



# Pajaro Valley Shelter Services

Self-Empowerment • Dignity • Compassion

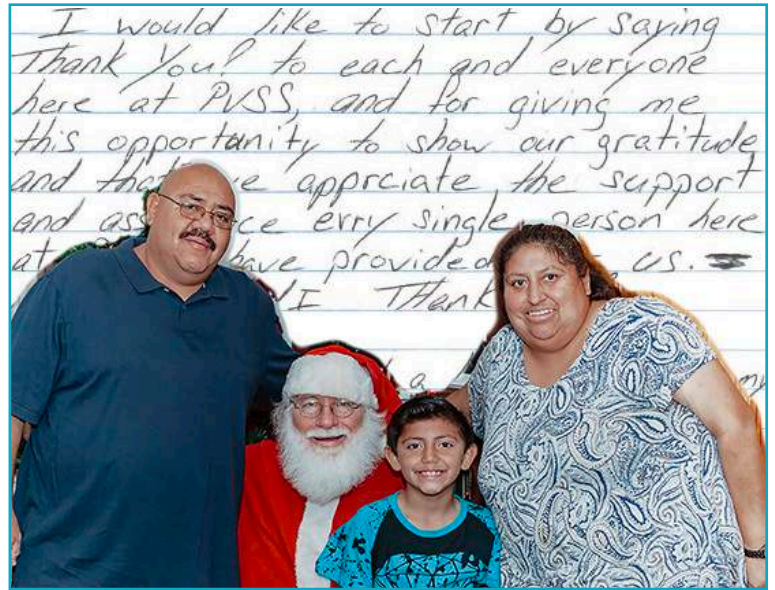
## DANIEL THANKS YOU

“I would like to start by saying ‘Thank you!’ to each and everyone here at PVSS... we appreciate the support... My family and I thank you!

I blame myself for our situation, without housing. I've used drugs and been in prison. When my son Isaiah was two, we were temporarily living in Reno. I decided we would move back home, to Watsonville, and get our own place, but it wasn't like that. I had bad credit and both my wife Johnna and I receive Supplemental Security Income (SSI). With our income, we can't afford a stable place to live. We were staying with friends and family, and some nights, we slept in our car.

PVSS gave us a second chance to improve ourselves. You provided a roof over our heads and the opportunity to look for housing. We have a kitchen to cook our own meals and don't have to worry about where we are going to eat. I've been clean for 3 years and out of prison for 10 years.

I'm trying to be a better husband and improve my relationship with my wife, telling Johnna that I love her more often and helping her around the house. I'm learning how to be a better father to my son by helping him with his homework, taking him to his practice and sports events, and telling him that I'm proud of him and that I love him very much. He is doing well in school, football, and taekwondo. One of our biggest goals is to save money and get our own place to call 'home.' Thank you for giving me the peace of mind to concentrate on my family and on myself.”



Daniel with son Isaiah, wife Johnna, and Santa Claus

## Because of You

### REUNITED & THRIVING



Irene's PVSS story began in the 90-Day Emergency Shelter in the summer of 2016.

“It was the most difficult time of my life. My family was going through hardship and separation. I was jobless, homeless, a single mother of two boys with only \$40 in my pocket. I needed help and found help at PVSS. I shared a room, had food, went to counseling, started saving every month, and found a stable job.”

*She then moved into the 1-Year Annex to the Shelter.*

“I graduated into the 1-year program and continued saving. I had my own room. I got visitation rights with my youngest son, one on one, just the two of us. We had our first Thanksgiving together as a family. I felt very blessed.”

*Because of her hard work and commitment to reaching self-sufficiency, Irene graduated into the 2-Year Transitional Housing.*

“I had my own apartment and continued to save money. I spent Christmas with my family. I felt happy and grateful. I accomplished my #1 goal: regaining custody of my youngest son, Brian. It seemed impossible at times, but I did it with the help of PVSS. I continued to work on my next goal: building my savings. I worked two jobs and managed to

become a manager at one of my job sites. We became more united as a family, thanks to counseling sessions.”

*In July 2019, Irene purchased and moved into her first home with her two boys.*

“We purchased our first home! My oldest son and I accomplished our goal! I never dreamed of buying a home. I would always tell myself, ‘not this generation.’ I never imagined that it was possible.”



# BUILDING THE FUTURE, TOGETHER

Strategic Plan 2019 - 2022

## 5 Strategic Focus Areas

### BOARD DEVELOPMENT

Effective and self-sustaining board providing broad professional oversight and essential fund development support

### FUND DEVELOPMENT FOR SUSTAINABILITY

Sustainable fund development efforts focused on increasing the annual revenue from non-governmental income by \$235,000 - \$300,00 in three years, for the long-term

### PROGRAM DEVELOPMENT

Ongoing program developments to PVSS' program model and policies for improved outcomes

### RESOURCE DEVELOPMENT

Sustainable operations, ensuring manageable staff workloads and high quality of services, achieved through increasing staff by 3.5-4.0 full-time employees

### SYSTEMS IMPROVEMENT

Improved systems for efficiency, effectiveness and staff empowerment through streamlining a wide range of internal processes

Pajaro Valley Shelter Service is the **ONLY ORGANIZATION** in the Pajaro Valley that offers Emergency Shelter and Transitional Housing to families with children in situations of homelessness.

PVSS offers **3 SOLUTIONS** for families in diverse situations of homelessness: Emergency Shelter, Transitional Housing, and Long-term Housing. PVSS meets families where they are.

PVSS' programs address the **ROOT CAUSES** of homelessness, so families graduate into permanent housing and with self-confidence in their ability to sustain their successes in the **LONG TERM**.

*Read the full Strategic Plan on PVSS' website: [www.pvshelter.org/strategic-plan-2019-2022](http://www.pvshelter.org/strategic-plan-2019-2022)*

## INSPIRED, GRATEFUL, EMPOWERED

### Outrunning & Outwalking Family Homelessness at the 35<sup>th</sup> Annual Mother's Day Run & Walk for Shelter



Congratulations, Keller Williams Realty, for winning the first-ever Real Estate Challenge!

Congratulations, Bay Federal Credit Union, for winning the Bank Challenge!



# WELCOME, DIANE, JANE & VINICIO, TO THE BOARD!



Diane Zacher and her husband who had wanted to live in the Santa Cruz area since childhood moved to Corralitos four years ago. Both retired, they love the rural feeling and are grateful not to commute. Both worked in different aspects of the computer business. Fluent in Spanish and French, Diane also had been a public relations representative and a journalist, with a long string of volunteer positions especially while their three grown daughters were in school. As the descendant of Italian and German immigrants, Diane comes from people who worked hard and gave their children the American dream.

“PVSS helps families grow in their skills and abilities as a path to stable housing. I am a person who loves the coziness of home. I want everyone to have the opportunity to enjoy that, and to be able to build happy, strong, and loving families.”



“As a Board member in the 1980’s and 90’s, I saw the [original] Shelter add its first transitional house on Sudden Street when it was a recipient of HUD’S first Transitional Housing grant. I then helped oversee the acquisition of other Transitional Housing units on Sudden Street, Marin Street, and Arista Place. I also participated in major campaigns to support PVSS’ growth. After participating in the Strategic Plan this past fall, I decided to rejoin the Board.”

As Associate Director for Real Estate Development for Eden Housing and a Trustee on the County Office of Education Board, Jane brings both affordable housing and educational knowledge as well as many community connections from over 40 years as a resident of Southern Santa Cruz County.



Vinicio lives in Watsonville with his beloved wife of 16 years and two children. He is working for El Pajaro Development Corporation and Small Business Development Center at Cabrillo College. He has proudly served many small entrepreneurs in the Pajaro Valley and surrounding communities, helping them achieve part of their American Dream of owning their own business.

“It is my pleasure to serve on PVSS’ Board to help families and women achieve stability and wellness through real and affordable housing opportunities. I want to contribute my extensive business experience to support the operations of our shelter system and continue to create opportunities to house those in need. A stable home is a pillar of wellbeing and health. I want to support women and children to thrive by lessening the barriers faced when they don’t have housing.”

## BOARD OF DIRECTORS

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Broker Associate, Keller Williams

**Andrew Wulf, Vice President**  
Sr. Director of Strawberry Product Leadership, Driscoll’s

**Benná Dimig, Secretary**  
Director of Admissions, Mount Madonna School

**Jane Barr, Treasurer**  
Associate Director Real Estate Development  
Eden Housing

**Beatriz Flores, Director**  
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Watsonville

**Vinicio Vides, Director**  
Business Advisor, Self-Employed

**Diane Zacher, Director**  
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**Perla Villegas**  
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**Noeli Perez**  
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Development Assistant

**Jamie Serrano**  
Property Manager / Case Manager

**Judy Sambrailo**  
Event Coordinator

**Margarita Estrada**  
Emergency Shelter Weekend Assistant

**Elisabeth Estrada**  
Emergency Shelter Weekend Assistant



Pajaro Valley Shelter Services  
 115 Brennan Street  
 Watsonville, CA 95076

Non-profit Org  
 U.S. Postage  
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 Watsonville, CA  
 Permit #5

Return Service Requested

*You provide families with a path to stable, self-sufficient futures through short- and longer-term housing and supportive services.*



**DID YOU KNOW...**

PVSS provides employment and volunteer opportunities to current clients and program alumni? PVSS families love giving back!



Our home is your home: tour our housing and programs in Watsonville and Pajaro! Schedule your 1-hour tour by calling 831.728.5649.

**2018-2019 Fiscal Year**

**30,606** days of shelter & transitional housing



**6** households reunited with their children

**32** families graduated from PVSS into permanent housing



**\$34,557.12** saved by the highest saving family in Transitional Housing on their path to permanent housing.



Ow Family Properties  
 Register Pajaronian  
 Palo Alto Medical Foundation  
 Graniterock  
 S. Martinelli & Company  
 Bay Federal Credit Union  
 Gloria Huizar, Allstate  
 Soroptimist International of Watsonville  
 California Giant Berry Farms  
 Central Electric Company  
 C & N Tractors  
 Freedom Heating  
 Imura Japanese Restaurant  
 MBS Business Systems  
 McSherry & Hudson Insurance  
 Natividad Medical Foundation  
 Jay Petersen  
 Oaktree Property Management  
 Porter Ranches  
 Sambrailo Packaging  
 Santa Cruz Community Credit Union  
 Kirk & Carol Schmidt  
 Superior Foods International  
 Thomas P. House, Attorney at Law  
 Justina Vega  
 Watsonville Computers  
 Haro, Kasunich & Associates  
 Marinovich Cold Storage  
 Rebecca Garcia  
 Branciforte Auto Repair  
 Joan & Joe Akers  
 Jane & Peter Barr  
 Bayview Service & Operations  
 Cabrillo College Stroke and Disability  
 Learning Center  
 Cowles Berry Farm  
 Dennis Eguchi D.D.S.  
 Luann Lauesen, Edward Jones  
 Kimberly Ferm

**You are the difference!**  
 Thank you for providing families  
 with a path to stable,  
 self-sufficient futures!

Greenwaste Recovery  
 Ronald & Gingi Kinninger  
 Janet Mahoney & James Mikus  
 John & Megan Martinelli  
 Mehl's Colonial Chapel  
 Patrick Scheuffler Accountancy Corporation  
 Renee Mello & Associates  
 Santa Cruz County Bank  
 Scurich Insurance  
 Sisters of Notre Dame  
 Taylor Office City  
 Watsonville Coast Produce  
 Jose & Judite Zorra

California Pajarosa Floral  
 Crystal Springs  
 Driscoll's  
 D'La Colmena Market & Catering  
 El Primo Produce  
 First Baptist Church  
 Fleet Feet Sports Santa Cruz/Monterey  
 Olga Fuentes, Hola Watsonville  
 Green Valley Christian Center  
 Pajaro Valley Printing  
 Mireya Reyna-Rincon  
 Mav'Ricks, Santa Cruz Warriors  
 Sun Valley Berries  
 Nick Traulsen  
 Watsonville Parks & Community Services  
 Watsonville Public Works & Utilities  
 Watsonville Fire Department  
 Cadets, Watsonville Police Department  
 Lindsay Wiser

Aptos Screen Printing  
 DJ Mike Marquez  
 Mark McConnell  
 Santa Cruz Track Club  
 Tri County Trophy & Engraving

PVSS' Staff  
 PVSS' Board  
 More than 110 volunteers!





# THANK YOU PARTY

RSVP "Yes" or "No"  
by Monday, September 9<sup>th</sup>  
(831) 728-5649  
oana@pvshelter.org

**You love PVSS and we love YOU!**  
Join us in celebrating you and bring a buddy who would like to see how Pajaro Valley Shelter Services provides families with a path to stable, self-sufficient futures.

**September 13<sup>th</sup>, 2019**  
5:30 P.M. Emergency Shelter Tour  
6:00 P.M. Party  
**115 Brennan Street, Watsonville**

*Self-Empowerment • Dignity • Compassion*



*Join Us on October 3<sup>th</sup>!*



**SHELTER  
TO HOME**  
Pajaro Valley Shelter Services'  
3<sup>rd</sup> Annual Fall Benefit Dinner

**GET  
YOUR  
TICKETS  
NOW**  
**Yes!**

*Go to our website to get the details  
and purchase tickets!*  
[www.pvshelter.org](http://www.pvshelter.org)