



**WEST SIDE
CATHOLIC CENTER**

Miracles on 32nd Street

Grounded in faith, hope, love and respect
for those we serve, we assist all who come
in need of food, clothing, shelter and advocacy.

www.helpCleveland.org

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How Do You Measure a Life Saved?

"Seasons of Love," the powerful and poignant song from the Broadway musical *Rent*, poses the question, "How do you measure a year?"

*In daylight, in sunsets,
in midnights,
in cups of coffee,
in inches,
in miles,
in laughter,
in strife.*

This song, which provides the background music for West Side Catholic Center's recently debuted video, raises an issue that we grapple with when trying to relay the impact of our work as measured in outputs and outcomes.

In making the case for financial support, the West Side Catholic Center often speaks in terms of "units of service." For instance:

In 2010 WSCC provided 11,454 units of service in Outreach and Advocacy; provided 3,745 units of service in Street Survival assistance; provided 58,926 Meals; and distributed 57,328 bags of Clothing & Household Items.

These statistics help quantify and qualify the need for our work to many

government and foundation funders. But what do they really mean, in human terms?

Meet Kelly Heyman.

Kelly is a 49 year old veteran. Over a year ago she lost her job, and due to a back injury was unable to obtain work. Things started falling apart and soon she found herself homeless, describing her living situation as "bouncing around from friend to friend." During this time her beloved mother passed away and her son was diagnosed with cancer. She began drinking and using drugs to anesthetize the pain, and when that proved to be insufficient, Kelly attempted suicide.

Fortunately, she did not succeed.

She reached out for help. Through the Veterans Administration Mental Health Hotline she was put in touch with WSCC's Women and Children's Shelter, which she entered on October 1, 2011.

"Upon entering the Shelter I was truly terrified," Kelly recently wrote in a letter to the West Side Catholic Center. "I felt that I had truly hit bottom and expected the worst."

Instead of the worst, Kelly received what the West Side Catholic Center strives to bring out in people every day.

She received the best.

"Much to my surprise what I found at the Shelter is love and hope,"

Kelly wrote. "My counselor (Intake Specialist Janice Lopez) is helping me put my life back together on a daily basis. I feel now that I have a real plan.

"Priscilla (Shelter Director Priscilla Franklin) orchestrated a wonderful evening of etiquette training recently where we had motivational guest speakers and learned proper protocol. It was amazing! At the end, rack after rack of beautiful business clothing, shoes and accessories were wheeled in and there for the taking. Priscilla is a wonderful director. She is firm, kind and has a heart of gold."

If Kelly was being quantified as a nameless and faceless client in a government grant, as of November 1, she would represent 31 nights of lodging in the Shelter, 93 meals, and 11 units of case management services.

And while these statistics are absolutely necessary to fiscally justify our existence, they cannot demonstrate the often profound impact the West Side Catholic Center has on the individual and unique people that we serve.

People like Kelly.

"Because of the women at the West Side Catholic Center, I want to reclaim my power and live my life to the fullest," Kelly wrote. "If I could sum up West Side Catholic Center in one word, it would be HOPE."

And how do you measure the value of that? As the song goes –

How about love?

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News from the Executive Director

Here at the Center the seasons move quickly. We go from school supply distribution to preparing for The Giving Tree in a flash. It is hard to believe but five hundred twenty-five thousand six hundred minutes have passed since we last prepared for The Giving Tree and the holiday season. How did you spend those moments? Which of those moments touched you?

For the clients of the Center and those experiencing homelessness the minutes are not easy. The minutes are a challenge and are often filled with fear and uncertainty. Where will I sleep tonight? Where is my next meal?

For those of us privileged to be receiving this newsletter, our minutes fly by. Yes, we have our challenges but our minutes are not consumed with meeting the basic needs of food, clothing and shelter for ourselves and our family.

I wonder how quickly the minutes pass when those minutes are spent on a cold and lonely street at night. The minutes must move so slowly when you are hungry and a hot meal is still hours away.

Thank you to those of you who choose to spend your minutes with us through your prayers and donations. I hope you continue to find them well spent. Through your generosity, the West Side Catholic Center continues to meet the basic needs of many of Cleveland's

neediest. As we have for 34 years, the Center provides many programs to assist our clients on a path to self-sufficiency. With your support, we will feed, clothe, shelter and advocate for our clients for years to come.

Thank you also to those of you who come to the Center and turn your minutes into "moments so dear" for our clients. Moments when you tutor, serve or guide our clients. These times are more helpful to our clients than you can imagine.

As 2011 closes, I encourage you to reflect on your blessings and view our new video on our website, www.helpcleveland.org. As I look to 2012, I see another year filled with the challenges inherent in our mission of caring for so many in need during one of the most economically challenging times in our Center's 35 year history.

But I also see beyond that, and envision the joys that will be realized from our unified commitment to meet those challenges. Together, through the grace of God, we always rise to the occasion, and I have the great faith that as we celebrate our 35th anniversary in 2012, so too we will celebrate another five hundred twenty-five thousand six hundred minutes of continued miracles this Center brings to our community, and to each of us personally.

I wish you all a Merry Christmas and a joyous New Year.

Anita Cook

ARE YOU CONNECTED?

You can follow the West Side Catholic Center on Facebook and Twitter.

Would you prefer to receive the on-line version of the newsletter?

You can help to save the West Side Catholic Center both printing and postage costs by opting to receive the newsletter via email.

If you are interested, please contact

Joyce Humel at JHumel@helpcleveland.org.

Due to The Giving Tree program we have limited space at the West Side Catholic Center during the months of November and December. During this time we will be collecting new clothing and full-size toiletries. We ask that you help us by limiting the donation of gently used items to one bag/box. Thank you in advance!

It is in the giving that we receive...

The 2011 Giving Tree Program



Soon the holiday season will be upon us and in the two weeks before Christmas over 2,000 needy people will come to the West Side Catholic Center. It is our hope that you will help us provide for them a joyous Christmas through a donation of cash and/or new items. Your gift will bring the merriment and warmth of the season to those who are often excluded.

The Giving Tree distribution days are **December 14, 15, 16, 19 and 20**. In order to properly prepare for distribution, we need to receive and sort all items in advance. **Please deliver your gifts by December 9**. Early delivery to our Center will guarantee your gifts will be distributed with ample time for the holidays.

Thank you in advance for your compassion and generosity.

WSCC Wish List:

Toiletries:

Soap, shampoo, deodorant, lotion, toothpaste, toothbrushes, disposable razors, foot powder, chapstick, Vaseline



Clothing:

All family underwear, socks, winter coats, sweatshirts, hoodies



Functional Household Items:

Tableware, pots and pans, can openers, alarm clocks, toasters, radios, telephones, blankets, sleeping bags, bedding, towels, small tv's, microwave ovens



Baby Items:

Bedding, diapers, formula and wipes



Miscellaneous Items:

Used eyeglasses, duffle bags, backpacks, large garbage bags

Donations accepted at

3135 Lorain Avenue
side door on W. 32nd Street,
Mon- Fri 9-4:30

Please help us by donating the following NEW items:

Men's & Women's	Sweatshirts, hoodies, tube socks, underwear, hats & warm gloves (sets preferred)	Sizes: Small - 5X
Boy's & Girl's	Sweatshirts, hoodies, socks, underwear, hat & glove sets	Sizes 7-18
Baby & Toddler	Sleepwear, socks, hats & mittens, ointment, diapers, wipes	Sizes: 18 mo. - 6X
Full-Size		
Personal Care Items	Soap, shampoo, toothbrushes, toothpaste, deodorant, shaving cream, razors, lotion, comb/brush	

In the "spirit of being green," we request that you DO NOT wrap your donations.

If you have any questions, contact Terri Garr by phone at 216-631-4741 ext. 122 or via e-mail at tgarr@helpcleveland.org



Northern Ohio Golf Charities & Foundation Makes Shelter for Children a Whole Lot Brighter

Thanks to a \$10,000 grant from the Northern Ohio Golf Charities & Foundation (NOGCF), there is a brighter, happier space for the children and teens who reside in the WSCC Women and Children's Shelter.

The grant was given to renovate two adjoining rooms which are used by the Shelter's Youth Counselors and Advocates to provide counseling, art therapy and tutoring. The rooms also provide a place for socializing, computer use, downtime and play.



Renovating the youth rooms has been a long-time goal of Youth Services Supervisor Rebekah Chilcote, who described the children's room prior to the restoration as, "disorganized, drab and far from kid-friendly."

"When working with traumatized children it is not uncommon for

them to be triggered by aspects of their environment," Rebekah explained. "A claustrophobic space, a closed door, any number of things like this can lead to a re-living of trauma. By providing the children with a safe space, these triggers are minimized. I cannot express enough how important it is for children to have bright, welcoming spaces in their physical environment. This truly fosters healing."

Thanks to NOGCF, the rooms have gone from sad to glad with the infusion of new lighting, laminated cabinets, new paint, renovated floors, furniture and accessories.

When it is time for group every evening at 7 p.m. the children rush excitedly down the stairs and burst into their new rooms. The art and teen room have truly changed their lives. It is in these rooms that homeless children are brave enough to open up about the pain they've been through. It is in these rooms that they are strong enough to face the first day in a new school. It is in these rooms that they feel safe enough to draw and paint the painful experiences they have never told anyone. Thanks to this grant, the children now have an organized, safe and beautiful place to begin healing. For children whose lives have been fractured by chaos, unpredictability and transition having safe, clean therapy rooms seems like a miracle.

The brand new, state of the art built-in cabinets house



every art supply imaginable, from ceramics to paint and book making supplies. The rug in the "cozy corner" with pillows and the therapeutic doll house bring a sense of comfort to the children. The walls were painted a turquoise blue and there is always fresh art work created by the children hung on the walls.

The teen room is unrecognizable. Light green walls with a blue accent wall have transformed the space from a dungeon to a haven. All of the board games, therapeutic activities and video games are housed neatly in the new cabinets. There is a cozy corner for the teens as well, with a couch and end table where they can relax after a long day of school. Both rooms have been brightened by new overhead lighting and light fixtures on either side of the cabinets.

The West Side Catholic Center is often referred to as a place where miracles happen on 32nd Street. These miracles could not happen without the financial support of our most valued corporate and foundation partners. Many thanks to the NOGCF for giving the Center's children a brighter, happier, and more joyous place to call home.

Featured In-Kind Donors

As we approach a season of joy and thanks, the West Side Catholic Center would like to give thanks to some recent donors who have given their time, talent and items from our Wish List. Their generosity keeps our Distribution Program filled with the basic necessities for the many people who enter our doors each day.

Elaine Betz – Weekly Thursday donations of breads, cookies, and cakes handmade with love.

Rita Carfagna – Her endless donation of socks.

CIGNA Healthcare – Halloween costumes and treats for the children in the Shelter.

Ruth Curtin – Monthly supply of toiletries and toothpaste.

Energizer/ Jimmy Lee – AA and AAA batteries, razor blades and baby items.

Gilmour Academy – Seniors purchased, prepared and served a cheeseburger lunch in the Drop-In Center.



In Memoriam

Our thoughts and prayers are with the following friends of the West Side Catholic Center who have passed away.

Barbara Alten
 Rose Marie Bakula
 William Conroy
 Henry Durica
 Loretta Gregoric
 Evelyn Hammett
 Robert Holden
 Eileen Lansdowne
 Phyllis Mazzella
 Eloise Morgan
 Joseph Paterniti
 Mary Colette Smith
 Francis Treiber



St. Bartholomew

Kalt Manufacturing/Joe Kalt – Pork, chicken and turkey meat purchased and packaged from the 4H of Lorain County Fair.

North Olmsted Service Department – Bicycles donated for our clients to utilize to get between work and home.



Gilmour Academy – Seniors

Lisa Russo – magazine subscriptions to the Shelter and Drop-In Center.

St. Angela Merici Parish SVDP - \$500 for our School Supply Distribution Program.

St. Bartholomew – Abundant household goods collections.

St. Bernadette and St. Mary Magdalene – Monthly lunches served with as much love and care as they are packed with.



**St. Charles Borromeo
7th/8th Grade Classes**

St. Charles Borromeo 7th/8th Grade Classes – 100 lunches, toiletry packs table decorations and household goods, packaged with thoughtful handmade greeting cards.

St. Raphael Ladies Guild – Halloween costumes and school supplies.



North Olmsted Service Department



Elaine Betz

St. Raphael PSR Class – Gift baskets with new household supplies, food, toiletries and gift items for the families in the Zacchaeus Housing Solutions program.

As the number of clients grow and their needs increase, remarkably so does your generosity. We could never say thank you enough to each of you.

Spotlight on Volunteer: Cornell McCray



Client/volunteer extraordinaire Cornell McCray, better known as “Pittsburgh,” has been an important part of our West Side Catholic Center for over fourteen years.

For the past five years Pittsburgh has been volunteering at our donor door receiving donations with his quiet, calm and pleasant demeanor, welcoming the donors, volunteers and clients with love and care.

His graciousness and his Steelers cap might distinguish him.

Any early morning you will find him sweeping the sidewalk and emptying the garbage to ensure a clean and welcoming entrance around the building before we open.

No need to remind him — he sees, he does, he cares.

For many years Pittsburgh came to our Drop-In Center as a guest, having no place to call home for seven years. He has a place to call home now both, here as a volunteer and an apartment nearby. We are pleased to spotlight this amazing volunteer!



STAFF NEWS



Anita Cook was appointed the Executive Director of the West Side Catholic Center in August. She has several years of experience in the nonprofit arena as both a board and staff member. Since joining the Center, Anita has demonstrated exemplary competence and leadership managing all areas of fiscal responsibility, including: the supervision of the historic renovation project of the Zacchaeus building; implementing a more efficient and streamlined rent collections process thereby increasing cash flow significantly; supervising and successfully completing the agency’s audit processes. Anita has led the strategic planning process to include both staff and board members. Anita’s Executive Team includes: David Hanick, Chief Financial Officer; Jennifer Highfield, Director of Advancement; Judy Kern, Program Director; and Donna McCrory, Human Resources Generalist/Executive Assistant.

MEET THE NEW STAFF



David Hanick, a Certified Public Accountant for over 30 years, was recently hired as the part-time Chief Financial Officer. David has played an integral role in founding, building and growing accounting and finance teams. David worked for National City Bank where he held various management positions before being promoted to Chief Financial Officer of the Wealth Management Division in 1990. In 2003 he became Equity Trust Company’s President and CEO. He left Equity Trust in March 2008, and formed his own consulting practice. The West Side Catholic Center is sharing David on a 50/50 basis with the May Dugan Center.



Jennifer Highfield was hired as the Director of Advancement. Jennifer has over ten years of progressively responsible experience in fund development. Past employers have included the Akron Symphony Orchestra, Stan Hywet Hall & Gardens and St. Vincent Charity Medical Center. Jennifer has actively participated in many professional organizations including the Association of Fundraising Professionals. She is very active in her community. She serves on a number of boards in northeastern Ohio, including the Junior League of Akron where she is currently President-Elect. She is looking forward to sharing her enthusiasm for the Center’s mission with all of you.

Can You Share the Joy of the Season?

Three months ago I eagerly and gratefully accepted the position of Director of Advancement with the West Side Catholic Center. What a blessing to be able to apply my faith, passion and energy toward maintaining and building support for an organization that is so highly respected and esteemed in our community. I felt privileged to be offered the job, and I hoped this would prove to be a mutually serving, long-lasting professional relationship. Sometimes, however, our expectations are not met.

They are exceeded.

True, it has only been three months since I joined the West Side Catholic Center in August, but in the short time I have been here I have come to increasingly appreciate the impact of the work that we do and the opportunity I have to serve. At the Center, I see how we help people every day.

I have always felt good about raising money to support a worthy cause and help those who are less fortunate. But before coming to the Center, I really didn't know who I was helping. I did not hear them say good morning to me every day when I walked in, and greet them in return by name. I did not interact with them every day and really work among them.

Nor have I ever experienced a more committed and generous group of volunteers than those who are loyal to the Center. Folding clothes, serving meals, planning events to raise money – the energy is amazing, and their sunny dispositions more than compensate for Cleveland's disproportionate number of gray days.

Yes, the West Side Catholic Center's reputation precedes itself, and I am honored to have a place among the competent and professional staff members who dedicate themselves to carrying out its mission. But I realize now that the privilege of working here lies not in the outstanding reputation that precedes the Center. It lies in the outstanding good works that precede its reputation.

I hope over the course of time I have the opportunity to meet all of you and thank you personally for all you do in support of the West Side Catholic Center, in terms of both time and money. The need for our services in Cleveland continues to be critical, and the financial challenges to meeting those needs are palpable.



*I am asking each of you to consider a year-end gift to the West Side Catholic Center that is meaningful to you.
Help us help serve your neighbor a warm meal.
Honor your living and deceased parents, relatives or friends.
Help us find a friend a home. Help us help your community have a joyous Christmas.
Merry Christmas. May God Grant You Peace This Holiday Season.*

Jennifer Highfield
Director of Advancement



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**WEST SIDE
CATHOLIC CENTER**

On behalf of the Board, Staff and the lives your kindness and generosity
have touched this year, we wish you a most joyous Christmas.
The West Side Catholic Center

