



# ALIVE! Wire

Alexandrians Involved Ecumenically

Fall 2010

## Recognizing ALIVE!'s Resources

One thing that I have learned in my roughly 40 years in the workforce is never to take on a job without determining first if you have adequate resources to do the job well. With that thought in mind, I've spent some time over the past two years while I was Vice President of ALIVE! learning about ALIVE!'s programs and resources.

Since I am now President—and excited about the opportunity—I guess there's no surprise that, at least in my view, ALIVE! is well-positioned to serve those in need in Alexandria and to do it well.

In my first opportunity to talk to those who care about ALIVE! through the Wire, I thought I'd give you my view of ALIVE! and some of what we will be doing with our resources in the next few months. First, let me thank Diana Day for her service as President of ALIVE! and say that I view Diana as a major resource for ALIVE!, not only over the past two years, but in her many years before that and in what I hope will be many years going forward. Diana brought her focus, commitment and high standards to the position of President, and I am particularly grateful for her focus on improving ALIVE!'s structure and processes, especially in the areas of finance and accounting, development activities, and outreach to our member congregations.

As I have spent some time working in each of the program areas, I have come to appreciate first-hand perhaps the greatest resources of ALIVE!, that is the strong leadership we have in our program committee chairs and officers. Diana recognized them in her last column but I want to add my thanks for these incredible individuals who devote countless hours to ALIVE!'s mission, generally behind the scenes, assuring that hundreds of families are blessed each month by their work and the work of the dozens of volunteers whom they coordinate. And we have



Cheryl Malloy

## ALIVE! RECEIVES MAJOR BEQUEST

Helen King Omer (at right) was a vibrant, unassuming woman who lived for the last 40 years of her life in the Beverley Hills neighborhood of Alexandria. She attended Westminster Presbyterian Church, one of ALIVE!'s member congregations. Her friends and neighbors knew that her husband, Colonel Daniel Omer, had left her financially secure but few knew that she was a wealthy woman. When Helen died in 2008, she left part of her estate to ALIVE! and recently, we received a check for just over \$600,000 to further our mission.



Since two former presidents of ALIVE! lived on her small cul de sac, Helen was aware of ALIVE!'s role in Alexandria and knew of its culture of volunteer involvement. "She hoped that her gift to ALIVE! would serve as an incentive to others to contribute to the important work of our organization" said Cathy Thompson, who had been a close friend of Helen's for many years.

In discussing how the bequest would be used, Ken Naser, ALIVE!'s Executive Director, pointed out that ALIVE! is undergoing a long-range planning process to determine how we can better our programs to more successfully meet the critical needs of Alexandria's low-income residents. Several advisors have suggested that the Helen Omer bequest be invested so that ALIVE! would be able to utilize the dividends gained from the investment on an annual basis. A Committee has been established to explore various options.

Helen's generous gift points out the importance of ALIVE!'s recently formed Legacy Society in helping ALIVE! achieve its goals. If you are interested in more information on the Legacy Society, please call Ken Naser at 703-837-9320 for more details.

*Then I heard the voice of the Lord, saying, "Whom shall I send, and who will go for Us?" Then said I, "Here am I. Send me!"*

*Isaiah 6:8*

## Notes from the Executive Director



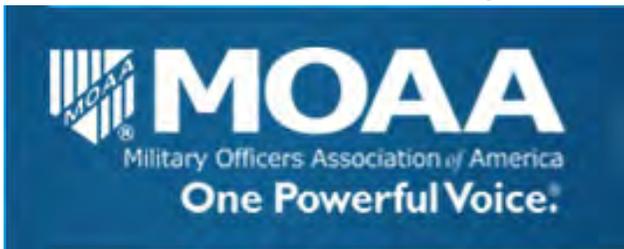
Ken Naser,  
ALIVE!'s Executive Director

In the last issue of the ALIVE! Wire (Summer, 2010) we announced a challenge grant offered by long-time supporter Gene Steuerle. We were pleased to end our summer on a very pleasant note and tell Gene that since he made his challenge, we have received more than \$12,000 in new or increased contributions that will be matched. And, of course, the challenge continues until we reach the \$50,000 mark. Several new contributors mentioned the fact that they were in deed “challenged” by the prospect of having their donation matched.

A former neighbor of Gene Steuerle's, Mrs. Helen Omer, became a member of ALIVE!'s Legacy Society and named ALIVE! in her will. See the accompanying article in this issue and learn what a significant impact she was able to make on the work ALIVE! does in the Alexandria community. The Legacy Society is truly a way that one can ensure her or his core values and beliefs live on after they are gone.

Ken

## MOAA 's CAMPAIGN JUST KEEPS GETTING BIGGER!



The Military Officers Association of America (MOAA) has run an employee fundraising campaign in the summer since 1991. This year they once again dedicated their fundraiser, which included a raffle and coin jar collection, to ALIVE! and those we serve. They surpassed last year's total by a thousand dollars raising over \$9,300 to support ALIVE!'s mission of putting faith and love into action. Thanks to all who helped!



## Pumpkins Benefit Those in Need

For over 17 years Immanuel Church-on-the-Hill has covered their church yard with beautiful multi-colored pumpkins that their members sell to benefit non-profits, most of which are in the Alexandria area—including ALIVE! The pumpkins are grown on a Navajo Indian reservation in New Mexico and shipped in on trucks by the supplier.

The project takes months of preparation and the help of hundreds of the church's regular worshippers, who volunteer to unload, size, and sell the gourds as well as cooking soups, stews and sweets for sale at the fundraiser. The church donates all profits to charity and pumpkins not purchased are given to help feed rescued animals.

This year's sale begins Sunday, Oct. 3rd and runs through Halloween on Oct. 31st. The church is at 3606 Seminary Road and the Pumpkin Patch is open 10 AM to 8 PM daily.



### ALIVE!

President: Cheryl Malloy, Good Shepherd Lutheran Church  
 Vice President: Ellen Brown, Community Representative  
 Treasurer: Rick Glassco, Immanuel Church-On-The-Hill  
 Recording Secretary: Eric Winakur, Agudas Achim Congregation  
 Corresponding Secretary: Vivian Webb, Blessed Sacrament Catholic Community  
 Kenneth D. Naser: Executive Director  
 Kathy Richards: Editor, ALIVE! Wire

## Looking for Warehouse Space

By Mike Diffley, Chair, Furniture Committee

I'm writing this article in the hopes that several hundreds of pairs of eyes and minds are better than one.

ALIVE!'s furniture committee is searching for warehouse space. For more than a year, we have been using space in the old Avis Rental Car maintenance facility in Potomac Yards, compliments of the City and the developer. This is our typical mode of operations -- using vacant space, rent-free, that is awaiting development. In the past 20 years we've occupied more than half a dozen spaces, including two in what is now the Cameron Station community (an ammunition bunker and the four seasons store of the old Army base.) I have to admit that the ammunition bunker was a bit creepy -- even by our standards!

Renting space is not an option. As long as there is one family in town that is wrestling with the question of whether to feed the family or pay the electric bill, the money is better spent by the Family Emergency Program than paying for storage space-- which leaves us where we are. In July, the developer told us that construction had progressed to the point where we needed to vacate the Potomac Yards facility. The City of Alexandria has helped by providing office-type space in the old public health building in the 500 block of N. St Asaph Street. However, access is through a narrow door and up a half flight of stairs. Since

we try to place donated items the same day we pick them up, the St Asaph Street location helps us when we have those odds and ends that don't match between donations and requests on any given Saturday. However, because of the limited space and accessibility, we cannot accept large donations (e.g., mattresses offered in bulk by hotels). As a consequence, we are hampered in our efforts to help our neighbors in need.

What we seek is one to two thousand square feet of covered space, readily accessible at ground level to our box trucks. If you have a "lead", pass it on to me: Mike Diffley, [mcdiffley@msn.com](mailto:mcdiffley@msn.com) or 703-683-4656. God has met the needs of the furniture committee for over 40 years -- in many cases through "leads" such as yours.



*President's letter continued from page 1*

added some new resources in the new officers and committee chairs who have stepped up to take on new tasks within ALIVE! (See the summer Wire for more information).

We have a number of exciting activities underway this year:

1) Long Range Planning—Diana Day has agreed to chair our efforts to develop a long range plan for ALIVE!. It is an excellent time, following our 40th anniversary last year, to examine our strengths and weaknesses as well as the many needs in our community. A long range plan will allow ALIVE! to decide how to best utilize our resources and take advantage of opportunities to better serve those less fortunate in Alexandria.

2) Development—Under the leadership of Marian Van Landingham, ALIVE!'s Development Council is taking the next step of reaching out to individuals, businesses, foundations and associations to enhance the financial resources of ALIVE!. A contractor is being retained to follow through on the work of the Council and help us meet the generous challenge grant offered by Gene Steuerle. (See the previous edition of the Wire).

3) Child Development Center Accreditation—Building on a strong 4-star rating by the State, Ellen Brown and Pam Blankenship (CDC Director), are working toward accreditation by NAEYC (the National Association for the Education of Young Children). A major step forward

was taken last year by the CDC, when the Center achieved a 100% score in five of the 10 NAEYC standards, but our application for accreditation was deferred pending improvement in certain other standards. After a focus on the needs in these areas over the summer, the CDC will be reapplying this fall and we are hopeful to have full accreditation by NAEYC early next year.

4) New Database—As the result of a generous grant from ACT for Alexandria, ALIVE! is in the process of transitioning our database to eTapestry which will significantly improve our ability to keep track of our donors, volunteers and others. Ken Naser has been overseeing this project and Vivian Webb, Bob Barnett and Jim Ring have been donating countless hours to update the files and assure a smooth transition.

There are many other resources that I haven't mentioned, including our dedicated staff and the strong financial and volunteer support from our member congregations. All of our resources are important and will be needed as we work toward our goal of "helping people faced with emergency situations or long-term needs become capable of assuming self-reliant roles in the community."

If you can give more of your time and energy or your financial resources, please join us in this work.

Cheryl Malloy

## Alternative Giving: Helping Our Neighbors Through ALIVE!

Don't know what to give a friend or family member for the holidays? Want to reduce the frenzy of gift-giving and advocate for a simpler lifestyle? Want to share your faith and blessings with those less fortunate around you while honoring a friend or relative? Whatever your reason, by purchasing a gift through ALIVE! you are directly benefiting families in Alexandria who need your help.

**PURCHASING A GIFT IS SIMPLE:**

1. Review the following list of "gift" suggestions.
2. Fill in the order form.
3. Write a check payable to ALIVE! for the total amount. And mail your check and order form to:  
ALIVE!  
2723 King Street  
Alexandria, VA 22302
4. For each purchase, you will be sent a gift card with an envelope and an insert describing your chosen gift.

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# ALIVE! HOLIDAY GIFT ORDER FORM

(Please Print Legibly)

Your Name: \_\_\_\_\_

Your Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Item Number	Quantity	Cost	TOTAL

GRAND TOTAL \$

**EACH GIFT WILL ASSIST ONE OF ALIVE!'S SIX PROGRAMS**  
 \* Please note that these gifts are examples of the types of items that ALIVE! will provide to families. ALIVE! will not necessarily purchase the items in the quantities sold but will utilize all funds.

Instead of a gift selection, I/We would like to make a contribution in the amount of \$\_\_\_\_\_ to be used where needed most.

## ALIVE!'s Programs and Description of Gifts

### A. ALIVE! House ⇒ Temporary housing for women and families in emergency and transitional situations.

1	Bus tokens or Metro Fare cards	Provide transportation for a formerly homeless woman to get to class or a job interview.	\$10
2	Cleaning Supplies	Provide a family with a month's supply of laundry, bathroom and kitchen cleaners and paper products.	\$25
3	Work Clothes	Purchase a Target or TJ Maxx gift card to help a homeless single mom buy work clothes or shoes.	\$40
4	Towels	Provide a family with a new set of face and bath towels as a welcome gift.	\$75

### B. Child Development Center (CDC) ⇒ A full-day preschool and early childhood education facility serving up to 38 children of working, poor Alexandrians. Tuition and fees are based upon the parents' ability to pay.

1	Hats & Gloves	Purchase a hat and gloves/mittens to allow a child to play outside comfortably even on the coldest of days.	\$15
2	Finger Paint Supplies	Provide five 16-ounce bottles of tempera paint and two pads of finger paint paper to outfit a classroom	\$30
3	Nutritious Food	Provide materials for one class to plan and prepare two nutritious snacks.	\$35
4	Cooking Class	Purchase materials for a Parent Circle Meeting training on preparing low cost, quick and nutritious family meals	\$50
5	Yoga Exercise Classes	Helping children develop a life-long habit of exercise is important for their physical and mental well-being. Pay for a series of yoga classes for one classroom.	\$110

### C. Housewares ⇒ Donated housewares.

1	Pots and Pans	Purchase a starter set of pots and pans for a family moving into an apartment from a battered women's shelter.	\$45
2	Dishes and Flatware	A set of dishes and flatware are seldom donated to ALIVE! but a family from a homeless shelter needs these items for their new apartment. Provide these essentials to a family.	\$75

### D. Family Emergency Program ⇒ Assistance with rent, utilities, and medical expenses. Also donated canned and packaged food delivered by volunteers to approximately 100 families each month.

1	Eggs	Provide a dozen eggs each for ten families in need as a primary source of protein.	\$10
2	Medication	Provide the co-payment for a senior citizen otherwise unable to afford to fill prescriptions.	\$50
3	Utilities	Help a minimum-wage family pay for a portion of their winter heating bill.	\$75
4	Optical Exam	Pay for a low income senior to obtain an exam at a modest fee negotiated by Alexandria Social Services	\$79

### E. Furniture ⇒ Donated beds, tables, chairs, chests, and other useable furniture, picked up and delivered by volunteers to ten to twelve families each weekend.

1	Beds	Help one child currently sleeping on the floor of an empty apartment by buying a single box spring and mattress.	\$100
2	Gas	Provide enough gas for one truck to pick up and deliver furniture to twelve families in need.	\$50

### F. Last Saturday Food Distribution ⇒ A five day supply of food distributed by volunteers once a month to serve approximately 650 families each month.

1	Holiday Turkeys	Provide a 10 lb. turkey to a family for them to enjoy a traditional family meal during the holidays.	\$10
2	Meat and cheese	Help ALIVE! provide 200 lb. of much-needed meat and/or cheese to supplement canned food.	\$24
3	Peanut Butter and Jelly	Purchase a case of peanut butter and a case of jelly to make children from two dozen families very happy with an easy to prepare and nutritious lunch.	\$35
4	Collapsible Wagons	Purchase a wagon to help volunteers at the warehouse and families at a Last Saturday Food site.	\$48

## 35th Annual Alexandria Turkey Trot 5-Miler!

All are welcome to join in an ALIVE! tradition on Thanksgiving morning, November 25th from 8:15 to 10:15 AM at the Cora Kelly Recreation Center at Reed and Commonwealth Avenues. Runners support ALIVE! by brining non-perishable food to donate. Volunteers who aren't running are needed to collect, sort and pack the donations for our food pantry. The more helpers there are, the quicker we finish. It's really fun for the whole family! On-site registration for the five mile race starts at 8:30 and advanced registration details are available on line from the sponsors, the Del Ray Business Association and the DC Road Runners Club. For more information or to volunteer, please call the ALIVE! Office at (703) 837-9321.



### CDC Wish List

Craft Supplies:  
 boxes of 8 LARGE crayons  
 boxes of 8 BEGINNER TRIANGULAR crayons  
 boxes of 8 LARGE WASHABLE markers  
 boxes of 8 LARGE colored pencils  
 16-oz bottles of WASHABLE tempera paint, any color  
 pads of FINGERPAINT paper  
 pads of EASEL paper  
 packs of 8 X 11 1/2 colored construction paper, variety of colors  
 packs of art tissue papers, variety of colors  
 package of WATERCOLOR DIFFUSING paper  
 pads of white FINGERPAINT paper  
 reams of MANILA drawing paper  
 packs of JUMBO glue sticks  
 bottles of WASHABLE SCHOOL glue  
 3-lb tubs of Crayola play dough, any color

### Time to "Re-Link" your VIC Card at Harris Teeter

School is back in session and it's time to be sure your Harris Teeter purchases will benefit ALIVE!'s CDC. You can sign up at store registers, customer service desks and on line at [www.harristeeter.com](http://www.harristeeter.com).

Just tell them you want ALIVE!'s CDC (account number 6383) linked to your VIC card and each time you purchase a Harris Teeter private label item, a percentage of the sale will go to the CDC. Thanks Harris Teeter!



### Food Program Wish List

Canned Meat  
 Tuna Fish  
 Canned Spaghetti Sauce & Pasta  
 Complete Pancake Mix  
 (Needs Only Water)  
 Syrup  
 Dried Milk  
 Soup  
 Coffee and Tea  
 Jello



Money to buy Fresh Eggs, Meat and Produce!

### AARP Drive Brings In the Food

AARP organized a very successful food drive as part of their National Day of Service to commemorate Sept. 11, 2001. This was the first year that AARP held a drive in our region and ALIVE!'s Food Program was the Alexandria recipient of the food contributed locally. An ALIVE! box truck was stationed in the parking lot of First Baptist Church (thank you First Baptist!) that day to accept food as people contributed and volunteers helped sort, box and load the truck. ALIVE! received lots of food to help feed those in need through the busy Fall and holiday seasons. Thanks to all who helped.



# Walkathon '10

## The National Mall

**Let's help ALIVE! House earn \$30,000, almost a third of our budget, through the 2010 Fannie Mae Help the Homeless program. How can you help?**

**WALK!** In the Walkathon on the National Mall on Saturday, November 20. 9am  
 Adults: \$25, Youth (25 & under) \$15;  
 Register that day or on line at [www.helpthehomelessdc.org](http://www.helpthehomelessdc.org)  
 or call 1-877-925-5484 to get a mail-in form.

**WALK!** In a neighborhood MINI WALK such as the  
 West End ALIVE! Mini Walk on  
 Sunday, November 7th at 1:30 pm in Fort Ward Park .  
 Others to be announced.

**VIRTUAL WALKERS** from anywhere in the world  
 can register on-line & COUNT.  
 Just be sure you designate ALIVE! Inc., number VA003  
 as the beneficiary.

**CAN'T WALK?** Please sponsor one of our House  
 residents or students.  
 Send a check for \$25 or \$15 made out to  
 Help the Homeless & mail to:  
 ALIVE! House, 125 South Payne St. Alexandria, VA 22314.

**GOAL:** 550 Registered Walkers to earn the  
 incentive of \$10,000.  
 (We missed getting the incentive by 9 registrations last year!).

**BE A SPONSOR!** Your organization – club, congregation,  
 business – can contribute to ALIVE! House by donating to the Help  
 the Homeless program. ALIVE! House gets the entire amount plus an  
 additional 20% incentive on levels of \$1500 to \$100,000.

For answers to questions, for more information and/or to  
 volunteer to help, please call Susanne Arnold 703-683-5138 or email  
 her at [susannearnold@verizon.net](mailto:susannearnold@verizon.net) .

### ALIVE! House Has Big Wishes!

Carpet Cleaning Machine (steam cleaner)  
 Power Washer  
 Seamstress to make cover for daybed in  
 House office.  
 DVD player so resident can have  
 entertainment in her room while  
 others are watching their TV programs.

Facility Manager to oversee tradesmen at  
 House e.g. lift inspection, HVAC  
 inspection; gutter cleaning; carpentry  
 projects; resealing cover of coal hole;  
 appliance repair, etc.

### And Small

Household Supplies: Brillo, oven cleaner,  
 sponges, rubber gloves,  
 Cleaners: bathroom, hard surface, window;  
 Detergents: laundry, dish-washing;  
 Paper: Towels, toilet, tissues, napkins



CFC Code:  
44658



United Way Code:  
8352

ALIVE! Wine

**ALIVE!**  
2723 King Street  
Alexandria, VA 22302  
703-837-9300  
www.alive-inc.org  
E-mail: alivetoo@aol.com

Nonprofit Organization  
U.S. Postage Paid  
Alexandria, VA  
Permit Number 567

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ALIVE!, founded in 1969, is a nonprofit organization devoted to helping Alexandrians facing emergency situations become self-sufficient members of the community. ALIVE! has grown from a handful of organizations and volunteers to a vigorous organization of 41 congregations and many volunteers.

ALIVE! offers Alexandrians in need help through ALIVE! House Shelter, Furniture, Housewares, Food Pantry, Family Emergency, Child Development Center and Last Saturday Food Distribution Programs.

Contact ALIVE! at  
703- 837-9300  
E-mail : alivetoo@aol.com  
www.alive-inc.org

## Fall 2010 Calendar

### OCTOBER

- 5 Annual Recommitment and Volunteer Recognition Potluck 7:00 PM  
at Fairlington UMC, 3900 King Street
- 30 **Last Saturday Food Distribution:** Church of the Resurrection, Cora Kelly Recreation Center,  
and Ladrey High Rise
- Food Collection:** Alexandria Church of the Nazarene, Beth El, Del Ray UMC, Downtown Baptist,  
Fairlington Presbyterian, First Christian, Meade Memorial Episcopal, St. James UMC &  
St Mary's Catholic
- Furniture Collection:** Fairlington UMC, Good Shepherd, St. Joseph's

### NOVEMBER

- 7 Mini-Walk for Help the Homeless to Support ALIVE! House, 1:30 PM,  
Ft. Ward Park, 4301 W. Braddock Rd.
- 9 Board Meeting 7 :00 PM Spiritual Assembly of Bahai's. 5400-B Eisenhower Ave.
- 20 Help the Homeless Walkathon to Support ALIVE! House 9 AM, National Mall, Washington, DC
- 25 35th Annual Turkey Trot, Thanksgiving morning, 8:15 to 10:15, Cora Kelly Recreation Center
- Food Collection:** Blessed Sacrament, Christ Church, Church of the Resurrection, Convergence,  
First Baptist, Good Shepherd, Grace Episcopal, Trinity UMC, St. Joseph's Catholic,  
St. Paul's Episcopal, and Westminster Presbyterian
- Furniture Collection:** Christ Church, Church of St. Clement

### DECEMBER

- 7 **ALIVE! Board Meeting** – 7 PM
- 11 **Last Saturday Food Distribution:** Church of the Resurrection, Cora Kelly Recreation Center  
and Ladrey High Rise
- Food Collection:** All food collections and donations are gratefully accepted
- Furniture Collection:** First Christian, Good Shepherd, and St. Joseph's