



Strengthening the Whole Child, Whole Family, Whole Community Since 1971

Fall 2014

A Message from SAY's CEO

Autumn and the approaching holiday season provide opportunities to reflect and celebrate all the small and large blessings that mark our days here at SAY San Diego. We are thankful every day for the vital, broad community support that makes our work possible. SAY's 2014 Back-to-School Drive involved 15 area businesses, enabling us to provide more than 550 students in need with school supplies and books, to confidently launch into the new school year. Then, just weeks later, more than 25 sponsors and 130 participants helped SAY achieve a record level of support at our signature fall fund raiser, Play 4 SAY!

SAY has also received important accolades in recent weeks:

- On October 23, SAY's Prime Time Program at Carver Elementary in Oak Park was recognized by the County Office of Education with the inaugural "Shine Bright" award, for setting high standards in afterschool programming.
- On November 6, for the second consecutive year, SAY will receive recognition from the Union Tribune and Society for Human Resources Management as a Top Workplace in San Diego County, based on our employees' evaluation.

We are also grateful for partnerships formed and renewed in recent months that allow us to implement shared vision and strategy, increase our impact, and reach more people. There's no question that goals of collaboration firmly rooted at SAY flourish today. We

In This Issue

[Staff Spotlight](#)

[You Shop. Amazon Gives.](#)

[Holiday Drive Underway](#)

[Exciting Opportunity for SAY](#)

[Back-to-School Drive](#)

[Fun Times at Play 4 SAY](#)

[SAY Becomes a Trauma](#)

[Informed Agency](#)

Make a Contribution to Strengthen San Diego's Families

Staff Spotlight: SAY Welcomes New Director of Resource Development

SAY is pleased to introduce our new Director of Resource Development, Suzie Colby. Suzie has lived in San Diego most of her life, and had admired the work of SAY long before she came on board last month. Formerly with Community Resource Center in Encinitas, she brings to SAY more than eight years of development

have engaged in important new partnerships, including:

- Partnering with San Diego Unified School District to extend SAY's work in access to health care, through school-based health counseling and enrollment services for families;
- Building a vibrant Parent Student Resident Organization at Crawford High School in City Heights, giving voice to ideas for school improvement and use of local control funding, with the support of California Endowment;
- Joining with San Ysidro Health Center and O'Farrell Community School to conduct teen outreach and family support for the Youth Empowerment Program II, focused on ensuring high school graduation and meeting the needs of high-risk youth of color.

As we look to the holiday season, the incredible SAY community is once again coming together to make sure our client families are supported by all the warmth of the season. If you are interested in donating or volunteering, or know of others who may be interested, please consider getting involved in SAY's holiday gift giving drive, Adopt-A-Family, already well underway now through early December. Plus, financial gifts to SAY, now through February 6, can be made even more impactful, thanks to the Century Club and Farmers Insurance who will add an additional match to your gift in the annual [Birdies for Charity](#) campaign.

With abundant gratitude to all who are part of the rich fabric of SAY San Diego, I wish you a delightful, peaceful, and meaningful holiday season,

Nancy Gannon Hornberger

and community relations expertise. She has a lifetime of experience with many of the populations SAY serves. As director, Suzie leads an agency-wide initiative to broaden our resources and impact throughout the county, and to increase our communications and connections with all who share our mission. Suzie welcomes the opportunity to speak with you about the bright future that lies ahead for SAY, and can be reached at suzie@saysandiego.org or 858-715-2412.

Connect with Us!



You Shop. Amazon Gives.

Shop on Amazon? Next time try AmazonSmile and select Social Advocates for Youth San Diego as your designated charity, and Amazon will donate 0.5% of the price of your eligible purchases to SAY San Diego!

Click [here](#) to find out more.

Help SAY Spread Holiday Cheer

It's hard to believe that summer is officially over and it is already that time of year when we start thinking about unwrapping Halloween candy, wrapping gifts and making a New Year's resolution or two. Nonetheless here at SAY we are excited to have already began planning our annual Adopt-A-Family holiday drive.



Through SAY San Diego's Adopt-A-Family program you can share the joy and wonder of the winter holidays with San Diego families whose pressing needs overshadow the holidays. With your help these families won't have to choose between keeping the electricity on and gifts for their children, or between food on the table and those special presents for the kids. There's no better way to spread the warmth of the holiday season than by extending a hand and ensuring a child has a happy holiday.

How the program works is pretty simple. Families fill out a "wish list" and then matched with a donor. We send the donor the family's wish list which has each family member's first name, age, gender, and the items they want or need this holiday season. With these lists donors shop and wrap the gifts just like they would for their own family and friends. If you are interested in participating in our Adopt-A-Family program, please email the [Adopt-A-Family team](#).



Birdies for Charity

For the second year in a row SAY is honored to be participating in a fundraising program called *Birdies for Charity* run by The Century Club of San Diego and the Farmers Insurance Open. By raising funds through Birdies for Charity, SAY San Diego not only receives 100% of your donation (no administrative or credit cards processing fees at all), we also receive a bonus match from The Century Club and the Farmers Insurance Open. We could earn up to \$40,000 in bonus funds!

How the program works is pretty simple: now through February 8th, donate a flat amount or make a pledge for every birdie made during the Farmers Insurance Open and SAY receives 100% of your donation plus a bonus match based on how much we raise in comparison to the other participating nonprofits. Simply put the more we raise via Birdies for Charity, the larger our bonus will be!

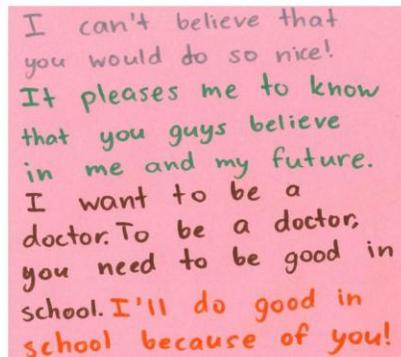
Please consider maximizing your donation to SAY by donating via [Birdies for Charity](#) (link will direct you to the Birdies for Charity page to enter your information. The Century Club of San Diego, The Farmers Insurance Open and Farmers Insurance will never use the contact

information you provide for solicitation. Your contact information is used only to verify payment information and to send a tax letter.) Your donation is still 100% TAX DEDUCTIBLE, and SAY could earn up to \$40,000 in bonus funds!

Questions? Contact Adrienne at awhite@saysandiego.org or (858) 715-2484.

Back-to-School Drive Helps Students Start the School Year Off Right

For many families enrolled in SAY's programs the expense of "back to school" gear isn't feasible on an already stretched family budget. But once again, thanks to the support of generous businesses, donors and volunteers, SAY was able to provide over 550 backpacks to children and families in our programs!



I can't believe that you would do so nice! It pleases me to know that you guys believe in me and my future. I want to be a doctor. To be a doctor, you need to be good in school. I'll do good in school because of you!

Participants collected over 28,000 supplies and 50 volunteers picked up supplies, counted and sorted supplies, and stuffed backpacks. We could not have done this without you.

On behalf of SAY and the kids and families we serve THANK YOU to the businesses and individuals who participated in this drive, as well as the Dr. Seuss Foundation and the Sundt Foundation for their financial contribution to help us purchase the backpacks.

Your contributions have not only given students the tools they need but also the knowledge that people in the community, such as yourselves, care about their futures. That kind of support and confidence is priceless.

Questions? Contact the Back-to-School Team at: SchoolSupplyDrive@saysandiego.org

Play 4 SAY

On September 18, 2014 SAY San Diego hosted our second annual Play 4 SAY. Thank you to all of the sponsors, community members, and volunteers who came out to support SAY San Diego and the children and families we serve.

Play 4 SAY drew 40 teams this year, and ended with an epic giant jenga playoff battle between the Law Offices of Martin N. Buchanan and Team Cavnac. Congratulations to this year's winner, Team Cavnac! In addition to being a fun event, Play 4 SAY provides critical support and increases awareness of the more than 30 SAY programs that serve 30,000 San



Diegans every year.

We know you are all looking forward to competing in giant jenga next year so mark your calendars for SAY's 3rd annual Play 4 SAY on September 17, 2015. Want more info? Email us at Play4SAY@saysandiego.org.

SAY Becomes a Trauma Informed Agency

This past summer SAY was officially designated as a Trauma Informed Agency, which means that SAY is committed to making sure that each client who enters our doors is treated with respect, dignity, and with a special sensitivity to potential traumas they may have experienced. In fact, SAY staff are trained to make sure that no one is inadvertently re-traumatized. A few years ago SAY made a commitment to focus on trauma because studies show that over 60% of children in the U.S. were exposed to violence or abuse in their homes or communities in a one year period. The statistics get worse for youth and adults in the mental health and justice systems. 91% of community mental health consumers and 88% of youth and adults in the justice system have experienced trauma. It is more likely than not that someone coming to SAY for assistance has experienced trauma.

SAY's status as a Trauma Informed Agency began with a commitment by the SAY Board of Directors to support the agency in moving toward this goal. A Trauma Advisory Group was formed with representatives from each of the units in the agency. The group surveyed staff and clients, and then recommended amendments to SAY policies and procedures to align with trauma informed practices. SAY staff now receive training and regular communications about trauma informed care.

We are excited about the steps we have taken and will continue to take steps to ensure that SAY remains an advocate and model of Trauma Informed Care. If you'd like more information please email kvailes@saysandiego.org or call 619-283-9624, ext 204.

SAY San Diego is a nonprofit organization serving San Diego County.

Copyright © 2014. All Rights Reserved.

SAY San Diego (Social Advocates for Youth) | 8755 Aero Drive | Suite 100 | San Diego | CA | 92123