



INSIDE THIS ISSUE

Letter from Chairman	2
SD Women's Foundation	2
Donor Appreciation	insert
Adopt-A-Block	insert
Recapturing Dreams	3
STRIVE Academy	4
STRIVE Calendar	4

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Our Vision- empower people to open doors, change lives and strengthen community.

Our Mission- create opportunities for self-sufficiency by providing job readiness training, jobs and affordable housing for homeless and long-term unemployed men and women.

Making Our Community Better One Scoop at a Time

Second Chance celebrates the grand opening of our newest Enterprise: the Hillcrest Ben & Jerry's PartnerShop® on April 1st and 2nd, 2004

Besides awesome 100% natural ice cream, the Second Chance Ben & Jerry's PartnerShop® is providing workforce development opportunities to at risk youth ages 15 to 25. Our youth initiative provides job readiness training with attitudinal skill training and Enterprise employment opportunities to help formative young-adults by-pass substance abuse, incarceration and homelessness.

Please join us and more celebrity scoopers at our Hillcrest Ben & Jerry's PartnerShop® on April 27th for **FREE cone day** from 12pm to 8pm, at 1254 University Avenue, 619-294-4212.



Mayor Gives Ben & Jerry Key to the City
Left to right: Ben Cohen, Co-Founder of Ben & Jerry's Ice Cream, Jerry Greenfield, Co-Founder of Ben & Jerry's Ice Cream, San Diego Mayor Dick Murphy



S. D. Leaders Celebrate Second Chance Ben & Jerry's PartnerShop Grand Opening
Left to right: George Biagi- Deputy Mayor Toni Atkins' office, Ben Cohen, Ben & Jerry's Ice Cream Co-Founder, Scott H. Silverman, Executive Director/Founder of Second Chance, Dwayne Crenshaw-Jacobs Family Foundation, Councilmember Brian Maienschein, Senator Dede Alpert, Jerry Greenfield- Ben & Jerry's Ice Cream Co-Founder, Mayor Dick Murphy, Center: Ray Gallagher, CPA-Lavine, Lofgren, Morris & Engleberg; Second Chance Chairman of the Board

10th Annual Adopt-A-Block

The 10th Annual Adopt-A-Block community clean-up and fundraiser for Second Chance on May 15, 2004 has been proclaimed by Mayor Dick Murphy as Second Chance Adopt-A-Block Day. Second Chance hopes to raise \$150,000 at the event and bring together 1,000 volunteers to paint houses, pull weeds, clean graffiti, plant flowers, paint murals and clean up trash. Please join us and sign up today!

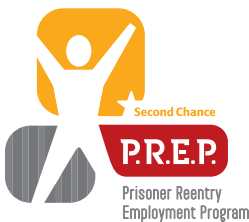
Please see insert for sign up information.



San Diego Women's Foundation

The San Diego Women's Foundation (SDWF) granted \$35,000 to the Second Chance Prisoner Reentry Employment Program (PREP) to re-integrate incarcerated individuals as productive, working members into the San Diego Community. The SDWF strengthens and improves women's capacities to engage in significant philanthropic contributions in San Diego. They have made numerous, powerful contributions to impact positive changes in San Diego. The SDWF was created in 1999 and has grown to more than 206 members. Following is a recent article from the San Diego Women's Foundation Journal about their funding for PREP written by Judy Radke.

In 2003 the San Diego Women's Foundation provided grant funding for a new program at Second Chance called the Prisoner Reentry Employment Program (PREP). This program helps inmates immediately upon their release with housing, STRIVE job readiness training, mental health counseling, and case management. In September, Mary Ann Nelson became PREP's second graduate. Mary Ann had been living in another state until a traffic stop revealed an outstanding arrest warrant dating back to 1992. She was brought back to San Diego, pleaded guilty, and served six months in the Las Colinas Detention Facility. Upon release from jail she had nowhere to go and thought she would be sleeping in a homeless shelter. Prior to her release Mary Ann attended an orientation for PREP and she quickly applied for a spot in the program. As Mary Ann says, "If PREP hadn't been there, I would have been putting myself back on the street." PREP staff met her at the prison gate upon her release, and took her to her new home. She participated in STRIVE, the three-week job readiness program, faxing 15-30 resumes per week, often applying for jobs for which she was overqualified, but aware that the felony conviction could prevent her from getting better jobs. "The program was great. Housing was the number one benefit because without a roof over your head and a phone to use you are really stuck. They helped with bus fares, with food, and with proper clothing. They were always there to help out with any kind of need." She accepted a job despite having to get up at 4:00 AM and take four buses



Letter from the Chairman of the Board



As I begin my tenure as Chairman of the Board at Second Chance, I do so with a great sense of gratitude, anticipation and hope. As a founding Board Member, I have enormous pride in what our organization has accomplished over the past eleven years. We have provided a renewed sense of self worth and a fresh start for more than 1,200 STRIVE graduates who have successfully completed our nationally recognized Job Readiness Training Program. While other agencies in San Diego address the needs of the unemployed, no other agency in the city delivers the nationally recognized STRIVE model for employment preparation, with its unique levels of success- 80% of our 1,200 San Diego STRIVE graduates have found and kept jobs!

There is pride in the teamwork and relentless dedication our staff demonstrates towards fulfilling the vision and mission of Second Chance. If we are going to end homelessness, and the resulting health and social issues and costs associated with homelessness, then we must prevent people from becoming homeless by addressing their fundamental need for employment and supportive services. Second Chance has demonstrated success in preventing homelessness, as well as in lowering recidivism, and improving health, by increasing employment and housing opportunities.

Please join us in making the year 2004 an unprecedented year of creating positive change for the continued success of every man, woman and child asking for a Second Chance. Because of your support we have been empowered to help thousands of others.

Thank you and please stay connected to Second Chance and help make a difference in San Diego.

Best Wishes,

Raymond Gallagher, CPA
Lavine Lofgren Morris & Engleberg
Chairman of the Board

to get there and back each day. She recently bought a car and is saving for a security deposit for a place of her own. Mary Ann is energetic and optimistic about her future. As she says, "As long as you just keep plugging away, things are going to happen." Mary Ann now wants to give back to the community that gave her so much. With a BS in Psychology, she is thinking about going back to school to take courses in counseling to help other people who need it. "Sometimes people just need someone to talk to. Some girls just stray and need a big sister." Again we see, giving begets giving.

For more information on the San Diego Women's Foundation, please visit their website at www.sdwomensfoundation.org

Recapturing Forgotten Dreams

By: Tana Lambert

Second Chance Outreach Advocate

Recapturing forgotten dreams.... That's what happens at Second Chance everyday. Collista had dreams when she was a little girl. Growing up on a macadamia farm in Hawaii after being taken out of her home due to parental negligence, she dreamed of escaping to the big city. She wanted to help other children so they didn't have to go through the pain that she went through. "I wanted to give hope to other kids who had gone through the same experiences I had."

Collista's dream of living in the city came true, but with consequences. "I was living on the streets, doing a lot of hard drugs. At one point, I was sitting under a bridge about to put a needle in my arm when I realized I had no veins left. There were bruises all over my body. I wanted to die at that moment. I knew I needed help." Collista was incarcerated because of criminal acts to support her drug habit. "I took the wrong path."

Once released from jail, she weaved in and out of dead-end jobs, trying to readjust into the community. "I kept losing jobs, I wasn't motivated, I was hopeless, I felt like a failure. I would see other people being responsible and going to work, supporting themselves and I knew I wanted that." One day, her parole officer mentioned STRIVE to her. "I knew right away that STRIVE would help me. I was told that it would help me get and keep a job. I thought to myself, that's exactly what I need."

Collista was in the first California Youth Authority graduating STRIVE class in December 2003. "Things were different while I was in STRIVE," Collista says, "I felt more motivated to go to class than I had ever felt to go to work before. I felt like I was doing something with my life. Before, I felt like a failure and at STRIVE, they made me feel like I was important. I realized that this was my life and that I was important enough to invest time into myself to do something positive with it."

"I used my lack of transportation as an excuse for not going to work. During STRIVE, I started to think to myself, "If I can get up at

5:00 a.m. and make it to class everyday, I can do this for work. It can get hard at STRIVE, they help you help yourself. Sometimes, it's hard to look at yourself. You are confronted with things you don't like about yourself. By identifying the traits you don't like, you can do something about them and start recognizing the things that are good about yourself."

Collista graduated from STRIVE and was hired as a receptionist at Second Chance. "I enjoy my job and I wake up excited to come to work." I'm more responsible now and every morning, I put on a professional outfit and I feel important. I feel I get to help be a part of what was given to me.

At the young age of 19, she has her entire life ahead of her. She has been clean and sober for 9 months and her career plans include going to college and becoming a counselor for teenagers. Collista recently received the Outstanding Achievement Award from Volunteers in Parole, a group that consists of lawyers, parole officers, politicians and even the President of the California State Bar Association, who acknowledged how much she has grown in the past year.

When people walk into Second Chance today they are greeted with a smile by a very bright, articulate and strong young woman with a future full of dreams.



“Things were different while I was in STRIVE. I felt more motivated to go to class than I had ever felt to go to work before. I felt like I was doing something with my life.”

My STRIVE Academy Experience

By Mike Kirkeby,
Second Chance Board Member

The STRIVE Academy is held in East Harlem, New York where the program was established in 1984. The Academy is a unique and life changing experience that puts Second Chance team members in the client's shoes. During the Academy staff and board members are required to do the same exercises and self-searching process that all STRIVE participants experience.

Through this unique process, Second Chance team members really grasp onto the mission and vision of STRIVE and Second Chance. Every three months selected team members are sent to New York STRIVE to experience this transformation and to gain a deeper sense of the STRIVE process.

I feel very fortunate to be the first Board Member to attend the STRIVE Academy. The Academy was a breakthrough in that we all connected deeply with ourselves, and realized that we are all the same; regardless of our social or economic status. I think Israel Quitcon, Jr., STRIVE New York Trainer summed up the Academy perfectly in a letter he sent to me recently. "STRIVE is about changing the vibes of life's rhythm, making them more inclusive, holistic, creative and productive.



continued on page 4

CALENDAR

2004

- Orientation Class #70**
Friday, March 26, 9:00 am
Graduation Friday, April 16, 11:00 am
- Orientation Class #71**
Friday, April 23, 9:00 am
Graduation Friday, May 14, 11:00 am
- Orientation Class #72**
Friday, May 28, 9:00 am
Graduation Friday, June 18, 11:00 am
- Orientation Class #73**
Friday, June 25th, 9:00 am
Graduation Friday, July 16, 11:00 am
- Orientation Class #74**
Friday, July 23, 9:00 am
Graduation Friday, August 13, 11:00 am
- Orientation Class #75**
Friday, August 20, 9:00 am
Graduation Friday, September 10th, 11:00 am
- Orientation Class #76**
Friday, September 17, 9:00 am
Graduation Friday, October 8 11:00 am
- Orientation Class #77**
Friday, October 15, 9:00 am
Graduation Friday, November 5, 11:00 am
- Orientation Class #78**
Friday, November 19, 9:00 am
Graduation Friday, December 17, 11:00 a

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STRIVE Academy continued from page 3

Thank you for being open to the experience, from sharing from your heart's core." Israel is an excellent example of what a person can do when they return home from incarceration and have a unique program like STRIVE to help them change their life.

After the Academy, Arquelio (June) Prado, Jr., STRIVE New York Follow-Up Specialist, took me on a tour of Harlem and to a public housing project where his aunt lives. That was quite an experience for someone like me who has never been in public housing.

I've always found it rewarding to be a STRIVE Guest Speaker and assist STRIVE participants with Mock Interviews, but the Academy has given me an even stronger sense of "ownership" in Second Chance.



Second Chance

*Celebrating 11 years of success
1993 - 2004*

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Please accept our apologies for any inadvertent errors or omissions. Please call with corrections.

ADOPT-A-BLOCK 2004

Adopt-A-Block 2004 is our 10th annual community clean-up and fundraising event that helps support Second Chance programs and services. Please join us as we clean the streets, remove graffiti, paint murals, and paint homes in downtown San Diego.

Saturday, May 15, 2004-- BE A PART OF THE SOLUTION!

Call Catrina da Luz at (619) 234-8888 ext. 123 for more information on how you, your organization, and your family can team up to have fun and to make a difference.



YES! I'D LIKE TO BE PART OF THE SOLUTION!

Contact Name _____
 Company or Organization _____
 Phone # _____ Fax # _____

E-mail _____
 Address _____
 City _____ State _____ Zip _____

HERE IS MY CONTRIBUTION:

Volunteer Team Number of Volunteers = _____
 Adopt-A-Block Sponsor at \$350 per Block
 _____ Blocks at \$350 each = _____ Total

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Mural Painting

There is no limit on how many volunteers you can send. Large groups may be assigned more than one block. Volunteer registration forms and waivers must be signed by all participants prior to the event. Adopt-A-Block t-shirts will be provided to event participants. Block captains will be responsible for t-shirt pick up for the entire group and to oversee clean up activities and equipment return.

PLEASE BRING SOME TOOLS, GLOVES ETC.

Please complete form and return to Second Chance located at :
505 16th Street, San Diego, CA 92101