



# The Arc.ives

## **Caring For and Caring About People with Developmental Disabilities and Their Families**

October, 2009

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## **Painless Ways to Support The Arc**

The Arc has made arrangements with two banks and a supermarket to contribute money to our programs. Thanks to Lucky Stores, Fremont Bank and Comerica Bank for their support. Here's how each works:

**Lucky Stores:** Shop at Lucky, Save Mart, S-mart Foods or FoodMaxx, present your S.H.A.R.E.S. card and 3% of qualifying purchases will go to The Arc. [Click here](#) to send us an e-mail with your name and address and we'll send you the S.H.A.R.E. S. card.

**Fremont Bank** has initiated it's "B-Charitable" program. All you do is open a B-Charitable Checking Account at any branch and let them know the Arc is your "Partnered Non-Profit." Then at the end of the year, the bank totals up the YTD average of all accounts that have partnered with The Arc and sends us 1/2% of that amount. By the way, it's bank money that's donated - not yours. Also if you're new to Fremont Bank and sign up for direct deposit, the bank sends us \$50 up front.



**Comerica Bank:** Open a new, qualifying package account at Comerica with a minimum opening deposit of \$2,500 and Comerica will give you a Cash and Care card that allows you to select your favorite charity (the Arc, of course) and we'll get a check for \$100. If you're already a Comerica customer, sign up for a savings account or direct deposit and/or a few other services and The Arc receives \$25.



There are other organizations with similar programs. We're working to line them up so that no matter where Arc supporters shop - they can help us maintain our programs -- painlessly.

## Become a Member

Did you know that The Arc of Alameda Co. traces its roots to 1950 when groups of parents banded together to obtain services for their developmentally disabled kids.

The Arc is "parent-driven!"

**JOIN TODAY!**

## Golfers !

Get ready for one of the first tournaments of Spring 2010. The Arc's first annual "Bogey Bash" is coming to Castlewood Country Club in Pleasanton in April.

Look in next month's Arc. lves for the exact date.

We'll play 18 holes then adjourn for dinner in the beautiful banquet facility overlooking the Tri-Valley.

Meantime, we're contacting sponsors, so if you know anyone who works for a company that might want to invest in some good PR - "hook us up!" We have a sponsor package that's right for every budget and gives the sponsor the credit deserved.

We're also looking for some help on the golf committee. If you've been looking for a volunteer opportunity, join the Arc Golf Committee today Contact [Richard Fitzmaurice](#)

Any retailers out there? We'd love some gift certificates and other items for the raffle and silent auction! Thanks in advance for your help.

## Comedy Fundraiser - Reserve Seats Today

"Chicago" Steve Barkley is the headliner at another "Arc After Dark" event that comes to the Tri-Valley on Sunday, November 1, 2009 at 7 p.m. Chuckles for Charity; An Evening of Laughs in Support for People with Developmental Disabilities comes to Bunjo's Comedy Club in Dublin. Plan now on buying a couple of tickets and joining us! Invite your friends and neighbors and make a party of it!!

Joining Barkley will be comedians Kenny Altman, Phil Johnson and Gail Jones

The 100-seat [Bunjo's Comedy Club](#) is located in a banquet area inside the Willow Tree Restaurant at 6513 Regional Street. (It's next to Dublin Bowl and the Outback Restaurant). Fundraisers are an important community service at Bunjo's. In our case, Owner John DeKoven has lined-up the four comedians to perform during our "night," we will work to sell most of the tickets and we split the revenue. **WE NEED YOU TO ATTEND!!**

Ticket prices are \$10 for members of The Arc of Alameda County and their guests - \$20 for non-members. Order your tickets today by visiting our [web site](#) and clicking on the "Comedy Fundraiser - Tickets" button - or the "become a member" button if you'd like to get the discount price!



## Who Was That Bowler?

Wow! Did we goof last month. In our story about the August 22nd Bowl-a-thon, we identified the person in the photo as LaTonya Virgil. It was really Robin Hartman. Here's LaTonya indicating she knocked 'em all down! Robin and LaTonya joined Timothy Johnson (below) on the Cloverleaf lanes and they all managed to get a bunch of strikes that day.



## Coming Soon to a Computer Near You

Be on the lookout for a new video that explains what The Arc of Alameda County is all about!

We just finished "filming" (if that's what you call it in this digital age) and the finished product should be edited and up on the website by the time the next Arc. Ives is issued.



With the help of Marketing Solutions Group and camera operator Tom Herczeg (pictured above), The Arc is producing the 2-minute promotional video. Then, we'll re-edit the video to create a 20-second commercial that will air on Comcast cable channels for 6 months in the Tri-Valley region.

"We have needed a promotional video for years," said Ron Luter, Executive Director of The Arc, "I can't wait to see it!"

Luter explains that the video will be used during speeches to service clubs, will be posted on our website, and played on laptops when we're staffing a table at local trade fairs.

The TV spots are designed to give The Arc name recognition and inspire viewers to invest in the Arc.

## Work Contract Has a Bay View

Clients in San Leandro can't complain too much about the new contract they're working on - after all they have a view of the Bay and the City of San Francisco off in the distance.



The Arc recently signed a contract with the City of San Leandro for our clients to clean-up the San Leandro Marina area.

The group of 8 clients and 2 staffers (pictured above) are out on the job on Mondays for two hours. The Contract ends for the season on October 26 but resumes next April.

Meantime Brook and William (below) remain hard at work getting their area in top-notch shape!



Dear Reader,

It is an exciting time for the Arc of Alameda County. The Right Track Program is getting clients out into the community and we're getting the organization out into the community as well - attending Chamber functions and other networking events.

We will soon have a new Arc video to help us tell the Arc story as we speak to community groups and make presentations to potential donors.

If you're a member of a service club that might be interested in learning about the Arc, please let me know.

We love to tell our story!

Thanks,

[Richard Fitzmaurice](#)

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