

Upcoming Events

Join us for "Walk 'n Rock for Kids"

Hope Productions Foundation has selected People Reaching Out as one of seven local charities to participate in a weekend of signature events to raise funds and generate awareness of the participating charities. The inaugural events will launch in Sacramento in 2009.

The Walk

Hope Productions "Rock 'N Walk For Kids" will kick off with a morning 5K walk involving families, local businesses, walking teams and supporters. Selected agencies will be in charge of generating support and participation for the walk portion of the event.

The Concert

Hope Productions will present a star-studded, open-air benefit concert for supporters and volunteers of the individual agencies, sponsors and the community at large. Concert proceeds will be distributed equally to the partnering charities.

We look forward to teaming up with all of our supporters to make this a huge success for People Reaching Out! This is an exciting event to be part of and we hope you'll be walking side-by-side with us on our path to creating a plan for our community youth.

For more information, visit www.peoplereachingout.org

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PRO discovers the "Art of the Kitchen"

Following the success of events such as Black Tie and Tennies, People Reaching Out has created a new event: **Art of the Kitchen**.

Art of the Kitchen is a celebration of beauty, design and taste that resides in and comes from the kitchen. Whether it's the grain of the cabinetry's wood, the sleek form of an appliance, a piece of art or the design a chef creates on a torte — all will be on display for attendees to experience.

"The kitchen represents the center of a home, a gathering place for family conversations and fun," said Staci Anderson, Executive Director, People Reaching Out. "Art of the Kitchen is a way to celebrate and support quality time."

Local artists will create art that is pleasing to the eye and the palate. Chefs will present food demonstrations, and prepare samples on site for attendees to enjoy.

Don't miss the tasty festivities! **Join us in celebrating the Art of the Kitchen on Saturday, April 25, 2009.** Additional information will be available soon.

This year in PRO programs...

78% of mentees had or maintained a **GPA of 3.0 or higher**

68% of mentors had or maintained a **GPA of 3.0 or higher**

67% of adults in the Valley Hi Youth and Adult coalition said they **NOW** often seek out youth opinions, **compared to 17%** who reported doing so before joining.

Mentees unexcused absences **dropped by 31%** (Our goal was only 17%)

In the fall **15 Mentees** had suspensions... by spring these same students suspensions **dropped by 73%**

*Absences were tracked by school attendance records. Baseline data was set at the fall 2007 semester and compared to the attendance records as of April 30, 2008.



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Commitment to the Community

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

Active 20-30 Club of Sacramento #1
AIG - Matching Grants Program
AT&T United Way Employee Giving Program
Jules Caldeira
T.J. Askins
Adam Barrett
Edward T. Bedwell
Marcia Boden
Burr's Fountain
Patty Cartozian
Wayne & Melinda Cecchetti
Citigroup Foundation
City of Sacramento, Robbie Waters
City of Sacramento, Lauren Hammond
Evan Cole
CPS Human Services
Glen & Dorothy Craig
Linda Curtis
Ella DeLeon
Robert M. Dickover
Richard & Shari Ellis

Fox40 Helping Hand Fund - McCormick Tribute Foundation
Gannett Foundation (News 10)
Gary Hart
John Herzog
Kathy Hill
Sharna Hoffman
Skip (Louis) & Toni Horvath
Joanna Jullien
Mauro Lara Jr.
Howard & Cynthia Lawrence
Joan C. Lewis
Livingston's Concrete Service, Inc.
M & M Whitmire Family Foundation
Glass McClure
McGeorge School of Law
Ed & Susan Marszal
Kim Meder
Margaret Mette
Marcy Meyer
Morgan Stanley
Michael Nielsen

PG&E Corporation Campaign for The Community
William Blastic
Robert & Vicki Plutchok
Bill & Sonja Porter
PRIDE Industries
Raley's
Dee Reynolds
Veronica Robbins
Rotary Club of Sacramento Foundation
Ira & Janice Rothman
Sacramento Regional Community Foundation
Katherine & Gerald Schimke
Norman & Reba Schwilk
Barbara Scurlfield
Paul Seave
Wells Fargo Bank Community Support
Bob & Ruth Shumway
Spiritual Life Center
Stewart Road Association

SureWest Foundation
Roger & Lynn Swanson
Annette Syer
Teichert Foundation
The California Endowment
The California Wellness Foundation
The Sacramento Bee
This 'n' That, Lynda Tyler
John & Louise Throne
Glennah Trochet, M.D.
United Way California Capital Region
Wal Mart Stores, Inc.
Wells Fargo Bank
Douglas Britt
Lisa Bulaich
Jessica Miller
Kenisha Parish
Wells Fargo Foundation
Steven Weiss
Katie White
Rumsey Indian Rancheria, Yocha De-He Community Fund

PEOPLE REACHING OUT

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ANNUAL REPORT 2007-2008

dedicated to a mission of youth substance abuse prevention through community and school-based programs

My story...

The guy has a knife to my throat. I can feel the blade cutting into my neck, its cold, hard edge yearning to go deeper. A nearby streetlight creates a glare from the blade. I see the Boys in Blue cruise by in their patrol car, enjoying their coffee. Our eyes connect but they just keep driving. All I feel is fear, and rage. I just wanted a fix, and now I'm being ripped off of my last bit of cash. Nobody, including me, should be here at this time of night.



Evan Cole — Chair

How did I get here?

The way I remember it, I was sitting by the fire. It felt warm and cozy and was just what I needed. I was thinking about my dad. He was so eaten away by cancer that I barely recognized him at the end.

It was Christmas time and my aunts and cousins were driving me crazy. They were just trying to protect me, but my head was screaming to be left alone. I headed over to my brother's friend's house. I needed some space. I wanted to forget for awhile. His dad was an executive for a big airline and he was hardly ever home. I just needed a place to clear my head. The fire felt great, I began dozing off — forgetting for a brief moment, relaxing, feeling free from my pain.

"Hey, Evan, wake up!" I looked up at my brother's best friend. "Hey, wake up. I just scored some stuff. Want to get high?" I had no idea what he was talking about. "Come on, it's no big deal. I do it all the time." I trusted my brother's friend. What harm would there be? I still didn't even really know what he meant.

We went upstairs, and he prepared it. He said it was just a little bit of heroin, nothing to worry about. It would make me feel good. Seeing him holding a needle stopped me, but he quickly assured me that he knew what he was doing and would inject it for me. It slowly seeped into my vein. A little cool, then warm, and then the rush. It was amazing. No pain, no unhappiness. I felt euphoric! I was 15 years old.

I went to school and told my friends about it. Nobody seemed to care or think it was bad. My girlfriend seemed equally unimpressed. Was this normal? Did everybody do this? I asked my older brothers if they ever took drugs. They just laughed and said yes, as if it were a silly question. The only person that seemed to get it was my girlfriend's father. I went over to her house and he told me never to show my

face there again. I didn't understand why; it never occurred to me that he knew.

And now here I am four years later, in major withdrawal, my last \$450 being stolen from me.

There's more to my story, but how I kicked my drug habit isn't as important as the fact that I did. Let me introduce myself, my name is Evan Cole, and I am chairman of the board for People Reaching Out.

If my life had been impacted by prevention, I believe that I would have experienced a much different path. Everyone's story is unique, but the addiction, shame and destruction that come with it, is our common ground. If my friends had known what to say to me, or if my girlfriend's father had picked up the phone to tell the adults in my life what I was doing, it may have all been different. Nobody else is responsible for my choices and addictions but me — but I always wonder, what if, what if there had been one person to step forward to guide a confused, scared and very lost, 15-year-old? How would this story be different?

This is my story. Your life may not even remotely resemble it. I came from an affluent, well-educated family who cared for each other. But looking at differences in lifestyle or circumstance creates division. What is the same for all of us is that drugs are everywhere, children experiment and friends, neighbors and families struggle with what to do.

People Reaching Out programs are at the heart of these issues. We walk alongside our youth and families to prevent every child we can from engaging in drug and alcohol use. Our goal is to keep as many youth as possible clean, sober and alive.

Inside this annual report, you will learn of this year's success, our programs' growth, and get to know some of the people who helped pave the way by providing our youth with healthier choices.

Thank you for your loyalty to our mission. We are honored to have you with us on our journey.

With warm wishes, **Evan Cole**

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 (PRO) is a community-based nonprofit organization formed in 1981 to provide resources for dealing with adolescent substance use and violence. Its mission is dedicated to preventing these behaviors through community and school-based educational programs.

People Reaching Out's education programs are based on scientific research and proven prevention strategies. The programs create hope and a plan for youth through substance abuse prevention curriculum that empowers them to reach their full potential. PRO programs include: youth-to-youth mentoring, youth prevention education, youth led community coalitions, counseling for academic achievement, and parenting for prevention.

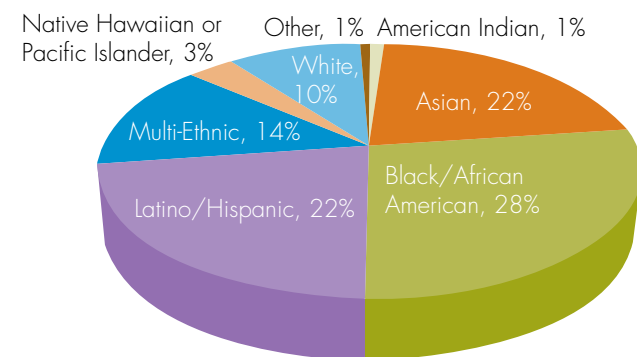
Currently, People Reaching Out is partnering with five Sacramento area school districts (Elk Grove Unified, Sacramento City Unified, Woodland Joint Unified, Washington Unified, and San Juan Unified) in serving over 13,000 youth and families annually. In its 27 years of service to the community, more than one million youth and families have been served.

THIS YEAR AT PEOPLE REACHING OUT

PROGRAM OUTCOMES 2007-2008

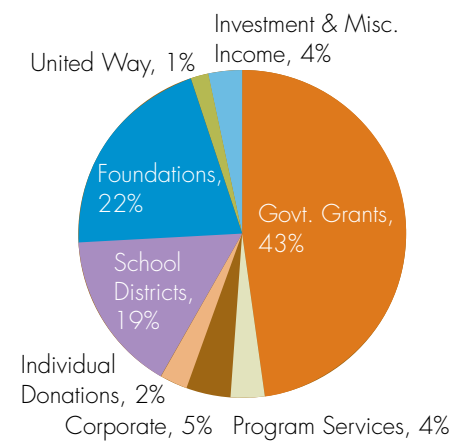
	Participants
Students Reaching Out Works with high school students; aimed at creating safer and healthier communities through projects that address alcohol, tobacco and other drug messages, norms, accessibility and policy.	60
People Reaching Out After School Mentoring Trains high school students to serve as mentors and prevention educators. These students mentor elementary and middle school students on a weekly basis.	523
Parenting for Prevention Teaches youth and families the skills to avoid alcohol and drugs and communicate effectively with each other.	896
Counseling Services Provides intervention services for youth and families in Yolo County. Services include counseling for substance abuse and violence.	281

PROGRAM DEMOGRAPHICS



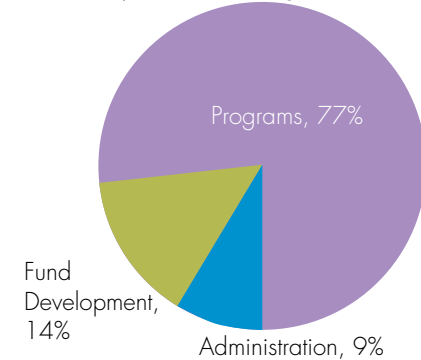
AUDITED REVENUE

Government Grants	\$549,388
Corporate	\$63,726
Individual Donations	\$25,220
Foundations	\$282,950
School Districts	\$243,768
United Way	\$11,451
Investment & Misc. Income	\$57,511
Program Service Fees	\$55,967
Total	\$1,289,981



AUDITED EXPENSES

Administration	\$96,892
Fund Development	\$155,402
Programs	\$839,852
Total	\$1,092,146



Loyal Board Members Make a Mark on PRO

Katie White and Dee Reynolds, long-time board members and supporters of People Reaching Out, helped PRO from the beginning by thinking outside the box and making things happen, shaping our organization into what it is today.

"Our community is a better place because of these two," said People Reaching Out Executive Director Staci Anderson. "Both the youth in our programs and the staff are so very appreciative of their support on every level. They've kept the lights on, quickly obtained needed materials for programming, and have been constant cheerleaders for PRO's efforts."



Katie White

Katie played a vital role in creating the organization that exists today. While she has creative ideas and an ability to think outside the box, her specialty is listening to others. People Reaching Out founder and former Executive Director Kathy Hill describes Katie as an "Executive Director's dream." "As a natural leader with the ability to get the job done, Katie stepped up to the plate as board president on several different occasions. She used her contacts in the community and educated many businesses and individuals about our services," said Hill. "These relationships turned into important donations that made PRO stronger."

Katie tirelessly placed brochures about substance abuse prevention and free counseling services for youths and their families inside the offices of most of the family practice physicians in Sacramento. And when the agency initiated a goal of 100% staff and board contributions, Katie was the first to give. She challenged other board members to follow suit. Current Executive Director Staci Anderson credits Katie with helping her successfully transition administrations after Kathy's retirement. "Her support of the agency during that time means that People Reaching Out continues to thrive today," said Anderson.



Dee Reynolds

Known for his infectious laughter, Dee has been an integral part of People Reaching Out for more than 25 years. People Reaching Out founding Executive Director Kathy Hill remembers him as part of the group who brought their own lawn chairs to sit on at the first meetings. Dee joined the Board of Directors in the late 1980s, providing important contacts and support throughout the community. Hill said, "He's one of my all time favorite board members who wasn't afraid to challenge me and my ideas...I loved this!" Hill added that Dee was instrumental in helping obtain the first government grants that secured the future of People Reaching Out. His ties to the Rotary Club produced funding through the "Bids for Kids" fundraiser and inspired many Rotary Club members to join Dee in mentoring local youth through PRO's adult to youth mentoring program.

Dee remains just as involved today. When something needs to get done, he makes it happen. People Reaching Out Executive Director Staci Anderson expressed her appreciation, saying, "Dee is a wonderful man who's always been there for People Reaching Out. His support and many talents are appreciated more than he knows."

THANK YOU, KATIE AND DEE FROM ALL OF US FOR YOUR SUPPORT!

People Reaching Out is fortunate and proud to have you on our team!

Senior, McCatchy High School

- Increased GPA from 1.75 to 3.40; a 41% improvement.
- Participated in the program for 7 months.

"When I work with kids they have a certain energy that makes me see the world a little brighter. I enjoy being with kids because they bring out the nicer me. Even though they are children and they don't know much about the world they have a positive view that the world can be a good place."

Sophomore, Encina High School

- Increased her GPA from 2.05 to 2.78; an 18% improvement.
- Participated in the program for 9 months.

"PRO has influenced me to get along better with my brothers and sisters. I really enjoy Thursdays. This is because I know that I make a difference in a couple kids' lives."

Sophomore, Valley High School

- Increased GPA from 2.83 to 3.33; a 13% improvement.
- Participated in the program for 6 months.

"Since I enrolled in PRO After School, I've met really nice people that really care about others. We share the same interests. We have fun working with the mentees and we learn so much from one another. They have shown that they are trustworthy and honest and they've been making this learning experience enjoyable. PRO After School has really been a positive experience for me."

Junior, Valley High School

- Increased GPA from 1.67 to 3.00; a 33% improvement.
- Participated in the program for 6 months.

"My family has a past of alcoholics and drug abusers. So my parents strictly enforce no drugs and alcohol for me

because of the affect it could have on my life. They feel I have the potential to do anything I want in my life (positive) as long as I stay on a good path. I, myself see on a daily basis the affect drugs and alcohol have a person's life, body, and emotions. With all of these influences in my life I have no intentions of ever trying these because I want to have a good life."

Junior, Valley High School

- Increased GPA from 2.04 to 3.00; a 24% improvement.
- Participated in the program for 6 months.

"My family doesn't really talk about drugs or alcohol. But I know drugs are bad. I experimented once and I didn't like the feeling it gave me so I didn't do it again. As for drinking, I had a great example of what I don't want to become, my father. He lost his family and I won't ever risk losing that. I'd rather learn from his mistakes rather than repeat them."

PRO MOTION Summer Camp a Success!

For the second year in a row, PRO MOTION summer camp was a success! Serving students from PRO After School and Students Reaching Out, the PRO MOTION summer program helps students stay engaged in positive activities year-round.

Weekly activities included nutrition, art and coping skills. Students created their own healthy snacks while learning about nutrition. The following week they were taught how to relax and cope with stress during "Chillaxin' 101."

Local artist Alan Silva led a charcoal drawing art workshop where students were each given a small section of a photograph and asked to create a larger square using the charcoal and drawing techniques they'd learned. In the end, the combined squares became one picture. Students learned new skills and were able to practice teamwork to complete the final project.

While much of the program was educational, students had the opportunity to be outside and participate in typical summer activities. They enjoyed a trip to the State Fair and a trek to Sutter Gold Mine to learn about gold panning (with a quick stop at the Sutter Creek Ice Cream Emporium), and Water Olympics. PRO MOTION will be splashing back again next summer and the students are still talking about their fun experience.

Reaching Out: Embracing Diversity!

By attending a series of diversity training workshops this summer, the People Reaching Out staff got to the heart of assumptions that can be made if people don't take time to see the world from another point of view. They learned more about each other, the youth they work with and the communities they serve. "Overall, the consensus was that there is tremendous value in appreciating our differences and discovering our similarities," said Executive Director Staci Anderson. "We hope to continue these types of workshops that unify us and help us better serve our community."



Senior, Florin High School

- Increased GPA from 2.83 to 3.50; a 17% improvement.
- Participated in the program for 9 months.

"All my life I've looked up to my sister, she has always helped me succeed in life, she keeps me on point. If I need advice she is always there or if I need help in anything I can always go to her. My decisions are based on life, I want to be successful in life, and achieve something worth achieving."

Freshman, Florin High School

- Increased GPA from 2.50 to 3.00; a 13% improvement.
- Participated in the program for 9 months.

"As a child my parents were always telling me to make good decisions and even my teachers were too. Soon though as I grew up into high school I sooner started to

realize that I'm growing up and I didn't need people telling me anymore. So pretty soon I started to make my own decisions, of course some were bad but I learned from them."

Senior, Florin High School

- Increased GPA from 2.67 to 2.83; a 4% improvement.
- Participated in the program for 8 months.

"I can say that my grades have increased since I have started PRO, because as a mentor of younger peers, I would want to tell them that I actually have grades that can get me into a great college where I can learn more about what I want to be something great in, and life doesn't have to end at graduation of high school. My school attendance is the same as always, but better or worse I will keep control of my GPA. I feel proud to say that when I have to be somewhere after school on Tuesday, that it is mentoring and trying to make a positive impact on my and someone else's future."