



UNITED NEIGHBORHOODS OF SANTA CLARA COUNTY'S

Neighbor to Neighbor

VOLUME 5, No. 6 JUNE 2002

CALENDAR

WORKSHOPS & MEETINGS

Fundraising for the Long Run

Tuesday, June 4
6:30 to 8:30 pm
525 W. Alma Avenue
San Jose

Working with City Officials

Tuesday, July 9
6:30 to 8:30 pm
525 W. Alma Avenue
San Jose

UNSCC Advisory Council Meeting

Wednesday, July 17
6:45 pm
525 W. Alma Avenue
San Jose

UNSCC Annual Neighborhood Conference

Saturday, October 12

525 W. Alma Avenue
San Jose, CA 95125
Phone: (408) 286-8661
Fax: (408) 286-8680
unsc@pacbell.net
www.unsc.org

A DEVOTED BOARDMEMBER

Nicknamed the Perpetual Board Member, Tom Freeman has served on United Neighborhoods of Santa Clara County (UNSCC) board for over six years. His wisdom, insight, and unfaltering support of UNSCC have helped the organization grow in a positive direction. Tom has served on several UNSCC committees in the past including the Communications Committee and the Products & Services Committee. He has helped plan past conferences and was an integral part in the development of UNSCC's Strategic Plan. He's helped with both the hiring and evaluations of staff, development of policies, bylaws improvements – there's hardly a facet of UNSCC that Tom hasn't touched, and the organization is better for it. Tom can turn a sticky situation in to an opportunity for growth. He sees compromise when others are in conflict. His calm, solution-oriented approach has soothed many a board meeting.

Concurrently, Tom has served on the board of his own association, Lakewood Village Neighborhood Association of Sunnyvale. With a gentle yet firm sense of cooperation, Tom has been a strong supporter of Lakewood Village and UNSCC by serving in whatever capacity needed to make these organizations viable. Tom has served in many board positions on both UNSCC and Lakewood Village NA over the years. As UNSCC's current Treasurer, his hands are full (except when reaching for a brownie – he is a practicing chocoholic).

A programmer by trade, Tom has seen incredible changes in Silicon Valley both in the employment outlook and in the growth of UNSCC membership over the years. Backing Tom and supporting his efforts is his dedicated and artistic wife and partner, Marianne.

UNSCC sincerely thanks Tom for his undying dedication and continued support.

UNITED NEIGHBORHOODS OF SANTA CLARA COUNTY

United Neighborhoods of Santa Clara County is a coalition of neighborhood associations. Our mission is to promote the creation, preservation, and enhancement of healthy neighborhoods through education, resources and outreach.

Neighbor to Neighbor

UNSCC ANNUAL NEIGHBORHOOD CONFERENCE

Mark your calendar! This year United Neighborhood's Annual Neighborhood Conference will be Saturday, October 12. The Conference Committee is working hard selecting the location and fine-tuning the topics for the conference. The following tracks and topics have been proposed:

- (1) maintaining neighborhood associations
 - how to organize a neighborhood association
 - how to recruit and motivate volunteers
 - managing transitions and avoiding burnout
- (2) financial development
 - it's fun asking for money
 - understanding 501(c)(3) and non-profit status
 - grant writing 101
- (3) coming together
 - writing a neighborhood newsletter
 - using art to build strong neighborhoods
 - developing leadership skills
- (4) developing partnerships
 - local business involvement
 - benefits of networking and collaborations
 - asset mapping
- (5) communicating with government
 - how to lobby legislators and create partnerships
 - communicating with county officials
 - communicating with city officials
- (6) hot topics
 - effectively utilizing the media
 - landlords' and tenants' rights and responsibilities
 - public speaking and advocacy
- (7) health and safety issues
 - neighborhood watch
 - emergency preparedness
 - gang awareness
- (8) by special request
 - effective community meetings
 - planning an event
 - board governance
- (9) cultural diversity
- (10) working with youth
 - youth programs in neighborhood associations
 - parent block
 - school involvement in neighborhood association

Additional tracks and/or topics are welcome. To suggest additional conference workshops, contact UNSCC at 408-286-8661, or email unsc@pacbell.net.

UNSCC WELCOMES WEST OF 4TH

The West of Fourth Street Neighborhood Group is proud to be a new general member of United Neighborhoods of Santa Clara County (UNSCC). Similar to many other associations, we formed from a unified effort dealing with a single community issue. Since we are one of the closest neighborhoods to downtown we are dealing with over a dozen issues involving San Jose growth strategies and neighborhood improvement. We are the first web based group to be a member of UNSCC. We do not have elected officers but representatives that are jointly appointed by the neighbors. We would like to promote interaction between associations so we can share our knowledge resources. Please checkout our web site at www.geocities.com/westof4th/now.html.

*Ardith Meyer
Steve Cohen
West of 4th Street*

GATEWAY PC GIVEAWAY

As part of their commitment to be a socially responsible corporate citizen, PC manufacturer Gateway will be donating up to 4,500 computers that were used in the 2002 Olympic Winter Games in Salt Lake City to qualified nonprofit organizations. Priority will be given to schools and community centers whose programs help enhance access to technology for traditionally underserved communities. Any organization interested in being considered must complete an online application at <http://www.gateway.com/olympics/donations.shtml> Faxed or written applications will not be accepted. The application will be posted on this web site from April 2 to July 31, 2002.

Write to us. Give us your feedback. What can we do with the newsletter to better serve you? Call us at 408-286-8661 or email us at unsc@pacbell.net. Visit us on the web at unsc.org. We value your feedback.

Neighbor to Neighbor

RIPARIAN RENAISSANCE WORKSHOP

Sponsored by Santa Clara County's Planning Office and Planning Commission, the workshop is an opportunity to learn how new stream-side parks, trails, habitat restoration projects and higher water quality standards are revitalizing urban and rural streams throughout Santa Clara County. Network with riparian experts, grass roots leaders, local government staff and decision makers. The workshop is on Wednesday, June 5 from 9am - 2pm at the San Jose Repertory Theatre (101 Paseo de San Antonio). Admission is \$15 in advance, \$20 at the door. Call 408-299-5788 for more information.

FUNDRAISING FOR THE LONG RUN

Every association needs funding. Either in the form of volunteer hours, in-kind donations, donated services, or actual cash donations, funding is needed to run and operate every organization. How will your association pay for the cost of sending a letter or the cost of making a telephone call when your current source of funding dries up?

Join other UNSCC members in a discussion of common fundraising strategies for the long-term. Walk away with a plan to make your next fundraiser a success by learning from others who are part of successful associations that has been in existence for decades.

The workshop is just \$5 for UNSCC members and \$50 for non-members (but \$45 would be applied toward the membership dues if qualified non-member joins UNSCC).

CHALLENGE FUND TO KICK-OFF FUNDRAISER

Economic hard times have descended upon United Neighborhoods of Santa Clara County (UNSCC). In a slow economy, non-profit organizations have suffered. UNSCC is not immune. One hundred seventy thousand dollars (\$170,000) are needed every year to operate UNSCC. As a "matured" organization, UNSCC is expected to have its own private funding sources instead of depending on government and private funding agencies that have funded UNSCC in the past.

To build a financial foundation, an anonymous donor has stepped forward to challenge UNSCC member organizations and community members by pledging to match donations, dollar-for-dollar up to \$5,000 by July 4th. The goal of the fundraiser is to close the funding gap for this year and develop a donor base on which UNSCC can rely on in future years.

UNSCC is a 501(c)(3) non-profit organization, and therefore all contributions are tax-deductible. Undirected donations will be used toward the operation of the organization including the Executive Director's salary and overhead costs associated with running an organization. Directed donations will be used per the donors' request, such as toward the UNSCC Conference or neighborhood training programs. To make a donation please send your check, payable to UNSCC, 525 W. Alma Avenue, San Jose, CA 95125. For more information on the Challenge Fund or the fundraiser, call Jacqui at 408-286-8661 or email unsccl@pacbell.net.

Name _____ Email _____
Address _____ Phone _____

- Yes! I want to help UNSCC. Here's my tax-deductible donation of _____ dollars.
- Yes! I want to help UNSCC. I and/or my association is willing to pay for the printing and mailing of UNSCC's newsletter for _____ months (\$250 per month).
- Yes! I want to help UNSCC. I and/or my association is willing to pay for the utilities (phone, voicemail, website, etc.) associated with the operation of UNSCC for _____ months (\$250 per month).
- Yes! I want to help UNSCC. Contact me so we can talk about how I can help.

Neighbor to Neighbor

AN OPEN LETTER FROM...

Save the San José Medical Center Coalition

January marked the third full year of struggle by the Save the San José Medical Center Coalition which now numbers seventy-seven community, church and labor organizations. The goal of the Coalition remains the same: The continual operation of a full scale acute care hospital at the present location, offering all the services it did prior to being purchased by Columbia/HCA (now called HCA-The Healthcare Co.). Despite dozens of visits with County, City and State elected officials during which not one of them opposed the above goal and despite opposition to the closing expressed by thousands of petitioners, the fate of the hospital is very much in doubt.

HCA has changed its story time and time again. It started out telling the nurses it would keep the SJMC open and expand it. It then announced it would close in 2003, and followed that by saying it was contemplating a partial closure with expanded clinics. Next came contradictory ads in national magazines and newspapers promising to consolidate SJMC operations at Regional (formerly Alexian) in a "21st Millennium" hospital. Still later, at a 2-½ hour meeting with Stephen Dixon, CEO, he said, "plans to consolidate at Regional have been shelved." Dixon also said that he wants to keep the hospital open and that \$143 million were set aside to upgrade and retrofit SJMC, Good Samaritan and Regional. When pressed, he admitted that no such amount had actually been budgeted. The latest pronouncements appeared on the SJMC web site and in a Business Journal article. On the web, it promised spending \$234 million on Good Samaritan and Regional and nothing about retrofitting SJMC. The January 11, Journal told of a \$5.7 million dollar investment at SJMC, mainly to replace worn out equipment and of a huge investment at Regional. According to the article, William Gilbert, former CEO at SJMC, indicated that no decision has been made regarding keeping the SJMC open. Dixon said a company study would be completed by the end of March, 2002, which he now says will take 2-3 more months.

HCA, then Columbia, shut a hospital in Destin, Florida on 6 days notice where the nearest hospital was 60 miles away. It has steadfastly refused, during over 7 years of ownership, to make a commitment to the people of this area. The lack of initiative on the part of the two governments and lack of public commitment on the part of HCA are particularly regrettable in light of a growing population, increased construction work, and the expected influx of students, and visitors to the downtown area. One must also question why there has been no public assessment regarding the adequacy of health care facilities to care for possible victims of bioterrorism, earthquakes or other disasters.

What is ahead and what you can do: More meetings with County officials and with CEO Dixon are pending, but time for action is long past due. By CEO Dixon's estimate, it'll take at least 6 years to retrofit and refurbish the hospital, no matter the ownership. If HCA elects to close, it will take time to find a new buyer or to formulate plans to save the hospital. 1) The Coalition is planning new media campaigns and public demonstrations. 2) There's a need to continue to gather signatures on petitions. 3) The public is urged to participate in a letter writing campaign to Jack Bovender, the CEO of the parent corporation. Sample letters are available that can be duplicated or used as guides for a more personal letter. 4) County supervisors, and especially Liz Kniss and Blanca Alvarado who sit on the County Health and Hospital Committee, should be phoned and asked to approve the impact study now (408-299-2323). The City's approval and funding of the study is contingent upon County involvement.

For more information, call 408-923-7001 (English) or 408-379-7698 (Spanish), email rozal@earthlink.net or savesjmedctr@juno.com or write: SSJMCC at PO Box 6554 San José, CA 95150.

The viewpoints expressed in letters in Neighbor to Neighbor are not necessarily those of United Neighborhoods of Santa Clara County.

Neighbor to Neighbor

NEIGHBORHOOD NEWS & DATES OF INTEREST

Evergreen Farmers' Market

farm-fresh produce, fruits, flowers
Sundays from 10am - 2pm until the end of October
Mirassou Vineyards
3000 Aborn Road, San Jose

Brandon Guest House Flea Market Fundraiser

support homeless shelter for women and children
Saturday, June 1 from 8am - 2pm
1716 E. San Antonio Street, San Jose
408-258-3200 for more information

SNI West Evergreen Spring Fling & Safe Night

safe and supervised activities for youth
Saturday, June 1 from 5pm - 10pm
LeyVa Middle School, San Jose
408-795-5855 for more information

Riparian Renaissance Workshop

Wednesday, June 5 from 9am - 2pm
San Jose Repertory Theatre
101 Paseo de San Antonio, San Jose
408-299-5788 for more information

Joyce Ellington Branch Library

renaming ceremony and celebration
Saturday, June 8 from 11am - 2pm
491 E. Empire Street, San Jose
408-286-5627 for more information

Burbank Jamboree

music and dancing, food, bungalow tour, hat
contest, bed race, family activities and more
Saturday, June 8 all day
W. San Carlos and Hester, San Jose
408-925-9458 for more information

CommUnity Resource Fair 2002

community resources and family activities
Sunday, June 9 from 10am - 3pm
History Park San Jose at Kelly Park
1650 Senter Road, San Jose
408-277-5320 for more information

Eden Neighborhood Association

Annual Family Picnic

Saturday, June 29 from 10am to 3pm
Amber Drive School, San Jose
408-491-9229 for more information

SNI West Evergreen Parade in the Park

Independence Day celebration
Saturday, June 29 from 10am - 1pm
Meadowfair Park, San Jose
408-795-5855 for more information

6th Annual Blossom Valley Neighborhood Independence Day Celebration & Parade

Wednesday, July 4 from 9am - 1pm
Miner Park, San Jose
408-225-0180 for more information

AIDS Walk San Francisco

fundraiser for AIDS organizations
Sunday, July 21 from 9am - 2pm
Golden Gate Park, San Francisco
415-392-9255 or www.aidwalk.net for more information

RFC Multicultural Conference and Festival

September 17 and 18, conference
September 21, festival
408-521-5110 or www.rfcommunity.org for more information

UNSCC BOARD OF DIRECTORS

Chair	Daniel J. Chavez
Vice Chair	Scott Scholz
Recording Secretary	(open)
Treasurer	Tom Freeman
Board Members	Tom Clifton
	Renee Horton
	Jean McClosky
	Dale Osborn
	Cecilia Santos-Chavez
	Rosario Vasutin

UNSCC STAFF

Executive Director	Jacqui Carr Gouveia
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GENERAL MEMBERS

Berryessa Citizens Advisory Council
Blossom Valley Neighborhood Association
Buena Vista Neighborhood Association
Burbank Community Association
Campus Community Association
Canoas Garden Neighborhood Association
Capital Park – Goss Community Association
Crescent Park Neighborhood Association
Eden Neighborhood Association
Edenvale Roundtable Community Association
Friends of Santa Teresa Park
Goodyear/Mastic Neighborhood Association
Guadalupe/Washington Neighborhood Association
Horace Mann Neighborhood Association
Lakewood Village Neighborhood Association
LeyVa Community Action Team
McLaughlin Corridor Neighborhood Association
Northside Neighborhood Association

Old Mountain View Neighborhood Association
Olinder Neighborhood Association
Rancho Narvaez Neighborhood Association
Redwood Estates Community Club
Roosevelt Park Neighborhood Association
Rosemary Gardens Neighborhood Association
San Jose Downtown Residents Association
San Miguel Neighborhood Association
Santa Teresa Citizen Action Group
San Tomas Neighborhood Association
Silver Leaf Neighborhood Association
South University Neighborhood
Spartan Keyes Neighborhood Association
Sunnyhills Neighborhood Association
Sunnyvale Neighbors of Arbor Including LaLinda
Thousand Oaks Neighborhood Association
Warner Heights Neighborhood Association
West of 4th Street Neighborhood Group

ASSOCIATE MEMBERS

College Park Neighborhood Association
Cory Neighborhood Association
Dobern Community Action Team
Independence High Neighborhood Association
Julian/St. James Neighborhood Association
Lyndale Neighborhood Association
Mayfair Improvement Initiative
Mount Pleasant Neighborhood Association
North Willow Glen Neighborhood Association
Park Pleasant Neighborhood Association

Rose Garden Neighborhood Preservation Association
Santa Teresa Foothills Neighborhood Association
Senter Road/Creekside Neighborhood Association
Seven Trees Neighborhood Group
Shasta/Hanchett Park Neighborhood Association
South Skyline Association
Sunrise Valley Neighborhood Association
Tamien Neighborhood Association
West Evergreen Neighborhood Association
Willow Glen Neighborhood Association