

ALIVE! Wire

Summer 2013



President's Message

A Good Year!

At ALIVE!, we are fortunate that, at the end of each fiscal year (June 30), we can say, "It's been a good year." We've faced many challenges and experienced many blessings, and a great deal of effort and support on the part of volunteers, staff, and funders always is

involved. Together, we've been able to serve Alexandrians in need for over 43 years, and they've been productive and rewarding years.

Fiscal year 2013 was the first full year that ALIVE!'s strategic plan, approved by the Board in the Spring of 2012, was in effect. Our strategic plan (available on our website) outlines specific ways for ALIVE! to proceed with our existing programs and, in addition, address an even greater share of the needs of low income families in Alexandria. While we did not expect to accomplish all the goals set out in this plan in one year, we made good progress. For example, the Family Emergency Program set up a new fund specifically to provide assistance with security deposits for Section 8 voucher recipients. ALIVE! developed an advocacy policy which outlines a process for various types of advocacy that the Board or individual members may wish to undertake. The Child Development Center (CDC), with the considerable help of Keller-Williams Realty and Rebuilding Together Alexandria, made significant progress in refurbishing its facilities. Also, ALIVE! hired a Director of Development, with the goal of, among other things, substantially increasing the amount of food and financial assistance we are able to offer.

Perhaps the principal challenge we had to confront in FY 2013 was the change in government funding priorities for addressing homelessness. Federal government grants no longer support the type of shelter that ALIVE! House has been providing – transitional housing, which can be offered for as long as two years – and now almost exclusively funds "rapid rehousing" or "housing first." This latter approach places those in need of housing in what are expected to be long-term rental units and offers subsequent services. The ALIVE! House Committee is working with the City and other housing providers to develop a plan for our shelter that recognizes the realities

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Keller Williams RED Day is a Red Letter Day for the CDC

On May 9th, thirty volunteers from Keller Williams Realty in Old Town Alexandria donated their time and resources to revitalize ALIVE!'s Child Development Center (CDC). The occasion was RED (Renew, Energize and Donate) Day, the day each year Keller Williams associates devote to improving their local communities and thereby honor their Vice Chairman, Mo Anderson. The tireless Brenda Stone organized this year's Red Day, assisted by her real estate partner, Chris Wood, and with the support of Shane McCullar, the Team Leader of the Old Town Office.



The Keller Williams team replaced aging air conditioners, installed new carpets and cabinets, painted, replaced baseboard moldings, installed new light fixtures and bulbs, and provided new stackable cots for the children's naps. Also, to the delight of the children, they installed child-size sinks and toilets and replaced the bathroom floors.

So that parents' work/training schedules would not be disrupted, Keller Williams volunteers sponsored a field trip to the Children's Museum at National Harbor for the CDC students. Lunch, snacks, and Red Day tee shirts were included.

All those associated with the CDC were overwhelmed by Keller Williams' generosity, hard work, and organizational skills. THANK YOU to all the participating Keller Williams associates for your amazing contributions to ALIVE! and the children and families the CDC serves.



Keller Williams associates, ready for action.

Notes from the Executive Director - Ken Naser



Above: Executive Director, Ken Naser, receives a donation from Mike Lynch, Worshipful Master of the Andrew Jackson Lodge # 120

“Rooted in Community”

That’s our tag line that everyone sees under the familiar ALIVE! tree logo. It speaks a lot to what we do – serving people in need within our Alexandria community by operating our various programs to meet their needs. And it also speaks to how we staff those programs and get our clients’ needs met. Just this Spring alone, our “community” came out in full force to help ALIVE! in a variety of ways.

In March, Rebuilding Together Alexandria provided child-size toilets and replacement lights in the children’s bathrooms, starting the much needed improvements to our Child Development Center. In May, as part of Spring for Alexandria, King Street Wireless and Sun Trust Bank (Wealth Management and Business Banking Divisions) sent workers to ALIVE! on Community Service Day to spread a mulch cushion on our playground. They also weeded and planted in the raised bed gardens – getting things “rooted.” One local group of Masons (Andrew Jackson Lodge 120) renewed their 2012 commitment to support us financially and also with manpower at our Last Saturday Food Distribution. On May 11, Brian McCormick rallied fellow letter carriers for another successful food drive from zip codes 22302 and 22304. And, I can’t leave out the fabulous Brenda Stone, her deputy, Christina Wood, and their fellow agents from Shane McCullar’s Keller Williams Realty in Old Town. (See the separate article and pictures on their terrific RED Day effort.)

ALIVE! is truly “rooted” in this community, thanks to the support of many. Ken



Left: King Street Wireless and SunTrust Bank volunteers spread a new mulch cushion on the CDC playground.

Right: SunTrust Bank volunteers pause their hard work for a picture with Ellen Brown, ALIVE! President.



Spring2ACTion 2013

Spring2ACTion 2013 was a remarkable City-wide effort that raised \$659,591 for Alexandria nonprofits in just 24 hours! ALIVE! finished 17th among 97 participating nonprofits, raising more than \$11,000 from 151 donors. We are so grateful to all of our donors, especially the Mason Hirst Foundation and an anonymous donor who contributed matching grants to inspire our donors and fund our programs. Once again, we extend a special thanks to Larry and Christine Ponzi at Café Pizzaiolo and their fabulous Cameron Station staff for hosting our Spring2ACTion event this year.



Thank you to our amazing Alexandria community for your generosity on Spring2ACTion Day!



A special “Thank You” goes out to Holy Cow, Delray’s Gourmet Burger Joint, which contributes 25 cents to ALIVE! per burger sold. Choose ALIVE! Inc., Charity #012.



ALIVE!

President: Ellen Brown, Community Representative
Vice President: Deborah Patterson, Washington Street UMC
Treasurer: Rick Glassco, Immanuel Church-on-the-Hill
Recording Secretary: Eric Winakur, Agudas Achim Congregation
Kenneth D. Naser: Executive Director
Joanna Neil: Editor, ALIVE! Wire



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ALIVE! Officers and Committee Chairs for FY 2014 (July 1, 2013 – June 30, 2014)

Elected by the Board of Directors during their June 4th meeting at the Church of Saint Clement.

Officers

President - Ellen Brown, Community Volunteer
 Vice President - Deborah Patterson, Washington Street United Methodist Church
 Recording Secretary - Eric Winakur, Agudas Achim Congregation
 Treasurer - Rick Glassco, Immanuel Church-on-the-Hill
 Assistant Treasurer (General Fund) - Deborah Schaffer, Beth El Hebrew Congregation
 Assistant Treasurer (Payroll) - Tony Tighe, Community Volunteer

Program Chairs and Co-Chairs

ALIVE! House - Kevin Heanue, Blessed Sacrament Catholic Community
 Child Development Center - Mary Eileen Dixon, Community Volunteer
 Family Emergency Program - Linda Coleman, Trinity United Methodist Church
 Food - Jean Moore, Blessed Sacrament Catholic Community
 Furniture - Mike Diffley, St. Mary's Catholic Church
 Housewares - Addie Hebert, Fairlington United Methodist Church

*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*

Management Committees

Affordable Housing Committee – Co-Chairs: John Bohm, St. Joseph's Catholic Church, &
 Cheryl Malloy, Good Shepherd Lutheran Church
 Audit Committee - Alison Utermohlen, Community Volunteer
 Congregational Representatives Committee - Ann Marie Hay, Unitarian Universalist Church of Arlington
 Investment Committee - Larry Thompson, Grace Episcopal Church
 Nominating Committee - Cheryl Malloy, Good Shepherd Lutheran Church
 Personnel Committee - Cathy Thompson, Blessed Sacrament Catholic Community

A Good Year

President's Message from page 1

of this change and, at the same time, continues the ALIVE! House tradition of providing extensive and tailored services to "at risk" mothers and their children.

Your support has made it possible for ALIVE! to assist Alexandrians in need for over four decades. Because there is more to be done, our strategic plan calls for ALIVE! to increase its service to our community. We hope you will consider stepping up your level of participation with ALIVE! so that we may accomplish this goal and have an even better year in FY 2014.

I wish you a happy summer.

Ellen Brown

Helping the Homeless with Fannie Mae 2013

Be a SPONSOR: Create a "Friends of ALIVE! House" Group

\$1,500 to \$100,000

All monies raised go directly to ALIVE! House plus 15% incentive

Be a WALKER: Saturday, September 28th - 10:00-1:00



Have fun at as you walk or stroll
 Picnic in the Cameron Run Regional Park
www.rockandstroll.net

Registration covers BBQ lunch, games, prizes, and music!

Congregations Community Walk: Sunday, November 3rd

Adults \$30 Youth \$20

Sign up online at www.alive-inc.org

Incentive Goal: \$15,000 for 1,500 walkers

Notes:

You must sign up online to be a walker. <www.alive-inc.org>

Any group can organize themselves as a Sponsor or as a Community Walk. A group can be your book club, your poker pals, your neighbors. More information coming.

Contact Susanne Arnold at 703-683-5138 or email:

susannearnold@verizon.net with any questions.



ALIVE! House Annual Sidewalk Sale



The sun was hidden behind dark clouds, the wind was biting, and the rain was pouring May 18th but at 6 a.m. the 100 block of South Payne Street started to fill with smiles and laughter. Led by our special neighbor, Ann Matikan, volunteers began to set up an abundance of donations on tables provided by member congregations. Despite the nasty weather, members of the community and tourists held their umbrellas firmly and hunted for treasures! Very special

thanks go out to Susanne Arnold, former Program Chair for ALIVE! House, to Ann Matikan, the BEST neighbor ever, and to all of the volunteers who braved the weather and made the event a success! We would also like to thank Chipotle, who again donated lunch to feed over 40 volunteers. This year's sidewalk sale netted over \$4,000 to benefit the ALIVE! House program. Many thanks to all who participated, and we'll see you next year!

Congratulations and Farewell to Nicole Goodman, ALIVE! House Director

We will be losing a valued key employee this summer as ALIVE! House Director, Nicole Goodman, has accepted a full scholarship to attend the University of the District of Columbia Law School. In becoming an attorney, she plans to add to her professional credentials as a Licensed Graduate Social Worker (LGSW), and she looks forward to continuing her work as an advocate for families experiencing poverty.



ALIVE! House Wish List

New Twin XL Sheet Sets and New Bed Pillows
New Towels and Wash Cloths
Bathroom Tissue and Paper Towels
Dish and Laundry Detergent
Household Cleaning Supplies
Gift Cards: Target and Wal-Mart

ALIVE!'s First Director of Development



Jennifer Greiner recently joined the ALIVE! staff as the first Director of Development. Jennifer joins us from the Downs Syndrome Association of Northern Virginia and the Children's Cause for Cancer Advocacy. Jennifer previously worked as a Development Consultant.

ALIVE! House Resident Spotlight

We are always amazed by the resiliency and strength of the families who are changing their lives at ALIVE! House. One of our families is comprised of a mother and her two children, and they are survivors of domestic violence. The mother, Tania, is from a country in South Asia. Although she is a Permanent Resident of the United States, her children are American-born citizens, and she has lived in this country for over 8 years, she never learned English. Her husband did not allow her to learn the language, and the children were not allowed to speak English in the home. She wasn't allowed to travel alone, to make any decisions about the children, or to even to speak to a doctor when receiving care. After being hospitalized due to her husband's abuse, Tania packed a bag for each of her children and was admitted to the City of Alexandria's Domestic Violence Program. From there, she was referred to ALIVE! House.

As one could imagine, not being able to speak the language has been a huge

barrier to Tania's finding sufficient employment, continuing her education, and helping her first-grader and kindergartner with their homework. Luckily, a special volunteer stepped forward and has been spending two hours weekly at ALIVE! House, helping Tania develop stronger English skills. After 8 months of one-on-one tutoring, Tania is more confident when speaking in English, she's able to successfully communicate when she needs help, and she recognizes some words when attempting to help her children with homework!

Despite her circumstances, Tania is always smiling and motivated to move forward. "When I was at the other place [Emergency Shelter] I prayed and prayed that there was somewhere I could take my children and be safe and they could go to school and be happy. . . you know, like normal kids. I want to see my son play ball and my daughter play dress up. I don't want to see them sad because mommy is hurt and we don't have a home. ALIVE! House feels like our home. They play. They're happy. I thank God for ALIVE! House." – Tania, Current ALIVE! House Resident

A Double Dose of “Thanks”

By Linda Coleman,
Chair, Family Emergency Program

In late 2012 and early 2013, ALIVE!’s Family Emergency Program provided financial assistance for a young man on the brink of homelessness, paying a portion of his rent. Shortly thereafter, he sent me, ALIVE!’s Family Emergency Program representative, a sincere and very touching note of thanks. His counselor also sent a note telling me a bit more of the young man’s situation than I had previously known. I thought I would share it with all of you.

She said, “This gentleman has had trouble finding gainful employment, so has been temping part-time since he moved to the area in February 2011. This part-time income was okay for a while, although he had to cut back on discretionary expenses. The real struggle came in November and December 2012, when the number of holiday and other school closures (election, storms, etc.) reduced his income to an extent where he couldn’t cover his rent and other basic expenses. The assistance he received from ALIVE! allowed him to stay in his apartment.”

She added, “Our client is currently attending classes to complete his undergraduate degree and has found some promising job leads for full-time employment. I’d like to echo my client’s sentiments regarding ALIVE!’s programs. In such a tough economy, we’ve seen an uptick in the number of our clients. While I know your services typically serve lower-income clients, it’s a huge benefit for those who may be experiencing a short-term rough patch and just need a little extra financial help to get back on track. ALIVE! is an important organization for the community.”

We appreciated hearing back from this young man and his counselor. And, to all of you whose support allows ALIVE! to continue to help folks like this young man, we couldn’t do it without YOU!

Food Program Wish List

Canned Meat and Tuna,
Spaghetti Sauce, Canned Fruit
Peanut Butter, Grape Jelly
Complete Pancake Mix (needs only water), Syrup
Dried Milk, Rice, Dried Beans, Baby Food
Crackers, Jell-O
Coffee and Tea
\$ Money to buy fresh eggs and meat \$

Liberty’s Promise

Food Chair, Jean Moore, met with high school students sponsored by Liberty’s Promise, a program that received a grant to help teach students how to shop for healthy foods within a budget. The students then donated their purchased groceries to ALIVE!’s Food Program.

The Liberty’s Promise mission is to support young immigrants in need while encouraging them to be active and conscientious American citizens. In doing so, Liberty’s Promise seeks to reaffirm fundamental egalitarian and democratic traditions for future generations.



Alexandrians Receiving Food from ALIVE! Between March 1, 2013 and May 31, 2013

	Households	Individuals
March	684	2292
April	661	2236
May	638	2174

Kathy Richards “Re-Retires” after 5 ½ Years

ALIVE! Administrative Assistant, Kathy Richards, retired on May 17th, after serving as Administrative Assistant to the Executive Director since January 2, 2008. Kathy was the voice of ALIVE! during her tenure with us and came to know all of the programs and activities throughout the organization. Thanks, Kathy, for your incredible service.



Joanna Neil Joins the ALIVE! Team

A relative newcomer to the Northern Virginia area, Joanna Neil has become the new Administrative Assistant in the ALIVE! offices. Originally from New Jersey, Joanna came to Alexandria nearly two years ago after her marriage to her husband, Will. They live in the Fairfax County part of Alexandria. Welcome, Joanna.



Step ALIVE! 2013 Partners

Benefactor

Fairlington



Pacesetter



Leaders



James & Juliette McNeil
Family Foundation

Patrons

Alexandria Toyota
Allan Garnaas Associates
Virginia Theological Seminary

Burke & Herbert Bank
& Trust Company

Reunions
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Judith D. Willard
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The Goodhart Group,
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Rich Rosenthal Brincefield Manitta
Dzubin & Kroeger, LLP
Speck-Caudron Investment Group
of Wells Fargo Advisors, LLC
Taste of Bluegrass Band
16th Tabernacle A Cappella

Congregations

Agudas Achim Congregation
Alfred Street Baptist Church
Beth El Hebrew Congregation
Beverly Hills Community
United Methodist Church
Blessed Sacrament
Catholic Community
Christ Episcopal Church
Church of God and Saints of
Christ Sixteenth Tabernacle
Church of St. Clement
Church of the Resurrection
Commonwealth Baptist Church

Community Praise Center
Downtown Baptist Church
Ebenezer Baptist Church
Fairlington United Methodist Women
First Agape Baptist Community of Faith
First Christian Church
Good Shepherd Lutheran Church
Grace Episcopal Church
Immanuel Church-on-the-Hill
Old Presbyterian Meeting House

Presbyterian Women of
Fairlington Presbyterian Church
St. James United Methodist Church
St. Joseph's Catholic Church
St. Mary's Catholic Church
St. Paul's Episcopal Church
St. Rita Catholic Church
The Spiritual Assembly
of Baha'is of Alexandria
Trinity United Methodist Church
Unitarian Universalist
Church of Arlington
Westminster Presbyterian Church

2013 Step ALIVE! Walkathon Sets Records



The 32nd annual StepALIVE! Walkathon, benefitting the ALIVE! Child Development Center, took place on Sunday, May 5th, and was a tremendous success. Cheered on by Mayor Bill Euille and accompanied by bagpiper Kevin Watkins, approximately 160 walkers set off from the ALIVE! offices at First Christian Church. For the first time, two alternate routes were available to walkers - a family friendly 5K walk to Christ Church and back, and the traditional 5 mile route to City Hall and back. Although no official count was taken, by all reports, the 5K walk was the more popular choice. Walkers were refreshed en route at water stations provided by Christ Church and Alfred Street Baptist Church.

Actual walkers, including groups from many of ALIVE!'s member congregations, were joined "in spirit" by over 40 others who had registered as "virtual walkers." At the conclusion of the walk, participants returned to First Christian for a community picnic. While enjoying a tempting array of food, they were entertained by two talented musical groups – the Taste of Bluegrass band and the 16th Tabernacle A Cappella group. Drawings for a variety of door prizes added to the fun.

Proceeds from the event are on pace to set a new record. So far, the walkathon has netted approximately \$45,000, and money still continues to come in. A record number of sponsors (30 congregational, 31 non-congregational) signed up to support the event (see the list on page 6). A challenge grant provided by a generous donor inspired a number of new corporate sponsors by matching their donations on a one to one basis.

As the only fundraiser for the Child Development Center, the Step ALIVE! Walkathon raises monies which help bridge the gap between what its low-income families can afford to pay and the cost of providing a quality preschool education for their children.



Bagpiper Kevin Watkins leads the way, his pipe music carrying through the streets.



Mayor Bill Euille welcomes 2013 Step ALIVE! participants before the walk begins.

Following the piper, 160 walkers leave from First Christian Church and return to picnic and enjoy musical performances by the Taste of Bluegrass band and the 16th Tabernacle A Cappella group.



Fairlington UMC Men Go All Out for the CDC

For the third year in a row, the Men's Fellowship of Alexandria's Fairlington United Methodist Church has led the list of StepALIVE! sponsors, donating at the Benefactor level (\$5000 and above) each of those years.

All men who attend Fairlington United Methodist Church are invited to be a part of the Methodist Men group. The Men hold two annual fundraising events, a chicken barbecue the Saturday after Labor Day and a Christmas tree sale in early December. These events support its outreach efforts, including the ALIVE! Walkathon. This year, the Men also put on a Talent Show, the proceeds of which went entirely to its Walkathon sponsorship.

In addition to the very generous gift of the Fairlington Men, the church itself and its Women's Fellowship were Walkathon sponsors as well. The children and families of the CDC, its staff, and its volunteers are extremely grateful to Fairlington United Methodist for its tremendous generosity which contributed substantially to the success of this year's Walkathon.

Kiwanis Supports the CDC



(l-r) Dr. Stephen Blood and Bud Hart of the Kiwanis Club present Mary Eileen Dixon, CDC Committee Chair, and Ken Naser with a check after the Walkathon.

ALIVE!
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ALIVE! Wire



ALIVE!, founded in 1969, is a non-profit organization devoted to helping Alexandrians facing emergency situations or long-term needs become capable of assuming self-reliant roles in the community. ALIVE! has grown from a handful of organizations and volunteers to a vigorous organization of 42 congregations and hundreds of volunteers.

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

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

Nonprofit Organization
U.S. Postage Paid
Alexandria, VA
Permit Number 567

SUMMER 2013 CALENDAR

JULY

- 27 Last Saturday Food Distribution:** Church of the Resurrection, Cora Kelly Recreation Center, and Ladrey High Rise
Food Collection: Meade Memorial, Roberts Memorial, St. Andrews UMC, St. Rita Catholic, and Westminster Presbyterian
Furniture Collection: Emmanuel Episcopal, First Baptist, and Trinity UMC

AUGUST

- 31 Last Saturday Food Distribution:** Church of the Resurrection, Cora Kelly Recreation Center, and Ladrey High Rise
Food Collection: Commonwealth Baptist, Ebenezer Baptist, St. Paul's Episcopal, Third Baptist, Washington Street UMC, and Zion Baptist
Furniture Collection: Alfred Street Baptist and Downtown Baptist

SEPTEMBER

- 3 ALIVE! Board Meeting - 7 PM** at Fairlington UMC, 3900 King St.
28 Walk for the Homeless 10 am - 1 pm Acacia Rock & Stroll, Cameron Run Regional Park
28 Last Saturday Food Distribution: Church of the Resurrection, Cora Kelly Recreation Center, and Ladrey High Rise
Food Collection: Alfred Street Baptist, Beverley Hills UMC, Church of St. Clement, Fairlington UMC, and Spiritual Assembly of Baha'is
Furniture Collection: Agudas Achim, Beth El, Immanuel Church-on-the-Hill, and St. Mary's