

“The size of the future you actually experience will largely be determined by one factor: the people you choose to connect with. When you invite people who are truly committed to growth into every aspect of your life, your own potential for growth becomes truly unlimited.”

*Dan Sullivan, speaker and coach to entrepreneurs*

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# WANTED

## LOCAL BUSINESSES SEEKING MOTIVATED, RELIABLE EMPLOYEES

**Introducing PROHire...** a specialized teen staffing solution created by the People Reaching Out Advisory Board to benefit local business owners — and positively affect youth in our community.

PROHire will match businesses with a pool of reliable and dedicated teen employees trained in the essential skills that create a beneficial employer-employee relationship, while exposing teens to career environments and opportunities they may otherwise not have access to.

Too many high school students are at risk of failing grades and dropping out of school, or they lack strong positive role models. PROHire addresses these issues by keeping youth occupied during those critical “risk” hours between 3 p.m. and 6 p.m. — when experimentation rates are at their highest — and places them in positive learning environments, encouraging personal responsibility and providing training opportunities that will last a lifetime.

This unique prevention concept is a win-win. Motivated teens will be able to stay a step ahead of their competition and local businesses gain access to a turnkey, prequalified and skilled staffing pool. Working together, our efforts will generate positive effects all around!

We would like your help to make PROHire a community success! To learn more about how you and your business can support the PROHire program, please contact People Reaching Out at **(916) 576-3300 ext. 322**.



5299 Auburn Boulevard  
Sacramento, CA 95841

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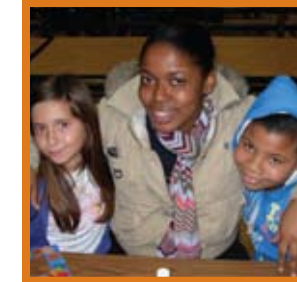
*Serving youth and families in the Sacramento Region since 1981*



PEOPLE REACHING OUT

NEWSLETTER  
Summer 2008

## Pro After School Makes A Heartfelt Impact



PRO After School mentor, 17-year-old Kirsten Williams, just graduated from Encina High School. After two years in our program, she wrote this compelling story about her experiences.

“I want to present my story to show a side of PRO After School that no one has seen. I want to show how spending just two hours every week as a mentor with elementary school students can really impact your life, the young student’s life, and the person you want to become. You are given a chance to see their future and impact it just a little by being a mentor to them.

I look forward to going to PRO After School every Thursday. I love seeing my student and her wonderful smile and listening to all her stories. Getting to see all the kids and play with them is really a once-in-a-lifetime experience. We get to see how they interact with each other and how they handle their problems using some of the skills we teach them.

I also like having class with all the mentors right before we leave [to the elementary school] to see our students. We bond and plan out activities for the kids to do. Overall, the two years I have spent in this program have been very memorable and have shaped a little part of who I am today. I would love to reach out to others and bring them into this great program.”

Editor’s Note: Kirsten is headed to UC Santa Cruz and is thinking about becoming an aeronautical engineer. We love her highflying spirit and wish her tremendous success in all of her future endeavors!



### Dear Friends,

People Reaching Out is marking another tremendous year, based on the success we’ve witnessed among young people in our communities.

Our goal is to replace youth substance use with hope and a plan. Thanks to your support and the hard work of our staff and volunteers, that goal becomes a reality — day after day, and program by program.

We were able to add eight new schools to the PRO After School mentoring program — totaling 13 school sites. This summer we will hold our second PROMotion summer program — which has evolved into a summertime extension of our PRO After School mentoring program.

It’s heartening to be able to offer mentoring services year-round. We can directly correlate academic success to this program. Recent student evaluations showed us that our high school mentors, who had a GPA of 3.0 or below prior to participating in the program, increased their GPA by an average of 12.5 percent!

Young men and women in our programs tell us that they need more job opportunities. In response to that need, we launched PROHire, an after-school job placement program. Knowing that our youth are at high risk for engaging in experimental behavior between the hours of 3 p.m. and 6 p.m., this program is an obvious benefit to our prevention mission. Please read more about PROHire in this newsletter.

Thank you again for all that you do to support People Reaching Out.

**Staci Anderson**  
Executive Director

## Parenting For Prevention Leads The Way

People Reaching Out counselor **Kathy Green** has been on a marathon campaign since last summer — providing more than 90 “Parenting for Prevention” presentations and trainings across the Sacramento Region. Kathy and her staff arm parents with critical information to help them understand the causes of substance use and how their relationship can affect the decisions their teens make.

Recently, Kathy provided a series of talks at local Border’s Bookstores and found it to be a great venue for reaching a new audience. “Parents come not really knowing what to expect,” she says. “Or they don’t think they need to be there because their kids don’t appear to be at risk. I tell them that all kids are potentially at risk — and by opening up the dialogue they can help guide their children successfully through adolescence and avoid the heartache that comes from dependence.”

For more information or to arrange a free presentation, please visit [www.peoplereachingout.org](http://www.peoplereachingout.org) or call 916-576-3300.



## Local Mom Launches Parenting Resource for Families

Four years ago, mother of two and Roseville resident **Joanna Jullien** began seeing the influential impact of popular culture, technology and peer pressure in her children’s lives. Striving to do something about it, she began talking to parents and quickly realized that they rarely collaborated — and were sometimes uneasy — about sharing strategies to deal with the challenges and uncertainty of raising children today.

Seeking to help parents better connect, Joanna created a one-stop resource, Banana Moments, a quarterly newsletter and Website that keeps parents informed about critical issues affecting their kids. Informative articles help parents stay plugged into current events and shows them the benefits of sharing experiences and knowledge to raise healthy kids into healthy young adults free from risky behavior.

To learn more about this parenting resource, please visit Joanna’s Website at [www.bananamoments.com](http://www.bananamoments.com) — where you can also find the humorous story about how she got the name!

## We Appreciate Your Support!

The **Wal-Mart Foundation** generously gave **\$10,000** to support PRO youth programs, helping us to expand our PRO After School mentoring program. This program grew by eight sites this year. Our appreciation goes to Wal-Mart and its employees for helping our kids live better.

We are proud to acknowledge the following businesses that saw the value of our PRO Hire program. The youths involved in our program are already benefiting, and we look forward to sharing their accomplishments.

- The **Sacramento Downtown Rotary** was the first to jump on board with a **\$5,000 donation**.
- **Citibank** provided **\$10,000** for financial education training.
- **Gannett Foundation** contributed **\$7,500** to support the overall program.

A special thank you goes to long-time supporters **Livingstone Concrete, The Sacramento Bee and This ‘n’ That Gift and Thrift**. Their loyal support is invaluable and we appreciate all that they do for our youth, families and community.

Individuals and community partners are vital to our work with youth. We are grateful to everyone who helps make PRO stronger and able to reach more kids each year.

## PRO Students and Alumni Deliver Results!

Essential to our success at People Reaching Out is helping elevate a child’s self-esteem so that they begin to care about the decisions they make, such as the commitment to perform well in school. Our strategies are sound and working well. We are pleased to share with you some of the recent results we’ve been tracking.

PRO After School outcomes in 2007:

- 70% percent of our students said that the program has helped them make better decisions.
- High school mentors who started the program with a GPA below 3.0 increased it an average 12.5% percent.
- 50% of female participants maintained GPAs of 3.0 or higher
- 50% of male participants maintained GPAs of 3.0 or higher
- 67% of the mentees who scored a GPA of 3.0 or above speak a language other than English in their home

People Reaching Out also strives to maintain contact with students who have completed our program and have graduated from high school. In a recent on-line survey, PRO After School alumni who responded reported the following:

- 87% of respondents stated their involvement in PRO After School helped them make healthy choices about alcohol, tobacco, and other drug use
- 100% described their experience as a mentor as positive or very positive
- 100% had successfully graduated from high school
- 94% are currently enrolled in college courses
- 100% reported they have never smoked or used tobacco products
- 100% reported they have never used illicit drugs

## Leadership Conference Creates Hope and a Plan

Four students representing People Reaching Out attended this year’s Community Anti-Drug Coalitions of America Conference in Washington, D.C. While they were in D.C., the students had an opportunity to meet with California Representative Doris Matsui. Rep. Matsui was impressed with the student’s dedication to creating safe and healthy neighborhoods and said she was “heartened to see these young adults taking such an active role in their communities.”



Students Talon Glover, Leo Wilson, Representative Doris Matsui, Yvone Brickus, and Javara Wilburn, pictured with PRO Staff Members Linda Osorji and Erika Green (L to R).



## People Reaching Out Staff Member Truly a PRO...

Linda Osorji graduated from California State University, Chico with a B.S. in Psychology, a minor in Women’s Studies and an appreciation for a really fine hamburger! She moved to Sacramento in 2006 to find a position using her education and enthusiasm to positively impact children’s lives. Lucky for People Reaching Out, she found us! PRO After School gives her the opportunity to teach as well as learn from elementary, middle and high school age youth. Linda also assists with training of new staff and working on special program events, such as last year’s raved about end of the year celebration and helping to plan this year’s recognition picnic. “I hope the kids know I will be their cheerleader, all through their lives,” said Linda.



## Welcome to our new board members

**Mary Towne** has more than 20 years of experience in the field of public relations and marketing. She is Director of Client Services at Bouchard Communications Group.

Through her work developing communications programs for drug and alcohol prevention, Mary has developed a passion for the mission. She is a community coalition member devoted to fighting substance abuse.

“I’m acutely aware of the serious substance abuse related issues facing our community,” she said. “I use my expertise to help educate parents and teens about this threat and am proud to join other individuals, organizations and public and private agencies dedicated to affecting positive change.”

**Barbara Winn** is the AT&T External Affairs Area Director for the Capitol Region, which spans 18 counties. In her role with external affairs, she is responsible for helping promote the company’s public policy positions and maintaining relationships with local government, community businesses, organizations and customers. She is also responsible for the donations of philanthropic dollars provided by AT&T to local groups and organizations.

Barbara sits on several charitable boards and is actively involved in the community. She has a focus and determination to increase opportunities for youth to excel. “Every child needs support and direction from the communities they live in,” she said. “When families, youth and the business community work together, the results are life-changing.”

**Tiffany Boyland** is an attorney with the law firm Coleman, Chavez and Allen LLP specializing in Workers Compensation. Tiffany graduated from the Missouri-Columbia School of Law and received her Juris Doctor Law degree in 2004.

Tiffany spent two years mentoring at a local elementary school while she was in law school and saw the tremendous value of the relationship. “There is a critical window of time when you can really engage children and make a significant impression on them,” she said. “Talking to them, helping them to understand the benefit of staying away from substance use, and giving them a soft push in a positive direction can make a huge difference in the path they choose for their future.”

