



Friends to friends

Friends Association for Care and Protection of Children

FROM THE EXECUTIVE DIRECTOR

Dear Friends,

Friends Association is so appreciative of you, a committed donor who is changing our part of the world, Chester County, for the better!

Because of you, families who are facing homelessness are able to prevent this traumatic experience. Chester County children such as Tyler, Alexis, Shawn, and Letoya don't know your name, but they do know that you care about them and their families.

"Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has."
-Margaret Mead

Because of you, struggling children and families have benefited from nutritious food, lower rents, hygienic beds, help with writing resumes to enhance job searches, and learn skills necessary to support themselves in ways that restore their hope.

Your contributions make this happen. We need your friendship and response again today so that we can continue to be there for Tyler, Alexis, Shawn, and Letoya—and Mom & Dad.



Catherine Friedman,
Executive Director with baby Tyler

There are many ways you can support your community and Friends Association: volunteering; donating goods; giving your financial support to the annual fund. Your commitment...does change the world.

Catherine

Welcome, Brenda Moore

She meets you and leans in with a warm and caring greeting, while very focused on the moment, and calmly engages you in conversation. That is Brenda Moore—whether you are a parent facing eviction, a staff member, or someone in Brenda's substantial resource network.

"Reaching out to people and engaging with those persons who are in need is who I am; I don't look upon it as 'my job.'"

There is no doubting the authentic character of the new Outreach Case Manager for Homeless Families. Clients are referred to Brenda through ConnectPoints, Chester County's homeless referral source, which operates a central hotline. After a phone conversation with a struggling mom or dad, Brenda sets up a face-to-face meeting often at a coffee shop, a library or, perhaps, a park bench. Some parents are 'couch-surfing' from place to place with friends and relatives, but, there are other instances when the family is staying overnight in a car or a park. Brenda establishes a trust relationship, assesses the difficult situation, and quickly moves forward with specific action steps within a monitored action plan. The follow-up and the relationship sets the stage for stable housing for the family with the goal of self-sufficiency.

"Once I have established good dialog, I evaluate the family's immediate and secondary needs; then, we agree on specific actions where I get 'buy in.' I continue the relationship, over time, with check-ins so we have a best possible outcome. One of my strengths is my knowledge of resources and getting that all connected to, typically women between ages 20-45, who are parenting a couple of children."

Brenda also brings perspective, commitment, and intuition to the table. For 20 years, she has worked with homeless mothers in Tucson, AZ, and earlier, with the medically indigent homeless in Pittsburgh,



Outreach Case Manager for Homeless Families, Brenda Moore, providing a warm coat that she secured for one of the children served by Friends Association.

PA, her hometown. Brenda has also specialized in counseling clients and directing them to resources for those needing subsidized child care in Montgomery County. Commitment for Brenda goes into the weekend, too. She is particularly busy on weekends leading the congregation as pastor at Second Presbyterian Church in West Chester, PA.

"I do not compartmentalize what I do in my position at Friends Association and other parts of my life. What I do at Friends Association and throughout is what I term, 'my lifestyle!' It all is about who I am; the 'what I do' just flows from that." ●



Last year over 275 guests celebrated good times, with good friends, at the 2013 West Chester Charity Ball.

West Chester Charity Ball 2014

PLEASE JOIN US FOR A FABULOUS EVENING ON DECEMBER 6TH

Begin your holiday season in style on December 6, from 6:30pm to 11:00pm, at the West Chester Golf and Country Club. This gala event will feature live music, silent and live auctions, open bar, and gourmet food stations. All of this supports a great cause—prevent and end family homelessness in Chester County.

Please visit our website, www.friendsassoc.org, to purchase tickets or become a sponsor of this very important fund raiser or contact Jack Luke, Director of Development, at (610) 431-3598, ext 205.

The proceeds of the Charity Ball benefit Friends Association's Emergency Family Shelter and Homeless Prevention Programs. ☀



Making a Difference

THROUGH MONTHLY & LEGACY GIFTS

Operating our Emergency Family Shelter involves regular monthly expenses for electric, heat, and maintenance. Preventing homelessness for a growing number of families is also costly. Your regular gifts, monthly or quarterly, can help change the lives of homeless and near homeless families for the better.

Your gift choice can be done easily:

- Go to our website, www.friendsassoc.org, and click on the Donate button
- Or click on "Become a Sustainer of Hope"
- Or call us and we will set up your recurring donation

Another gift that will sustain Friends Association in future years is a bequest that you can include in or add to your will. Sample language: "I give \$ ___ or ___% or remainder of this estate to Friends Association for Care & Protection of Children, 113 W. Chestnut St., West Chester, PA 19380."

Yes, there are additional ways to support Friends Association while also benefiting your estate, tax, or income situation. Contact Jack Luke, Director of Development by email: j.luke@friendsassoc.org or phone: (610) 431-3598 ext 205.

Announcing New Staff Members!



Brad Markowitz, M.A., L.P.C.

Brad (April 2014) is the Intensive Case Manager in the Homeless Prevention program. He assists families who are

facing eviction and also helps families in setting a path to secure housing throughout Chester County. Brad will be married in November, 2014. Brad is a native of West Chester and has resided in West Bradford since 2011. He enjoys swimming, spending time with his dog named Coco, his niece, nephew, the outdoors, following sports in Philadelphia and his Pitt Panthers. ☀



Brenda Moore

Brenda (July 2014) is the Outreach Case Manager in the newest program of the agency, Outreach Case Management for Homeless

Families. Brenda is profiled on this edition's cover page. ☀



Jack Luke

Jack (July 2014) has come to Friends Association as Director of Development and has been in staff and consultancy

positions (as well as serving on boards) since 1999. Most recently, he served for 5 years in a similar role for a Philadelphia family social services agency. Married with 3 children and 3 grandchildren, Jack has resided in West Goshen since 1986. He follows sports and current events, enjoys music, family activities, and Saint Joseph's University basketball. ☀

DID YOU KNOW?

A typical sheltered homeless family is comprised of a mother in her late twenties with two children. Nearly 50% of children in these families are under the age of 5.



Donor Spotlight: Herb Schwabe

In a conversation with Herb, it becomes instantly apparent that he enjoys using his

talent, energy, and wit to help others in our community. This Berkshire Hathaway Home Services-Prudential Fox and Roach realtor is an active supporter of the Ronald McDonald House, the Chester County Historical Society and fully engaged with Friends Association since 2009. Herb was invited to an informal, informational gathering at a board member's home by a friend and was impressed by the agency's work in preventing and ending family homelessness. After hearing the remarks and meeting several board members and staff, Herb decided, "I wanted to be a contributor to this, help in whatever way, and in the best way I could."

Herb's first "light-bulb moment" took place immediately. His colleagues at what was then known as Prudential Fox & Roach-West Chester, had created a fund from sales commissions to support community causes. The next day, Herb was in the office making the case that Friends Association for Care and Protection of Children should be a beneficiary of some of the realtors' fund! Herb's presentation was totally convincing to the group—so much so that funding to Friends Association has occurred every year since the year of the initial gift!

There was more to come as Herb reached out beyond the realtor community. He has been inviting others, over the years, to informational events, the West Chester Charity Ball, and also has encouraged people in his network to "join with me in subscribing to the S.O.S. List" (an occasional broadcast e-mail for specific items for families in need).

Besides being an ongoing donor to the Friends Association's annual fund, Herb has been "a go-to guy." If something is needed, the calls that go to Herb are answered ranging from getting an item for a family to getting repair of a broken window pane.

After decades as "a corporate IT guy," Herb became a realtor, and during the past 4 years has been recognized as a 5-star agent. Friends Association calls him "a true friend." "Mister Ambassador" is a fitting moniker, too. ☀

Volunteer: KerryLynn Resnick

KerryLynn Resnick, married and mother of five (the oldest, twin girls), was at Goshen Friends Meeting, when she saw that our homeless prevention agency was looking for volunteers. KerryLynn placed a call to Robin Meixner, Volunteers Coordinator. Robin determined that KerryLynn's interests were in line with the need of child care when parents were meeting with our case managers. A short time later, KerryLynn became a key volunteer at Friends Association by brightening the lives in her caring way for a number of children.

Another need surfaced; some parents could benefit from a mentor. KerryLynn was approached to consider volunteering in this capacity. She accepted because she thought, "If I can help a mom by caring, listening, and providing some good direction, the mom and her entire family will feel more secure overall."

In the past year, KerryLynn has been mentoring a single mother who has a teenaged son and two younger daughters. They meet weekly, talk through the many challenges, and sometimes chat while doing errands together. Mentoring is a process and seeing results can take quite some time. Lynn Greenfield, Emergency Family Shelter Manager, has been encouraged by KerryLynn's efforts.

"Observing KerryLynn as a mentor and role model to a family in need of positive communication in building their relationship, validates the value of mentoring. The impact KerryLynn has made in the life of one particular family has been impressive," said Lynn.

"I find mentoring to be just a wonderful thing, and I feel blessed, truly, to be a part of this at Friends Association. I was mentored in after-school programs at the "Y" when I was a child and it was so valuable. I had some people who showed they cared about me, talked with me, and gave me positive insights and direction. That is one of the reasons I want to mentor and be a very good mentor."
-KerryLynn ☀



KerryLynn Resnick began as a volunteer to assist with child care. She now uses her gifts and talents in a new role: parent mentor.

Last year, Friends Association saved 141 children from becoming homeless.

Tres Bon!

SPRINGTIME IN PARIS CONCERT

More than 50 people were in the audience on June 1, 2014 at First Presbyterian Church, West Chester, to hear a special performance given by five talented vocalists and instrumentalists. All proceeds benefited Friends Association's Emergency Family Shelter and Homeless Prevention Programs. A **grateful thank you** to all who attended and special appreciation to sponsors:

GOLD LEVEL: JB Solutions - John & Linda Braceland

SILVER LEVEL: Piazza Management Company / Kevin & Janet O'Brien / Maureen Mc Bride, Esq.

BRONZE LEVEL: Zukin Realty / Ametek, Inc. / The Bryn Mawr Trust Company / Univest Bank / Bruce & Lucille Garland



Thank you for your support of this wonderful, melodic *joie de vivre* performance.

Do stay tuned (pun intended) and check back for details announcing the 2015 concert at www.friendsassoc.org. If you do not receive our occasional e-mails, send your e-mail address with first and last name to m.paxson@friendsassoc.org. ☀



Working to Prevent and End Family Homelessness

***Yes, you can help
prevent and end
family homelessness
in our community!***

By contributing online

- or -

Enclosing your gift

See our wish list

at www.friendsassoc.org



Noting Changes at Friends Association...



John Braceland

John Braceland recently completed his second term as president of the Board of Trustees. For nearly a decade, John's strategic leadership and vision led to positive change and mission focus. We are most grateful for his acumen,

energy, support, and commitment to the families and children served by Friends Association. John will be called upon as an insightful, valued advisor as Friends Association moves forward. ●



Glenda Brion

Best wishes to Glenda Brion as she moves into her new role with Friends Association. Glenda is now Charity Ball 2014 Sponsorship Chairperson. This

allows her to remain at the helm of this signature event, while enabling her to enjoy her other important role as grandmother! While we will miss seeing Glenda in the office on a daily basis, we are delighted she is remaining involved. ●

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**Welcome to our new Board Members!*

STAFF MEMBERS

Catherine Friedman, *Executive Director*

Nova Adams, *Homeless Prevention Program Manager*

Lynn Greenfield, MSW, LSW, *Shelter Program Manager*

Pat Broadt, *Business Manager*

Jack Luke, *Director of Development*

Brad Markowitz, *Intensive Case Manager*

Robin Meixner, *Volunteer Coordinator*

Brenda Moore, *Outreach Case Manager*

Marie Paxson, *Administrative Assistant*

FRIENDS ASSOCIATION'S PROGRAMS

- Emergency Family Shelter
- Homeless Prevention Program
- Outreach Case Management for Homeless Families

***All programs are detailed online
www.friendsassoc.org***

A WIN-WIN from Landmark Americana

Come out to Landmark Americana

West Chester (Gay St. & Darlington St.)

Wednesday, November 19, 11:00am - 2:00am

25% of your bill (dine-in, takeout & gift cards) will be donated to Friends Association

Must bring/show form

Visit www.friendsassoc.org to download ●

Friends Association

for Care & Protection of Children

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Annual Report 2013-14

The Board and Staff of Friends Association gratefully recognize our donors during fiscal year 2013-14. We would also like to thank the hardworking volunteers who contributed a tremendous amount of time and energy to help with the projects and events that we host throughout the year. And we greatly appreciate the numerous and valuable in-kind donations from both individuals and organizations.

With the support and generosity of our donors and volunteers, Friends Association is able to help many at-risk families with children become independent, strong members of our community.

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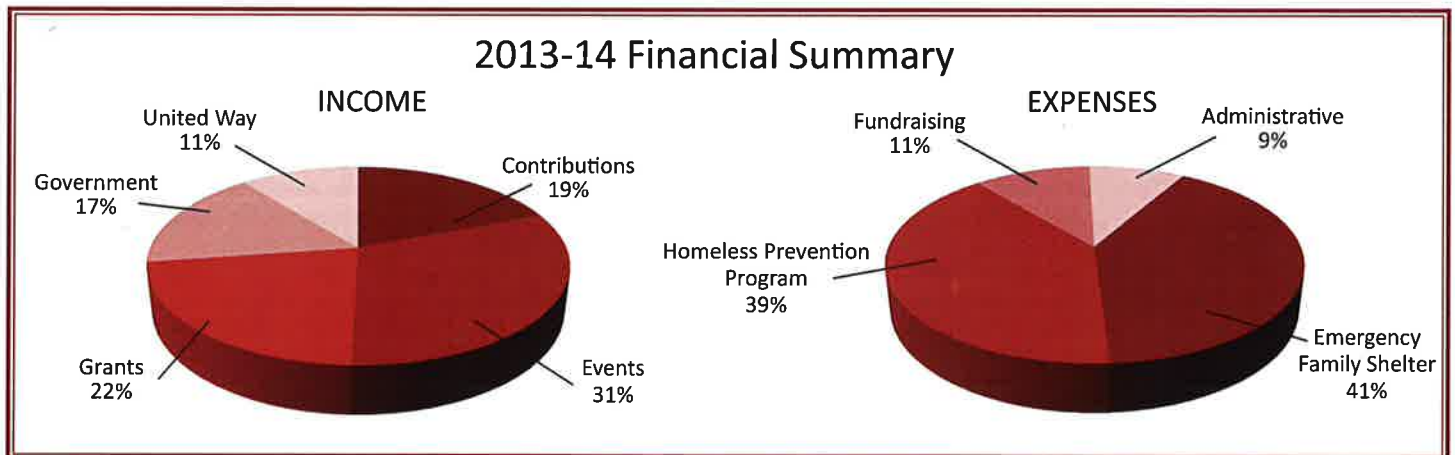
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