

BREAKING THE 'SOUND BARRIER!'

613 SHOWS IN A SINGLE YEAR! • 27,700 AUDIENCE MEMBERS • 118 FACILITIES SERVED

By George Nevin

More shows, larger audiences, greater outreach to youth audiences and more service in the East Bay – and all in an era of shrinking resources and difficult financial times.

This is the Bread & Roses story to date in 2009.

We're proud to announce that Bread & Roses has attained a goal many thought unreachable – 613 shows in the fiscal year ending June 30. That's almost two shows for every day of the year!

"We are so proud of each and every volunteer performer and host, our energetic and supportive Board of Directors and our dedicated staff for making it possible for us to 'break the sound barrier' – more than 600 shows in one year," said **Cassandra Flipper**, Executive Director.

The audience we reached soared as well – to 27,700 this year compared to 23,849 the year before.

"These record numbers are an outgrowth of our decision to commit resources toward making our operation even more effective and efficient," Flipper said.

Bread & Roses took many steps to achieve these results, among them increasing the number of volunteers who serve as hosts at the

shows we present.

Each appearance by a volunteer host (who introduces the volunteer performer and makes sure the show runs smoothly) frees up a staff member to focus on community building – working more closely with our Bay Area venues as well as recruiting and coaching new volunteers.

"Presenting a record number of shows is a very big deal," said **Carolyn Gauthier**, Bread & Roses Program Director. "This is especially true during the economic downturn."



Photo by Peter Merits

Matt Jaffe performs at The Cedars in Ross.

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Photo by Peter Merits

Global Gumbo gets the audience moving with their colorful costumes (including an elephant!) at St. Vincent's Day Home in Oakland earlier this year.



Photo by Andrew de Lory

New host Jackie Kennedy with husband, Jim, who is on the Bread & Roses Board.

The increased productivity by Bread & Roses staff, volunteers and the Board “has everyone excited,” added Gauthier. “People ask how we can do so many shows.”

Two More Successes – Youth Outreach and East Bay Initiative

An expanded focus on young people, both as performers and as audience members, is also part of the story.

In the fiscal year ended June 30, Bread & Roses performers entertained at 179 shows for youth audiences, an increase of 9.2 percent over the previous year. The Bread & Roses commitment to better serving the East Bay is also paying big dividends, Flipper said. “There are many factors that together have helped us achieve this success.”

Almost two years ago, singer and choir director **Carmen Coleman** was hired as a part-time program associate in the East Bay. “Carmen has been a wonderful asset, helping us serve more institutions and present more shows there – a total of 125 this year, up from 99 the year before,” Flipper said.

We’ve also generated a great deal of support from four Board members who live and work in the East Bay. Finally, we recruited eight new solo and group performers in Alameda and Contra Costa counties, including: **Destiny, Harpist from the Hood; Creole Belles**, a four-piece all-women Cajun/Zydeco band; **Global Gumbo**, a female African American vocalist-percussion ensemble, **S.O.U.L.S.**, specializing in jazz, funk and “Hip HoPoetry”; and **Girlfriendz**, a nine-member *a cappella* ensemble.

After a recent harp performance by Destiny at **Crossroads**, an East Oakland homeless shelter (and one of several new facilities added this past year to the Bread & Roses client list), a resident said, “This is a scary time for me being homeless and all. I’ve never even bothered to listen to music played on a harp before, but this peaceful music is exactly what I needed to hear and to learn from, especially at this time. This has to be what serenity is.”

Responded Gauthier, “Our goal is to make sure our neighbors in need know that we care and that they are not forgotten. We are gratified to be meeting that goal with skill and heart.”

A Note from Cassandra Flipper Executive Director, Bread & Roses

Two years ago, Bread & Roses launched several strategic initiatives designed to make the organization more effective and efficient, to reach out to more youth audiences, and to serve more people in the East Bay.



Photo by Ken Friedman

The Board and staff put a lot of time, energy and resources behind those initiatives, and we got results. Last year we presented 613 shows, exceeding the 600 mark for the first time in our history.

We served more than 27,700 audience members, and it all happened in the midst of the economic downturn and the belt-tightening that we began in earnest last fall.

We are experiencing amazing organizational momentum. Although our cost-cutting measures now include 10 percent furloughs for all staff, our client facilities are still receiving our trademark great quality service. When the economy turns around, we are ready, willing and able to do even more for our neighbors in need!

And we aren’t the only ones. Fourteen individuals responded this summer to our recruitment drive for new volunteer hosts. It’s been truly gratifying to have new participants from all over the Bay Area, especially the East Bay, San Francisco and the Peninsula.

Volunteer hosts are critical to presenting a large number of shows because they assist our performers, serve as emcees and free our staff producers for other duties.

You can help, too. Please continue to send us good vibes, to donate and to volunteer. I also have a simple, but important, request. Help us save on printing and postage (not to mention trees) by switching to the email version of the newsletter. Just visit us at www.breadandroses.org in order to make your request. Thank you so much for all you do to support our mission.

Bread & Roses Endures, Thanks to You

By Elizabeth Share

This year it is fair to say that no one in the nonprofit community could predict who would rise and who would fall.

With your help, Bread & Roses not only sustained its work of sharing hope and healing through live music, but we presented a record number of performances, increasing the number of children we served by 24 percent and the number of individuals we uplifted in the East Bay by 52 percent.

Your loyalty and generosity are the bedrock of the life-changing work we do. It is our privilege to offer our thanks to all of you whose gifts made possible our work from January 16, 2009, through June 30, 2009.

Gifts of the Heart

Our special thanks to **Jacqui** and **Chris Erdman** for their tradition of giving annual gifts to our operating fund and endowment.

As a member of our Finance Committee, Chris understands the importance of growing our endowment and he walks the talk each year with a generous gift. We encourage you to do the same and are happy to talk to you about legacy gifts.

We also wish to thank **B.R. Cohn Charity Events** who, on behalf of our dear

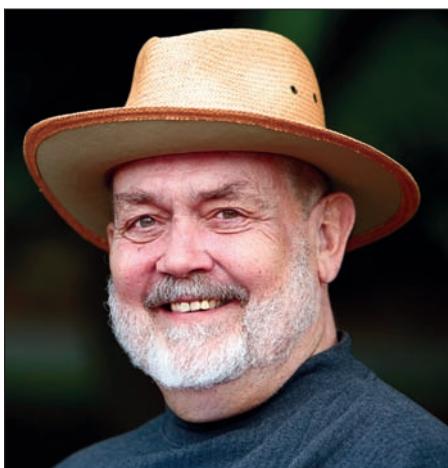


Photo by Peter Merits

Volunteer Ken Harrison at The Jam in 2006.

With Gratitude

It is with gratitude that we share the list of all whose financial gifts made our work possible during the period July 1, 2008, to June 30, 2009. To view the list, please visit our website at www.breadandroses.org.

friend **Tom Johnston** and **The Doobie Brothers**, made a very generous gift in June to help us reach the fiscal year finish line.

Our thanks to **David Fineman**, who devoted time and heart to designating Bread & Roses the beneficiary of the estate of **Morgan Upton**, thereby ensuring that we will receive support for years to come from the trust. David's commitment to our future is greatly appreciated.

And finally, for stepping up to help us thank and celebrate our volunteers at the 2009 JAM, our volunteer appreciation event, we wish to thank two longtime volunteers and donors. To **Ken Harrison**, who financially supports the Jam each year and volunteers throughout the day, we send you a symphony of love. And to **David Lusterman** and **String Letter Publishing**, thank you for your generous monthly support and for all that you do to educate, inform and inspire musicians worldwide.

Fall and Spring Appeals

Our sincere thanks to all of you who responded so generously to our Fall and Spring appeal letters. For their extraordinary challenge grant of \$50,000, we again thank Bread & Roses champions **Susan** and **Dennis Gilardi**. We know their gift inspired many of you to give this year and we are profoundly grateful to be able to share with you the news that the Gilardis will be offering a similar challenge this fall.

For their major gifts to the appeals dur-



Photo by Barbara Summer

David Lusterman of String Letter Publishing.

ing this period, we offer thanks to **Bank of Marin**, **Deirdra** and **Dan Burke**, **Stockard Channing**, **Yvette** and **John Dubinsky**, **Dana** and **Robert Emery**, **Janie** and **Don Friend**, **Jacqui** and **Marty Gottlieb**, **Lucasfilm Foundation**, **Julie** and **David Moyne**, **Diane** and **Rollin Post**, and **Eileen** and **Craig Williams**.

Family, Foundation & Corporate Gifts

Please join us in thanking the following foundations and donor-advised funds making additional major gifts to Bread & Roses: **Bernard Osher Foundation**, **Bill Graham Foundation**, **Fenwick Foundation**, **Annette** and **Fred Gellert, Jr.**, **Ann** and **Gordon Getty**, **John** and **Marcia Goldman Foundation**, **Marin Community Foundation**, **NAMM Foundation**, **Tides Foundation**, **Turtle Foundation** and the **VanLoben Sels/RembeRock Foundation**.

Board of Directors

Our Board members attend meetings, participate in committees, make calls, write letters and make generous gifts to support our work. We wish to thank them all for their enthusiasm, generosity and remarkable commitment.

Twice Blessed at Teatro ZinZanni

On March 31, 2009, we presented **Twice Blessed**, a benefit concert to help fulfill our mission of sharing hope and healing through live music.

The second of our annual benefits to highlight musical families, **Twice Blessed 2009** featured one of America's most cherished musical icons, **Loudon Wainwright III**, and his daughter, singer-songwriter **Lucy Wainwright Roche**. Their opening set was generous in its wit, wisdom and artistry, and their beautiful father-daughter harmonies inspired us all.

A comedic interlude of juggling provided by Bread & Roses volunteers **Natasha Kaluza** and **Jamie Coventry** set the stage for our second family of featured performers, **Keb' Mo'** and his son, **K2 (Kevin Moore II)**. Their Delta Blues brought the house down and lifted us up.

For their continued extraordinary generosity to Bread & Roses, we wish to thank **Teatro ZinZanni** in San Francisco and **One Reel Productions** in Seattle. It is impossible to overstate the value of their friendship. For his heartfelt performance as the evening's emcee, we also thank

our dear friend and Ambassador at Large, **Michael Pritchard**.

The success of the event is, in large part, attributable to our Event Chair and devoted Board member, **Tucky Pogue**, and to our dear friend and Auction Chair, **Stacy Nelson**. Their leadership, vision and generosity are deeply appreciated.

We also wish to shine a spotlight on the event's corporate and foundation sponsors: **Bank of the West, Gilardi & Co., Kathleen Grogan** and **Marin Community Foundation**. And to individual and family sponsors: **Sue** and **George Bull, Ellen Fair, Jackie** and **James Kennedy, Mary Alice** and **Paul Kirincic, Debbie Matthies, Katy** and **Francis McGovern, Tucky** and **John Pogue, Pegi** and **Neil Young, and Saul Zaentz**. To each, we offer sincere thanks.

This year's live auction featured exclusive vacations, VIP packages and other one-of-a-kind opportunities. The auction is key to our year-round success and we wish to recognize the following individuals for their donations: **Myra** and **John Engelkes, Mary Alice** and **Paul Kirincic, Marcia** and **Gary Nelson, Kathrin** and **Dennis Parsons**, and the following businesses: **B.R. Cohn Winery, Farallon, Grace Family Vineyards, Jardiniere Restaurant, Lark Creek Restaurant Group, The Lurie Company, MacArthur Place, Mayacama, San Francisco Ballet, San Francisco Opera,**



Lucy Wainwright Roche with her Dad, Loudon Wainwright III, at the Twice Blessed Benefit for Bread & Roses.

Photo by Kerl Friedmant

Sonoma Golf Club and the beautiful **Westin St. Francis Hotel**.

We hope that next time you patronize these organizations you offer additional words of thanks on our behalf.

During the live auction and fund-a-need, a record-setting number of new and old friends enthusiastically expressed their support by making truly generous financial commitments. Special thanks to **Susan Hyde Greene** and **James Greene, Jr., RADM**, for their thrilling fund-a-need challenge grant.

Special thanks to the first supporters to generously meet the challenge: **Leslie** and **Keith Blodgett, Sue** and **George Bull, Mary Alice** and **Paul Kirincic, Stacy** and **Mark Nelson, Lois** and **Frank Noonan, and Dr. Tom Peters**.

It is our privilege to offer our deepest thanks to each of you and to all who attended **Twice Blessed** or made an in-kind gift. We thank you for being the world's greatest audience and friends. Your generosity enabled Bread & Roses to present a record number of performances this year for our neighbors in need.

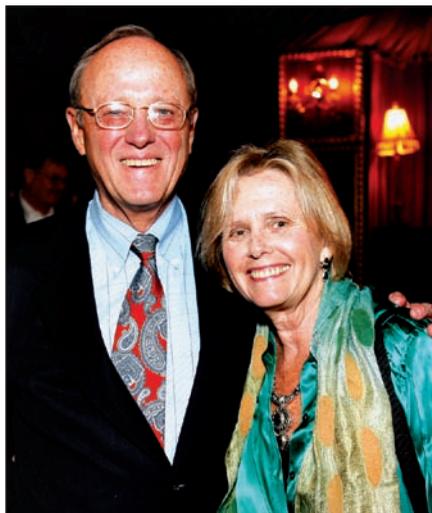


Photo by Andrew de Lory

Susan Hyde Greene and James Greene, Jr., RADM, at Bread & Roses' spring benefit at Teatro ZinZanni.

Board Changes

A warm welcome to **Katy McGovern, David Phillips** and **Katie Smith**, who have all recently joined the Bread & Roses Board of Directors.

A Kentfield resident, Katy McGovern has worked as a stock-broker for **Sutro & Co.** and for the computer service company **Indata**. She is a board member of the **Drama League** in New York and **Dominican University of California**, where she has served for more than 18 years. Katy is also a former board member of the Ross Valley School District.

Upon joining the Board at Bread & Roses, Katy said; “My volunteer efforts have been in education and theatre, so I’m looking forward to being involved with Bread & Roses and its focus on music and healing.”

David Phillips, a Sausalito resident, is a partner and co-founder of **Phillips Erlewine and Given, LLP**, a San Francisco law firm that specializes in trial and transactional law for performing artists, especially those in the music business.

His prior community service includes volunteer work for **Marin Legal Aid** and the **S.F. Neighborhood Legal Assistance Foundation**. Upon being elected to the Board, David said, “I am delighted to be able to join Bread & Roses, an organization that I have admired and supported for many years.”

A San Rafael resident, Katie Smith is CEO of wholesale gift and home accessories company **rockflowerpaper**. She is former Owner/President of **Mulberry Neckwear**. She has served on the boards of the **Ritter Center** and **Marin Childcare Council**.

Staff News

Elissa Burke has joined Bread & Roses as administrative coordinator. A Vermont native, Elissa recently moved to San Francisco from San Diego, where she lived and worked for the last 20 years.

In Memoriam

In June of 2009, Bread & Roses lost a 20-year volunteer and good-hearted friend, **Gordy Hall**. Gordy, a resident of Fairfax, assisted Bread & Roses with video documentation and sound for many events, including the annual holiday concert at San Francisco County Jail.

In February, Bread & Roses also mourned the loss of **Cheryll Moon**, who was on our staff for about six months. Her gentle

spirit and enthusiasm for our mission stay with us.

New Website & Video

Bread & Roses will have a newly redesigned website launch in September. We invite you to visit us often at www.breadandroses.org as we anticipate changing our content much more frequently. Be sure to check out our new home page to see a new video about our work – a fun, five-minute piece donated by French filmmakers **Aline Deforge** and **Emmanuel Presselin**.



Photo by Andrew de Lory

Gordy Hall

Join Our Online Community

Help us grow our online community by becoming a member of our **Facebook** cause! Follow us on **Twitter**! Visit our website, www.breadandroses.org, for direct links to both.

‘Give Back Tuesday’

On Tuesday, September 22, from 5:30 to 8:30 p.m., **Iron Springs Pub and Brewery** in Fairfax will donate a portion of the proceeds of all food and beverage sales to benefit Bread & Roses.

Staff producer **Kurt Huget** and volunteer performer **Jesse Lee Kincaid** will provide live music. The food is great, so we hope to see you there. Bring friends and help us spread the word about Bread & Roses. For more information, visit www.ironspringspub.com.

BREAD & ROSES

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- Carolyn Gauthier**, Program Director
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Cassandra Flipper, Elizabeth Share

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B.R. Cohn Fall Festival to Benefit Bread & Roses

Thanks to the generosity of long-time donors **Bruce Cohn** and **Tom Johnston** of **The Doobie Brothers**, a portion of the proceeds of **B.R. Cohn Charity Events'** 23rd Annual Fall Music Festival on Saturday and Sunday, October 3 and 4, will support Bread & Roses.

As of press time, general admission tickets were still available for the concert on October 3, and a limited number of VIP tickets were still available for both days. A **B.R. Cohn Winery Charity Auction Dinner** (sold out) will also be held on October 2.

Bread & Roses will be one of four beneficiaries of the three-day event. We will be sharing this honor with **Santa Rosa Memorial Hospital Level II Trauma Center**, **Boys & Girls Clubs of Sonoma Valley** and **Sonoma Valley Mentoring Alliance**.

For a schedule of performers and ticket info, please visit www.brcohn.com/concerts.



Photo courtesy of the Doobie Brothers

The Doobie Brothers will play on October 3 at the B.R. Cohn Charity Events Fall Music Festival.