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RUBICON PROGRAMS INC.

Begin the Journey to Change.



August 2010 News

Dear Rubicon Friend:

Last month, I was pleased to participate in a panel titled "Rapid Employment" at the [National Conference on Ending Homelessness 2010 in Washington DC](#). We discussed current strategies to increase employment income for families and individuals who are served in rapid re-housing programs.

As you'll read below, these programs make a difference to East Bay families. Earlier this month, we received a thoughtful reflection from a family of eight, who finally found a place to call their own. We are moved by their words, and know you'll be inspired too.

Warmest Regards,

Jane Fischberg
President and Executive Director

A Place to Call Home

August 4, 2010

Dear Rubicon Programs,

I would like to take this opportunity to say thank you for your support over the past several months. It has been very much appreciated and definitely needed in this time of transition. We are settling into our new surroundings and trying to make this our stepping stone into making this our home. Since November, it's been hard to call any place home, since we had lost everything we had and to transition from our home to being homeless, to a hotel, then living with friends. It had taken a toll on all 8 of us. With your help and with the assistance of Craig Williams [Rubicon employee], we have been able to re-collect our thoughts and most importantly our family and are trying to become whole again.

Just last month we finally had it in us to take everything out of storage and make room into the new place for our things. A lot of memories came back after seeing everything that had been locked up for almost a year now. It's taking time to be able to stand by ourselves again but with the assistance of all of you that make this program happen, you are making that transition so much easier. I really don't know what would've happened to us if I didn't meet Craig, Mr. Alexander [Rubicon employee] and your program when I did... thank you all so much. With sincere thanks and gratitude.

[This message reminds us that the need is great, and how together, we are helping people begin the journey to change.](#)

Rubicon Programs and Mental Health Consumer Concerns



Events

A Taste of Richmond and the Richmond Riviera Regatta August 21-22, 2010

Special thanks to Margi Cellucii, Scott and Eva Gordon, Kathleen Dolan, Caryl Horn and all of our friends at the Richmond Yacht Club!

Their annual Richmond Riviera Regatta was held on August 21-22, 2010, and Rubicon is thankful to be one of the selected beneficiaries of their fundraising events. We are grateful for their support.

View photos of the festivities on [Rubicon's Facebook Page](#) and the [Yacht Club's event website](#).



2010 Week of Caring September 13-18, 2010

Rubicon Programs is looking forward to welcoming back corporate volunteer teams from Chevron, Wells Fargo and other Bay Area companies. Visit our website to keep track of how you and your company can contribute and become involved!

Let's Get Together!

**September 29, 2010
6:30pm-8:00pm**



Rubicon Staff Members Carolyn Moore (L) and Michelle Jocson (R) prepare for the festivities.

Partnership is key. Collaboration among services providers is critical to furthering mental health recovery in our communities. On July 7, 2010, Rubicon Programs and [Mental Health Consumer Concerns](#) (MHCC) hosted a wonderful barbeque for our program participants. Together, Rubicon Programs and Mental Health Consumers are implementing W.R.A.P. (Wellness Recovery Action Plan), a nationally acclaimed self-management and recovery system developed by Dr. Mary Ellen Copeland.

"W.R.A.P. embodies the best practices in the mental health recovery movement," states Steven Grolnic-McClurg, LCSW, Director of Supportive Services at Rubicon. "It empowers individuals to take charge of their lives and to proactively take steps towards their goals. We are thrilled to be partnering with MHCC in providing these groups."

Help Improve Financial Literacy among Low-Income East Bay Residents

A core component of our mission is to prepare very low-income people to overcome barriers to financial independence. To help clients realize this goal, Rubicon is collaborating with community and corporate volunteers to develop a Financial Stability program targeting low income individuals and families. The Financial Stability program will include workshops, mini-courses, and individual counseling on topics such as requesting and repairing credit reports, household budgeting, building savings and other topics related to financial stability.

"In the current economy, a good job isn't enough to achieve financial independence," says Rob Hope, Director of Workforce Services. "Strong credit, sensible spending, and accumulating savings and assets are all critical steps in leveraging a job into a long-term living wage career. Coupled with our existing employment and housing services, this new program will give Rubicon clients the knowledge and confidence necessary to move themselves and their families out of poverty."

Interested in leading a workshop? Join our team of talented volunteers. For more information, please contact Nicole Medeiros at nicolem@rubiconprograms.org or (510) 231-3994.

Y&H Soda Foundation awards a \$25,000 Challenge Grant to support our Annual Campaign

We are pleased and grateful to announce the Y&H Soda Foundation has awarded a \$25,000 Challenge Grant to Rubicon for the 2010-2011 fiscal year. **Gifts from first-time donors will be matched 100% by the Foundation, and the increased portion of gifts from existing donors will also be matched 100%.**

This means that if you are a new Rubicon donor, and you donate \$250 now, Rubicon will receive an additional \$250 from the Foundation.

If you are an existing donor, and you donated \$100 last year and increase your gift to \$250 this year, Rubicon will receive an additional \$150 from the Foundation.

Please spread the good word! **It is only because of you that we are able to continue providing high-impact services.** If you'd like more information, please contact Lynn Peralta, Director of Development, at (510) 231-3965 or visit our [online donation page](#) to help us achieve our goal and double your gift today!

Rubicon Around Town



Caffè Verbena Oakland, CA

Join us for a dynamic evening of appetizers and conversation! Rubicon's leadership will share our vision for helping East Bay families achieve financial independence, and partnering with people with serious mental illness on their journey of recovery.

Mix, meet and mingle!
Please bring your colleagues and friends.

For more information and to RSVP, call Nicole Medeiros at 510-231-3994 or nicolem@rubiconprograms.org.

In the News

[San Francisco Chronicle](#)
Leah Garchik makes note of the Richmond Yacht Club and Rubicon Programs.

[Contra Costa Times](#)
Chris Treadway highlights "A Taste of Richmond," and Rubicon Programs.

[KPFA](#)
Owen Hershey, Berkeley Workforce Services Manager, speaks to KPFA about how Rubicon is partnering with job-seekers during this difficult economy. [Click here to listen to the interview.](#)

DONATE

Thanks to our donors, corporate and foundation partners who contributed this fiscal year **(July 2010 to present)**

[To view our full supporter list, please visit our website.](#)

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Margaret Syed
The Safeway Foundation
The San Francisco Foundation
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Union Bank of California

Face painting was a huge hit! Special thanks to Delia Cantu for sharing her artistic talents with children in our neighborhood.

On August 3, 2010, Rubicon participated in a city-wide and nation-wide crime and drug prevention event organized by the National Association of Town Watch. We were pleased to co-host the Richmore Village/Metropolitan Square Neighborhood Block Party.

The Metro Square Neighborhood Watch Group and Rubicon Programs welcomed local neighbors for an evening of food, arts and painting activities, a children's jump house, music and more.

We appreciate all who took time to celebrate safety and community with us. We extend special thanks to members of the Red Cross, Planned Parenthood and the National Parks Service (Richmond Rosie the Riveter Museum) for taking part in our event. We also thank MA Hayes for their assistance with photocopying.

[To view more photos of the event, please sign up and visit our Facebook Page.](#)

LEADERSHIP: Spotlight on Greg Powell, Vice Chair, Rubicon Board of Directors



We are proud to share reflections from Greg Powell, Vice Chair of Rubicon's Board of Directors.

What do you do at The Clorox Company? I am a brand manager for Clorox's Auto brands, which include Armor All and STP. Brand management is a cross between marketing and general management, so I work closely with all of our internal teams, like Sales, R&D, and product supply to manage our existing product portfolio and help create new products. Then I also work closely with our external agencies to reach out to consumers and help communicate our brand to them so that they are excited to buy our products.

How did you become a member of Rubicon's Board of Directors? I learned about Rubicon from a previous job. When I was looking to get more involved with a nonprofit, I saw on VolunteerMatch.org that Rubicon was actively looking for new board members. I was so excited at the opportunity that I wrote a board application that was just a tad shorter than "War and Peace." I've been with the Board for almost 2 years and am loving it!

What do you like most about Rubicon and the work it does? My sister practices psychiatric nursing and treats people facing severe barriers to employment, many of whom are living with debilitating mental illnesses. I encounter many people with similar barriers in San Francisco, where I live, and see the never-ending cycle of homelessness and poverty that Rubicon's target populations live with. Rubicon's integrated approach addresses some of the fundamental problem that these people face in a way that boosts our likelihood of success. I think we're one of the best at what we do!

What do you like to do for fun? We have a 9 month old boy at home, so most of my downtime is spent trying to make him laugh. Tickling, peek-a-boo, and our cat Mocha are the most consistently funny things to him. When I'm not entertaining him, I am spending time with friends and family, reading, or enjoying "Seinfeld" reruns.

WISHLIST: A SMART Board

Do you or your company have a SMART Board? A SMART board is an interactive white board that connects to the internet, allowing you to access e-learning curricula and teach computer literacy on a big screen. We are in need of a SMART Board for our Richmond Workforce Services site.

If your business is able to donate a SMART board, please contact our Development Office at 510-231-3994.

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Share our mission with your friends and family. Keep track of upcoming events and Rubicon news on Facebook and Twitter!



GoodSearch and GoodShop!

GoodSearch.com is a new Yahoo-powered search engine that donates half its advertising revenue, about a penny per search, to the charities its users designate.

Use it just as you would any search engine, get quality search results from Yahoo, and watch the donations add up!

And if you download the GoodSearch – Rubicon Programs toolbar, we'll earn money every time you shop and search online - even if you forget to go to GoodShop or GoodSearch first!

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