



within REACH

A REACH Community Development newsletter



REACH Adds Comfort and Joy to Holidays

Tradition Is What You Make It

In six years the Holiday Party has become a tradition among REACH tenants, staff, board and volunteers. On December 19th, 178 people came to spread cheer at the event. The Holiday Party always has plenty of food, gifts, and people. Santa and Mrs. Claus pay a well-received visit. This year music compiled by the disc jockey "DJ L" rocked the house with holiday and foot-stomping music. After feasting and opening gifts, the evening's entertainment culminated in dancing.

What makes the Holiday Party a success? Lots of people contribute to it. Food donations from New Seasons, Whole Foods, Starbucks and homemade cookies from Dory Jones made a bountiful feast. Oregon Health Sciences University employees provided kids gifts and Fred Meyer gift certificates. Thirty-five volunteers (nearly half of them tenants), made the event run smoothly by wrapping gifts, decorating, welcoming guests, serving food and cleaning up.

Students Adopt a REACH Family

Giving to those less fortunate during the holidays became a class project for students at Da Vinci



Arts Middle School in Northeast Portland. Monica Semeria's class of sixth-eighth graders decided to make a difference with a family and connected with REACH to "adopt" one tenant family for the holidays.

"It's a way for the students to broaden their thinking," says Kate Allen, mother of one of the students who helped organize the giving project. "The class wanted to know more about the family and what they could give them for Christmas." Kate is also the Director of the Portland office of

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2003 Donor Lunch Achieves High Giving Levels

Over \$16,000 was raised to further support REACH programs.

An inspiring testimonial from a REACH tenant, a "state of the union" address by the Executive Director, and a rousing call to action by a REACH Board Member were delivered to a packed house at REACH's Annual Donor Lunch



(From left) REACH Board member Raina Beavers, Barbara Smith and Felicia Tripp at the Donor Lunch.

in October. The one-hour format and compelling presentations elicited an overwhelming response from the attendees. Of the 222 people who came, two-thirds made donations. The event raised a net of \$16,345, an increase above any other previous donor lunch. Even more significant are the 23 donors who responded to the request to continue REACH's future funding with multi-year pledges, fourteen of whom made a five-year commitment.

Members of the business community appreciated the "concise and professional presentation that stayed on task" and "showed REACH valued people's time." For many the highlight was when Margaret Tigner, a REACH tenant, gave a moving description of how REACH turned around her past life of drug addiction and homelessness. Margaret moved into the Ritzdorf Court Apartments the first month it opened in 2000. Later REACH hired Margaret as the building monitor who keeps track of

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from our **DIRECTOR**

REACH tenants are very poor and many have high service needs. The demand for aid has risen as incomes have fallen and publicly-supported programs for the disabled and elderly have shrunk.

Unless you happened to catch me wearing my big burgundy sweatshirt with the large white letters that scream H A R V A R D, you probably wouldn't know that I've spent the last 18 months participating in a professional development program at that esteemed institution. Sponsored by the Neighborhood Reinvestment Corporation and Harvard University, the Achieving Excellence in Community Development Program was offered to 43 Community Development Corporation Directors from across the country. I was lucky to be one of them.

By combining classroom learning with coaching, the sponsors hoped to take us to a higher level of competency. As part of admission into the program, we had to identify an organizational challenge we wanted to tackle. My challenge was to figure out a way to get consistent funding for our tenant service programs. While we have offered an array of services to our tenants for several years, sustained funding for this work has eluded us.

REACH is fortunate in that the majority of our budget is earned income in the form of rental revenue. This income pays for the related property management costs. Because we keep our rents low, there is not enough money left over to fund all the supportive services we provide, such as Youth\$ave, REACH Out & Explore and job training. For these programs, we must rely on the generosity of our supporters. While support has been forthcoming, it fluctuates from year to year, making it difficult to sustain and grow programs.

REACH's work program for Harvard consisted of two tracks: improve program design and delivery, and expand our funding base.

We analyzed our tenant database to get a better understanding of whom we house. The data substantiated that REACH tenants are very poor and many have high service needs. The demand for aid has risen as incomes have fallen and publicly supported programs for the disabled and elderly have shrunk.

Next, we undertook an evaluation of our current tenant service programs. While this work is still underway, we are learning to do a better job of collecting meaningful data, articulating the impact of our work and collaborating with others.

We spent many hours working to expand our individual and business donor base through improved fundraising. Here we made good progress. The Friends of REACH campaign increased 36% in FY 2002/03 over the prior year, from \$85,330 to \$116,034. Direct mailing donations saw an 11% increase and events netted a 23% increase over the prior year. Thanks to all of you who have been

generous in your support. (Read more about activities in the article on page 3.)

The Board of REACH also decided to create a high profile **Advisory Council** to help raise our visibility in the community. I am pleased to announce that five long-time supporters of REACH have agreed to serve on our new Council. They are: **David Bragdon**, Metro Council President; **Leeanne MacColl**, VP of the League of Women Voters of the Columbia River Region; **Rey Ramsey**, CEO of One Economy Corporation; **Ethan Seltzer**, Director of PSU's School of Urban Studies and Planning in the College of Urban and Public Affairs; and **Mark Teppola**, CEO of National Builders Hardware.

While we still have plenty of work to do to "achieve excellence," REACH made some advances during the last year to become more efficient and productive. The opportunity to attend Harvard (for free!) does not come along more than once in a lifetime, but I predict that the philosophy and management tools imparted will stay with me and REACH for a long time.

—Dee Walsh, Executive Director

2004 Donor Lunch *continued*

the building during off hours. She was respected by other tenants for her work and became a welcome addition to the REACH staff.

"My goal was to work with people. Through REACH I became the person I want to be." Margaret is now working with teenagers in recovery at a residential treatment center. "I'm so glad REACH was there when I needed it and now am looking forward to the next part of my life."

REACH is building a strong base of support from individuals and businesses through the Annual Donor Lunch. The gathering offers a time to reconnect with our current donors, welcome new supporters and spread the word about why our work is so important. Don't miss next year's event!



Top photo. People get out their checkbooks and (bottom photo) David Bragdon (left) and Tom Markgraf connect at the Donor Lunch.

Resource Development

Giving Grows Like A Well-Tended Garden

On Christmas Eve, a representative from Washington Mutual came to the REACH office to see Dee and surprised her by handing over a \$10,000 check. Is this how REACH raises money? No, normally it takes a lot of hard work.

Even though money doesn't grow on trees, fundraising for REACH could be compared with planting and tending a garden. It's an evolutionary process that requires care and feeding for healthy growth. Those with experience know to select the right plants for the local conditions. Adding more perennial beds where annuals once bloomed can be very beneficial. Patiently nurturing the slow growing, long-lived oaks and beeches will bring long-term rewards.

Even though you may not notice a trowel or a rake in the hands of the Resource Development Staff, Kay Hutchinson and Scott Shlaes, they have plenty of tools to help REACH fund the programs that make a difference in people's lives.

It is typical for nonprofits to seek funding through foundations. After 20 years, REACH has a healthy relationship with many foundations. We also have nurtured strong support from individual and business donors, a much more sustainable source of revenue. Kay, who is the Resource Development and Programs Manager, is grateful for the donor base REACH has built. "The connection with people who give us money makes all the difference. It's rewarding to link our donors to what we do and work for."

The REACH Board of Directors over the years has become more involved in fundraising. Some make personal calls to prospective donors. Others help with special events, which play a large role in giving to REACH. Events inspire cur-

"I give to REACH because I trust them and they put their money to good use. REACH is creating the type of asset that is crucial for the health of our communities—a permanent stock of affordable housing units."

—Phil Conti,
long-time supporter of REACH



Kay Hutchinson (right) with donors Sandie and Dan Cooper.



Scott Shlaes (right) and Susie Cunningham, Resource Development Committee member.

rent donors to give more and bring in new people as supporters. "We've always appreciated what REACH does and supported it," says donor Hollis McLean. "My husband Graham (Clark) and I made a decision to focus our giving to a few organizations we believe in. The Donor Lunch was a perfect opportunity to build that stronger relationship with REACH." (See also *Donor Lunch, page 1*)

The Resource Development Committee of the Board helps put together the special fundraising events with Kay and Scott, Resource Development Coordinator. With the Board's active involvement the money raised at the Annual Donor Lunch and All-Star Trivia has increased significantly. Last year pledges at All-Star Trivia produced \$12,600 for REACH's community programs. "Most people are generous and willing to give what they can if given the opportunity," comments Estee Segal, REACH Board Member and Chair of the Resource Development Committee.

Scott also gets business sponsors for REACH's Annual Paint-a-thon. The Paint-a-thon's popularity with corporate groups benefits REACH by helping fund the Paint-a-thon and adding to our volunteer pool. In FY2002-2003, 16 corporations volunteered for workdays throughout the year, a 33% increase over the previous year. Typically when corporate groups establish an ongoing volunteer commitment their level of monetary support increases.

REACH is fortunate to have a dedicated staff and board that boost our fundraising capacity and results. If you're not part of Friends of REACH yet,



Estee Segal (middle) with event guests.

you can add your green thumb by making a donation or volunteering for All-Star Trivia, our next fundraising event, on March 12th. Please contact Scott or Kay at 503-231-0682.

Spread the Word!

Want an easy way to share your commitment to REACH with others? REACH staff and Board members can come to your organization to tell how we are making a difference in the community. Our video presentation and discussion help show the importance of REACH's work and how they can be part of it.

Contact Laurel Lyon at 503-231-0682 ext.134.



REACH Adds Comfort and Joy *continued*

“I didn’t know exactly what the Christmas holidays would bring because our funds were low.”

—Melonie Powell,
REACH Tenant

the Enterprise Foundation and is familiar with REACH’s work.

The family REACH selected was Melonie and Nathan Powell. They are living in their first house with five of the seven children of their blended family. Melonie has two jobs as a Certified Nurse’s Assistant and is completing her registered nursing certificate. Since being laid off Nathan takes care of the kids, including a 10-month-old baby.

When the holidays came near, Melonie became worried. “I didn’t know exactly what the Christmas holidays would bring, because our funds were low.” She called Rosanne Marmor, Tenant Services Manager at REACH, to ask for help. When Kate Allen called Rosanne the next day to see if REACH had a family in need, it was a perfect match. On December 17th Melonie picked up a carload of food and gifts for her entire family from the Da Vinci students.

Things are better now for Melonie than in the past. She fought drug addiction as a teenage mother and went to jail while her oldest kids were toddlers. In jail Melonie realized that “this was not the life for me.” Through “prayer, the Lord showed me that I could have a normal life and get my children back. I decided to make a change for them. Making it through those hard times is what helps keep me going now. My worst day now is



There are smiles aplenty as REACH tenants enjoy a dinner at Dots Café.

so much better than my best day before.”

Melonie is looking forward to meeting the class at Da Vinci and Monica Semeria wants to have her class adopt a family again next year.



Melonie and Nicolas Powell (right) receiving Da Vinci gifts from Julia Edge at the REACH office.



The Da Vinci class was happy to help.

Comfort Food At Dots Café

For the third straight year Dots Café gave REACH families a special treat. On December 7th over 82 REACH residents were served a great meal at the café, located on 2521 SE Clinton. Dots had prepared a special menu including hamburgers & fries, cheese & chicken quesadillas, Greek salads, sandwiches and desserts of chocolate or carrot cake. Sysco Foods, Joseph’s Desserts and Dots’ owners and their families donated food, packages of crayons, coloring books, and a bag of treats for each kid to take home.

Everyone had a great time. They loved the food, the people, the service, and atmosphere. “This was the best hamburger ever!” was the overwhelming review. The Dots’ owners, Kirk, Monica and Jennifer are already talking about next year.

REACH CLOSET WISH LIST

CD Player	Hair Dryer
Chair	Iron
Clock	Lawnmower
Coffee Maker	Microwave
Couch	Mop & other cleaning supplies
Dresser	Shopping Cart
	Vacuum Cleaner

Call Rosanne Marmor, 503-231-0682 ext. 135

project **UPDATES**

HOUSING

Low Interest Rates Bring Money For Property Improvements

REACH refinanced 45 units of housing at various scattered site properties in January. Rates on loans with Washington Mutual, Wells Fargo and Bank of the West were reduced from as high as 9.25% to as low as 5.375%, significantly lowering the mortgage payments on these properties. The refinances also netted about \$150,000 in "cash out," which will fund capital improvements at the properties, including a fire prevention sprinkler system at the Yamhill Street 8-plex.

COMMUNITY BUILDERS

Outreach Helps

Increase Projects & People Served



Marshall Worley installs a smoke alarm.

This fall and winter have been a busy time for the Community Builders Program. Staff and volunteers completed 140 home repairs

for over 50 senior and disabled homeowners since July 1st. Most of these homeowners heard about the program through flyers volunteers left on their doors. These outreach efforts have led to more word-of-mouth referrals from recipients satisfied with the work REACH completed on their homes. If you want to help REACH connect with more seniors in need, get some exercise, and smell spring flowers, please contact Anastasia Howard at **503-231-0682 x148**.



Ritzdorf Court tenants celebrate their Third Annual Thanksgiving Potluck.



Youth\$ave class discuss investment strategies over a game of Monopoly.

TENANT SERVICES

Youth\$ave Classes Begin

Youth\$ave classes began this fall with 16 young people enrolled. All except for two new kids have been in the program for at least two years. Youth\$ave also benefits from Alex Perry, REACH's Youth Development Coordinator, and all the mentors continuing from last year. Kids will save \$2,555 for music, dance and theatre classes; swim and basketball teams; computers, and college. Topics for this year's financial literacy classes include saving, budgeting, credit, smart buying and product marketing. The kids are looking forward to visiting **Weiden and Kennedy** in March to learn even more about how advertising and marketing work.



REACH Tenants Flock To Clothing Fair

Over 65 REACH tenants took advantage of a large selection of free clothing and household items at the Grand Oak Apartments on Thursday, January 29th. People filled containers as large as plastic garbage cans and suitcases to carry their items home. **Columbia Sportswear** donated new coats and sports gear. Used clothing of all sizes came from a special clothing drive by **Sulzer Bingham Pumps** and individual donors.

REACH Staff News

August 2003–January 2004

ANNIVERSARIES:

Michael Bushnell.August, 2000
Becky Crew.January, 1990
Steve Dorner.January, 1992
Kay Hutchinson.October, 2001
Dona Langley.December, 1999
Bill Lynch.August, 2001
Laurel Lyon.September, 1997
Michele Miner.December, 1999
John Morse.September, 1998
John Pancoast.September, 1992
Alex Perry.September, 2002
Jan Petersen.November, 2001
Dee Walsh.October, 1988

NEW HIRES:

Jerald Kelt, Building Monitor, Ritzdorf
Tim Livingston, Building Monitor, Dresden Apartments
Donna Rhodes, Building Manager, Albina Corner
Erin Singer, Tenant Services at the Rose
Tami Traeden, Receptionist/Accounts Payable

FAREWELL TO STAFF:

Margaret Tigner, Ritzdorf Building Monitor
Jim Hellyer, Receptionist

FAREWELL TO BOARD MEMBERS:

Suzanne Bader, Rob Bennett, Bill Bush, Danny Larkin, Art Pearce

NEW TO BOARD:

Betsy Ames, Raina Beavers

NEW TO BOARD COMMITTEES:

Tim Mosier, Ruth Ann Tsukuda

friends of REACH

Received AUGUST 21, 2003 – JANUARY 31, 2004

GOVERNMENT & FOUNDATIONS

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Boeing Employee Giving Committee
Bureau of Housing and Community Development
Combined Federal Campaign
Community Health Charities
David Axelrod and Marilyn Couch Charitable Fund of the Oregon Community Foundation
Enterprise Foundation
John Gray Charitable Fund of the Oregon Community Foundation
Mentor Graphics Foundation
R.H. Parker/United Foundation
Robert Brady Trust
United Way of the Columbia-Willamette
Wentworth Foundation

PILLAR SOCIETY \$1,000 +

Andersen Construction
Gales Creek Insurance
LWO Corporation
Miller Nash
Nationwide Insurance
National Equity Fund (NEF)
Robert Leeb Architects & Planners LLC
Scooter McQuades
Starbucks
US Bank
Washington Mutual
Wells Fargo
Princeton Property Management *in honor of our clients*

Matt Aho
Bob & Debra Durgan
Wayne Kingsley
Carol Samuels & David Taylor
Dee Walsh & Dave Porter
Maureen Wright & Lane Brown

TERRACE CLUB \$500 - \$999

Albina Community Bank
Alpha Engineering Inc.
Deloitte & Touche
Geffen Mesher & Co.
Lane Powell Spears Lubersky LLP
National Builder's Hardware
Schwabbe Williamson & Wyatt, P.C.
Walsh Construction
Willams & Dame Development

Cathy & Thomas Briggs
Carole Most & Leon Laptok
Larry Conrad & Topaz Faulkner
Phil & Melinda Conti

Becky Crew & Ernest Parker
Peter & Susan Fry
Julia & Gary Glisson
Rance S. Gregory
Thomas Hansen & Kim Manley
Dory Jones
Kevin Kraus
Freddy & Roger Lunt
Sue Rubin
Steve & Wendy Rudman
Robert & Adrienne Stacey

CORNERSTONE CLUB \$250 - \$499

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Alder Geotechnical Services, Inc
Cloudburst Recycling, Inc
Guardian Management
Marley Brown Lumber Service
Quiet Mountain, Inc.
Seattle NW Securities Corporation
West Side Electric

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James Claypool, Jr. & Nancy Craven
Susie Cunningham
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Joseph & Patricia Hagen
Andrew & Gail Hahs
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Gerry Mildner & Lucia Toro
John Morse & Melissa Evans
Tim Mosier
Jennifer Neilson
Madeline Nelson & Jim Lafky
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David Weislogel
Manning Welsh
Donna & Jim Zarrillo *In tribute to Julia Edge*

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Barker & Calkins, Inc

Children First for Oregon
Combined Federal Campaign
Demars Vending Service
Kenton Enterprises LLC
Standard Supply
Washington Mutual Employee Giving Program
Wells Fargo Community Support Campaign
Amy Alcala & Princeton Property Management Admisntrative Staff *in honor of our property managers*

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Carole Alexander
Allen Johnson & Susan Brody
Anthony & Elizabeth Almer
Betsy Ames
Scott Androes
Steven Apotheker & Diane Meisenhelter
Thomas Armstrong & Margaret Geselbracht
Suzanne Bader
Robert & Carol Baird
Candice Bartasavich
Margaret Bax & Kenneth Short
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Nancy Bond
Robin Boyce & Richard Bixby
David Bragdon
William Brault
Clifford Brock
Loulie Brown
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Diana Dicker
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Richard & Jill Durr
Julia Edge
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Members of the Skyscraper Society have made a commitment to donate \$1,000 or more to the Friends of REACH Campaign for 5 years:

Dan & Sandie Cooper
Sebastian & Erika Degens
Kay Hutchinson

Jeff Lang & Ramona Svendgard

If you are interested in being a charter member of the Skyscraper Society, please contact Kay Hutchinson at 503-231-0682

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 Molly Rogers & Chris Hagerman
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Gilly Burlingham *In tribute to Kathryn Burlingham*
 Eugene Cervenka *In memory of Louise Cervenka*
 Charles L. & Paula Clark *In memory of Martin H. Clark*
 Rhoda Weiss *In tribute to Freddy Lunt*

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 Community of Christ
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 Dots Café
 Good Neighbor Center
 Japanese Garden Society
 Josephs Dessert Company
 Mary Forst Associates
 Milagro Theatre
 Mt. Scott Fuel Company
 New Seasons Markets
 Northwest Children's Theater
 Oregon Ballet Theatre
 Oregon Children's Theater
 Portland Classical Chinese Garden
 Portland Nursery

Portland Revels
 Portland Trailblazers
 Portland Youth Philharmonic
 Rose's Equipment & Supply, Inc.
 Starbucks
 Sun Snacks
 Sysco
 Tears of Joy Theater
 West Side Electric Company
 Whole Foods
 Wild Oats

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 Gilly Burlingham
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 Marshall Worley
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 Patricia Yeager
 Scott Zelenka

We highly value everyone who has donated to REACH or volunteered for us. We make our best effort to keep our acknowledgment lists accurate. If there is something that needs to be corrected, please call Scott Shlaes at 503-231-0682 ext. 131.

5th Annual
All-Star Trivia
 & **Silent Auction**

Friday, March 12, 2004 ★ 6:00 pm – 9:30 pm
Melody Ballroom ★ 615 SE Alder Street

Celebrity Contestants
 ★ Erik Sten, City Commissioner
 ★ Thomas Lauderdale, Pink Martini
 ★ Ruth Scott, Innovative Partnership
 ★ Jack Ohman, The Oregonian

Tickets: \$30 in advance.
Call Scott for more details at 503-231-0682 x131.





**REACH Community
Development, Inc.**
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Portland, Oregon 97214
(503) 231-0682
www.reachcdc.org

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Civic Leaders From Shanghai Visit REACH

The Director and staff of the Civil Affairs Bureau of Shanghai visited REACH this fall to learn how non-governmental organizations in the United States develop and manage affordable housing. Board Member Ann Lininger (far right, second row) and Executive Director Dee Walsh (far left, bottom row) met with members of the Bureau, their translators and local hosts from the University of Oregon.

REACH Mission and Board

REACH's mission is to develop and maintain a permanent resource of affordable housing, promote healthy neighborhoods, and provide opportunities for low-income people through partnerships and community involvement.

Board of Directors and Affiliations

Bill Van Vliet, REACH President, Network for Oregon Affordable Housing
Larry Conrad, REACH Vice President, Brinckerhoff Quade and Douglas, Inc.
David Schue, REACH Secretary-Treasurer, Cascade Investment Advisors, Inc.

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