

# CONNECTION

## MISSION STATEMENT

BACS' mission, to the people of our community with specific needs imposed by age or disability, is to improve the quality of their lives through the quality of our services.

We commit ourselves and the resources of the community entrusted to us to:

- the development of stable support services to promote community-based independent living and other alternatives to traditional institutional care;
- the operation of a select range of ongoing services that are safe, healthy, accessible, affordable and cost effective, and that recognize our clients' abilities, interests, cultural preferences, as well as their changing needs.

## BACS—Only Better

**C**HANGE IS GOOD—especially when it's a change that reflects the growth, strength, and commitment of an organization such as BACS. While BACS' mission of service to the community remains stable and constant, the Board of Directors and staff realized it was time for a new look to better represent what BACS has to offer its participants and the community.

Last year, BACS applied for and received a service grant from the Taproot Foundation to design a new logo. Taproot, whose mission is to strengthen nonprofits by offering professional business services, brand strategists, and designers to brainstorm, develop, and finalize the logo. The result, which you can see right on this page, speaks volumes about the good work that BACS does.

The chosen design reflects the fact that BACS is a path, a journey that leads participants to a successful outcome. It combines the vision that the organization is caring and nurturing on the one hand, while also being proactive and achieving results. With its roadway leading to the home, representing independent living, the logo clearly communicates the

## Sustenance and Fellowship

**J**AMES CREAR, a resident at the Allen Temple Gardens 3 in Oakland, is one of the regular riders of the BACS shuttle. The shuttle arrives every Monday to take James and other resident neighbors to a local grocery store. The shuttle provides door-to-door service, help with bags, and, most important, a chance for interaction and fellowship among seniors who may be unable to, or choose not to, drive.

Along with James, Ernest "Lucky" Harden, Charlene Cobbs, Beatrice Laramore, and Doris Weems are among the faithful riders who use the shuttle to regain some of the independence they lost when they stopped driving, as well as for companionship. Residents consider the shuttle a blessing,



Keeping Adults Connected to Their Communities.

Since 1953.

theme, "Keeping adults connected to their communities."

The ultimate goal of the new identity is to strengthen BACS by increasing general public awareness of the agency, enhancing fund raising, and attracting new volunteers. Best of all, the entire project—valued at approximately \$50,000 to develop a new logo—was provided to BACS absolutely free through the service grant. Highlighting once again that BACS focuses its resources squarely on where they belong: the community of adults with mental illness and seniors who depend on BACS services to maintain a healthy, independent life.



*The faithful riders (L to R): Doris, Beatrice, James, Charlene, and Lucky*

even a lifesaver; says one, "If it wasn't for the shuttle, there are times I wouldn't have any food."

## FROM THE EXECUTIVE DIRECTOR

Six months ago, when we began designing a new logo and tagline, we had no idea how challenging it would be. Now that the work is done (and with such splendid results), I see something instructive in the problems we encountered, something that affirms the value of our work at BACS.

As we attempted to distill the scope of our work into a simple image and phrase, we found that each suggestion seemed to leave out something essential. One option, while zeroing in on *this* aspect of our work, neglected *that* aspect. When we shifted the focus to include *this* and *that*, we would realize that something else altogether had been overlooked. And on it went.

BACS serves so many in so many ways, and that was precisely our problem. How can we capture all that we do, into one image and one phrase? But, as always, through the hard work and ingenuity of our staff and volunteers, we found our answer.

The new logo and tagline announce that, in all our many activities, BACS is devoted to strengthening the bonds of community. They also convey a sense of the care and concern that our staff, individually and together, brings to their work. I am delighted with the new tagline and logo, and I hope you, our supporters, are too. More deeply, I share with you a feeling of pride in the commitment they express.

In this issue of the newsletter, you will read about how BACS keeps adults connected to their communities, just as the tagline says. One article tells of how our CLCs, by helping members work together, foster a sense of community and create employment opportunities for adults with mental illness as they re-enter the mainstream. Another article tells of a relatively recent addition to BACS' services. The senior shuttle, which we initiated in 2002, aids elderly members of our communities to overcome isolation and stay connected.

A piece about a special friend who remembered BACS in his estate plans and our donor page are both reminders of the importance of our community of supporters. Their—and your—gifts give back to the community by strengthening BACS' capacity to serve. Each donation is a statement and a step that connects us all. Thank you.

Sincerely



Liz Prince  
Executive Director

## On the Road to Success

WHEN LEONARD PASCAL was director of a business college in Japan, he probably never guessed that his path would take him to Oakland, California, and the Towne House Creative Living Center. But when increasing mental health symptoms led to a breakdown, Leonard started on a path that brought him back to the US for treatment, then to New Zealand, where he relapsed and had to be hospitalized, and finally to his current home in downtown Oakland. He now participates in the Towne House program.

“I started at a local transitional housing program, but they required twenty hours of work per week to stay in their program,” Leonard remembers. “I wasn’t ready to work, so I chose Towne House instead.”

It turned out to be a good choice. Through the Employment Group at Towne House, Leonard got connected to the Department of Rehabilitation, which prompted him to go back to school to get his elementary school teaching credential. He is currently awaiting word on his application for the June term at California State University, Hayward.

In the meantime, Leonard stays busy at Towne House. He has a volunteer job doing office work for the BACS Employment Program twice a week, and has upgraded his computer skills in the Office Unit. Through the Transitional Employment Program, Leonard recently started a part-time, paid job with the Mental Health Association.



Getting ready for work—Leonard at Towne House

Towne House groups also include Food Services, which prepares all the meals; House and Grounds, which maintains the property and tends to the center’s vegetable garden; and Creative Services, which does bookkeeping, correspondence, and more.

But for Leonard, the main thing Towne House offers is more intangible. “I was isolated,” he recalls. “The program helped bring me back into the community. It’s a great place where everyone’s a member, not a client or a consumer.”

*(Some names have been changed for the privacy of our clients and their families.)*

## Sustenance and Fellowship *(Continued from Cover)*

If the shuttle brings people to their food shopping, Meals on Wheels brings food to the people. For Bill Little, a senior living in Oakland whose wife passed away in 1997, the BACS Meals on Wheels program, which has been providing him with hot, nutritious meals since that time, is a godsend.

“It’s an excellent program for somebody in my state,” says Bill, who does not drive. “I don’t want to impose on my children because they have their own families to look out for. Meals on Wheels makes sure I get a hot meal a day.”

With a varied menu that reflects the ethnic diversity of Oakland residents—Bill’s favorite is the Mexican meal containing enchiladas—Meals on Wheels combines nutrition and social interaction for many homebound seniors—for some participants, the interaction with the driver might be their only contact with another person all day.

Both the BACS shuttle and the Meals on Wheels program make sure that seniors



“Meals on Wheels makes sure I get a hot meal a day,” says Bill (above)

do not have to sacrifice good health and nutrition in order to maintain their independence.

## BACS BOARD OF DIRECTORS

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## Giving for the Good

“**REALLY WISH THAT** people would consider making gifts to causes that do good, and do so in a cost-effective manner.”

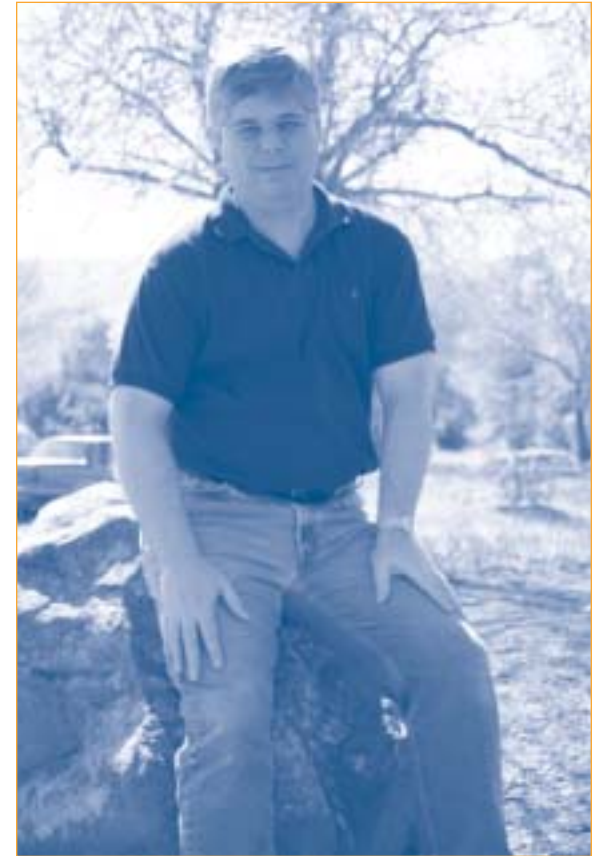
Putting his money where his mouth is, Brian Foster, a management consultant for the public sector, has included a gift to BACS as part of his estate. A member of the BACS Board of Directors from 1994 to 2002, including time as Chair, Brian has kept the organization close to his heart and has chosen to express that connection through his gift.

From his time on the board, one memory stands out in Brian's mind.

“We used to cook in the Meals on Wheels kitchen on Thanksgiving,” he says. “The regular staff had the day off, so volunteers would go in and make the meals for all the deliveries. When those meals were delivered, it was more than food—it was a chance for human contact for the recipients.”

Thanks to Brian, BACS programs such as Meals on Wheels can continue brightening the lives of seniors for years to come.

A bequest to BACS may be easily included in your Will or Living Trust when it is



*Brian smiles knowing that his gift is going to a good cause*

written or revised. Mary Frizat, BACS Development Director, is available to talk to you confidentially about your gift and estate plans. Please call Mary at 510-613-0323 or send her the response form on page 3 to obtain more information about BACS planned giving options.

## BACS Telephone Directory

*BACS helps right here at home in Alameda County.*

### Among our 40 locations are:

#### Administrative Offices

Administration	510-613-0330
Accounting/Finance	510-613-0327
Development Office	510-613-0323
Personnel	510-613-0326
FAX	510-569-4589
TDD	510-613-0328

#### Older Adult Services

Adult Day Care Services & Adult Day HealthCare Services, Fremont	510-656-7742
Adult Day Care Services, Oakland	510-601-1074

<b>TDD for Following Programs</b>	<b>510-986-8902</b>
Affordable Home Care Services	510-271-6078
Care Management	510-271-8843
Money Management Assistance Program	510-271-4149

<b>TDD for Following Programs</b>	<b>510-986-8902</b>
Meals on Wheels	510-986-8916
Older Adult Services	510-615-4671
Senior Nutrition	510-986-8900
Senior Transportation	510-986-8913

#### Mental Health Services

<b>TDD for Following Program</b>	<b>510-271-8832</b>
Case Management/Supported Independent Living	510-272-4797
Creative Living Centers	510-613-0320
Four Bridges, Alameda	510-750-8810
Hedco House, Hayward	510-247-8235
South County, Tri-Cities	510-657-7425
Towne House, Oakland	510-658-9480
Valley, Tri-Valley	925-484-8457
Crisis Residential Program – Woodroe Place	510-537-1688
Employment Program	510-654-7355

World Wide Web: [www.bayareacs.org](http://www.bayareacs.org)

E-mail: [bacs@bayareacs.org](mailto:bacs@bayareacs.org)



Keeping Adults Connected  
to Their Communities.

Since 1953.

#### Bay Area Community Services

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