The holiday season provides an opportunity to reflect on the power of giving. Here at Central City Concern (CCC), philanthropy has an important impact on our budget. Last month, our Compassion in Action luncheon raised about $250,000. In 2017, our supporters gave us nearly $9.2 million through donations, grants, special events and a capital campaign.

Philanthropic support allows us to design innovative programs that aid people on their journeys out of homelessness and into health, housing and employment. We're especially grateful for our long-term donors who have been giving for years; Mike Marsden of Coin Meter Company is an example you'll read about in this newsletter. Financial and in-kind contributions are crucial to our success and the health of the people we serve. And studies show giving can actually improve one's own life by lowering blood pressure and improving cardiovascular health. Philanthropy is literally good for your heart.

Giving feels great and can be fun, too. This year at CCC, our donors got involved through collaborations, partnerships and events. Our friends at The Oregon Clinic, for example, hosted a summer fundraising party and organized several supply drives that have provided everything from socks and hygiene supplies to toys and notebooks for adults and children in need. One committed donor, a member of CCC's Art Task Force for years, combined her passion for art with her compassion for others by opening her home and personal art collection to friends and colleagues as a way of introducing them to CCC, widening our circle of supporters.

But the true power of philanthropy lies in your desire to see change, make a difference and solve a problem. Because of your generosity, we see lives transformed daily. Every donation—large or small—makes a difference. The collective power of philanthropy can elevate our communities to change our lives for good. Thank you for your support.

Philanthropy’s Power to Change Lives—Including Your Own
A MESSAGE FROM RACHEL SOLOTAROFF, M.D., PRESIDENT & CEO

Sometimes a small gesture can have huge meaning. Donna Standing Rock is a Central City Concern (CCC) housing case manager for two integrated health teams working in the Old Town Recovery Center. This complementary service provides housing advocacy, support, placement help and eviction prevention for about 700 patients, some of whom have never been housed before.

Donna recently started giving her clients a metal keychain when she moves them into a new home. It began as a simple way for her to track how many people she has actually placed in housing, but it soon turned into something special. “I've had the most amazing reactions,” Donna says. “It’s most joyous to shake their hand and say ‘congratulations.’ I like to do it in person.”

The shiny keychain represents security, hope and confidence for many people who haven't had a place to call home for a while. One grateful client wrote, “I am in tears of joy,” (CONTINUED ON PAGE 2)
Mike Marsden first learned about Central City Concern (CCC) in 2008, when his family’s business, Coin Meter Company, began providing laundry equipment in CCC’s residential buildings.

Over the years, Coin Meter Company has made a concerted effort to work with nonprofits that provide services to homeless Portlanders. Those partnerships have helped focus the lens through which Mike views homelessness and its causes.

Mike has witnessed his friends’ experiences with their own children and the heartbreak and chaos that often accompanies substance use disorders and homelessness. His brother Don passed away from a long and torturous battle with alcoholism.

“Addiction doesn’t only wreak havoc on the person going through it,” Mike says. “It devastates the family as well.”

In CCC, Mike found an organization that helps people treat their substance use disorders and leave homelessness behind. Wanting to ensure that housing and support services will be there for people in need, he made a substantial gift to CCC, and committed to repeating the same donation each of the next four years. His goal is to bring CCC to others—those who can give, as well as those needing help. Mike believes more people need to know about the services CCC provides. He knows there are a lot of people in Portland who are looking for effective ways to address homelessness, and Mike says the answer is “right under their noses” at CCC.

He adds, “If I can get more people to help through volunteering or contributing financially or both, then I will feel very good about that.” Mike Marsden is making a difference: he’s helping solve homelessness in Portland.

To join Mike, visit www.centralcityconcern.org/donate.

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“The keychain symbolizes a new chapter for Old Town Recovery Center patients who obtain housing with Donna’s help.”

The keychain symbolizes a new chapter for Old Town Recovery Center patients who obtain housing with Donna’s help.

“I am very motivated to make a difference in people’s lives and in our community.”

Mike Marsden
Central City Coffee’s branding is now as smart and sassy as the women who roast, package and sell it.

In 2013, Central City Concern (CCC) started a coffee roasting and distribution social enterprise to provide training and employment opportunities for people who live in CCC housing. Over the past five years, Central City Coffee expanded its retail presence and CCC’s coffee training program has grown as well.

Early on, the program focused on training some of CCC’s most vulnerable clients: single moms working to rebuild their lives after facing homelessness and substance use disorder. Central City Coffee’s full-time, day shift hours were a great fit for mothers who needed a set schedule and reliable childcare to reenter the workforce. The skills they learn—marketing, office administration, sales—set them up for success when seeking meaningful employment after training.

The rebranded packaging is inspired by the hard work, determination and strength these women bring to the business every day. Roast varieties have also been renamed to reflect the traits of the women in the program: Gutsy Goddess, Punk Princess, Warrior Woman, Magic Mama and Serene Sorceress. The best part is the new tagline, created by a brilliant trainee: Nonprofit brew. Female crew.

Central City Coffee’s new coffee is infused with the spirit and resilience of the women who pull it all together daily. Please check it out online at www.centralcitycoffee.org or at a specialty grocer near you. The seasonal holiday roast, Solstice Sister, is available now!

“I most identify with the Magic Mama roast because there is something magical about mothers who work together and build each other up…. When you finally start to believe in yourself and start going after a life you never thought possible, that’s where the magic happens.”

Shawna, former trainee

Holiday Adopt-a-Child needs you!

This year, we have over 130 families and 230 kids living in CCC affordable housing.

You can bring holiday cheer to the families who live in our low-income and drug-free communities by fulfilling a child’s wish list or donating new clothes, gift cards and toys.

For more information about Holiday Adopt-a-Child, contact Westbrook Evans: westbrook.evans@ccconcern.org; 971-352-8734
Speaking the same language can make all the difference. Ricardo emigrated from Cuba in 1994 with 14 others on a handmade raft. They were intercepted by the US Coast Guard and Ricardo spent a year in Guantanamo Bay, held as a political refugee. He was eventually sent to Portland to start a new life.

Things started out well. Ricardo worked two part-time jobs and enrolled in Portland Community College to improve his English skills. But his drinking and drug use spun out of control for about 15 years. He always felt like an outsider, but finally, at Central City Concern (CCC), a recovery mentor spoke to him in Spanish.

Ricardo immediately felt at ease as part of Puentes, CCC’s culturally specific Spanish-language recovery program. Treatment in his own language “was like music. And that’s when recovery started for me.”

Ricardo’s recovery mentor helped him find housing, engage with medical care, get his immigration paperwork in order and gain work experience and job skills. After working with CCC’s Clean & Safe program and CCC’s Employment Access Center, Ricardo worked as a bilingual specialist in CCC’s Hooper Detox, where co-workers encouraged him to become certified as a Spanish-speaking drug and alcohol counselor and recovery mentor.

Ricardo V.
CLIENT PROFILE

Today, Ricardo provides the same kind of Spanish-language recovery support that helped him turn his life around.

Ricardo is now a recovery mentor and case manager at Puentes.

“Every day,” he says, “I see somebody getting treatment or employment help or going to the doctor. Every day I see CCC changing somebody’s life.”