



**COMMUNITY
LIVING CAMPAIGN**

SF RE SERVE

Energizing Local Organizations with Experience

The San Francisco ReServe initiative is based on ReServe, a **national program that matches seniors and adults with disabilities with paid service opportunities in their community**. This benefits two groups left out of the traditional job market while simultaneously providing much needed expertise and capacity to cash-strapped local nonprofits, schools, libraries, and other community organizations.

Meaningful Paid Work Provides Economic Opportunity and Reduces Isolation

Over and over, we meet seniors and people with disabilities who want to work and contribute to their communities. But many aren't sure where to look, or are hampered by ageism, ableism and other barriers.

SF ReServe secures **meaningful, paid part-time community work for low to moderate income seniors and people with disabilities** (ReServists). Our staff assist potential ReServists with online applications, developing a resume, and defining their interests to facilitate a great match.

In just the past six months since we started the program, we have helped 60 people complete applications, and placed 30 at community organizations. **We have many more talented ReServists looking for matches.** They bring a wide range of backgrounds and skills, including retired lawyers, nurses, bookkeepers, finance and marketing experts, graphic designers, advocates, social workers, artists, community organizers and educators.



As a Development Assistant, Daniel helps Curry Senior Center manage volunteers, process donations, enter data, and produce promotional content for outreach to constituents.

ReServe Offers Partners High Quality Staffing at a Budget Friendly Cost

ReServists provide **significant, cost-effective help to local organizations and the communities they serve**. During our first six months, SF ReServe has provided over 4,120 hours of ReServist expertise at CLC and a dozen local nonprofits and government agencies. **ReServists have filled roles including administrative support, development assistant, technology lab manager, marketing manager, peer advocate, reporter, tutor, event planner and communications coordinator.**

ReServists have already increased capacity and contributed their expertise at organizations including Aquatic Park Center (NCPHS), Curry Senior Center, Demonstration Gardens, Friends of St Francis Child Care Center, Having Pride UNITI, Felton Institute, Little Brothers Friends of the Elderly, OpenHouse, San Francisco LGBT Center, San Francisco Public Library, and Senior Disability and Action.



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Tapping A Reservoir of Talent

Individually and together, seniors and people with disabilities represent a **vast pool of experience, wisdom, insights and relationships**. As more of us live longer, healthier lives, **ReServe offers a way to tap this source of energy and possibility** in a supportive, collaborative environment. We help local organizations reach additional people and improve neighborhoods throughout San Francisco.

Working Toward Economic Justice

Too often, seniors and people with disabilities face inequality in the workforce. They have to overcome barriers to hiring, and find their contributions minimized or ignored altogether. We can do better. **ReServe is leading the way in updating employment practices to match today's reality.**

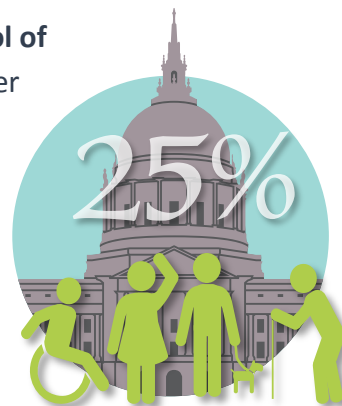
Vital Source of Income. With the ever increasing cost of living in San Francisco, many of those who helped create our vibrant city are unable to find work and are struggling to make ends meet. Over 50% of seniors and 58% of younger adults with disabilities make less than what they need to meet a basic standard of living (the Elder Economic Security Index). For these neighbors, staying in the workforce can provide much needed income, help maximize future pension benefits, and contribute to retirement savings. **Earning supplemental income through ReServe helps seniors and people with disabilities achieve financial security.**

Important Sense of Purpose. Numerous studies show that when seniors and adults with disabilities connect with others, learn new things, and have a sense of purpose, they significantly improve their well-being and longevity. **ReServe is a conduit to a higher quality of life for San Francisco seniors and adults with disabilities.**

Providing Better Solutions

San Francisco has a long history of innovation and ingenuity. Join us in this new approach to tapping our city's reservoir of talented seniors and people with disabilities.

Together, with SF ReServe Advisory Group members, **we're helping individuals support their communities while breaking down some negative attitudes about aging and disability.**



One quarter of San Franciscans are seniors or people with disabilities. Many want to work.

SF ReServe Advisory Group

- Anita Aaron, World Institute on Disability
- Scott Adams, Comcast
- Margaret Baran, Employment Consultant
- Alice Mae Chiu, Senior & Disability Action
- Jim Emerman, Encore.org
- Karen Lincoln, Stride Center
- Kay Parekh, Geriatric Care Manager
- Jeff Mori, San Francisco Office of Economic & Workforce Development
- Jose Santamaria, Community Member
- Cathy Spensley, Felton Institute, Senior Division
- Beth Urfer, Jewish Vocational Services



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Teresa Garcia, Event Maven, Always Planning Ahead!

By Judy Goddess, SF Reservist, Senior Beat Journalist

When she retired from her job as a trainer with California Federal Bank, Teresa thought her work life was over. But then she discovered how challenging it was to stay home with nothing to do. **“I love meeting new people,” Teresa said, “and I wasn’t meeting them just staying home.”**

When Teresa heard that the Community Living Campaign was looking to hire a ReServist to handle the administrative tasks for their Annual Event, she quickly applied.

In addition to her professional experience as a trainer, Teresa handles graphics and layout for the newsletter of the Filipino Cursillo Movement in Oakland, which her husband edits. She’s also organized events for the Cursillo, as well as smaller, more personal events.

“Teresa’s computer skills and her past organizing experience enabled her to take on the behind-the-scenes tasks it takes to present a successful event,” says Marie Jobling, Executive Director of the Community Living Campaign. “She was not shy about asking questions to make sure she did what was required, and she came with such a positive attitude, it generally lifted our spirits.”

Teresa laughed as she told of emailing an early morning confirmation to a sponsor who had been slow in responding with his list of attendees for the event. “The night of the Event, he sought me out. He said he wanted to meet the woman who answers email at 1:35 am.”

Reflecting on the intensity of the past weeks, Teresa confessed that she put everything down about what’s involved in presenting the annual fundraiser so it would be easier to run next year.

For her next assignment, Teresa will be assisting with the agency’s newsletters. “I love CLC and what they’re doing. ReServe is perfect for me, I tell my friends to join.”



Teresa’s attention to detail, computer skills, and warm personality helped CLC manage all the behind-the-scenes tasks needed for our annual fundraiser. She’s now bringing those same talents to our newsletters and outreach efforts.



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Rebecca Shotwell finds Artistic Salvation in SF ReServe

By Judy Goddess, SF Reservist, Senior Beat Journalist

Rebecca Shotwell credits her job at the Aquatic Park Center for saving her life. A graphic artist in the days before Photoshop, Rebecca retired two years before the 2008 financial crisis. **Two years ago, after she and her husband had almost depleted their savings, Rebecca started looking for a job, “but who was going to hire an old lady?”**

One day, while looking for fresh veggies to supplement the groceries from her local food pantry, Rebecca visited the Farmers’ Market at Aquatic Park Center. An exhibit of ceramics pieces by participants in the Center’s pottery class, piqued her interest. This was not Rebecca’s first visit to Aquatic Park; she had previously turned to the Center for help in accessing services, but on these earlier visits, she had not paid attention to their program.



Rebecca’s Marketing Specialist role enables her to make ends meet while contributing her organizing and artistic talents to Aquatic Park Senior Center.

When Sue Horst, the Senior Center Director, told her about ReServe and said that she was looking for a Marketing Specialist, Rebecca immediately signed up.

“It was not easy returning to work. I was used to spend my days drawing, reading and cleaning house. Now I had to drag myself out of bed. I had to convince myself that I could do this.”

“We hired Rebecca to help with marketing,” says Sue Horst. **“She’s a real creative soul. She’s enormously skilled and fast – a perfect project person. Everybody here highly respects her.”**

The Annual Pier to Pier Walk was Rebecca’s first major assignment. With that successfully

completed, Rebecca is now updating information on Center services and beginning work on their emergency manual. She’s also been known to fill in for absent staff. It’s been a real learning curve, but fortunately Rebecca is “compulsively well-organized.”

Looking back on her stint at Aquatic Park, Rebecca laughed, “I’ve talked with more people in the last three months than I talked to in the last 20 years.”