

Road to Philanthropy, Continued from December!

Recent philanthropy histories follow, post 1960, and give us a peek at how these groups came to be known by AWC.

As you read, know our philanthropy path today is three-pronged:

1. to donate from fundraising,
2. provide in-kind donations (e.g., clothes to VESTIA, jewelry to Youth Homes, items to Purple Pails)
3. to give our hands-on time on Done-in-a-Day projects.

Mainly only monetary donations were given from 1960 through 2008! In reading a compilation of our charities from 1989, as before that time outlined in the November 2018 newsletter article, AWC had a wide reach and gave money across many charitable sectors. It's incredible to read this *partial* list of AWC support through the years:

all of the local schools including contributions for band uniforms, choir robes and music funds, Eugene O'Neill Foundation (Tao House), Bicentennial Tree, Guide Dogs for the Blind, Bollinger Canyon Boys Home, Campfire Girls, Girls Scouts, Boy Scouts, Red Cross, Danville 4th of July Parade fireworks, Veterans Hospital, Save the Redwoods League, Soroptomist Ambulance Fund, Save the Baby Campaign, Alexander Lindsay Museum, Shriner's Hospital for Crippled Children, Rape Crisis Service, Indians Christmas Gifts, Amigos de las America, Dial-A-Ride, Easter Seal Society, Mt. Diablo Museum Restoration, Civic Arts Building Fund (Leshar Theater) and more!



PENNY PINES - Our longest standing current philanthropy!

It was begun in 1941 with a donation by San Francisco Sportswomen's Association when seedlings were a penny a piece; thus, the name. The idea caught on with other groups and **in 1961** the first donation from AWC was made under the umbrella of California Federated Women's Clubs and ten acres were replanted for \$68 donation. Most of our donations

have gone to the Klamath and Stanislaus National Forests. The minimum amount AWC donates each year is still \$68 but acreage it plants have decreased to a half acre from ten acres. For each donation we receive a certificate which notes the forest that was replanted. Hats Off to our Support of Reforestation for 57 years!!

ALAMO CEMETERY! In the early 1980's a club project began to raise funds to help the Alamo Cemetery by purchasing and installing a handrail of 104 feet up the hill at a cost of \$400. This railing is still present at the cemetery today. The project took several years to fund and when it was completed this photo appeared in the Contra Costa Times. →



CANINE COMPANIONS FOR INDEPENDENCE – 2nd Longest Philanthropy.

CCI has a very interesting AWC history. Early on in **1983** our club made a yearly donation to CCI and sustained it long enough to have it included on a list of philanthropies compiled in 1989. Carol Weldin, in 2011 the year she joined AWC, noted member Marcelle Roise wearing a CCI pin at an AWC business meeting. Marcelle related to Carol that it had been her president's

philanthropy choice when she was president in 1996.* After that point in time, it's unclear when support ceased.

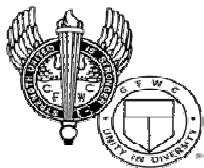
Historians History!

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However, when Carol joined in 2011, she entered CCI on the annual Spring AWC *Philanthropy Wish List* form submitted by members, explained its mission to the membership and CCI was adopted by member vote in 2012. Thus, it became our second longest supported current philanthropy. It has been a favorite with many volunteers at its events. Carol continues as our liaison and mentors our partnership with them. Every time she brings Kelda or any other CCI dog to our meetings, it is heartwarming to understand how much they add to their clients' lives.

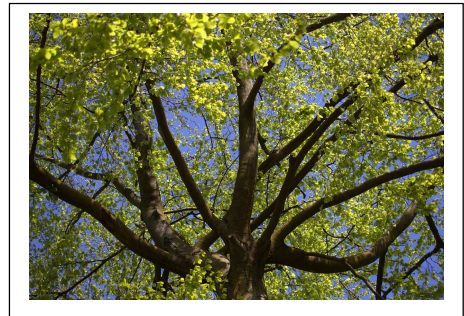


Founded in 1975, the Canine Companions for Independence mission is to enhance the lives of people with disabilities by providing highly trained assistance dogs and ongoing support. They are headquartered in Santa Rosa and is the largest non-profit provider of assistance dogs giving a life full of increased independence and loving companionship to their clients.



It's important to note that General Federated Women's Clubs became a partner of Canine Companions for Independence in 2015. GFWC partners with only 12 organizations and chooses them specifically as "dynamic and impactful organizations" that we have formal partnerships 'working to improve our communities and better our world.'

HOSPICE OF THE EAST BAY connection with the Alamo Women's Club **begins in 1994**. That year the Hospice Tree of Lights on our property was dedicated through the efforts of our member, and former president of AWC, Norma Scruggs. She was honored that year as their Citizen of the Year. At that time, AWC was helping Hospice bring recognition of palliative care to the community by selling lights for the tree to the public with tables at Richard's Arts and Crafts in Alamo and lighting our oak tree. We helped in that PR effort for many years until about 2010. That foundational work ripples forward with community awareness of the hospice mission being well established and hospice services used by many today.



The club still makes a yearly donation, supports the Hospice local thrift store with donations and purchases. At Bruns House we make memory boards for families, in 2017 added gardening and seasonal planters each quarter, and help staff the brick ceremony in 2017 and 2018. And we still light the oak tree in their honor each holiday season!

With the advent of hands-on efforts for Hospice of the East Bay, the first step began for AWC 'doing' projects not just 'donating' money. While it was a small step as you follow below you will note it quickly becomes a large part of AWC changing to a three-prong philanthropy approach as time went on.

VESTIA was known by current member and AWC past president 2002-2003-2004, Barbara Ingraham, through her work with another group, Diablo Valley National Charity League. Since VESTIA was focused on doing projects for their clients she pivoted AWC in that direction. Members were introduced to food boxes for the food pantry, Angel Tree giving, and, toiletries for the homeless. In 2006 our club began working on backpacks and now under the current liaison, Diane Leventhal, that project has increased 20 fold! Our yearly monetary donation began in 2008 to VESTIA.

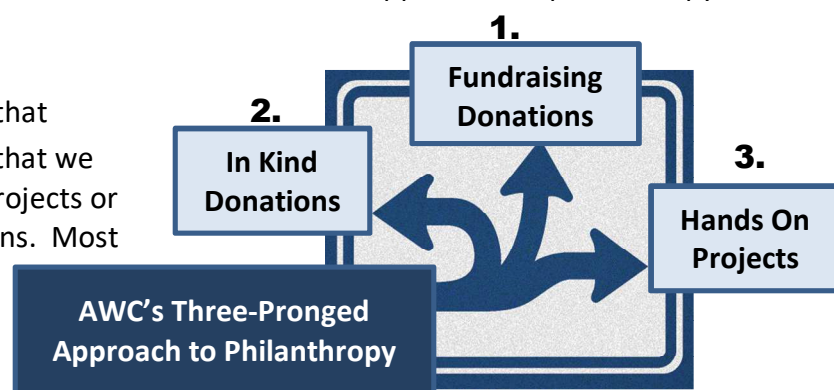




VESTIA sponsors a Holiday Helpers Warehouse where AWC members can volunteer in choosing gifts for recipient families of Contra Costa County and our liaison coordinates our volunteers. Members also donate toiletries for the homeless, clothing throughout the year for the Ready to Work clients, and this year donated supplies and outfitted 97 backpacks with school supplies for children.

From **2002 to 2010**, AWC consolidated larger donation amounts to fewer philanthropies each serving different sections of our community. In some cases, our philanthropies were introduced to AWC as partners from our umbrella organizations, George Mark Children's House, fall in this category. Some philanthropies were sought out by the Philanthropy Chair to broaden our scope to needier populations, like Youth Homes, and some were brought by presidents, like VESTIA. Members also identified new charities when they filled out the philanthropy request form each spring, like Canine Companions for Independence. Several philanthropies were given our help for brief durations but didn't receive a lot of member support or the philanthropy changed enough they were discontinued.

However a charity is introduced to us, we find that our three-prong approach serves them well in that we continue our tradition of donations, work on projects or volunteering, and help through in-kind donations. Most of our philanthropies are recipients of at least two of these approaches of charitable giving by our membership.



Vicki Koc, Historian
January 2019

*(Before 2013, Presidents each year chose a philanthropy to donate AWC funds; at times the total reaching \$500. This practice was discontinued by the Executive Board after 2013.)