



ANNUAL REPORT 2006 – 2007

United for the Prevention of Youth Substance Abuse and Violence
Serving the Sacramento Region for 26 Years

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Dear Friends,

I am proud we have earned your trust, confidence and support over the years – and because we have, People Reaching Out had a momentous year! Please know you truly are making a difference in the communities and the lives of the people we serve.

The prevention of substance abuse and violence relies upon providing new opportunities that help our kids learn to make smart and responsible choices. To aid them, we have started new programs that teach them to become advocates for a drug and alcohol free lifestyle. We can not do this work alone, so through youth, adult and community coalitions we go into neighborhoods and identify the best approach for the people that live and work there – and demonstrate our sincere interest in their success.

Substance abuse and violence impact every one of us. Parents, like me, struggle with knowing what to do to prevent our kids from engaging in drug and alcohol use. This year, People Reaching Out launched a Parenting for Prevention series that gets to the very heart of why kids get involved in substance use and violence. Regardless of your stage in parenting – whether you're beginning to talk about these topics with your six year old, or maybe your pre-teen is developing his independence, or perhaps your teenager is dealing with peer-pressure and making her own choices for the first time, People Reaching Out has the resources to help you learn what signs to look for and what to do and say.

This is just a snapshot of the important work that we are accomplishing. We invite you to spend some time with us this coming year. We encourage you to go to the schools with us to witness the impact your support is making. To thank you for all your efforts, we would also like to offer a Parenting for Prevention seminar at your place of work or at your child's school. Just call us at 916-576-3300 and we will schedule it for you.

On behalf of the Board of Directors at People Reaching Out, I want to thank you for thinking of us when you consider which non-profits deserve your support. And, my commitment to you is to keep our programs at the highest-level of quality and to bring them to all who are in need of them.

Remember, together we do
save lives and strengthen
families.

My very best,

Evan Cole
Chairman of the Board



MISSION STATEMENT

People Reaching Out works with youth, families and communities in making positive choices to avoid substance abuse and violence.

VISION STATEMENT

A safe community where parents are empowered and youth are nurtured to achieve their fullest potential.

HISTORY OF PEOPLE REACHING OUT

People Reaching Out is a community-based nonprofit founded in 1981 in response to a critical lack in resources to deal with youth substance use and violence. Based on input from law enforcement, business, schools, county parks department, health services, parents, and the faith community, People Reaching Out offered working solutions for the youth drug abuse problem in Fair Oaks. In response to community requests, programs expanded regionally over the next several years and are now available in Sacramento, Placer and Yolo Counties.

People Reaching Out has reached more than one million youth and their families since its inception. With the assistance of volunteers, service learning students and community members, People Reaching Out is able to provide free services and continue its leadership role in youth prevention services. Our service population reflects the wide socio-economic, ethnic, and cultural diversity of the urban and rural communities we target; including some of Sacramento's most impoverished and underserved neighborhoods.

Recipient of several national, state and local awards, People Reaching Out continues to redefine, adapt and expand its programs to reflect "state of the art" prevention strategies and address the many influences that put youth at risk.



PROGRAM OUTCOMES 2006 – 2007

PARTICIPANTS

STUDENTS REACHING OUT

119

Students Reaching Out works with high school students aimed at creating safer and healthier communities through projects that address alcohol, tobacco, and other drugs (ATOD) messages, norms, accessibility and policy.

PEOPLE REACHING OUT AFTER SCHOOL MENTORING

135

People Reaching Out After School recruits and trains high school students to serve as mentors and prevention educators. These students then mentor elementary school students on a one-to-one basis.

FAMILY STRENGTHENING

128

Courses for youth and their families to acquire skills to avoid alcohol and drugs and how to communicate effectively with each other.

TOBACCO EDUCATION YOLO COUNTY

1,073

Project Alert serves 7-8th grade youths in an evidence-based tobacco avoidance curriculum in the Washington Unified School District.

COUNSELING SERVICES

254

People Reaching Out provides intervention services for youth and families in Yolo County. Services include counseling for substance abuse and violence.

INFORMATION & REFERRAL

215

Referral services to assist parents and youth to identify appropriate service locations for specific problems and issues in the Greater Sacramento area.

COMMUNITY OUTREACH

15, 803

Providing on-going community presentations and forums that address the prevention of substance abuse and violence.

2006 - 2007 TOTALS

17,727

PROGRAM PROFILES

- People Reaching Out served 17,727 people in Sacramento and the surrounding region in 2006 - 2007.
- In the last four years, People Reaching Out has increased direct service hours in youth programs by 99 percent.
- Since 2004, People Reaching Out has seen a 97 percent increase in youth participation in Students Reaching Out and People Reaching Out After School.
- Four Students Reaching Out students participated in the Community Anti-Drug Coalitions of America (CADCA) Youth Summit in Washington, D.C. Students collaborated with youth from across the nation learning about different types of prevention practices and ways to incorporate the methods into their homes, schools and communities.
- 87 percent of mentees participating in People Reaching Out After School reported that the program taught them how to identify caring adults.
- 95 percent of mentees reported that they now consider the consequences of their decisions.
- People Reaching Out provided one-on-one counseling services to more than 250 children and families.
- Student, Andrew Davis from CK McClatchy High School, reported a significant increase in his GPA. He attributed the increase to the positive impact of his participation in Students Reaching Out and as a role model in People Reaching Out After School.
- 254 youth participated in 33 weeks of program for a total of 11,255 hours.



Kristin Latino, Kathy Saephanh, Xavier Louis, Congresswoman Doris Matsui and Edgar Toriz at the Community Anti-Drug Coalitions of America (CADCA) Youth Summit in Washington, D.C.

TESTIMONIALS



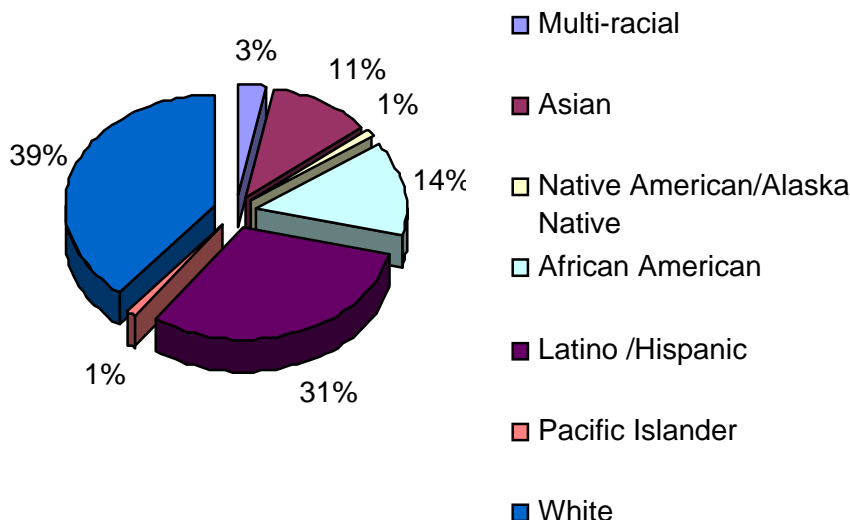
"I like the fact we get community service hour. And it's quite an experience to be able to be someone's guide or someone who helps someone that hasn't experienced as much or know as much."

– **People Reaching Out After School Mentor**

"I liked getting to meet and know new kids from my school and actually knowing that we were trying to make a difference in our school campus." – **Students Reaching Out**

"The most valuable thing I learned is that there are consequences to everything – good and bad behavior. You should explain to your children rules and the reasons to them. Spend time showing love and limits." – **Family Strengthening Program**

PROGRAM DEMOGRAPHICS



PROGRAM HIGHLIGHT

INTERVENTION SERVICES

This past year People Reaching Out continued the expansion of its community outreach Parenting for Prevention programs. Presentations are for any group interested in getting clear information on youth substance abuse and prevention techniques. With pressure from many sources to experiment, emulate personalities, and drinking to have fun, youth need help to become resilient. As the most influential adults in a child's life, parents can effectively counteract influences that can lead to the abuse of alcohol, tobacco and other drugs. In the 30 and 60-minute brown bag lunches, presenters go over the impetus, signs and the signals that indicate drug use and resources for parents. These shorter presentations raise awareness that, yes, drug use is still a threat to youth and it is essential that parents be ready to address the threat.

In the five and ten week workshop sessions, People Reaching Out staff cover topics including; how to talk to a child about good decision-making; watching and listening for the signals that they may be tempted; and, most importantly, how to strengthen their resistance.

Prevention begins with the strengthening of the family. People Reaching Out's vision continues to be a safe community where parents are empowered and youth are nurtured to achieve their fullest potential.

COUNSELING PROGRAM

The People Reaching Out Counseling program makes Marriage Family Therapist Interns (MFT Interns) or MFT Trainees available to Middle Schools, Comprehensive High Schools, Continuation High Schools, and Community Day Schools and other community agencies. These counselors provide free group and individual counseling for students and their families. This program is designed to compliment the Family Strengthening Program. Referrals are made through school officials, by parents/caregivers, or students can self-refer. Reasons for a referral might include:

Truancy	Substance Abuse
Alcohol Abuse	Fighting
Tobacco Use	Family Issues
Anger Management	Gang Involvement

Services can be accessed regardless of family income, race, religion, or family dynamics.

People Reaching Out Counseling provides therapy for students, in groups or individually, so that students learn skills for problem solving, empathy, self-esteem in a caring and supportive environment with their peers and adults.



MCCLATCHY GRAD WINS DAN LEWANDOWSKI YOUTH LEADERSHIP AWARD

Kathy Saephanh received the 2006 – 2007 Dan Lewandowski Youth Leadership Award at a meeting of the People Reaching Out Board of Directors.

Kathy, a 2007 graduate of C.K. McClatchy High School, was involved in the People Reaching Out After School program for two years mentoring students from Bret Harte Elementary School. In her senior year at McClatchy she participated in Students Reaching Out and was one of the youth team that represented People Reaching Out at the CADCA Youth Conference in Washington D.C. last winter.

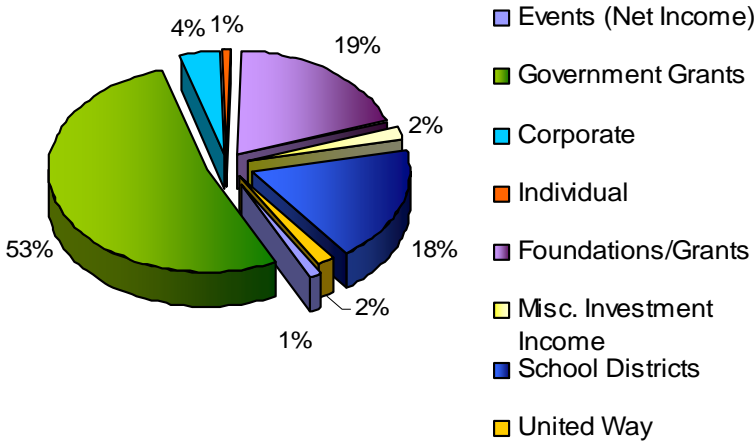
Kathy said because of her experience with People Reaching Out, she was hired on the spot for a summer job working with 50 kids.

"It was great being involved," Kathy told the People Reaching Out Board. "I enjoyed it and learned so much! I hope that I can work with People Reaching Out in the future."

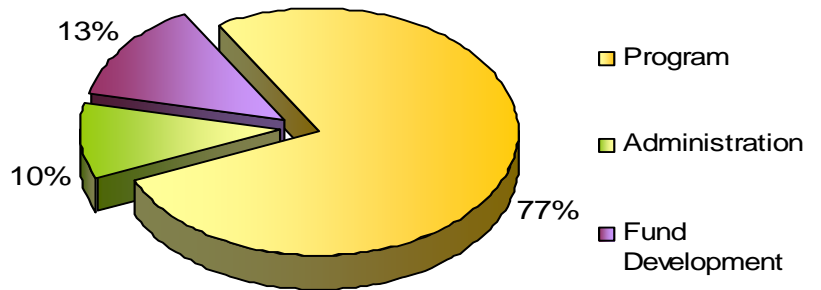
The Dan Lewandowski Youth Leadership Award is given annually to a program participant who exemplifies leadership and commitment to the People Reaching Out programs and youth service. The Dan Lewandowski Award is in honor of former Vice President of Facilities for CalFed Bank Northern California.

Dan felt very strongly that People Reaching Out provided a vital service to the youth and families in Sacramento and worked vigorously to provide support for the agency. The People Reaching Out Board of Directors instituted the Leadership Award in 2002 to honor Dan and the youth in People Reaching Out programs.

AUDITED REVENUE



AUDITED EXPENSES



DONOR PROFILE

M & M WHITMIRE FAMILY FOUNDATION

On a recent site visit to People Reaching Out, the Executive Director of the M & M Whitmire Family Foundation, Gina Black, took time for a conversation with People Reaching Out’s Executive Director, Staci Anderson. Their lively conversation centered on youth and the constant challenges they face – school success, social pressure, and the “normal” angst of adolescence. Both agreed that the universal targeting of today’s youth from, for example, TV, the Internet can be over-whelming. They also agreed that the core issues remain the same as they were a generation ago; drug abuse and violence. Ms. Black said that People Reaching Out’s focus on strong parental involvement and the importance of teaching youth to be independent, strong thinkers, capable of making healthy decisions are essential to building resilience in all youth.

Through a tradition of philanthropy and personal community involvement, the Whitmire Foundation has made significant contributions to helping youth cope and learn skills that will help them now and in the future. Over the past several years, Whitmire has supported Students Reaching Out and the People Reaching Out After School programs with grant dollars that helped expansion through the years reaching even more students from age 9 through high school.

The Foundation was established in 1997 and is managed by immediate family members. Ms. Black’s father took his wholesale pharmaceutical business to a multi-billion dollar enterprise. At the same time, he and his wife instilled values of philanthropy and a responsibility to the community in their daughters. Now the family and their Board of Directors give thousands of dollars each year to support local charities. Their shared vision includes providing support for youth and geriatric service agencies. When asked what Ms. Black thought of as the critical issue in giving, she replied, “All donations help, no matter how large or small. We have a responsibility to help however we can. That’s what my parents believe; that’s what they taught us; and that’s what we are teaching our children. It’s up to everyone – together – to make a difference.”

2006 - 2007 DONORS

COMMITMENT TO THE COMMUNITY

All donated dollars remain here, in the community, making it possible for People Reaching Out to continue 26 years of service at no cost to the participants. Thank you for your contribution.

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