



PV SHELTER

Pajaro Valley Shelter Services

Ending homelessness – one family at a time

115 Brennan Street ♥ Watsonville, CA 95076 831-728-5649

**Emergency Shelter,
Transitional Housing,
Long Term Supportive Housing,
Educational & Support Services
for Homeless Families**

News from PV Shelter

~Distributed Three Times a Year~

Summer 2011



What Makes Them Run?

Isabel Rivas, at 73, is a runner. She started running shortly after her son turned two in 1978, and she would run along the levee. “There were very few Hispanic women that ran then. Even my husband had a hard time with it, seeing a Hispanic woman in shorts in public. He was very traditional.” But running was her saving grace. “I was going through menopause when I started running in my 40’s, I didn’t want to take medication. And you know relationships and being a mother would have its challenges and running, well, running gave me a sense of freedom. I could go out and run and come back and be okay with my life.” She would run five miles from her home on Arthur Street to Corralitos Market then to Amesti to have a cup of coffee with her mom, and then run home. Isabel ran the very first Mother’s Day Run for Shelter in 1984 and has missed only a couple races when she had surgery on both knees. Isabel has five children and fourteen grandchildren. “Mostly my children didn’t run with me. But recently my daughter Rita, who is 53 started running with me, and last year my son Manuel who never took any

interest in exercise showed up for the Mother’s Day Run. It brought tears to my eyes. And about five years ago my son Daniel ran and won a blue ribbon in his age group. He’s still proud of that!” For about 25 years, Isabel worked as a classroom aide and then as an instructional aide for special needs children at H.A. Hyde Elementary. The school would pool together to sponsor her in the Mother’s Day Run. She doesn’t run any more since her knee surgery but walks, and walks and walks. She looks forward to the next Mother’s Day Run and says this about that, “If I can’t walk ‘em, I’ll crawl ‘em!”

John Kane III was born and raised in Watsonville. His family moved here from Ireland in the late 1800’s and, like many others who moved to this area then and still, farmed. It was in 1908 that the Kane family started in the insurance and real estate businesses and where John continues now as a principal at KBK Insurance and Kane Hall Palmtag Real Estate. John didn’t take up running in high school. “We didn’t run in high school because the teachers would punish us by making us run the levee. But I secretly liked running. So I started running when I was 18 and going into college.” John ran his first Mother’s Day Run in 1985 and has pretty much run every one since then. He started running first in the 10K and then in 2007 began running the 5K where he has won a medal each time. “I kind of miss the old course. It was a lot of fun running down Main Street when they’d close it down to traffic. Now it’s along the slough trails and that’s nice, too.” He adds, “The Santa Cruz Track Club started helping out at the Mother’s Day Run in about 2004. They brought a lot to the event to help make it grow, enough can’t be said about their involvement.” Although KBK Insurance is a sponsor of the Mother’s Day Run, John is also sponsored as a runner by the Watsonville Rotary Club.



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WELCOME NEW VOLUNTEERS! Pajaro Valley Shelter Services welcomes Watsonville Police Department Trainer Jorge Zamora and M&M Party Rentals owner Marsha Nelson to the PVSS Development Committee. They will surely be great assets to this vibrant and hard working committee that coordinates the Mother's Day Run and other events like these below.

SAVE THESE DATES!

The Annual Donor and Family Partnership BBQ

is scheduled this year for **Saturday, October 8, 2011 from noon to 3pm** at the Corralitos Women's Club. This is the opportunity to meet donors and some of the former resident families of Pajaro Valley Shelter Services. Each year three donors are highlighted for their support to PVSS and three families are highlighted for their successes in overcoming homelessness. There is live music, great food and just a lot of down home fun for all. If you are planning on attending and would like to help PVSS save a stamp, please call and RSVP at 831-728-5649: Donor/Family BBQ".



2010 Donor-Family BBQ



2009 Silver Circle Luncheon



The Third Annual Silver Circle Luncheon

will take place at Pajaro Dunes on **Wednesday, November 9, 2011, from noon until 1:30pm**. As always, this will be a great luncheon, this year with video and other presentations of interest to donors. To join the Silver Circle, donors commit to giving a minimum of \$1,000 a year for at least three years. Every year members are encouraged to bring new Silver Circle prospects to the luncheon to help expand the Circle. The Silver Circle helps Pajaro Valley Shelter Services continue to provide the important services of helping homeless families in our community get back on their feet. Silver Circle members and others interested in joining the Silver Circle may RSVP by calling 831-728-5649.

28th Mother's Day Run for Shelter a Great Success

The 28th Mother's Day Run for Shelter held on Sunday, May 8th was a total success! The Shelter Services raised nearly \$55,000 thanks to its many generous sponsors and runners. This year 21 new sponsors joined in and over 600 runners registered, a 19% increase over last year! Pictured to the right is Eric Yepez who placed second overall in the 5K Run and THEN went on to place FIRST overall in the 10K Run! Talk about having a good time! WE thank our major sponsors Granite Construction, Graniterock, The Borina Foundation, the Michelozzi's, the Barton's, friends of Saleisan Elementary School, Driscoll's, S, Martinelli Company, Santa Cruz County Bank, Bay Federal Credit Union, Plantronics, Register-Pajaronian, Palo Alto Medical Foundation and Santa Cruz Community Credit Union.



Planned Gifts Make Philanthropy Possible for Everyone!

If you are interested in any of the following legacy options, please let us know and we will help you get more information.

Bequest by will: *the simplest planned gift*

Including a charitable bequest in your will is a simple way to make a lasting gift to Pajaro Valley Shelter Services. When you make this gift it becomes your personal legacy of giving. Designating a gift or portion of your estate to PV Shelter may result in a substantial reduction in federal gift and estate taxes.

Charitable gift annuity: *income for today, a gift for tomorrow*

Giving through a charitable gift annuity allows you to arrange a generous gift to your community, while providing yourself a new income source you can count on for the rest of your life. You can make a gift of cash or property to the Foundation now, get immediate tax benefits, and ensure that you (or a loved one you designate) receive fixed quarterly or annual income payments for life.

Charitable remainder trust: *generate income and a charitable gift with flexibility*

Giving through a charitable remainder trust allows you to receive income for the rest of your life, knowing that whatever remains will benefit Pajaro Valley Shelter Services. You can place cash or property in a trust that pays annual income to you (or another named beneficiary) for life. After your death, the remainder of the trust transfers to PV Shelter. You receive income tax benefits the year you establish your trust.

Charitable lead trust: *income for PV Shelter now, benefit your heirs later*

A charitable lead trust helps you build a charitable fund during the trust's term. When the trust terminates, the remaining assets are transferred to you or your heirs, often with significant transfer-tax savings. You can place cash or property in a trust that pays a fixed amount to PV Shelter for the number of years you select. Once this period ends, the assets held by the trust are transferred to the beneficiaries you name.

INTERESTING FACTOID

It costs Pajaro Valley Shelter Services \$9,719 to house and provide case management services for a single family for a year in the Transitional Housing Program. A cheap motel in Watsonville will charge an average of about \$70 per night for two adults and two children. That's \$25,500 a year without food or case management services! Pajaro Valley Shelter Services is a GOOD DEAL for helping the homeless families in our community and making your donor dollar stretch F - A - R !! Thank you for your support to Pajaro Valley Shelter Services!!



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In this issue:

Mother's Day Long Time Runners
Mother's Day Run Success
Hold These Special Event Dates!
Make a Legacy Gift

“While the spirit of neighborliness was important on the frontier because neighbors were so few, it is even more important now because our neighbors are so many.” ~Lady Bird Johnson

Mission

To assist homeless women, children and families obtain stable housing through temporary shelter and services.

Vision

Pajaro Valley Shelter Services aspires to be a model program that helps women, children, and families end the causes and cycles of homelessness - one family at a time. By lifting their dignity, identifying their barriers, and helping to set their goals, homeless families will develop

A Little Help From Our Friends... *For current donation needs, go to www.pvshelter.org*

Pajaro Valley Shelter Services takes pride in the properties it owns and makes available to the families that come to us for help. There are a total of 21 properties including the emergency shelter, sixteen units of transitional housing, and four units of longer-term supportive housing. It is our belief that it is important to not just maintain the plumbing and roofs of these properties, but to make them attractive features in the neighborhoods, not attractive nuisances! So we take care in selecting the paint colors for the houses, take care in planning the landscaping with an effort to use native and drought tolerant plants.

Our property maintenance program makes sure that the yards are taken care of - the grass is mowed, the shrubs are trimmed, weeds are pulled and the fences are stained. We also involve our families in the care of their homes by teaching, when it is necessary, the skills for keeping their environments in both good working order and esthetically appealing. It's a great investment!

Pictured here is one of our young residents who, with her brothers and her parents were out cleaning the yard of their transitional housing unit. We are grateful for their involvement and they seemed to have fun, too!

