

Eliza Daniely-Woolfolk ADV Executive Director

ADV is a catalyst for change. How do we get people, all different people from different backgrounds, how do we get them to a place of understanding that they have a vested interest in this issue? How do we show them that domestic violence is not isolated, it's not separate, it's not over there somewhere. It's a real, tangible issue.



For me, it's always about how do I get that message to people so that we can be the catalyst that we can be?

In Riverside County, we're going through such a dramatic change, a dynamic change of individuals who are now in the community. We must always be on the cutting edge and not complacent about providing the best services that we can. I have a

great passion for the clients, but I have to keep thinking about the clients in a broader, global perspective so that the agency will never miss a beat in being able to meet their needs.

Casa de Paz

The shelter project was a dream for the staff ... particularly the shelter staff ... for many, many years.

The shelter put us on the map in many, many ways. The local elected officials began to see that ADV was a group to be reckoned with. Our funders began to see that. When the president of the California Endowment came down to deliver a check for \$849,000, at the St. Stevens Church and our board heard that this was the largest grant given to a DV organization in southern California in the history of the endowment, it began to sink in. Those kinds of things kept happening and began to gain a momentum of their own. As we got the funding from Washington, which leveraged to get the funding from the state, which leveraged to get the funding from the endowment ... and the larger donors began coming in. It became clear that this was a big deal.

The shelter had a lot to do with our evolution to ratchet to the next level. The fact that it happened, and the quality that it is, it speaks volumes.

A lot of thought went into that facility.

Like the cabinets. There were some who just wanted to give us donated stuff. And I said, "No, we can't have donated stuff. We want stuff that is going to last because we're going to be around for a long time." The contractor who did the cabinetry overheard me talking to some people and he said, "You know, we're going to do this for you because I understand what you're talking about."

It's always very interesting to see people when they see it for the first time. They just stop, they take it in, and then they

realize this is a DV shelter for people who have problems. This is not the homeless shelter. This is not even like other DV shelters. This looks different.

One of external factors we had no control over but affected us greatly was when California recalled the governor. The reason that affected us is that the state Housing and Community Development Department that had given us \$500,000, their office was in Ontario. That was the office we had been dealing with. They had come out to the site and had been getting everything ready for us to begin to draw down for the next phase of construction. When the governor was recalled, they closed those offices, they sent everything to Sacramento, our files were lost. It was an issue. It was Christmas, December of 2003. So we had to wait to draw down the money. We had about \$25,000 in our bank account. So we released about \$20,000 to pay the subs because there was nothing we could do.

At another point, we had a problem with one of our in-kind sponsors who said he was not able to deliver as promised. So we went to the bank and got a construction loan.

So our board saw that we were going to do what we needed to do to move ahead. We did it. So now we know, although we are not invincible, we can do a lot.

Agency strategy

In the future, we have to look at four main areas:

1. How do we take our programs and focus on performance measures? How we know that we are making an impact? It's not just good enough to be able to say you've been around for 25 years. It's not. This day and time you have to be able to show how your activities translate to results. If you can't show that, it won't matter that you're around for 25 years, because you won't be around for another five. So we are implementing systems to measure our impact on the clients.

2. Capacity building is next ... to see what we're doing, how we're doing it and what results we are having. Out of that will come measurement tools, results we can quantify. This will position us to have others help us fund capacity building. ADV could become a model for performance measurement standards. We are large enough and have enough different divisions to make that happen.

3. Next is our long-term sustainability. Out of that thought process has come the Corona Counseling Center. It is to be a source of revenue for us and positioning us in the private marketplace as a provider of counseling services. It deals with all different family issues, not just DV. That came as an outgrowth of the funding we received for our anger management program.

The counseling center is meant to be our entre into a business initiative. How we can generate private revenue to augment what we are doing and to help us get to the next level beyond restricted funding. That will provide us another whole level of revenue and puts us in another place and being taken seriously as a competitor.

4. Planned giving. ADV can become a recognized independent provider of services looking at the broader perspective of DV. That's where our business partners are. That's where our foundations are. That is where the individual entrepreneur is. That's where the women in business are who want to invest here in this community. We want to position ADV to be a viable opportunity for social investors.