

Fall 2019



Pajaro Valley Shelter Services

Self-Empowerment • Dignity • Compassion

More than a roof...



“I’ll never forget the night before Brooklyn was born: I was sleeping in a field with just a sleeping bag, as it sprinkled. I went into labor the next morning. I had no idea where I was taking this beautiful baby when I left the hospital. I was in full panic mode leaving the hospital in a cab to go nowhere, when I got the call that PVSS had a room available. **Because of PVSS, my daughter has never spent one day of her life homeless.** We now live in transitional housing.

I work two jobs: one I’ve had for over two years and the other is an amazing opportunity, doing sales and administration work for a successful business. I am also now enrolled in a couple of **online courses** for the job.

After nine years of not having a driver’s license, not only do I have a license but I have been able to **buy a car.**



I have paid off my student loans.

I have savings and I never worry about how I will make ends meet, because I have a consistent monthly budget.

After 8 years of being told by so many that this was impossible, **my oldest daughter has been living with me for a year and my son just spent this past summer with us.**

I am truly grateful for this once in a lifetime chance and am confident that **my future will continue to get better.**”

- Kristan, PVSS Transitional Housing Client

... families need a strong foundation to rebuild a happy home.

Let's Share in a Vision...



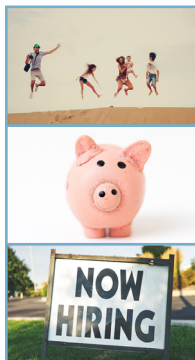
Greetings, new friends and supporters!

I'm delighted to join the wonderful team at PVSS! I am about two months into my role as Executive Director and I feel like I am exactly where I should be. I moved to Santa Cruz from Sonoma County to embrace this opportunity for two reasons: first, I wanted to dedicate my life to an organization that still believes that we need to provide families with much more than just a roof over their heads; second, I discovered astonishing things about PVSS when I researched the organization.

I discovered that, with a budget of less than a million dollars, we work with close to two hundred homeless children and adults each year in twenty-two units and a hundred and thirty six beds of shelter, transitional and permanent housing – and that eighty-two percent of families are graduating into stable housing! Perhaps most surprising to learn was that thirty-eight families had purchased their own homes upon graduating from PVSS! To me, that was the clincher and really showed the power of the organization's approach to helping families to become self-sufficient and thrive – not just survive – under a roof of their own.

There are still a huge number of families that need our help in the Pajaro Valley. Our highest expression of love and compassion for them is our relentless pursuit of better housing outcomes. I look forward to working with you and helping PVSS to become an even more effective provider of transformative programs and services. Together, we can create a future where all families have safe, secure housing and bright, self-sufficient futures!

Program Outcomes to Date



90% of individuals exited to permanent housing

79% of families exited with savings for housing

91% of adults exited with employment

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Case Manager, AmeriCorps Volunteer

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New Staff Take Off!



Mike Johnson
Executive Director

Mike joins PVSS from Sonoma County. He brings 19 years of experience at COTS, the second largest homeless service provider in Sonoma County, culminating in 5 years as CEO of the organization.

"I am here dedicating my life to this work and PVSS, because it's doing for families what we all want for our own families. Because we care deeply about children and their parents, we are committed to providing much more than just a roof over their heads. We want them to leave our programs equipped to thrive, not just survive, under a roof of their own!"

Judy was born and raised in Watsonville. She rejoins PVSS after working as the Mother's Day Run & Walk Race Director for the past 4 years. She brings experience in event coordination and fundraising campaign management.

"I've known about PVSS for many years, having run years ago in several Mother's Day Runs. However, I hadn't realized, until more recently, that PVSS' amazing programs provide not only shelter, but also paths to self-empowerment & self-sufficiency for their clients."



Judy Sambrailo
Development Coordinator



Jamie Serrano
Property Manager

Jamie was raised in Santa Cruz County and witnessed the need for affordable housing. She rejoins PVSS after serving in different temporary roles, from an office assistant in 2015 to interim property manager in 2017, 2018, and early 2019.

"I have always had a strong desire to help people in need, so when the opportunity to join PVSS' staff arrived, I was thrilled. I am proud to be part of an agency that truly makes a difference in clients' lives. I am inspired by the quote 'Treat others the same way you want them to treat you' (Luke 6:31, NASB)."

Elizabeth is an AmeriCorps Volunteer from Southern California. She brings a background in sociology and passion in assisting underserved families.

"Growing up, I wanted to help and empower underserved families and children. I chose to serve in Watsonville at PVSS because the organization is unique and dedicated to its mission, vision, and values. PVSS provides an opportunity for families, no matter their circumstances, to find the resources and assistance they need, achieve emotional well being, and learn new skills, so they can graduate into a safe, secure, and stable home."



Elizabeth Barcenas
Case Manager



Elizabeth Estrada
Emergency Shelter Coordinator

Elizabeth was born in Hollister and raised in Watsonville. She became homeless in 2017. She is a thriving PVSS alumna, having participated and saved in Transitional Housing.

"I bettered myself and my family through the experience at PVSS, and as a result, it became a life changing experience. Working at PVSS gives you a feeling of success and peace of mind, which is a direct result of self-satisfaction in knowing you did your best in helping others in need, giving back what is freely given to you by always being of service. Thank you for the opportunity to give back."

Margarita has been a lifelong resident of Santa Cruz County. She has been a victim of homelessness and lack of affordable housing. She is a thriving PVSS alumna.

"I have benefited greatly from PVSS' positive influence and support, helping me grow and get my life on the right track, leading to a new job and home of my own. Through the extended opportunities given by working with PVSS, I have the chance to pay my good fortune forward by working with others who are willing and able to make real, long lasting positive changes in their lives."



Margarita Estrada
Emergency Shelter Coordinator



Pajaro Valley Shelter Services

115 Brennan Street
Watsonville, CA 95076

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SANTA CRUZ, CA
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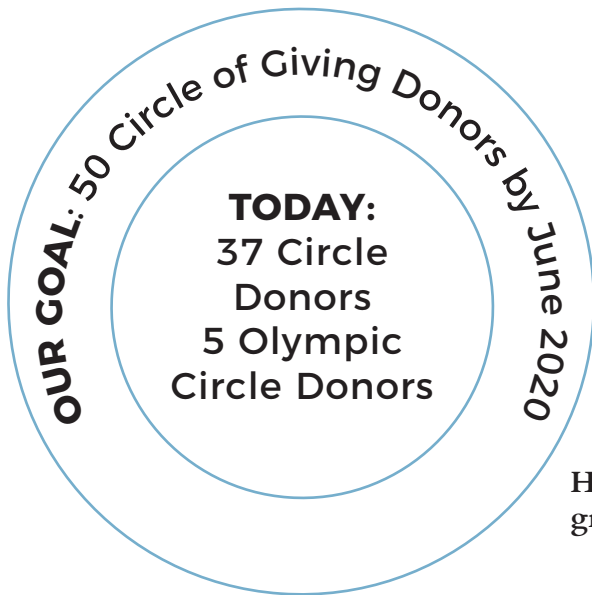
Return Service Requested

**Your gift provides the roof and
the foundation for a happy home.**



**More than a roof, families need a strong foundation
to rebuild a happy home.**

The Circle of Giving Keeps On Giving



Welcome to the Circle of Giving Family!

At the Shelter to Home Dinner on October 3rd, our Circle of Giving family grew from 29 active members to 37 members!

In addition, 5 current Circle of Giving donors committed to matching new pledges – thus joining the Olympic Circle! Thank you to Teresa Ronse for kicking off the gift matching effort.

Join our sustainable giving families – providing a stable source of funding to support families on their path to self sufficiency!

Help us by being of 1 of 8 new Circle of Giving donors who will grow the family to 50 members!

Be a Hero for Families All Year Long

Join a Circle of Giving!

FOREVER IMPACT

A Dollar a Day

For example...
 $\$500/12 \text{ mo.} = \$41.67/\text{mo.}$
That's \$1.34/day!



>\$5,000/yr. Super Sisters Circle

\$5,000/yr. Sisters Marie & Susan Circle

\$2,500/yr. Gold Circle

\$1,000/yr. Silver Circle

\$500/yr. Bronze Circle

x3 years

Join Our Monthly Donor Family!

\$100/MONTH

2 hours of counseling for domestic violence for a single mom

\$25/MONTH

1 case management meeting for a family

\$50/MONTH

2 nights of Emergency Shelter for a single mom and her child

\$15/MONTH

1 day of nutritious food for a family of 4

You Have Exponential Impact

Alumni Feature



PVSS Alumni Mateo and Araceli Gonzalez graduated from PVSS' Transitional Housing program in 2018. In July 2019, they successfully completed the adoption process for two of the children in their care! The stability they achieved at PVSS helped them build a happy home for their family!

Save the Date!

Sunday, May 10th, 2020



36th Mother's Day Run & Walk for Shelter

Register now for Early Bird rates!
www.pvshelter.org

Your Gift Will Be Matched

Support Families from Both Counties

Big Idea Trauma Recovery

Funds from *Santa Cruz Gives!* will cover the cost of outpatient counseling for clients, as well as staff training in trauma-informed case management - helping families recover from trauma and gain emotional stability.



Big Idea Financial Literacy

Funds from *Monterey County Gives!* will support one-on-one financial consciousness training and budget reconciliation meetings, plus financial literacy workshops, for families working toward financial stability.

Donate Online
www.santacruzgives.org
**SANTA CRUZ
GIVES**

Donate Online
www.montereycountygives.com
MONTEREY COUNTY GIVES!
Joining Together for Big Ideas



2019 Community Highlight

Did you know that PVSS hosts a community party on National Night Out? Everyone loves it, but the kids enjoy it the most!

