

October 2022 Newsletter



Message from the President, Pat Robitaille

What a night it was! Therese Pallares pulled out all the stops and created a lovely, memorable evening for all 170 guests in attendance at the Night of Stars event on Sept. 17th at the Island Club. Beautiful venue, decor, wine, dinner...the list goes on. Denise Donato-McConnell created a program to recognize our city, businesses and people who have helped make FOCUS so successful along with sharing the FOCUS story. At the end of the night, 60 people signed up to become new members of FOCUS! Please read Therese's report and thank her when you see her. Amazing!



There are several opportunities this winter for our members to help spread our message (Oct. Halloween Happenings), be a part of raising funds for our mission (November Holiday Boutique) and engage with each (December Holiday on the Bay/Boat Parade). We will, additionally, have opportunities for you to help us directly with aid agencies who have specific needs around the holidays. Details will be shared with our monthly Project voting. In the meantime, we hope we will see you at the upcoming events and especially hope that you will be able to volunteer and help us out. It takes a Village and we need you. Look for the Volunteer Survey this week.



A very heartfelt thank you for the special recognition and engraved vase that you awarded me at Night of Stars! It has been a privilege and honor to head FOCUS these last 3 years!



With the holidays coming soon, please remember to use Amazon Smile when ordering online and set FOCUS as your preferred charity. Such an easy way for FOCUS to earn extra dollars for our agencies. For detailed instructions on how to do this, please refer to the last page of this newsletter.



Executive VP, Denise Donato-McConnell

A Magical Season For our FOCUS Membership

Special thanks to Therese Pallares for chairing our exciting Night of Stars event last month. It was so heartwarming to see those who have supported FOCUS recognized for their contributions while enjoying this venue on the ocean, a full plated dinner and live music.

October - “Dying” to continue the fun this October?

FOCUS has just the events to “lift your spirits”. Join us at the Coronado Cays Yacht Club on **October 25th** to put together Halloween bags of candy to give to all the adorable costumed children at Coronado’s Halloween Event. Candy donations are crucial even if you can’t stay for the fun and thank you in advance for your sweet generosity.

Then on **October 28th**, grab your Mummy, your Ghoul Friend or a guy you can Count on to take part in Halloween Happenings at Spreckels Park on Orange Avenue. This is a wonderful opportunity for FOCUS to share our mission while being part of a fun community activity. Last year, the FOCUS booth at the Halloween Happenings was one of the most popular with generous candy bags and a fun game.. **Please consider volunteering for both the candy bag assembly and fun in the park.** You will have a delightful time and I promise not to continue to bore you with more skeleton jokes, in case you wouldn’t find them humerus.



Join FOCUS at the Coronado’s Halloween Happening In Spreckels Park

We will host a booth complete with Candy, Bean Bag Toss and FOCUS Table.

What We Need:

October 25th: 10am - 11:30am
Patio at CCYC

- Candy (drop off or bring with you)
- People to fill candy bags

October 28th: 3:30pm - 5:30pm
Spreckels Park
(Halloween Costume desired)

- Workers in our booth to hand out candy and coordinate games

November - A time for Gratitude

In November most of our thoughts turn to Thanksgiving, the pending Holidays, and of course, the FOCUS Holiday Boutique! What a wonderful time of year to know you can shop over 40 vendors at a beautiful location, while sipping champagne and snacking on holiday treats. Join us on November 19th at the Coronado Cays Yacht Club to take part in this opportunity to shop for unique gifts for yourself or those on your holiday gift list. The warmth of the giving season is expanded by knowing that by participating in the FOCUS Holiday Boutique you are helping raise funds for children who may be struggling this season. A stop at the Giving Tree, where you can select a wish, will also give you an opportunity to help light up the face of a child in need this holiday. **Volunteers are needed to help make the Boutique a success.** You will know that your shopping spree is meaningful and for those volunteering in the morning, you get an advance glance at the best items.



HOLIDAY BOUTIQUE
SATURDAY, NOVEMBER 19, 2022
10 AM - 3 PM
CORONADO CAYS YACHT CLUB
Champagne, Music, Elegant Pastries,
Coffee While You Shop

DOZENS OF FABULOUS ITEMS ...
LADIES FASHION & ACCESSORIES, HOME & GARDEN DECOR, CHRISTMAS AND
THANKSGIVING DECORATIONS, ART, JEWELRY, SERVING PIECES, LUGGAGE &
TOTES, PET ACCESSORIES, PILLOWS, KITCHENWARE AND MUCH, MUCH MORE.
LUNCH MENU WILL BE OFFERED.

Potential Vendors...
Register:
focus22boutique.givesmart.com
Questions:
sharynb@focus-sdkids.org

 **FOCUS**
FRIENDS OF CHILDREN UNITED SOCIETY
FOCUS is a 501(c)(3). All proceeds benefit San Diego children in need!!

December - The Most Wonderful Time of the Year

FOCUS is proud again to co-sponsor with the Coronado Yacht Club the Holiday Party and Boat Parade on **December 10th**. This year promises to be even more special as the committee is considering membership feedback from previous events. This is another chance to volunteer to be a part of a special evening. What an amazing opportunity to bring in the holidays at the beautifully decorated CCYC on the San Diego Bay as you enjoy the company of other people who share your passion to help children in need.



Those who attended the sold out **FOCUS Night of Stars** Event were treated to a magical evening of elegant fun and heartfelt gratitude! Gold stars with the names of star supporters led guests up the stairs to the ocean view room at North Islands's Island Club. They enjoyed cocktails on the patio as they were treated to live music as Gary Burt entertained with the songs of Frank Sinatra". A generous donation of amazing wines from Quigley Fine Wines delighted those in attendance. After the sunset over the ocean, everyone was invited inside to a plated dinner of their choice.

During dinner, a slide presentation highlighted the over 30 agencies which received in kind awards from FOCUS during 2022. Even though it is only September, FOCUS was proud to have awarded over \$108,000! Beautiful testimonials from agencies with gratitude for the contributions of FOCUS and from Members whose lives have been touched by volunteering were also highlighted.

After dinner an awards style presentation showcased special FOCUS supporters. The gorgeous Marilyn Klisser -owner of Salon on First, dressed as Marilyn Monroe brought each award, beautifully created and donated by Marie Hamilton, up as the recipients were announced. FOCUS President Pat Robitaille gave recognition to the contributions of The City of Coronado, Coronado Yacht Club and Jim Shirey for their unwavering support of FOCUS and helping local children in need. The event committee was also recognized as were the six past Presidents of FOCUS who were in attendance. When a surprise award was announced for current FOCUS President Pat Robitaille, the room erupted into applause and a standing ovation to recognize the tireless dedication, innovative ideas and talented skill set that Robitaille has brought to FOCUS and how it has increased exponentially the ability of FOCUS to achieve its mission.

The FOCUS video on "Why We Do What We Do" was played. The room fell silent as challenges that face San Diego's most vulnerable children were illustrated and the positive impact FOCUS's work has had for the betterment of homeless, abused, exploited, disabled, disadvantaged, military and foster children.

Afterwards, Night of Stars Event Chairperson Therese Pallares highlighted how FOCUS Membership plays such a crucial role in FOCUS being able to help SD's most vulnerable children and reached out for new and continued support. By the time that Sharon Shelton took the stage to announce the opportunity drawing for a chance to name a star in the sky for yourself or a loved one, the room was filled with the excitement of wanting to become a part of making a difference. Those who renewed their membership or signed up to be new members were eligible to throw their name into two gold top hats circulating the room. The hats were overflowing as the FOCUS President reached in to select that evening's winner. Robitaille, then invited the guests to enjoy the coffee and dessert bar filled with delicious donations from Robbins' Rum Cakes, Opera Patisserie, and Calypso Cafe. The guests continued to mingle, enjoy the live music and delicious desserts, on the starlit patio. Renown photographer Joel Ortiz volunteered his time and talent to capture the impromptu dancing, and the happy guests laughing and congratulating each other.

With over 50% of the non members in attendance signing up to become a part of FOCUS, the biggest winner of the evening was the impact that will be felt by FOCUS's increased ability to continue to help local children in need!



Financial Report from Treasurers, Sharon Shelton & Kathy Tyner

PROFIT & LOSS - January 1 thru September 30, 2022

| | | |
|-------------------|---------------------------|---------------------|
| Income | | |
| | Amazon Smiles | \$110.02 |
| | Membership Dues | \$14,800.00 |
| | Donations | \$17,886.76 |
| | Grants | \$15,454.00 |
| | Meetings | \$21,466.26 |
| | Boutique | \$3,344.49 |
| | Gala | \$128,870.00 |
| | Rummage Sale | \$4,522.04 |
| | Interest Income | \$5.67 |
| | TOTAL INCOME | \$206,459.24 |
| Expenses | | |
| | Projects & Grants | \$69,362.58 |
| | Bank Charges & Fees | \$5,804.49 |
| | Office Supplies | \$765.88 |
| | Licensing/Software | \$2,862.72 |
| | Legal & Prof. Services | \$500.00 |
| | Insurance | \$899.79 |
| | Taxes & Licenses | \$75.00 |
| | Advertising & Marketing | \$4,493.94 |
| | Event/Meeting Expenses | \$64,443.58 |
| | Reconciliation/Adjustment | \$310.79 |
| | TOTAL EXPENSES | \$149,539.98 |
| NET INCOME | | \$56,919.26 |

BALANCE SHEET

| | | |
|----------------------|----------------|--------------|
| ASSETS | | |
| Bank Accounts | | |
| | Chase Checking | \$134,706.81 |
| | Chase Savings | \$50,022.06 |

| | | |
|--------------|--|---------------|
| TOTAL ASSETS | | \$ 184,693.87 |
|--------------|--|---------------|



Projects Report: 2nd VPs, Sharyn Blongiewicz & Carin Cross



Many thanks to John Webster who donated 2 computers, monitors, keyboards and printers to **Youth Assistance Coalition**. The kids who drop in to YAC use computers to get help searching for jobs and applying for various documents as well as doing homework so this donation makes a HUGE difference to each and everyone of them.

We also had great support from shoppers volunteering to cook and serve dinner at **YAC**. They expect their kitchen to be up and running in mid-October so we will keep you posted on the details and date.

This month FOCUS also supplied paint, rollers and other necessary supplies to **Urban Street Angels** to paint a room on their first floor where they are planning to add 20 more beds. We're looking forward to sharing photographs!

In August we purchased surfboards for **Boys to Men Mentoring Network**. We wanted to share this note of thanks from them.

We are so grateful for FOCUS' kindness and for partnering with us to serve young men's mentoring and social-emotional needs. BTM male teens become involved in our 100 Wave Challenge happening right now, making your gift so timely. These surfboards will also be used by our new young surfing mentees in the summer of 2023. Boys learn to surf and connect with caring mentors who share their love for surfing. These connections are critical as boys learn to surf and create healthy relationships with adult mentors in mentoring circles on the beach while overcoming physical challenges. These surfboards are instrumental in engaging boys through surfing as young men identify the barriers to conquering their trauma, sadness, and fears.

Again, thank you for your gift and making a difference in our boys' lives.

With gratitude,

*Caroline Salazar
Grant Writer
Boys to Men Mentoring Network
www.boystomen.org*

As always thanks to all our shoppers. If you have any questions or would like more details about any projects or exactly what shopping is all about please don't hesitate to contact us at projects@focus-sdkids.org.



Membership VP's Barbara Donahue & Therese Pallares

FOCUS hosted 170 of you at our Night of Stars!



What an amazing month for FOCUS!

We are so happy to report that our Night of Stars signed up 60 NEW memberships and many in renewals of memberships!

In addition, we received nearly \$12,000 in donations with another \$2,500 committed!! We are so grateful for YOU, our New Members and the many renewals of our current membership! THANK YOU!

Our board members continue to receive many compliments about the Night of Stars event which is wonderful so that it helps us in planning future events. We have primarily received comments about the decorations, food, venue and the low ticket price. We charged little in hopes we would have a large turnout as it is the first time in many years a membership drive was hosted in this manner. Normally, it is done in a member's home or on a smaller scale. Due to the many comments received from our May 2022 Gala we decided to do something a little similar to that event and it proved to be a huge success as our most successful membership drive from memory. After two years of silence due to the pandemic, many members are wanting to reconnect and enjoy a beautiful evening together with the common goal of helping FOCUS.

We plan to have our 2023 Kickoff Meeting in January at the Coronado Cays Yacht Club so we can reconnect and it will be a fun evening to learn how you can get involved and make a difference. We will have a detailed description of the many areas of needs. In order, to provide the same types of events we need your help and support. In addition, FOCUS is wanting to do more cause based events which are ways in meeting with many agencies FOCUS supports and learning about their needs.

Thank you so much for your continued support!! Looking forward to spending time with our members as we put together Halloween bags, help at Halloween Happenings, create a successful Holiday Boutique and party together at the Boat Parade!

This month, we are pleased to welcome so many new members who joined at our Night of Stars event. We look forward to seeing you at our upcoming events and getting you engaged in FOCUS.

Current Membership is:

| | | | |
|--------------------|---|----|---|
| Corporate Sponsors | - | 6 | (take a look at their ads in this newsletter) |
| Patron Members | - | 76 | |
| Active Members | - | 94 | |

So for those of you who have yet to renew (or to join), please do so soon. Our website makes it quick and easy. Please use the following link for online renewals.

<https://focus-sdkids.org/membership/>

We accept both credit and debit cards, as well as PayPal payments on our website. If you prefer, renewals may also be made by mailing a check, payable to FOCUS, to:

FOCUS, P.O. Box 180023, Coronado, CA 92178



Wishing a very happy birthday to all of our members celebrating their birthday this month!

Oct. 7 - Sharon Sherman

Oct. 10 - Mary Bee

Oct. 13 - Aileen Oya

Oct. 15 - Michael Alves

Oct. 19 - Caroline Carswell

Oct. 21 - Myrna Brown

Oct. 30 - Fred Kallsen

Many of you have not provided us with your birthday so we are unable to acknowledge you. Please send your birthday to membership@focus-sdkids.org or provide it when you renew your membership.



Publicity VPs Carolyn Rogerson & Julianne Morris

“If you don't tell your story, someone else will.” – Unknown

The ideas of publicity and public relations have been around for eons for businesses and organizations. FOCUS has been working over the past several months to find ways to harness the power of technology to better reach people when and how they want to be reached.

Because we are multi-sensory people and because we each have our own preferences about how we want to receive and engage with information, your Publicity VPs Carolyn Rogerson & Julianne Morris have developed some broad strokes to reach more people in our Coronado and general San Diego area to share what FOCUS is all about – our mission, our history, our activities, events and opportunities.

One question on our collective mind has been: How do we use the platforms available to us to increase publicity for FOCUS to help grow awareness and increase membership? We hope you're seeing some of our new efforts in your day-to-day life, and we hope you'll eagerly await more ideas coming to life soon!

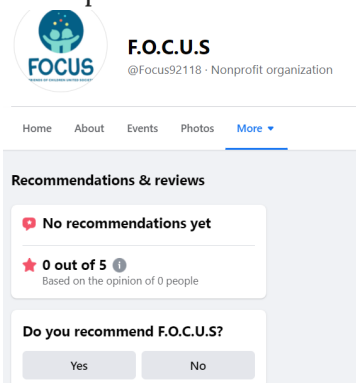
We will always use the power of the written word for articles and the advertising of events and the importance of membership in print and online digital news sources. Likewise, personal connections with reaching out to people for a one-on-one chat or setting up a group gathering to introduce or talk about FOCUS remain powerful publicity tools. Even the influence of a personal phone call with a friendly and inviting voice still brings great results to FOCUS.

One new realm we're engaging with more and more is social media. FOCUS has a Facebook page and we would appreciate it if you would please like and share our FOCUS Facebook page with your social media circles if you're using social media. Our Facebook page is <https://www.facebook.com/Focus92118> or just search on Facebook for “Focus92118”.



We also want to point more people to our website. Our website is where new and renewing membership happens, where events and activities are publicized and how people come to understand the FOCUS story and how they can join our passionate work to help San Diego's most vulnerable children.

You know how you value the reviews of establishments to whom you give your support and business? Well, receiving reviews from people who work and partner with FOCUS is a crucial way to build credibility and support through social media, and where many people consult to learn more about an organization like ours. Please ask your FOCUS partners to leave us a review here: <https://www.facebook.com/Focus92118/reviews> We have NO reviews and would love to build up our review section with your help:



Your publicity team has been exploring new ways to drive traffic to the website. You may be seeing our new QR code here and there. You may be wondering: **What's a QR code?** "A QR code is a type of matrix barcode invented in 1994 by the Japanese automotive company Denso Wave. A barcode is a machine-readable optical label that can contain information about the item to which it is attached." If you use a smartphone and focus to take a picture of a QR code, a link will be generated and you can click on the link which takes you to the landing page programmed to the QR code. It's easier than having someone type into their browser "focus-sdkids.org" and with a smartphone camera and one click, traffic is brought to our webpage.

Try it now with your smartphone if you want!



We are also using the power of YouTube and video productions to place on social media to help more eyes be drawn to membership and events. For instance, here's a video made to publicize our upcoming Holiday Boutique on November 19 at the Coronado Cays Yacht Club! https://youtu.be/rno_Love_lA, or use and share with your friends (and potential vendors!) this more crafted link to the same video: bit.ly/holidayboutique2022.

Finally, with more people reconnecting in person these days, we wanted to especially publicize the importance of how FOCUS offers gathering opportunities for our membership and prospective membership, as well as those cherished partners with whom we are blessed to work within our community. For the September FOCUS Night of Stars, local expert photographer Joel Ortiz was approached to capture the evening's magic. Joel graciously agreed to donate his skill and time and shared the most delightful memories of the successful evening. Those in attendance will receive a link to the gallery, from where they can download and use the images as they wish. See what we mean here: <https://bit.ly/NOSimages>

Your FOCUS publicity team will continue to foster helpful relationships with partners in the community with whom we can mutually help draw positive attention to our intentions and efforts.



Corporate Sponsors

We thank you!



"I am very proud to be a part of FOCUS as it has consistently benefited so many children and persons in need for decades."

Wishing much success, health and happiness for a wonderful 2022."



THERESE PALLARES

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- PRINT AND DIGITAL

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Tasting Room Wed-Sat 4-8pm**

We are importers of artisanal wines from sustainable, small production vineyards in Italy, France, Spain, Australia, and New Zealand. The families and winemakers behind every bottle of wine we offer are as charming and as interesting as the wines themselves. It is our goal to bridge the gap between the winemaker and the wine drinker – to keep the stories behind the wine alive until the cork is popped and the wine can speak for itself.

Corporate Sponsors

We thank you!



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Our focus on **client relationships** and
project execution is what sets us apart.

As a full-service engineering firm in Lakewood, Colorado – we provide a cost-effective, yet flexible approach in responding to our client's needs. Our project management promotes a "partners in business" method to project execution. We strive to look after our client's best interests by watching costs and practicing ethical and environmentally sound engineering and design practices.

FOCUS Merchandise

MEN'S AND WOMEN'S POLO SHIRTS,
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Each has our new logo beautifully embroidered on them.

All great quality - wear them proudly and get our name out there!!

. Please shop on our website. We will contact you for your size selections and we
will deliver

www.focus-sdkids.org/shop



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ANOTHER WAY TO RAISE FUNDS FOR FOCUS!

Steps for shopping on Amazon Smile

1. Go to the website www.smile.amazon.com
2. Log in just the same as you do with Amazon.com, using the same username and password.
3. On your first visit to Amazon Smile, you'll be prompted to select a charitable organization to receive donations. Search for **Friends of Children United Society Coronado** and select it.
4. Proceed with placing your order as you usually do.
5. Amazon Smile will remember your charity selection so that future eligible orders will result in a donation to FOCUS.



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