



PV SHELTER
Pajaro Valley Shelter Services
Ending homelessness – one family at a time
115 Brennan Street ♥ Watsonville, CA 95076

**Emergency Shelter,
Transitional Housing,
Educational & Support Services
for Homeless Families**

News from PV Shelter

~Distributed Three Times a Year~

Spring 2009



In loving memory:

On Sunday March 29th, Pajaro Valley Shelter Services lost a wonderful friend and steadfast supporter.

Sr. Marie Veronica's brother George Wagner died at the age of 99. George was instrumental in the purchase of the 115 Brennan Street shelter for women and children and continued support and inspiration throughout the years.

Twenty-five years ago, we saw this house with its five bedrooms and large back yard and knew it would be perfect for a shelter. But being a program in its infancy, where would we ever get the money for a down payment? Sr. Marie said, "I'll ask my brother George for help."

George trusted us to grow and gave us the funds to put down on the house. We paid him back along the way and he furthered helped by forgiving part of the loan. Pajaro Valley Shelter Services would have struggled for many more years had George not risked and generously supported these first efforts of ours.

George was known for this type of generosity. He brought us many other friends like Dick and Mary Solari and the wonderful connection with Granite Construction where George and Dick had begun their careers as young men and where George worked for 54 years. Granite Construction continues to be our major supporter through its participation in the annual Mothers Day Run for Shelter - sponsoring and matching funds raised by its employees. George was truly one of the greatest of his generation in demonstrating love and compassion for the poor.

We are grateful to all the Wagner Family who have become an extension of our family here at Pajaro Valley Shelter Services, where Sr. Marie Veronica (Kathleen Wagner) lived and worked to assist homeless women and children. Thank you for the many memorial gifts given in George's honor. *Sr. Susan Olson*

Did you know? ... 90, 90, 90!

PVSS has a savings program for all the residents.

Shelter residents are required to save 90% of their income. And 90% of the residents have enough money for rent and deposit when they leave after 90 days.

Transition House residents learn to budget and report every month on their income, expenses and savings (even giving us all their receipts). 90% of these residents have up to three months' rent and deposit when they leave the Transition House Program.

Nearly all our residents have never had savings before, or learned how to manage their finances. The feeling of a little financial security goes a long way toward moving forward with other goals in their lives!

Check out our new website!

Our website has a new look! www.pvshelter.org

The design is colorful, fresh and interactive. Donated in part by designer Richard Croft, the site has both action and interaction. Croft also enabled staff with tools to keep it updated, thus reducing costs to PVSS.

The website is updated every few months so please visit it regularly to see what's going on at the P. V. Shelter Services. Opportunities to make easy and secure donations online are also available.

"What I really like about the website," explained Suzy Hunt, Development Coordinator, "is the beautiful simplicity of it. It's like our services - straight forward and uncomplicated. We do what we say we're going to do, we're clear about this - and people benefit."

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Be part of the tradition!
25th Annual Mother's Day Run
10k Run, 5k Run/Walk and 1k Kid's Fun Run
Sunday, May 10, 2009

Help us celebrate while raising needed funds for the Shelter Services. This is our biggest fundraiser of the year and it's become a Watsonville tradition!

Be a Sponsor! Download sponsor forms from our website: www.pvshelter.org, or contact the Shelter office at 831-728-5649.

Be a runner / walker! Use the convenient form on the next page, download forms from our website: www.pvshelter.org, or register online at www.active.com.

Registration for runners is \$25 per runner which includes a t-shirt; or \$50 per family of four (limit 2 t-shirts).

There are roses for the moms, t-shirts and beautiful medals with original artwork by local artist Heidi Alonzo, music by the Surf City Slackers, and refreshments.

Many thanks to our major sponsors: Granite Construction Company, Joan S. Lane and the Lane Family Trust, Richard and Mary Solari Charitable Trust, Borina Foundation in memory of Nick and Lucy Borina and their daughters Mary Ann and June, Palo Alto Medical Foundation, William Dorey, Mike McCauley – State Farm Insurance, Peter and Betty Michelozzi.

WITH GRATITUDE!

Beginning with this issue we will have a section in our newsletters to acknowledge special gifts of substantial support made to the Shelter Services recently. We are filled with gratitude at the enormous generosity of our community, especially in these challenging economic times:

Resurrection Catholic Church

Green Valley Christian Church

Bethel Tabernacle of Watsonville

Inner Light Ministries

Sisters of Notre Dame Generalate

Sisters of Notre Dame California Province

Conrad Hilton Fund for Sisters

Monterey Peninsula Foundation & Birdies for Charity

Rudy and Mary Bergthold

Frank F. and Zoe Ann Orr Fund through The Community Foundation of Santa Cruz County

United Way of Santa Cruz County

Mike and Bertie McElroy

Funding News – Join us for the Mother’s Day Run for Shelter

Check one: 10K Run 5K Run/Walk 1K Kid’s Fun Run Donation

T-shirt size (circle one): S M L XL

First Name _____ Last Name _____ Age (required) _____

Gender (circle): M F

Mailing Address (include apt. no. if applicable) _____

City _____ State _____ Zip _____

Day Phone _____ Evening Phone _____ Birth Date _____

Emergency Contact Name _____ Contact Phone _____ Relationship _____

Pay by check (enclosed) Pay by cash (enclosed) (Make checks payable to “PV Shelter”)

Pay by credit card: Visa MasterCard Exp. Date: _____

Amount: \$ _____ Card No. _____

RELEASE & INDEMNITY AGREEMENT

In consideration of your accepting this entry, I hereby, for myself, and any participating children or wards of mine, my heirs, executors, and administrators, waive and release Pajaro Valley Shelter Services, the City of Watsonville, County of Santa Cruz, their employees, agents and contractors, and all other sponsors, officials, directors and other persons associated with this event, from any and all claims of damages, demands, or actions whatsoever in any manner, as a result of this registered person’s participation in the 2009 Mother’s Day Run, and I agree to indemnify and hold harmless the above entities and persons from all liability for any injury suffered by the above named registered person arising from this event and I assume all risk for any such injury.

Participant’s Signature: _____ Date: _____
(REQUIRED) *(Parent or Guardian’s Signature if under 18)*

Mail or deliver registration form to: PV Shelter, 115 Brennan St., Watsonville, CA 95076

Shelter Activities: Spa Day at the Shelter - Thanks to Watsonville Soroptimists!



Isabel Huezo styles Leticia’s hair

Saturday, March 3rd was a special day for women in the Shelter! The Watsonville Soroptimists Club sponsored a “Spa Day” starting with a continental breakfast followed by lots of pampering: massage, manicures, make-up treatments and hair styling followed by a healthy lunch. Everyone radiated their enjoyment of the day. Staff commented, “It was such a truly beautiful and moving experience for the Shelter women.”

Special thanks to Jessica Shelby with Mary Kay cosmetics, Bridgette Smith from Beyond Bliss chair massage, Isabel Huezo of Isabel’s Hair Studio, and Jan King for make-up and cosmetics “goodie bags”.



Maribel receives a manicure from Myrna Medina .



Leticia looks serene after her Spa Day.



Jan King enjoys doing make-up for Annette.



Bridgette Smith helps Irma relax.



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Non-profit Org.
 U.S. Postage
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Return Service Requested

In this issue:

- Remembering George Wagner
- Run with us! 25th Mothers Day Run!
- Spa Day for Shelter Women



Mission

To assist homeless women, children and families obtain stable housing through temporary shelter and services.

Vision

Pajaro Valley Shelter Services aspires to be a model program that helps women, children, and families end the causes and cycles of homelessness - one family at a time. By lifting their dignity, identifying their barriers, and helping to set their goals, homeless families will develop the skills and attitudes necessary to move on to stable housing and improved personal and economic self-sufficiency.

Help from our neighbors . . .

Jennifer Keiderling wasn't content just being a long time donor to PVSS, now she is volunteering her time as well!

Jennifer currently is the Vice President of the American Association of University Women in Watsonville, whose mission is assisting women and children. She has been supporting the Shelter since 1998, having increased both her frequency of giving and her level of giving over the years. She now makes a donation every month. Jennifer also comes to the Shelter every week to help one of the PVSS staff members improve her English language skills. When asked why she supports PVSS, here is what she said:

“When I was growing up, my mother was very insistent that we ‘give back’. She felt that 10% was the amount one should tithe themselves in giving. She would quote the Bible phrase about casting your bread upon the water. It’s what we put out there that comes back to us, like karma.

“Years ago when I lived in Scotts Valley I donated to the San Jose shelter. So when I moved to Watsonville I wanted to continue to support this kind of important work in the community. There is nothing more important than helping families, especially with children, get back on their feet.

“Homelessness has soared in the past 30 years. It’s so challenging for people when they are living paycheck to paycheck. I have been there myself. And I believe that people here are hard working and want to be able to support themselves and their families. It brings tears to my eyes every time I think about it.”

Thank you, Jennifer!

