



BREAD & ROSES®

Hope and Healing through Live Music™

KEY NOTES

ISSUE 63

FALL 2008

'Typical' audience? It Doesn't Exist!

By George Nevin

Someone asked me the other day: Describe a typical Bread & Roses audience.

Impossible, I replied. Each venue is so different.

In one week our volunteer performers may entertain toddlers at a children's hospital, the elderly residents of a nursing facility and young adults in a home for the developmentally disabled. The next week, venues might include a residential treatment program for substance abusers, a shelter for abused women and the mental health ward of a hospital.

It's all part of our mission: uplifting spirits by presenting live entertainment for people who are isolated from society.

But as **The Mamas and the Papas** observed way back in the '60s, "Nothing's quite as sure as change." Today we're seeing drastic changes in one of the populations we serve – the homeless.

At **Raphael House**, a San Francisco shelter for families, **Olivia Garcia** sees whole families showing up with no place to live.

"Our population is incredibly diverse," says Garcia, coordinator of Raphael House's evening children's program. "We get every sort of person you can imagine – low-income families, women fleeing domestic abuse, people in recovery, political refugees from other countries.

"These days the usual cause is the poor economy. Through downsizing or budget cuts, one or both parents lose their jobs and can't pay the rent. The result – a whole family down on their luck."

The Raphael House program is focused on meeting the needs of children, she



Photo by Andrew de Lory

'Alphabet Rockers' Kaitlin McGaw (right) and Stephanie Liang delight their audience at a Bread & Roses show at the Raphael House in August.



Photo by Peter Merts

Mamta & Kusum share their Indian dance at a show provided by Bread & Roses at the Fairfax-San Anselmo Children's Center.

adds. "Everything we do is through the eyes of the child – with the goal of creating a safe and stable environment."

Ideally, after three to six months, the family's finances become more stable, permitting them to move into permanent housing.

At **Harrison House** in Berkeley, the overall goal – moving the residents into permanent housing – is the same, but the approach is different.

Explains **Daniel Barth**, community coordinator: "Our mission is to help homeless people attain self-sufficiency, and we do that by addressing the root causes of homelessness."

Instead of spending evenings at the shelter and days on their own, the 100 or so residents of Harrison House are engaged in a comprehensive daytime program that aims to help them obtain housing and achieve income security while providing a sense of family and community, and giving residents the tools to avoid making unhealthy decisions.

"We find that the homeless are in survival mode. We want them to slow down and trust other people, give back and invest in

DONOR VOICE

The Silva Watson Moonwalk Fund

In July 1969, advertising executive **Larry Silva** and developer **Douglas Watson** met and became life partners. At the same time, the Apollo astronauts were walking on the moon.

Twenty-five years later, Larry Silva died of AIDS. Doug Watson and his close friend, attorney **Vivian Schneider**, realized how hard a terminal illness is on the person afflicted, on family and on loved ones. When Doug died the next year, he left a sizable bequest to a new foundation, **The Silva Watson Moonwalk Fund**, with Vivian Schneider as president.

“People suffering a terminal illness have immediate needs – food, shelter, medical care – and we’re in a position to help them immediately,” said Vivian, a resident of Kentfield.

In 2000, Vivian met **Mimi Fariña** and decided, “Bread & Roses is an organization we want to help.” By itself, even a fund like Silva Watson Moonwalk can’t meet a fraction of the world’s needs. “But when someone else has set up the trail, you can follow,” she says.

We are grateful that The Silva Watson Moonwalk Fund has been an important supporter of Bread & Roses and our healing work of bringing music to those who are isolated.

CHANGING FACE OF THE HOMELESS – from Page 1



Volunteer Performer Robyn Harris with Harrison House residents Edward G. Robinson on harmonica and Michael Williams on drum.

others. In that approach is contained all the ingredients for a healthy and successful future.”

Olivia Garcia and Daniel Barth both endorse the work Bread & Roses is doing to lift the spirits of homeless people. Says Garcia, “Tuesdays are our show nights, and the whole family gets involved. We dance and sing together, arm in arm. It’s great to see little toddlers twirling around to the music.”

Barth: “No matter what is going on in our lives, when Bread & Roses shows up, we have respite. There’s always a little festival on Monday evenings. Folks leave in good spirits, with smiles on their faces.”

A Note from Cassandra Flipper Executive Director, Bread & Roses

The uncertainties in the economy are affecting all of us.

Nonprofit agencies face the challenge of helping an increasing number of clients with complex needs, coupled with reductions in staff positions.



Photo by Ken Friedman

Some facilities, like the much-loved homeless shelter **Marian Residence for Women** in San Francisco, have been forced to close. Sadly, we have watched as several of our other client facilities have closed in the past two years. We can assure you that when this happens, we work quickly to commence service to a new client facility so we continue to reach as many of our isolated neighbors in need as possible.

Our strategy for managing our program during this downturn is to present more shows and serve more institutions by becoming more effective and efficient. To do this, we have improved the process of scheduling volunteer hosts for our shows, thereby freeing up more staff time to recruit and coach performers. We have also hired a part-time program associate in the East Bay to host more shows in that region and recruit local performers, thus reducing the commute distance for performers and hosts.

We are confident of our ability to continue to bring hope and healing through live music and other live performance to a wide spectrum of isolated audiences throughout the Bay Area. However, there is one thing you could do to help us.

If you know of a homeless shelter or a youth facility where we could make a significant difference, please tell us so that we can be sure to explore the possibilities. We are not going to let the slow economy slow down the joy, hope and healing. Thanks to all of our volunteers and donors for supporting Bread & Roses so generously.

Cassandra

Blessed Once Again by Your Generosity

By Elizabeth Share

Your generosity changes lives. It is our privilege to offer our thanks to all of you whose gifts made possible our work from **February 1, 2008**, through **July 31, 2008**. We also wish to note the following individuals, families and foundations for their major gifts during this period.

Gifts of the Heart

This past holiday season, Bread & Roses enjoyed the privilege of being lifted up by our neighborhood **Peet's Coffee and Tea**. We wish to thank **Sean Nipper**, store manager, and all of the employees of **Peet's Corte Madera** for generously sharing their holiday tips and most especially for letting their customers know how much they care about the individuals we serve.

We are honored to be able to offer our heartfelt thanks to **Saul Zaentz**, a generous friend and supporter whose annual gifts bring much joy to the children, teens, adults and elders we serve.

Our deepest thanks to **Leslie and Mac McQuown** and to **Karen Kaufman** for fulfilling multi-year pledges made at a private benefit concert with **Joan Baez** at the home of **Susan and Matt Mackowski**. We are so grateful for your

sustained support and generosity.

2008 Volunteer Event – 'The JAM'

Each year we are privileged to spend a day thanking our generous volunteers. In that tradition, on Sept. 13, 2008, we will celebrate our volunteers with a day of music and friendship. We are thrilled to thank **Bank of the West** for stepping up as lead sponsor of the **2008 JAM**. This year marks Bank of the West's third year as a JAM sponsor and their first year as lead sponsor. Special thanks to **Jim Kennedy** for championing our cause and creating such a successful partnership between Bread & Roses and Bank of the West.

Our deepest thanks to **David Lusterman** and **String Letter Publishing** for underwriting the cost of renting the beautiful Falkirk Center in San Rafael.

David is a former Board member and chair, a current committee member and a volunteer performer. His generosity to Bread & Roses and to his fellow volunteers is extraordinary and much appreciated.

And last, but never least, we would like to thank **Ken Harrison** for his big-hearted support of the JAM. Ken is a volunteer and donor



Photo by Ken Friedman

Chris Stills (left) enjoys a happy moment with long-time friend and musical collaborator Adam Cohen at Twice Blessed benefit.

extraordinaire. It wouldn't be a JAM without him.

2008 Twice Blessed Benefit

On March 13, 2008, we presented **Twice Blessed: The 2008 Benefit for Bread & Roses** at the **Regency Center** in San Francisco. The concert lineup was thrilling, with spectacular performances by father and son **Si and Max Perkoff**, **Lara Johnston** (daughter of **Tom Johnston**), **Adam Cohen** (son of **Leonard Cohen**), **Chris Stills** (son of **Stephen Stills**), **Joan Baez**, **Gabe Harris** (Joan's son) and **The Pete Escovedo Orchestra** featuring **Pete** and his children **Sheila E.**, **Juan** and **Peter Michael**.

Our deepest thanks to each of these performers and their bands for creating



Photo by Ken Friedman

Joan Baez, Sr., enjoys the Twice Blessed benefit with Stephen Elliot (center) and Rusty Fox.

THANK YOU TO ALL DONORS WHO GAVE BETWEEN JULY 1, 2007, AND JUNE 30, 2008

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Pete Escovedo headlines the grand finale at the Twice Blessed Benefit. Photo by Ken Friedman

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Bread & Roses Donor List Continued on Page 6

Note: Couples with two last names are listed by the woman's last name.

Board Changes

Three new members – **James “Jim” Kennedy, Jocelyn Kane** and **Sandy Popovich** – have joined the Bread & Roses Board of Directors.

As executive vice president of the **Bank of the West** in San Francisco, **Jim Kennedy** has managed its Financial Institutions Division since 1997. A resident of Pleasant Hill, Jim has served prior assignments as board member for the **Buena Vista Childcare Center** and **Jopari Solutions**.

San Francisco-based **Sandy Popovich** has an independent graphic design business. Prior board assignments include the **Mill Valley Chamber of Commerce** and **Brotherhood Way JCC**. She also has more than 10 years’ experience as a Bread & Roses volunteer performer.

As Deputy Director of the **San Francisco Entertainment Commission**, **Jocelyn Kane’s** nonprofit experience includes board assignments for **SoundSafe** and the **Musician National Service Initiative**.

A hearty thanks to outgoing Board members **Laurie Angel McGuinness, Dennis Parsons** and **Sudha Pennathur**. Laurie served on the Board for seven years and as Nominating Committee Chair. Dennis was a dedicated Board member for five years. He also served as Treasurer and Chair of the **Finance Committee** and was an active member of the **Executive Committee**. Sudha dedicated six years of service to the Board, serving as co-chair and vice-chair, as well as chair of the **Retail/Etail Committee** and a member of the **Benefit Events, Executive** and

Nominating Committees.

Staff News

Cheryll Moon of San Anselmo has joined our team as Administrative Coordinator. She has more than 20 years of administrative experience.

Farewell to **Andrea Hildreth**, who served Bread & Roses for three years as Administrative Coordinator. We wish her well.

In Memoriam

On June 12, Bread & Roses lost a beloved volunteer and former board member, **Sheila McGorty**.

Sheila was a generous spirit, talented performer and outspoken advocate for those in assisted living facilities. Our thanks to her family for enabling us to share in the celebration of her life.

Bread & Roses Donor List Continued from Page 5

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one of the most memorable lineups ever assembled on a Bread & Roses stage.

An encore round of applause to Gold sponsors **NelsonJobs.com**, **Susan and Dennis Gilardi**, and **Marin Community Foundation**; Showstopper **Sudha Pennathur**; Headliners **Tucky** and **John Pogue**; and Patrons **Big Cat Advertising** and **Charles Schwab & Co., Inc.**

We have so many supporters to thank for the success of this night. First, to Event Chair **Tucky Pogue**, who attended to every detail of the evening with care, enthusiasm and generosity. Our thanks to every guest who attended the concert; your support is critical to our mission of bringing hope and healing to our neighbors most in need.

For your fabulous contributions to our live auction we wish to thank **Eric Christensen** (Director of the "Trips Festival"); **Eleanor and Francis Ford Coppola** and **Rubicon Estate**; **Edgewood Tahoe**; **Ann and Dick Grace** and **Grace Family Vineyards**; the great garden hostesses – **Ann Campodonico**, **Margie Ellis** and **Tucky Pogue**; **Heidi Krahling** and **Insalata's**; **The Lark Creek Restaurant Group** and General Manager **Quinn McKenna**; **MacArthur Place Inn and Spa**; **Mark Nelson**; **Palmieri Wines** and **Daisy and Kerry Damskey**; **Kathrin and Dennis Parsons**; **Sudha Pennathur**; and **Sonoma Golf Club**.

We also wish to thank our auction winners: **Mimi and Peter Buckley**, **Kristi and Tom Cohen**, **Laura and Bill Goode**, **Carla and David Crane**, **Ann and Dick Grace**, **Crystal and Hugh McDonald**, **Laurie Angel McGuinness**, **Anna and Rob McKay**, **Sudha Pennathur** and **Ed Messlerly**, **Tucky and John Pogue**, and **Rachel and Mario van Dongen**.

And to all who made gifts during our Fund-A-Need appeal, we cannot say enough about how much we appreciate your

Foundation Grants

Our deepest gratitude to the following supporters for investing so generously in our success:

Bank of Marin Community Fund, Bernard Osher Foundation, Crescent Porter Hale Foundation, Ann and Gordon Getty Foundation, John and Marcia Goldman Philanthropic Foundation, William and Flora Hewlett Foundation, Marin Community Foundation, Moss Foundation, Nasaw Family Foundation, NAMM Foundation, RCM Charitable Fund, Silva Watson Moonwalk Foundation, Tides Foundation.



Photo by Ken Friedman

From left: Tom and Kristi Denton Cohen enjoy the fundraising concert with long-time Bread & Roses supporters Sean and Dan Nowell.

extraordinary generosity. With gratitude to every participant in the Fund-A-Need, we acknowledge the fund's lead gifts from **Susan and Dennis Gilardi**, **Laura and Bill Goode**, **Ann and Dick Grace**, **Frankie Gray**, **Elsa and Kurt Leswing**, **Tina and John Mehan**, **Dr. Thomas Peters** and **Marin Community Foundation**, and **Carole Robinson** and **Zane Gresham**.

Board of Directors

We would like to thank our Board chair, **Susan Gilardi**, who at all times and in all ways demonstrates her generosity and commitment to those we serve. Together, Susan, her former co-chair **Sudha Pennathur**, and all of our Board members make invaluable contributions of time and talent.

BREAD & ROSES

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Hope and Healing through Live Music

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Bread & Roses now offers E-News to keep you up to date, provide alerts about upcoming special events and help save resources.

To receive our E-Newsletter and other E-News, contact us at info@breadandroses.org

Benefits of Our Work – 2007-2008

Hope – 553 shows ○ Healing – 24,000 audience members ○ Joy – 1,500 volunteer performers

Bread & Roses: 'Business of the Year'

Bread & Roses has been recognized by two important organizations. The **Corte Madera Chamber of Commerce** named Bread & Roses as the **2008 Business of the Year** for its impact on the community. **Charity Navigator**, an independent national charity



evaluator, recognized Bread & Roses with its coveted four-star rating for sound fiscal management.

Bread & Roses and **Cassandra Flipper** will be honored on September 26 at the **Spirit of Marin Awards Luncheon**, sponsored by the **Bank of Marin**. The event recognizes the achievements and spirit of local businesses and business people chosen by 12 participating Marin County-based Chambers of Commerce.

We appreciate these affirmations of our efficiency and effectiveness. These awards are a



Photo by Herman Privette, Courtesy of Corte Madera Chamber

Cassandra Flipper with Stan Hoffman, president of the Corte Madera Chamber of Commerce, in the Twin Cities Fourth of July Parade.

welcome vote of confidence in our ability to bring hope, healing and joy to people most in need in your neighborhood.

Donation Opportunities

■ **Lucky Supermarkets** will donate 3% of purchases to Bread & Roses through its **S.H.A.R.E.S.** program.

Call us today at (415) 945-7120 so we can send you a card to take advantage of this convenient opportunity to donate.

■ **Mill Valley Market** will also donate 3% of grocery purchases if you say "Bread & Roses" at checkout.

■ **Facebook** and **MySpace** allow virtual communities to connect, collaborate and make a difference.

Bread & Roses has created a "Cause" on Facebook and MySpace so that you can let the friends in your social network know about our work. To learn more, please visit us at www.breadandroses.org.