

# Sequoia Village

Welcome to the first issue of the Sequoia Village Newsletter, serving residents of Belmont, San Carlos, Redwood City, and Redwood Shores.

February 2015 Vol. 1 #1



## Upcoming Events

- Feb. 12, 2015  
10 – 11:30am  
**Information Session**  
San Carlos Adult  
Community Center  
601 Chestnut St., San  
Carlos
- Feb. 17, 2015  
12:30 – 2pm  
**Information Session**  
Twin Pines Senior &  
Community Center  
20 Pines Lane, Belmont
- Feb. 17, 2015  
7 – 8:30pm  
**Planning Group  
Meeting**  
Sequoia Healthcare  
District  
525 Veterans Blvd.,  
Redwood City
- Mar 12, 2015  
10 – 11:30am  
**Information Session**  
San Carlos Adult  
Community Center  
601 Chestnut St., San  
Carlos

## Message from the Chairpersons

Happy New Year!

We hope 2015 has started out with a positive beginning for everyone! In 2014, a great deal of work took place for the development of Sequoia Village. Only a year ago, a group of like-minded people came together to form a Planning Committee for this Village concept. From there, these passionate, hard-working individuals formed committees which have become the main building blocks in setting the stage for our opening in Summer of 2015.

This past year, we developed promotional materials, established programs for future volunteers, and determined services that will give future members a sense of confidence and safety in their community. We have also established partnerships with the Adult Community Centers in our area to provide meaningful programs for our members and the community.

Our many thanks go out to all of you for your interest and wonderful support. It has validated the importance of the Village concept within our community for “Neighbors Helping Neighbors.”

- Scott and Victoria, Co-Chairs of Sequoia Village



“We make a living by what we get; we make a life  
by what we give.”  
Sir Winston Churchill



# Focused Committees Engaged to Create Sequoia Village

The hard-working members of our Planning Committee have created several sub-committees that are actively creating the “building blocks” that are required for Sequoia Village to open in July 2015.

They are as follows:

**OUTREACH:** Create a marketing plan and prepare all the marketing materials that are needed to reach the community-at-large, media, events, fairs, presentations, social events, and more.

**VOLUNTEERS:** Recruit, screen, train, and manage volunteers.

**SERVICES:** Determine and establish services that will be provided by the village to members. Also, seek out vendors, vet (background check), and negotiate discounts for members.

**TECHS:** To assist with computer programming and other technical applications.

**FUNDRAISING:** Create fundraising opportunities to support the village.

**MEMBERSHIP:** Recruit and engage members.

**SOCIAL EVENTS:** Organize social events for the planning group, committee members, and other volunteers.

## Immediate volunteer openings

**We need immediate assistance from volunteers in the following areas:**

**GRAPHIC DESIGNERS:** Create a logo and other design layouts for brochures and future marketing materials.

**COPYWRITERS:** Write press releases, newsletters, feature stories, etc.

**MARKETERS:** Advertise for Sequoia Village; work on efforts to recruit volunteers; membership and fundraising campaigns; media relations; and general marketing.

**CALLERS:** Call individuals who want to learn more about Sequoia Village.



If you are interested in participating in the Sequoia Village movement by joining one of our committees or offering to contribute your talents or skills, please contact us by email or phone and indicate where you would like to start in this exciting project!



### Where we've been and where we are going 2014

Jun	Sequoia Village Planning Launch
Sep	Feasibility Study proposed by Peninsula Family Service (PFS)
Nov	Feasibility Study Launch by PFS  Belmont Library presentation
Dec	Holiday Party
<u>2015</u>	
Jan	Information Meeting at San Carlos Adult Community Center  Philanthropic Educational Org Presentation  AARP presentation at Veterans Memorial Senior Center  San Carlos Rotary Presentation  Elder Care Fair at SCACC
Feb	Feasibility Study Complete  Fundraising begins
Mar	Business Plan Complete  Recruit Volunteers
Apr	Membership Drive
May	Beta Test Services
July	Sequoia Village Launch

## Ambassador Program

We've initiated an Ambassador Program. This program will recruit and manage Ambassadors who will be the voices of Sequoia Village. They will go out to speak at organizations, religious groups, Chambers of Commerce, and clubs such as Kiwanis, Rotary, Retirement Clubs, Alumni, and Auxiliaries to spread the word about our movement. The format may be a PowerPoint presentation at a formal club or organization meeting, or an informal coffee and tea or wine and cheese gathering in your own home where you can invite your neighbors, family, and friends to hear all about us.

### How does this work?

#### Contact

[info@sequoiavillage.org](mailto:info@sequoiavillage.org)  
to arrange for one of our Ambassadors to come to your home or organization.



## Care to Write a Check?

The Planning Committee recently announced the kick-off of the initial fundraising campaign to support the launch of Sequoia Village. Thanks to an enormous outpouring of volunteer support, the immediate budgetary need is modest, but it is also urgent. The Committee is close to reaching its first goal, which is 100% support from its own volunteer members. Now is the time to reach out to the broader community, especially those who stand to benefit directly from the many services Sequoia Village will provide in just a few months' time.

Please join this exceptionally valuable effort. Checks should be made payable to Peninsula Family Service, with "For Sequoia Village" on the memo line. You can mail the checks to Sequoia Village, P.O. Box 813, San Carlos, CA 94070.

The names of all donors will be listed (with permission) in the newsletter and other materials. We are a 501(c)3 non-profit organization. Your donation is tax-deductible under Federal and State regulations.

Thank you!





## Sequoia Village Needs You (and you will need us)!

We are ramping up for our July opening and are looking for volunteers, drivers, handy-persons, and whoever finds fulfillment in helping others. Your participation will be critical to the success of Sequoia Village.

Contact us.

650-260-4569

[info@sequoiavillage.org](mailto:info@sequoiavillage.org)

We are very grateful for the support received from the **Sequoia Healthcare District** and **Peninsula Family Service** during the early months of developing Sequoia Village.



## Sequoia Village

P.O. Box 813  
San Carlos, CA 94070

## Resident

Address