send me!"  
Isaiah 6:8*

ALIVE! Wine

**ALIVE!**  
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ALIVE!, founded in 1969, is a nonprofit organization devoted to helping Alexandrians facing emergency situations become self-sufficient members of the community. ALIVE! has grown from a handful of organizations and volunteers to a vigorous organization of 41 congregations and many volunteers.

ALIVE! offers Alexandrians in need help through ALIVE! House Shelter, Furniture, Housewares, Food Pantry, Family Emergency, Child Development Center and Last Saturday Food Distribution Programs.

Contact ALIVE! at  
703- 837-9300  
E-mail : alivetoo@aol.com  
www.alive-inc.org

## Spring 2010 Calendar

### April

- 6 ALIVE! Board Meeting – 7 PM at St. Joseph's Catholic Church, 711 N. Columbus St.  
24 Last Saturday Food Distribution: Church of the Resurrection, Cora Kelly Recreation Center, and Ladrey High Rise  
Food Collection: Agudas Achim Congregation, First Christian, Good Shepherd Lutheran, Old Presbyterian Meeting House, St. Joseph Catholic, Trinity UMC, Unitarian Universalist Church, Zion Baptist  
Furniture Collection: Grace Episcopal, Church of the Resurrection, and Christ Church

### May

- 2 Annual Step ALIVE! Walkathon Benefiting the ALIVE! Child Development Center  
4 ALIVE! Board Meeting -7 PM at Good Shepherd Lutheran Church, 100 West Luray Ave.  
22 ALIVE! House Sidewalk Sale, 125 South Payne Street in Old Town (Raindate: 5/23)  
29 Last Saturday Food Distribution: Church of the Resurrection, Cora Kelly Recreation Center, and Ladrey High Rise  
Food Collection: Agudas Achim Congregation, Christ Church, Church of the Resurrection, Fairlington UMC, Grace Episcopal  
Furniture Collection: Blessed Sacrament and Westminster Presbyterian

### June

- 1 ALIVE! Board Meeting – 7 PM at Roberts Memorial UMC, 606-A So. Washington St.  
26 Last Saturday Food Distribution – Church of the Resurrection, Cora Kelly Recreation Center and Ladrey High Rise  
Food Collection: Blessed Sacrament Catholic, Convergence Community, Immanuel Church-On-The-Hill, St Mary's Catholic Church  
Furniture Collection: Christ Church, St. Paul's Episcopal, Unitarian Universalist Church and Washington Street UMC