

Washington County Community Action Organization Capital Campaign Newsletter

Number 2, July 15, 1993

Building Plans Take Shape

Russ Wilkinson, Building Committee Chair, committee members Miller Duris, Nick Green, Leon Laptook, Gene Mitchell and Jerralynn Ness along with Sid Scott of Architects Van Lom/Edwards have unveiled the plans for the new WCCAO Center. The 21,000 square foot building will include a two-story Multi-Service Center, a Child Development Center and a Nutrition Center. A common entry will unite the three units.

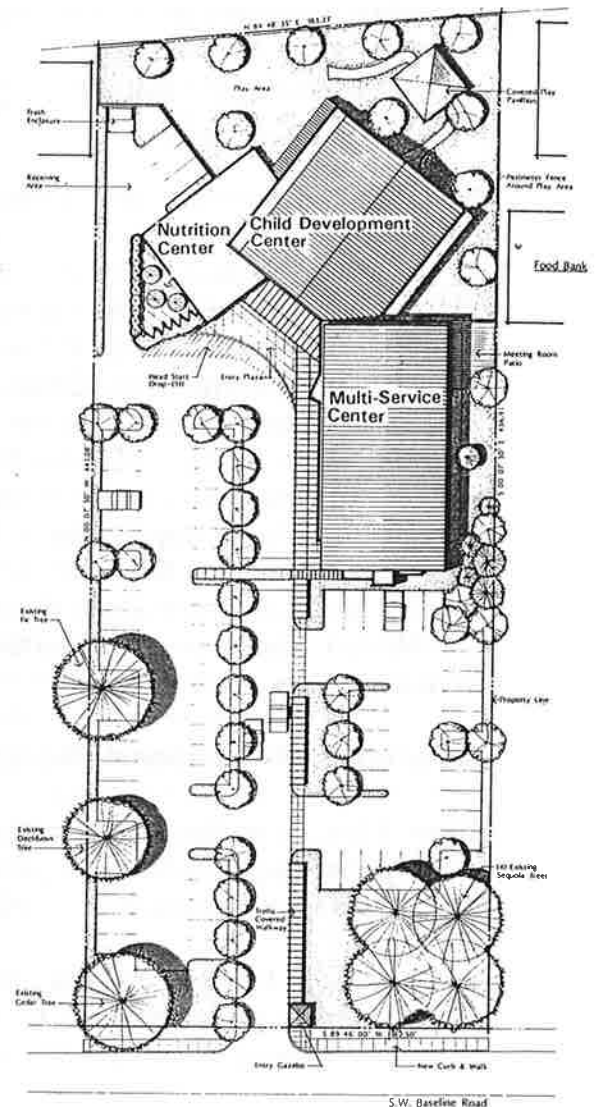
Plans for the Multi-Service Center feature:

- * A safe and comfortable waiting area
- * Confidential space for interviewing and counseling clients
- * A Resource Room for families and individuals
- * Adequate work space for volunteers
- * Flexible meeting room space
- * A children's play area

Components of the Child Center include:

- * Five classrooms designed for the special need of young children
- * A safe, developmentally appropriate playground
- * A Health Center to provide medical and dental screenings
- * Space for full-day child care in conjunction with Head Start
- * Space for before and after school child care

The entire center will be modestly but adequately furnished, will be handicapped accessible and will be energy efficient. Through consolidation of five sites, leased cost savings and more energy-efficient construction, we will save \$100,000 per year--funds then available for direct client services.



Shirley Huffman Announces Campaign Leadership

Steering Committee members include Carol Clark, Washington County Visitors Association; Bob Colfelt, US Bank of Oregon; Gary Conkling, Conkling Fiskum & McCormick; Linda Davis, The Preferred Corporation; Sandy Miller, City of Beaverton; Sherry Robinson, Portland Community College; Senator Robert Shoemaker, Bob Wayt, GTE and Russ Wilkinson, CPA. Corporate & Foundation Sub-Committee Co-Chairs are Bob Colfelt and Gary Conkling. Campaign Chair Huffman said "We were able to recruit such an outstanding group of community leaders because they understand how vital WCCAO is to the health of Washington County."

Campaign Public Relations Costs Donated

Thanks to the efforts of the Campaign Public Relations Committee, spearheaded by Stephanie Oliver of the Oregonian, all promotion needs for the capital campaign have been donated! Darci Duffy, Vice President of The Rocky Group, and Stephanie Oliver guided the design of the overall campaign publicity plan. Steve Mitchell, Vice President of Karaka, Vansickle, Ouellette Advertising & Public Relations is overseeing the design of the campaign brochure. Printing costs are being donated by the Oregonian.

WCCAO Board Elects New Officers and Welcomes New Members

At the WCCAO Board Annual Meeting on June 16th, members elected officers for 1993-94. Shirley Huffman accepted the gavel from outgoing chair, Sherry Robinson, and will serve as Chair for the next two years. Sherry will remain on the Board and the Executive Committee. Other officers include Cindy Hirst, new Vice Chair; Maria Loreda, Secretary; Jose Jaime, Treasurer and Senator Bob Shoemaker, At-large member. New to the 1993-94 Board include the following: Dick Stenson, President & CEO, Tuality Health Care; Darlene Greene, Hillsboro City Council; Gregory Zuffrea, for Tualatin Mayor Steve Stolze; Mayor Rob Drake, City of Beaverton; Laurie Birchill, for Sherwood Mayor Walt Hitchcock and Charlotte Karvia, former Head Start parent. Elected to a third term were Sherry Robinson, Dean of Students at PCC Rock Creek, and Maria Loreda from Virginia Garcia Clinic. Commissioner Linda Peters was elected, as well, to her second term on the Board.

Soroptomist International Recognizes Contributions of Jerralynn Ness

June 23rd, the Soroptomist International of Hillsboro presented Jerralynn Ness, WCCAO's Executive Director, with the 1993 Woman of Distinction Award. Presenting the award was Debbie Noble, Planner for the City of Hillsboro.

The Hillsboro Chapter of this international service group had identified the needs of the poor and the needs of Hispanics in the community as their highest priority. Jerralynn's work in the community to help those families earned her this recognition.

WCCAO Tours Bring Agency To Life

Two tours have been held since the Community Meetings in April, one on April 16th and the other on May 12th. Sixteen people attended the tours of the West Head Start Center, the East Head Start Center, the WCCAO Family Shelter Home, the new Multi-Service Center site and the current site of the Head Start Central Kitchen. The one hour tour allowed participants to visualize the work done with low income families to prevent their destitution, and support their efforts to become self-sufficient.

Additional tours may be scheduled at your convenience. Please call Jerralynn or Pilar at 648-6646 to make arrangements.

Bank Of America Presents \$1,000 Check to WCCAO

Governor Barbara Roberts joined Chuck Armstrong, Chairman and CEO of Bank of America, on June 25th, to officially open the doors to a new regional loan processing center in Washington County, employing 240 workers. Armstrong presented an oversized check for \$1,000 made payable to Washington County Community Action Organization for their exemplary work. Instead of purchasing tokens or souvenirs for attendees to commemorate the opening, Bank of America used the money to directly benefit a nonprofit organization.

Shirley Huffman Honored By Chamber of Commerce

WCCAO's Capital Campaign Chair and 1993-94 Chair of the Board of Directors, Shirley Huffman, was honored at the Annual Banquet of the Hillsboro Chamber of Commerce, when she received the Emma C. McKinney "Distinguished Citizen Service Award" on May 26th.

Shirley served as Mayor of Hillsboro from 1984-92, and received the award both because of who she is and because of her self-less contributions to the community. To quote from the award program, "Shirley is a caring, considerate person who makes a special effort to make every person she meets feel special. And, she tirelessly promotes our community through her volunteer activities."

Sunrise Rotary Hosts Golf Tournament To Benefit WCCAO's Shelter

The 3rd Annual Sunrise Invitational Benefit Golf Tournament will be held on September 17th at Forest Hills Golf Course in Cornelius. Proceeds from the tournament benefit WCCAO's Shelter for Homeless Families and is sponsored by the Hillsboro Sunrise Rotary.

Honorary Chair of the Tournament is Phil Cassidy, sportscaster from KPTV-12, while the tournament is chaired by Scott Aldrich, president of the Rotary Club's Foundation. Contact Scott (648-7805) or Pam at WCCAO (648-6646) for more information or for an invitation to the tournament.

Opinion dedicated to the free expression of ideas

\$100,000 is too much to ignore

The proposed multi-service center for the Washington County Community Action Organization (WCCAO) will save \$100,000 a year, according to its promoters.

That, in itself, is enough reason to believe the project is worth supporting. But the fact that an additional \$100,000 each year will be spent to feed, clothe, house and educate a growing number of needy people in this county makes the project even more deserving of widespread support.

In future years, with less money spent by WCCAO on operating expenses, more funding will be available to provide beds and food for homeless persons.

Of equal importance are the services provided to children who have been born into economically disadvantaged families. By age 3, they are generally one year behind in their development, according to WCCAO executive director Jerralynn Ness. According to past experience, that is the beginning of a path leading to involvement with alcohol and drugs, and usually means they will drop out of school before graduation.

But the Head Start program, operated by WCCAO, gives those children nutritionally balanced meals and brings them up to an academic level equal to or better than their peers in public school, bolstering self-esteem and reducing the risk of involvement in those undesirable activities.

This planned expansion of facilities will allow WCCAO to triple the amount of meals served each day as well as triple the number of families served in Head Start education.

In addition, the number of volunteers able to serve in WCCAO's programs will be multiplied by a factor of six. Volunteer services come from professionals as well as from the Jesuit community and individual residents with skills needed by WCCAO. Among the volunteer help needed by an ever expanding client list is assistance in translation into native languages, help in filling out forms, transportation services and help in teaching family support sessions in life skills and parenting as well as how to seek employment and affordable housing.

We cannot think of volunteer time more well spent nor local programs more deserving of community-wide support.

Led by former Hillsboro mayor Shirley Huffman, WCCAO is embarking on a Capital Campaign, and is looking for community support in donations totaling \$1.3 million to help fund the proposed \$2.4 million multi-service center. WCCAO has already raised about \$750,000 and is expecting another grant of nearly \$400,000.

We recommend financial or in-kind support of this county-wide effort from individuals, businesses and corporations. We hope private foundations also will find the project worthy.

Who, in good conscience, can say there is anything more worthy than building health and self-esteem within needy young people, taking homeless people off the street, feeding the hungry and keeping families together through a variety of efforts?

Looking at the haves and the have-nots, we see no difference in the value of human life. Everyone should be supported at their level of need.

We offer congratulations to the staff and volunteers of WCCAO for 28 years of dedicated service, and wish them a high degree of success in the Capital Campaign.

Editorial

Community Action Center valuable asset for county

Every resident of Washington County should have an interest in the drive for funding to construct a multi-service center on Baseline in Hillsboro where the Washington County Community Action Organization can consolidate many of its programs and services.

Directors of WCCAO, being guided by Hillsboro's former mayor, Shirley Huffman, have pushed off on a \$1.3 million capital funding campaign this month. A successful drive will bring to completion a \$2.5 million project, the realization to have a center for the action group's widespread activities.

An impressive array of business, political and community leaders has signed on, donating their time to the fund raising. Their belief and dedication is fueled by a knowledge that WCCAO is a frontline organization working to provide for basic needs to the economically disadvantaged, while helping to remove barriers to self-sufficiency.

For 20 years, Jerralynn Ness has been an important part of the action in WCCAO. The executive director tells of 10 Head Start units throughout the county in the mission of helping low incomers. There is the Tualatin Valley Food Center and the Hillsboro Emergency Center. The

group's reach is wide: housing services, weatherization, energy education, homeless services, transitional housing, child care, parenting education, brown bag program. It is a long listing of service to our community.

WCCAO's Ness likes to describe her organization as a primary safety net—providing services for the county's citizens in need who seek a place where they can turn. WCCAO provides options for building a new life, beginning with basic needs and leading clients through a process, which ultimately offers an individual or family a means to build self sufficiency.

Operational funding for WCCAO comes from many sources, including the United Way. But when it comes to a major project, a multi-service center on Baseline Road, the volunteer capital funding drive now underway is a necessary vehicle.

If need be, learn more about the Washington County Community Action Organization and the work of its 600 staff members and volunteers. Help them provide solutions with deserving support of the project to make a 21,000 square foot center on Baseline a reality.

WCCAO on track to build

One of the most crying needs in Washington County — assisting those who are destitute, hungry, ill, abused or homeless — has been attacked by the Washington County Community Action Organization (WCCAO) since 1965.

But this safety net is having problems serving the growing needs of the fastest growing county in the state. For example, WCCAO gets about 11,000 requests for help by homeless persons each year. It is currently able to assist only about 1,000 of those families and individuals.

WCCAO's programs are housed in rented and leased facilities in several areas of the county, causing operating expenses to reduce its ability to help those in need. Among WCCAO's clients, about one-third are Hispanic, some are of Asian origin and the rest are Anglo caucasian. All are citizens, residents and in need of assistance.

Looking ahead, WCCAO administrators and supporters have devised a plan to build a center which houses all of WCCAO's programs — an energy-efficient center which will be built economically and be owned by the organization, thereby reducing annual expenditures.

That will leave more money to pay for the needs of a growing number of WCCAO clients, according to Jerralynn Ness, WCCAO director.

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Operating the new center will save upwards of \$100,000 a year, Ness said, and will create opportunities for at least 100 more volunteers than are now serving in WCCAO programs.

"As we are receiving increased funding to serve more kids (in Head Start)," Ness said, "we're very concerned that those dollars go to serving more kids and that they don't get eaten up in overhead."

Through a \$426,000 Community Development Block Grant, WCCAO was able to purchase property to build the center. The site is alongside S.W. Baseline in Hillsboro, between Colonial Plaza and Big O Tires.

The center to be built on this site will include a multi-service center, child development center with five classrooms, a large kitchen and food bank. It will be larger than the combined areas now in use, according to Ness. For example, 700-800 meals are now prepared daily in makeshift but state-approved facilities not much bigger than the kitchen in an average home. In the new facility, it is expected that 2,000 meals can be prepared each day.

Additional funding toward the projected \$2.4 million cost of the center has been secured through the sale of former WCCAO sites in Aloha and Hillsboro, totaling \$315,000.

The remainder, about \$1.7 million, is expected to be raised through another Block Grant and the just-begun Capital Campaign, headed by former Hillsboro mayor Shirley Huffman.

"The Capital Campaign will seek support from the private sector, primarily," Ness said, "like individuals, businesses corporations and private foundations."

Those gifts will help provide adequate facilities for Head Start, among other programs. Ness said that Head Start serves children 3-5 years of age

who are from very low-income families or are disabled. They are all slowed in their growth due to learning disabilities, she said, and represent only about 25 percent of those eligible.

"Our Head Start program targets probably the most economically disadvantaged children in this county," Ness said. "Many are identified for the first time with a learning disability, and we are able to get them connected with treatment. The children average about a year delayed in their development."

"The difference between the children when they enter Head Start in October and the way they are in March is like night and day. This is an opportunity for those children to enter the public school at an equal level with an average kid. That reduces their risk of falling behind and joining those who drop out of school and get involved in alcohol and drugs."

Families are heavily involved in the education of their young children in the Head Start program, according to Ness. And that involvement takes the form of volunteering, attendance at parenting classes and learning how to help educate their children.

"One of the reasons that it is so rewarding for me to be a part of this organization is because this agency does not simply hand money to people," Huffman said. "This agency is there really to help people become self-sufficient and take control of their own lives."

The projected budget for WCCAO and the planned multi-service center includes a minimal 7.5 percent administrative costs.

Fund-raising is projected to be complete in February 1994, with groundbreaking the following month and project completion in December 1994.

For more information or to make a donation, call Pam Brown-Wilkinson at 648-6646.