



MAY 2014

## OUR FOUNDERS



### Bill McLeod

Founder/Chairman

### Sue McLeod

Founder/Secretary

After discovering that there are 16,000 homeless kids in San Diego County schools, Bill and wife Sue created Got Your Back San Diego under the American Relief Organization, a 501(c)(3) non-profit. Got Your Back San Diego is a weekend food assistance program for kids identified as homeless under the McKinney-Vento Act.

The immediate vision for Got Your Back San Diego is to make a practical impact in the lives of as many local kids as possible by simply meeting some basic needs. But in the bigger vision for American Relief Organization, Got Your Back is just one of many projects we hope to offer those in need right here in our own backyard.

## March 21 Food Drive A Huge Success!



The SHE's group event was held on March 21, 2014, at Café Stoked in San Elijo. Over \$500 in donations were collected and 91 pounds of food received. Foods collected included canned meats (tuna, chicken, beef, Vienna sausages), canned dinners, Chef Boyardee, peanut butter (12-oz. jars), and crackers. Attending were **Melinda McClure** (Manager of Café Stoked), **Sue McLeod**, **Ceci Haas** and **Wynda Scott-Murphy** from GYB, along with **Joanne Endersby**, **Tamara Waite Banks** and **Rhonda Migliaccio**. Thanks to Melinda, and everyone else who helped, for putting on a great event!

## GET TO KNOW JOE YOUNG

In 2012, Oceanside Police Lieutenant, **Joe Young**, planned on retiring after 30 years of service. One week before retiring, he was reading the newspaper and saw an article about a program to help feed hungry children in our local schools. He saw the need, and soon his retirement was really just from his job, but not from his desire to serve others. Two days before his last day at the Police Department, he came to check out the warehouse in Oceanside that is the office, collection and distribution center of Got Your Back San Diego.



Joe knew that he wanted to be involved in a behind-the-scenes way. Within a month of retirement, he was delivering backpacks to schools involved in the program. He was also communicating with school liaisons, coordinating other volunteers, and helping the organization to facilitate this valuable, much needed program to help hungry children. Joe also owns a UPS Store in Vista with his wife, and plans to expand this to several more stores. He has been a valuable asset to American Relief Organization and the Got Your Back SD program, helping to fill the hungry stomachs of children each week for the last three years.

The Board of Directors, staff and volunteers cannot begin to express their gratitude for all Joe has done for the organization and the children involved in the program!

## HELPING FAMILIES AT OUR SCHOOLS

"GYB came to our school about two years ago and it has been a blessing to our families. The moment I signed up to have the program in our school, I knew our students would benefit, and I was not wrong. Every Friday, the 18 participating students are happy to come and pick up their backpacks and, on Monday, turn their backpacks in to my office without any reminders. I am happy that at least those students will be able to have food for the weekend. One family in particular comes to mind. It is a mother with 5 children. She has been homeless and currently is in a program that is helping her keep a roof over their heads. Even with all of the struggles, she has managed to keep afloat. With this program, the kids do not go hungry during the weekend. This makes me very happy. Our school is blessed and we hope to expand the program to more of our students this next school year." - *Sincerely* - **Ana Chatton, Foot Hill Oaks School, Vista**



## DONATE ITEMS AND JOIN US AT OUR FUNDRAISER

**Saturday, June 28, 2014 - 3:00 to 7:00 pm.**  
**Iron Fist Brewery - 1305 Hot Springs Way - Vista, CA 92018 - (760) 216-6120**

We also have need of silent auction items for our fundraiser. Gift cards, bottles of wine, jewelry and baskets are appreciated; anything that would make a nice auction item. Enjoy DJ music, food trucks, silent auction, chocolate and beer tasting, and more! Tickets are **\$25** and are available at [www.gybsd.org](http://www.gybsd.org).

**Sponsorship or Ticket Inquiries:**  
**Wynda Scott - (619) 708-7745 - [wscott6@yahoo.com](mailto:wscott6@yahoo.com)**

## CHECK OUT THE VIDEO ON YOUTUBE

See just one example about how we can all help!  
**Studio 78 Style Hairdressers at Heart**  
<https://www.youtube.com/watch?v=zOHupjSa6jc>

## Welcome Ceci Haas

ARO is very excited to announce the installment of our new Executive Director, Ceci Haas.



With a genuine "help others first" philosophy, her experience serving on the Executive Board of Directors at the Hollywood Bowl Society, the Oceanside Chamber of Commerce, and the President of her own company, We Care Bags & Media Marketing, Ceci is ideally suited to assume the role of Executive Director. Please join us in welcoming Ceci to our team!

## IMMEDIATE NEEDS

As a food assistance project, our priority needs are food or money to buy food. Our warehouse is stocked with enough breakfast items to finish out the 2013/2014 school year. However, we desperately need the following lunch and dinner items! (No glass containers please.)

- Cup of Noodles Soup
- Canned Soup
- Canned Beans
- Canned Vegetables (18 oz. or smaller)
- Tuna (Cans and Pouches)
- Chicken
- Beef
- Weenies
- Canned Spaghetti
- Chili
- Mac & Cheese
- Peanut Butter & Jelly (16 oz. or smaller)
- Rice-a-Roni, Bagged Rice (16 oz. or smaller)
- Pasta w/ Sauce
- Fruit Cups
- Healthy Snack Bars

## BOARD MEMBERS

### BOARD OF DIRECTORS

**Bill McLeod** - *Founder/Chairman*  
**Sue McLeod** - *Founder/Secretary*  
**Mark A. Ledoux**  
*Chief Business Adviser, General Counsel*  
**Ceci Haas** - *Executive Director*  
**Joel Incorvaia**  
*Compliance & General Counsel*  
**Joe Young**  
*Operations Director Distribution*

### BOARD OF ADVISERS

**John Ditty** - *Non-Profit Business Adviser*  
**Elizabeth Saldana** - *Operations Adviser*  
**Veronica Marelli** - *Enrolled Agent*

## Rolling Out the Barrel for Mac 'N Cheese!



**Bill McLeod** and **Rick Marksberry** proudly pose with the North Coast Church Mac and Cheese donation. There was enough of the tasty treat to fill a huge barrel and wagon: 174 pounds! Also donated: 356 boxes of Rice-a-Roni. The generous donation, which was received on April 8, 2014, will go far to help fill hungry tummies.

[www.gotyourback.org](http://www.gotyourback.org)  
[facebook.com/GotYourBackSD](https://www.facebook.com/GotYourBackSD)