



PHOCUSED

Protecting Hawaii's Ohana, Children, Under Served, Elderly, & Disabled

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We Did It!



In a year of foreboding on the state of the economy locally as well as nationally, the constancy of the PHOCUSED vision and the persistence of PHOCUSED leadership in pursuit of the mission have had a significant impact on the saving of the "safety net" of services. Among the highlights:

What we achieved...

- With PHOCUSED persistence reminding policy makers of the intent of the set-aside Rainy Day Funds, legislators agreed to offset cuts in health and human service programs with **\$23.7M in Rainy Day funding**, to be distributed among 39 health and human service agencies.
- PHOCUSED constancy advocating for the vulnerable contributed to a shift from a 20 % cut to **Purchase of Service contracts to only 5% reductions**.
- Our united voice in **opposition to closure of DHS eligibility offices** statewide, and the elimination of social work positions in DHS and DOH raised consciousness about the negative impact on consumers, and turned the tide toward legislative opposition.
- We joined with others in **opposing gaming** as a way out of the deficit, noting that the vulnerable are the most likely to be hurt by gambling.
- We **raised awareness** about the health and human services sector, by educating the public about the purpose and importance of supporting non-profit organizations that deliver cost effective services to Hawaii's citizens.
- Our attention to legislative detail, the collective and collaborative efforts with other advocacy initiatives, and the willingness and availability of PHOCUSED Leadership to meet with policy makers throughout the legislative session left an indelible mark of PHOCUSED as an **advocacy force to be reckoned with** in contemplating an undermining of safety net services.



Donations, contributions are welcome. PHOCUSED is a tax-exempt non-profit organization.

Executive Director's Message



Aloha PHOCUSED Members,

This has been an incredible year. With the challenges we faced at the beginning of the year due to the economic downturn, the prospect of fighting for the underserved in our community appeared daunting. However, with the help of an incredible Board of Directors, many caring and dedicated individuals, some outstanding Legislators, and our members' support, we were able to preserve much of our safety net services.

PHOCUSED concentrated resources on the Legislative process to insure that the State budget was fair and not balanced on the backs of our most vulnerable citizens. Initially, the Administration's proposal was to use the "rainy day" fund to end the furlough problem. If the Legislature had allowed the fund to be used for that purpose, there would have been no money for social services. A lot of attention was being placed on raising revenue to be used in areas other than health and human services. We needed to advocate strongly to preserve services for those in need. The Legislature heard our collective voice. Mahalo to everyone who participated when called to action.

We began the session with our 2nd annual Legislative Rally, with more than 700 people coming together in support of funding for the health, human services and housing sector. There were many, many other items we worked on in pursuit of our expressed goal to make health and human services a priority and not an afterthought. We ended the session filling the Senate and House galleries with a sea of PHOCUSED Green Tee presence during the final budget deliberations. We kept the pressure on the Legislators throughout the session and the result was better than we expected. The final approved budget took into consideration the needs of those we serve and maintained critical social services. Specifically, we were instrumental in gaining \$23.7 million from the "rainy day" fund for safety net services and the reduction of the proposed budget cuts from 20% to 5%. As importantly, we raised social awareness, and created a social consciousness among decision makers.

Our sector can and should be represented in every policy making decision on budget issues. It is our vision to have a united, organized voice powerful enough to influence policy decisions favorable to the most underserved in our community.

We are now faced with the challenge of building on the momentum we started this year, extending the circle of supporters to include all individuals, organizations and agencies that work on behalf of people who are vulnerable. We believe there are many who are not even aware of what we are doing. We need you to reach out to others, "educate" them about what we do and encourage them to join PHOCUSED.

There is no doubt that next year will be just as, if not more, challenging. Your continued support is needed, as well as your efforts to reach out and expand our membership base. It is only with the support and participation from our members and uniting the entire sector that we will be able to stay PHOCUSED and continue fighting for those in need.

Mahalo,
Alex Santiago



Vision...

The vision of PHOCUSED is a unified, collective force advocating for responsible and effective health, human services and housing policy actions statewide.

Mission...

PHOCUSED is a nonprofit, nonpartisan organization dedicated to increasing the safety for, visibility of, and investment in children and adults in Hawai'i who are marginalized, impoverished, and underserved, and for whom access to health, human services and housing is critical.

Organizational Values...

- Everyone has the right to health, human services, housing and safety.
- Government must provide for and protect basic human services for all.
- It is the responsibility of leaders in health, human services, and housing to communicate with, be guided by, and advocate for constituents.
- It is the responsibility of leaders in health, human services, and housing to recognize, empower, train, and support individuals and communities in speaking to their own needs.
- Sensitivity to, awareness of, and respect for diversity in communities is essential to advocacy initiatives.
- Together we can make a difference.

phocused on Community

Rallying Around PHOCUSED



Sandra Yoro, Executive Director of SECOH (Special Education Center of Hawai'i) is our newest Board member. SECOH serves children and adults who have developmental disabilities, and has been especially active in recent years in designing programs for elderly persons with special needs. Sandee agreed to be a keynote speaker at our PHOCUSED Advocacy Rally at the Hawai'i State Capitol on January 26, 2010. An estimated 700 children and adults participated in the rally, with children from Partner's in Development pre-school warming all hearts with their singing.

Sandee, too, warmed hearts at the rally, with a heartfelt message that is being shared in part:

Last year we united under the PHOCUSED umbrella as the skies began falling on the lives of very special children and adults served in our health and human service sector. Having no relief from the ensuing economic storm, many programs were washed away, leaving children and adults who were living with profound intellectual, physical, emotional, social and financial challenges, in the wake. At the end of the storm, access to basic health and safety needs was diminished for many. We don't want this to happen again.

The PHOCUSED Rally is the first step in a long journey ahead, speaking up about the vulnerable. Many of us, before uniting under the PHOCUSED umbrella, lacked the confidence and courage to stand in unison as we do today. We were intimidated by the game and overwhelmed by the rules. PHOCUSED is the collector of voices—we are the messengers. United we can over-

come our fears, moving beyond self consciousness to social consciousness on behalf of the many we serve.

Now is the time to put aside party and person agendas, and work collaboratively toward the greater good. We must stay close to each other, and eh, "no shame talk into the microphones" as we speak up on matters affecting the lives of those we have committed our lives to serve. We must unite in our legislative efforts, educating and advocating from the corridors, in the rotunda, and on the streets. Now is the time to put aside party and personal agendas, and work collaboratively toward the greater good.

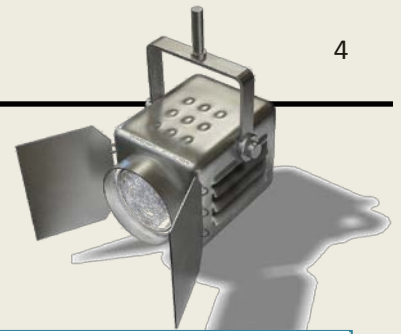
Let today be your call to action. This is our government, and we must lead alongside our elected officials. Stay involved, stay connected, and most importantly, stay PHOCUSED on your steadfast commitment to serve your brothers and sisters in need, with respect and dignity.

Bless us all on our PHOCUSED journey!!

Me ke aloha, Sandee



Member Spotlights



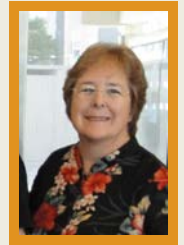
Marya Grambs Executive Director

The mission of Mental Health America of Hawai'i is to promote mental wellness, prevent mental illnesses and substance abuse, reduce stigma and improve the overall care, treatment and empowerment of those with mental illnesses – children, adults, elders and their families. We do this by creating new programs, assisting people in getting help, and advocating for improving care.

Our newest initiative is to (a) identify the unmet needs specifically of returning National Guard/Reserves, their spouses and children, and develop and implement an action plan to address those needs; and (b) hold town hall meetings that convene the public, the military, and others (schools, employers, providers, policymakers) to discuss how we as a community can come together to help solve some of the problems facing our soldiers and their families. It is a timely and exciting adventure for MHA Hawai'i.

Why we joined PHOCUSED:

Mental Health America Hawai'i joined *because PHOCUSED reflects our commitment to advocate for those who generally do not have power in our society—in our case, people with mental illnesses for whom critically needed services are often threatened or eliminated when budget times are tough. PHOCUSED believes, as we do, that the most effective advocates are those affected, and to that end, PHOCUSED is committed to providing advocacy training for vulnerable populations, and help to mobilize them when legislative testimony or demonstrations are needed to bring the message home. And, finally, we are pleased to be a part of a larger coalition of related issues and organizations, because together we are stronger than when we go it alone.*



Kathi Hasegawa Executive Director

When you think of solutions to homelessness, severe overcrowding and substandard housing, Habitat for Humanity may not immediately spring to mind. However, those are exactly the conditions that Habitat Homeowners lived in before building new homes and new starts for their families. Habitat builds homes with families in need of housing, with community volunteers that provide the labor. Each family provides hundreds of hours of "sweat equity" on their home.

Hawai'i Habitat for Humanity Association is a statewide organization that is tasked with supporting the affiliates with resource development, grant and loan management, advocacy, training and disaster preparedness planning.

There are eight Habitat entities in Hawai'i. The seven home building affiliates are Honolulu, Leeward Oahu, Hilo, West Hawaii, Maui, Kauai and Molokai. Together the Habitat affiliates in Hawai'i have built nearly 250 homes with 20 year, zero interest mortgages. Around the world Habitat's home-building achievements have soared to nearly 400,000 homes. Habitat has played a major role in the recovery of families in New Orleans after Katrina, in Indonesia following the tsunami and it has recently pledged to build 50,000 homes with families in Haiti.

Habitat for Humanity provides a low cost, simple, doable, elegant solution to housing problems in Hawai'i and worldwide.



A Capitol Campaign by Habitat

The Essential Role of the Nonprofit Sector

Since the 1980's there has been a shift away from state government providing direct services in the areas of health, human services, housing and protection of vulnerable citizens. What used to be done solely by government agencies is now being done in partnership with nonprofits that provide less expensive, high quality health and human services that are responsive to the changing needs of the community. Additionally, nonprofits can draw down federal funds and obtain private donations to supplement their state grants and contracts.

In 2006, a study by the Hawai'i Community Foundation found:

- Hawai'i's nonprofits generate about \$3.8 billion in revenues, representing nearly 3% of the state's GDP and employing about 8% of Hawai'i's non-agricultural workforce.
- Health and human service agencies employ nearly 60% of the full-time employees in the nonprofit industry and also account for 31% of the part-time nonprofit workers
- The majority of Hawai'i's citizens are helped by services provided by non-governmental workers



Partners In Development keiki and families sitting and singing in support of services



PHOCUSED Board and staff receiving contribution from Anne Swayne on behalf of the Swayne Foundation



The famous PHOCUSED green t-shirts. A hot item at the State Capitol!!

We are ever grateful to the following for supporting our efforts:

AARP Hawaii
 Economists: Paul Brewbaker, Byron Gangnes, Larry Boyd,
 Jerry Russo
 Hawaii Alliance of Nonprofit Organizations
 Hawaii Community Foundation
 Hawaii Government Employees Association
 Hawaii People's Fund
 Interfaith Alliance
 Keith and Judy Swayne Foundation
 McNeil Wilson Communications
 Peter Adler (The Keystone Center)
 Save Our School Moms

Check our list of achievements, let us know what else you would like us to do in support of our shared interest, and join us in our advocacy on behalf of the state's most vulnerable citizens and the organizations that serve them.

BOARD PROFILE

Debbie Shimizu, Secretary



To better acquaint you with the talented Board of Directors of PHOCUSED, we asked Debbie Shimizu, a PHOCUSED founder and our Board Secretary, to share a bit about herself, and her visions for PHOCUSED. Her responses follow:



How did you come to PHOCUSED?

I was involved in an earlier effort to create a voice for the health and human services sector, specifically the Alliance for Health and Human Services. That effort was short-lived because we lacked sustainable funding, but the need continued. Then, in 2007, I heard about a social worker in

Arizona, Tim Schmaltz, who established PAFCO (Protecting Arizona's Families Coalition), a very successful advocacy organization, and with support from The People's Fund and our local NASW Chapter, we brought Tim to Hawai'i to advise our health and human non-profit sector on replicating their model. Alex Santiago, now PHOCUSED Executive Director, was as enthralled as I was, and working together we started building a base of support for PHOCUSED in January 2008.

What do you do in addition to your work with PHOCUSED?

As Executive Director of the National Association of Social Workers (NASW), Hawai'i Chapter, I organize, direct and coordinate all programs and activities locally to insure we are meeting our objectives. NASW provides support to social workers so they can do their job assisting people. My role is to be the social worker for social workers.

I also serve on the Board of Mental Health Kokua and Blueprint for Change. I am a commissioner to the Access to Justice Commission and the Honolulu County Commission on the Status of Women. In my "spare time", I am active with the Democratic Party and do volunteer work for Whittier College Alumni Association.

On a personal note, my husband (an engineer with the Federal Government) and I are high school and UH sports fans, and are enjoying seeing our son and daughter settle into their chosen careers, post college. I love chocolate desserts, shopping, collecting pandas and visiting friends on the Mainland!

What do you envision for the future for PHOCUSED?

I envision a time where PHOCUSED is the "go to" agency for all health, human services and housing needs. I envision us being consulted by policy makers before decisions are made and being involved in all major discussions along with the tourism and business industries.

What would you want others to know about PHOCUSED? Why should people join?

We are making a difference, but we need everyone to be members. Don't be a "free rider" and don't think you can do it alone! Together we are a stronger voice.

What is your most favorite quote?

There are many I love but the one that I love best is: *"A friend is someone who hears the song in my heart and sings to me when my memory fails."*



Board members Susan, Debbie and Joanne PHOCUSING on issues



Sen. Chun Oakland, Rep. Mizuno and Debbie (on behalf of PHOCUSED) receive kudos from The Salvation Army



In 2006, Partners in Development Foundation established the Hawaiian Vote 2006 No Vote No Grumble campaign. Their goal was to educate 10,000 people on the importance of voter registration, voter education and showing up at the polls to cast their vote. Through sign waving, radio and TV ads, setting up voter registration booths and a rally at Iolani Palace they successfully accomplished their goal.

Since 2006, we have seen a continual drop in participation in the electoral races in Hawai'i. Hawai'i has one of the lowest voter turnouts in the nation! A group of concerned social service agencies have agreed to work together to encourage the public to register to vote and educate themselves in public policy issues that impact them and their families. Partners in Development Foundation, Child and Family Services, YWCA, Goodwill Industries, Easter Seals, Lanakila Pacific, Catholic Charities Hawai'i have asked PHOCUSED to coordinate this year's "No Vote, No Grumble" recruitment campaign.



During the 2010 legislative session, PHOCUSED educated and engaged consumer groups and social service agencies on the importance of participating in public policy decisions. PHOCUSED had a constant presence at the state capitol through organized rallies, sponsoring an economic forum, providing information to legislators and helping families tell their stories about the impact budget cuts were having on their lives. As a result, PHOCUSED was successful in bringing together the health, human services and housing groups and was instrumental in saving the safety net from further dismantling.

2010 is a critical year to select Hawai'i's future leaders. If we want to make a difference we must let our voices be heard. The bottom line is if we don't vote, we cannot grumble! We all have a voice, and we need to let it be heard. We can think of no better way to let our voice be heard than to exercise our right to vote to ensure the future of Hawai'i. Please join us.

As a PHOCUSED supporter you can help in this campaign by:

- Making sure your family and friends are registered to vote
- Setting up a voter registration booth at one of your upcoming events
- Distributing t-shirts and bumper stickers to newly registered voters
- Donating to our campaign

PHOCUSED is planning a candidate forum this summer. We want to insure that health, human service and housing issues are a priority for all candidates. Watch for future announcements!

For more information on the No Vote, No Grumble campaign, visit: www.novotonegrumble.com

Member support is critical to the success and existence of PHOCUSED. Please invest now at a rate based on your agency budget, enabling us to continue to fight for the state’s most vulnerable citizens and the organizations that serve them. We are a grassroots movement with a social justice agenda. We have the potential to make a “for real” difference in the lives of the people we serve. Imagine how much more we can accomplish together. Imagine the power of a united voice and a persistent message. That’s worth investing in!!!!

Annual Membership Contribution and Renewal Form

Date: _____

Organization Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Person: _____

Phone(s): _____ Fax: _____

Email address: _____

Website: _____

Special Areas of Interest _____

PHOCUSED Membership Dues Structure for July 2010- June 2011 (12 months)

Individual Membership (includes newsletter and lending your name to PHOCUSED efforts)

<u>Annual Dues</u>	<u>I pledge to pay this amount</u>
\$100	_____

(Agency Membership includes newsletter, email updates, discounted advocacy training for consumers and staff, and more)

<u>Agency Budget</u>	<u>Annual Dues</u>	<u>I pledge to pay this amount</u>
Under \$250,000	\$100	_____
Over \$250,000 and under \$500,000	\$250	_____
Over \$500,000 and under \$1 million	\$400	_____
Over \$1 million and under \$3 million	\$800	_____
Over \$3 million and under \$5 million	\$1,200	_____
Over \$5 million and under \$10 million	\$2,000	_____
Over \$10 million and under \$15 million	\$3,000	_____
Over \$15 million	\$5,000	_____

Enclosed is payment to PHOCUSED for \$ _____

Please send your check and completed form to: **PHOCUSED**
1188 Bishop St. #1204
Honolulu, HI 96813

For more information, please contact us at: (808) 521-7462
Phocused.hawaii@gmail.com
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<u>For Official Use Only</u>
Date _____
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