



City of Cambridge

11.

IN CITY COUNCIL

May 11, 1992

COUNCILLOR RUSSELL
COUNCILLOR DUEHAY
COUNCILLOR WOLF
COUNCILLOR WALSH

WHEREAS: A unique partnership entitled "Berkeley Cares" has been established between the business community and homeless service agencies in Berkeley, California to Help the Homeless Help Themselves; and

WHEREAS: This program is financed through the purchase of vouchers and donation cards in order to provide basic services to homeless individuals and families, including food, laundry and bus transportation; and

WHEREAS: This pilot program, originally tested in two major commercial areas in Berkeley, the Downtown and the Telegraph Avenue area, is being expanded to a city-wide program; now therefore be it

ORDERED: That the City Manager be and hereby is requested to review the attached brochure with appropriate personnel in the Human Services Department with the view in mind of developing such a program in the City of Cambridge.

In City Council May 11, 1992.

Adopted by the affirmative vote of eight members.

Attest:- Joseph E. Connarton, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in cursive script, reading "Joseph E. Connarton".

Joseph E. Connarton
City Clerk

Participating Service Agencies

■ **Berkeley Emergency Food Project**

The Berkeley Emergency Food Project is a 21-year-old non-profit organization which provides hot meals, emergency shelter, transitional assistance, and other basic services to homeless and low-income men, women, and children in the City of Berkeley. The Food Project welcomes financial contributions and volunteers to assist with daily meal preparation.

For more information, call 841-2789.

■ **Jobs for Homeless Consortium**

The Jobs for Homeless Consortium helps homeless individuals (both disabled and non-disabled) in Alameda County to find work. Services include job counseling, job referrals, job preparation workshops, vocational classes, on-the-job training, and drug and alcohol counseling. Donations and volunteers are always welcome.

For more information, call 486-0177.

■ **Berkeley Oakland Support Services**

Since its inception in 1971, Berkeley Oakland Support Services has provided assistance to Alameda County's homeless, mentally disabled, and poor. The agency operates ten sites and provides emergency, transitional, and long-term services to homeless individuals and families including employment, advocacy, and educational support.

For more information, call 848-3378.

■ **Berkeley Ecumenical Chaplaincy to the Homeless**

Sponsored by 15 local churches, the Berkeley Ecumenical Chaplaincy to the Homeless brings homeless and non-homeless individuals together to help homeless people meet their goals. Services include street counseling, transitional housing, weekly inspirational services, a homeless newspaper, and small business programs that produce greeting cards, candles, and crafts, community organizing, creative and performing arts, and an "odd jobs" crew.

For more information, call 548-0551.

■ **Berkeley Free Clinic**

The Berkeley Free Clinic is a community based non-profit organization which has provided a variety of health services to people in the Berkeley area for over 22 years. Collectively run by volunteers, the clinic offers free medical, dental, counseling, and information and referral services, including anonymous HIV testing. Volunteers and donations are always needed and appreciated.

For more information, call 548-2570.

■ **Berkeley Homeless Union Employment Program**

The Berkeley Homeless Union Employment Program provides skills assessment, job-referral, and self-empowerment services for homeless individuals in the City of Berkeley. Other services include a temporary job-pool for office help for work with other non-profit organizations, entry level training in office skills and computer use, and job listings.

For more information, call 486-1719.

Help the Homeless Help Themselves

Some of us won't be going home tonight.



Berkeley Cares

P R O G R A M

G U I D E

Berkeley Cares--A Unique Partnership

Thank you for participating in the **Berkeley Cares** program, a unique partnership between the business community and homeless service agencies in Berkeley.

Berkeley Cares is supported by a broad coalition of civic, business, social service, neighborhood, and student organizations.

How you can help:

You can participate in **Berkeley Cares** in two ways:

■ Vouchers

For one dollar, you can purchase a set of four, **25 cent Vouchers** to give to homeless individuals and families, and others in need. The Vouchers are redeemable for food, laundry, and bus transportation at participating local businesses and agencies. The Vouchers are not redeemable for alcohol or tobacco.

■ Donation Cards

At the some places where vouchers are sold, you can also make a tax-deductible contribution of one dollar (or more) to help the homeless. Your contribution will help fund food, shelter, health care, counseling, job training and placement, and other basic services for homeless individuals and families. For each dollar contribution, you will receive a Donation Card as a receipt.

Program Goals

- To provide basic services to homeless individuals and families, including food, laundry, and bus transportation
- To raise money for homeless services in Berkeley
- To provide an alternative to giving cash to panhandlers
- To decrease the amount of money on the street that might be used for drugs and alcohol

Funding for Berkeley Cares

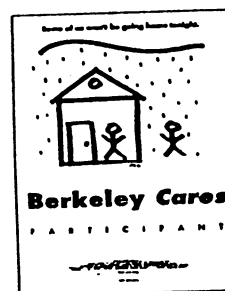
Berkeley Cares was originally tested in two major commercial areas in Berkeley: the Downtown, and the Telegraph Avenue area. Because of the success of the pilot program, **Berkeley Cares** will be expanded city-wide in 1992.

Seed money for the pilot program has been provided by the City of Berkeley, the Downtown Berkeley Association, the Telegraph Avenue Merchants Association, and the University of California at Berkeley.

Major contributors to the pilot program include the Associated Students of the University of California (as administrative agent), Bank of America/Berkeley-Area Branches (as fiscal agent), the City of Berkeley (for on-going staff support), and participating local merchants (for donating display space and for providing staff to sell and to handle Vouchers and Donation Cards).

Where can you buy Berkeley Cares Vouchers and Donation Cards?

Berkeley Cares Vouchers and Donation Cards can be purchased at participating businesses on Shattuck and Telegraph Avenues displaying the **Berkeley Cares** poster, at the ASUC Store on Bancroft Way and Telegraph



Berkeley Cares poster

Avenue, at the Berkeley TRiP Commute Store on Center Street, and at the City Clerk's Office in City Hall on Milvia Street.

Where can Berkeley Cares Vouchers be redeemed?

Berkeley Cares Vouchers are redeemable for food, laundry, and bus transportation provided by local Berkeley merchants and agencies. Redeemers are listed on the back of each voucher.

Who will receive proceeds from Donation Cards?

Proceeds from the sale of **Berkeley Cares** Donation Cards will be distributed evenly among participating homeless service agencies. All of the participating agencies are long-established in Berkeley and have demonstrated expertise in providing services to homeless individuals and families. Included in this brochure are descriptions of the participating agencies.

Berkeley Cares Sponsors

Berkeley Cares is a non-profit organization with broad-based community sponsorship including:

- Downtown Berkeley Association
- Telegraph Avenue Merchants Association
- Berkeley Main Street
- Berkeley Emergency Food Project
- Jobs for Homeless Consortium
- Berkeley Oakland Support Services
- Berkeley Ecumenical Chaplaincy to the Homeless
- Berkeley Free Clinic
- Berkeley Homeless Union Employment Program
- Independent Task Force on Homelessness
- Berkeley Chamber of Commerce
- Southside Community Coalition
- Berkeley TRiP
- Bank of America/Berkeley-Area Branches
- City of Berkeley
- University of California at Berkeley
- Associated Students of the University of California
- And Participating Berkeley Merchants

For additional information, write to:

Berkeley Cares
2320 Shattuck Avenue
Berkeley, California 94704

or call:
Berkeley Cares
c/o The Southside Community Coalition
at 510-643-6781

Thank you for caring.



Some of us won't be going home tonight.

Berkeley Cares

2320 Shattuck Avenue • Berkeley, California 94704

April 27, 1992

Berkeley Cares is sponsored by:

Telegraph Avenue Merchants Association

Downtown Berkeley Association

Berkeley Emergency Food Project

Jobs for Homeless Consortium

Berkeley Oakland Support Services

Berkeley Ecumenical Chaplaincy to the Homeless

Berkeley Free Clinic

Berkeley Homeless Union Employment Program

Independent Task Force on Homelessness

Berkeley Chamber of Commerce

Southside Community Coalition

Berkeley TRIP

Bank of America/Berkeley-Area Branches

City of Berkeley

University of California at Berkeley

Associated Students of the University of California

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Thank you for caring.

Thank you for your interest in Berkeley Cares. We are pleased that our program has attracted so much interest and that we have received so many requests for information. Unfortunately, as a volunteer organization we have found ourselves swamped by requests. We have just hired a program coordinator, which we hope will allow us to catch up on some of our administrative tasks very soon.

Enclosed is a copy of our Program Guide, which briefly explains the program. Our initial manual, which we have made available for a suggested donation of \$25.00, is rather outdated and was written from a rather academic, programmatic perspective. The many inquiries we have received are clearly asking for more practical information. We are in the process of re-writing our Berkeley Cares manual, which will cover how we came into being, the broad-based community coalition approach to organizing the program, the actual program itself, including step-by-step instructions based on our experience, financial management, press relations, and all other aspects of the program. We expect the new manual will be available in late May.

In response to the many requests for consultant services and comprehensive information about the program, we have agreed to hold a two-day workshop on Berkeley Cares. The workshop will give participants an opportunity to meet with all components of the community coalition that formed Berkeley Cares and hear directly from those of us who organized and continue to operate the program, including merchants, the homeless and service agency personnel. We will distribute a full packet of materials, including the Berkeley Cares manual, at the workshop. We would appreciate your response to the enclosed questionnaire to help us plan the workshop. We anticipate that the workshop will be held in early September.

Telephone (510) 644-1352

Fax (510) 644-1354

April 27, 1992

Page 2

We know that Baltimore has started a similar program, and understand that Boston has started one as well. We have also heard from several other cities are or shortly will be starting a voucher program. We plan to start a newsletter in the near future to coordinate information and experiences. Please check the block on the enclosed questionnaire if you are interested in being on the newsletter mailing list.

Very truly yours,

A handwritten signature in dark ink, appearing to read 'T. Burcham', with a long horizontal flourish extending to the right.

Thomas H. Burcham
President

THB:jm
Enclosure

Berkeley Cares Information Questionnaire

Would you be interested in attending a "how to" seminar on the voucher/ donation card program ?

☐ Yes

☐ No

Would you prefer a seminar to be held on:

☐ Thursday and Friday

☐ Friday and Saturday

Would you be interested in receiving a periodic newsletter to exchange information about the Berkeley Cares and similar voucher programs ?

☐ Yes

☐ No

Are there specific questions you would like to have covered in a seminar ? If so please list them.

Name: _____

Organization: _____

Address: _____

Telephone: () _____

FAX: () _____

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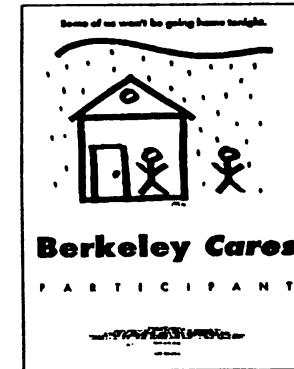
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Berkeley Cares poster

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Consent.

May 11, 1992

Councillor Russell

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CONSENT ORDER #11

Duchay, Walsh, Wolf F-181
Councilor Russell re: Possible
development of program that will
Help the Homeless Help Tehmselves.

In City Council,

May 11, 1992

Order adopted