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**SERA, Inc.**  
Rita Anita Linger, MA - President/CEO  
19 West Hargrett St., Ste 200  
Raleigh, NC 27601  
919-747-8420  
www.southeastraleigh.org  
Content and Images provided by SERA, Inc.  
Published by The City Insight
“He who rejects change is the architect of decay. The only human institution which rejects progress is the cemetery.” ~Harold Wilson

Welcome to the first edition of “The Change Agent”, SERA, Inc.’s quarterly community compass. Our first publication is timely. As the season begins to change from Summer to Fall, and the beauty of one season melds into the beauty of another, I am reminded of the change and evolution of SERA, Inc. since our incorporation and receipt of our nonprofit designation.

“Change” is what SERA, Inc. is all about – beautiful and transformative change, both personal and community transformation. We are now a flagship nonprofit organization whose mission is to facilitate community capacity building in its most authentic sense, economic development, sustainability, relationship building with community and business, and individual citizen empowerment all designed to enhance the quality of life for Southeast Raleigh residents. Our work is to provide advocacy, education, outreach, collaborative partnership opportunities, training and static resources to individuals and other non-profits within Southeast Raleigh “as well as for-profit businesses within the city of Raleigh.

What citizens and businesses can expect from SERA, Inc. is that we will work within our capacity to engage them, build authentic relationships and provide exemplary programs and services designed to create empowerment and sustainability thus enhancing the quality of life within Southeast Raleigh’s vibrant communities.

When a community experiences an enhanced quality of life for its residents, it experiences on some levels an increase in community wealth. When more Southeast Raleigh residents become employed some of those jobs will be located throughout the Triangle; when students are able to successfully complete high school and move on to institutions of higher learning some of those colleges/universities will be in other areas of the Triangle and the state. When more people are able to consume goods as a result of having income to spend, community wealth will be felt not only in Southeast Raleigh, but throughout the Triangle and in other parts of North Carolina as well. It is what I call the “reverberation affect”, and SERA, Inc. sees itself as an agent of change to help increase wealth, independence, self-sufficiency and a sense of empowerment. With initiatives such as our Women and Money Series, Relationship Based Consumption program, Youth Ambassador and Jewels and Gems program, as well as our focus on improving health and wellbeing through our Dancing N the Park and Healthcare Disparities program, we are seeking to address community needs in a holistic fashion. These are just some of our offerings and all of these efforts have come about after listening to what active and engaged community members and businesses, through our grassroots forums

President’s Corner
have told us needs to change. Peek inside this first edition and become intimately famil-

iar with what we are doing!

Our desire is to get you involved...“what can I do?” you might ask. There is in fact much
you can do to create the change needed in our community and neighborhoods in partner-
ship with SERA, Inc. You as a community member, or business owner/leader, in order to
effect real change one must see the value in not only identifying what needs to be changed
or enhanced, but being committed to being part of the change you’d like to see. It is very
easy to express what needs to change. The part that is a bit harder is committing to the
“doing”, the taking of responsibility to find out where individual contributions are needed
and making a pledge to take directed action and stick to it. SERA, Inc. is committed to
helping citizens who want to see change happen become change agents in a way that will
be meaningful to them. Everyone within community has something to give and some way to
serve in collaboration with others.

Because SERA, Inc.’s success is mission driven and the mission is measurable, everything we do
is outcome based, and will be focused solely on efficient and effective community assessment,
engagement, partnership building and service delivery. We are partners and allies to residents
and those that do business within Southeast Raleigh. SERA, Inc. can only be successful if the
citizenry is engaged and committed to our work as community change conduits.

SERA, Inc. cannot and will not be successful if our communities do not provide us with
not only articulated goals and desires, but the commitment and person power to actual-
ize the goals and objectives we set. Getting everyone to join together from the unem-
ployed, those entrenched in poverty, middle class residents, community organizations
such as institutions of higher learning, k-12 educational institutions, the medical commu-
nity , other non-profits, and for profit businesses both large and small, to put their nose
to the grindstone is the only way we can affect change. Don’t be afraid of change, be
part of it! With our focus on community organizing and community engagement, we can ac-
complish all of the goals set before us, and we will.

Left: President, Linger facilitating Leadership training at the youth entrepreneurial institute
Right: Rita Anita Linger, SERA, Inc., President/CEO with Mayor Charles Meeker

President’s Corner
WHO WE ARE
SERA, Inc. is a flagship nonprofit organization whose mission is to facilitate community capacity building in its most authentic sense, economic development, sustainability, and individual citizen empowerment in order to enhance the quality of life for Southeast Raleigh residents and to build enduring relationships with community partners.

We believe in teaching men, women, and youth to “fish” in order to develop skills and acuities that will transform their lives and the image they have of themselves forever.

Our work is to provide advocacy, education, outreach, collaborative opportunities, training, and resources to individuals and other non-profit organizations within the Southeast Raleigh community.

SERA, Inc.’s focus areas include: Community Capacity Building, Health and Wellbeing, Building the Entrepreneurial Spirit, Youth Empowerment, Public Safety including Crime Prevention through Environmental Design (CPTED), Business/Equity, Affordable and Quality Housing Advocacy, Needs Assessment & Advocacy.

OUR VISION
Our vision is to ensure that all Southeast Raleigh residents who need support to self-actualize are provided multiple opportunities to become empowered and to experience personal growth, a higher quality of life, and a community that is enhanced by their contributions.

SERA HISTORY
The Southeast Raleigh Assembly (SERA) was started in 2001 because members of the Southeast Raleigh community wanted to be part of the prosperity that was transforming the city as a whole. They envisioned a Southeast Raleigh with good jobs, safe and comfortable homes and an engaged citizenry.

By establishing SERA as a citizen’s advisory board, the Raleigh City Council recognized the potential in Southeast Raleigh. Since that time, SERA has taken a big leap by becoming a nonprofit corporation, now known as SERA, Inc. We now operate independently as a 501(c)3 organization to bring about an enhanced quality of life for residents of Southeast Raleigh.
SERA, Inc. Partnerships include but are not limited to:

RBC Bank
Verizon Wireless
Technical Upgrade
BCBS Foundation
Passage Home
Wachovia Bank
NC Community Foundation
StepUp Ministries
NC State University
Downtown Raleigh Alliance
AARP

City of Raleigh:
- Community Services Department
- Community Development Department
- Planning Department
- Sustainability Department

YWCA of the Greater Triangle
WakeMed
Duke University
Duke Integrative Medicine
Raleigh Area Development Authority
DHIS
McDonalds on Peace Street
Northwestern Mutual Financial
Brad Thompson and Associates
Hamlin Drugstore
Raleigh Business and Technology Center
North Carolina NAACP
LP3P Architects
Mulkey Engineers and Consultants
Mechanics and Farmers Bank
North Carolina Coalition for a Moratorium
North Carolina Citizens for Justice
Nathan Ligo and Ligo Dojo
First Citizens Bank
Raleigh Chamber of Commerce
Raleigh Black Chamber of Commerce
The City Insight Magazine
Southern Coalition for Social Justice
City of Raleigh Police Department
Yancys Restaurant
Wake County 4H
Wake County Human Services

SERA, Inc. Partner, City of Raleigh, Information Technology Department, Technology Advocate, Linda G. Jones
Rita Anita Linger, MA  
SERA, INC. President/CEO  

Rita Anita Linger was born and raised in the “melting pot” of New York City on the lower east-side of Manhattan. She has been responsible for directing social justice, human relations, diversity, and community development initiatives around sustainable communities and eradication of poverty and violence for 30 years. She is also responsible for building awareness and finding solutions around improved clinical encounters in healthcare for two decades. She currently serves as the President/CEO of SERA, Inc. (Southeast Raleigh Assembly, Inc). SERA, Inc.’s mission is to enhance the quality of life for the residents of Southeast Raleigh.

SERA, Inc. focus areas include: Community Capacity Building, Public Safety, Business/Equity, Health & Wellbeing, Developing the Entrepreneurial Spirit, Youth Empowerment and Housing. Ms. Linger formerly served as the Executive Director of the North Carolina Coalition Against Domestic Violence, a statewide organization which provides support services to local domestic violence agencies and allied professionals. She was also responsible for founding a Social Justice, Leadership, Community Development, and Authentic Wellbeing PhD project called “Center for Emergent Capabilities”. She has served as the Arizona Supreme Court’s funding administrator for ADR and Parent Education Programs, and has been responsible for launching several non-profits and creating sustainable funding streams for them.

Rita Anita believes in using person-centered processes to identify, cultivate and synthesize capabilities within human systems for professional and personal success. She believes as her favorite humanist and psychologist, Abraham Maslow posits “People’s capabilities clamor to be used, and without those capabilities being realized, the person can atrophy, and disappear – diminishing him/her forever.” To that end, Ms. Linger works to bring the best of people including youth to their own awareness, ultimately causing them to self-generate authentic, humanistic and synergistic relationships amongst and between people in the workplace and their wider community; experiencing leadership in a way that will create solutions for seemingly intractable issues, and help positively change and sustain human environments and communities.
David H. Brown
SERA, Inc. Community Engagement Manager

Mr. David H. Brown, II, is a resident of Southeast Raleigh. David is a graduate of Shaw University with a BS in Accounting; and plans to pursue a Masters Degree in Community Psychology. He has over 10 plus years experience engaging citizens in the process of improving their neighborhoods, improving their quality of life, helping individuals and organizations establish non-profit 501c3 organizations, developing social programs to eliminate or mitigate risk factors within communities and grant writing (federal and private) along with implementing fund development strategies.

David fully comprehends the importance of local governments and community partnerships; through his experience managing two (2) Mayoral campaigns, and a coordinated campaign with former United States Senator Joseph R. Biden, (current Vice President of the United States). He has also worked to assist over 10 citizens in Raleigh to reach their goal of establishing tax exempt non-profit organizations. He is a member of Body of Christ Church and heartily believes in volunteering. His volunteer activities include promoting the need for health and fitness to seniors in Southeast Raleigh.

David comes from a family that believes in community activism and empowerment; driven by the likes of his mother who is a National Democratic Delegate, life member of the NAACP, Political Congress of Woman and 1st Vice Chair of the Wake County Democratic Party.
Quintin T. Murphy  
SERA, Inc. Community Organizing Social Justice Advocate

Mr. Quintin T. Murphy, a proud resident of Southeast Raleigh, graduated from North Carolina Central University with a BBA in Business Marketing and a MBA in Information Sciences. He is an active member of Kappa Alpha Psi fraternity Inc. where he maintains involvement with the Big Brother “Guide Right Program”, and the, Social Outreach Activities Chair and Grant Advisory committee.

Quintin has over 10 years’ experience in mentoring and community involvement of youth across the Triangle. He was responsible for heading up the Youth Leadership Alliance of Wake Co. 4H, an active leadership and life skills training organization for youth in Raleigh. and he plans to continue engaging those youth through SERA, Inc. programs and services. Quintin also volunteered his time with the “Working for Kids” program of Wake Co, helping young men with interview, grooming and resume writing tips, life coaching and focusing on career and life planning success.

Through his involvement on the county level helping youth become engaged in community activities and initiatives, he understands the importance of educating and preparing our youth for the future to become better citizens, better students, and better employees. Quintin was programmatically responsible for the first large scale City/County Event of 2009 with the Youth Empowerment Summit, which had over 700 youth of Wake County participate.
N.O.W. (Negotiating Our Way) ADVOCACY PROGRAM

Southeast Raleigh citizens often need assistance in finding and navigating services and programs that will meet their personal needs during the course of their daily lives. Citizen needs can include anything from finding affordable housing, finding a health care provider, making payment arrangements with the utility company, or identifying resources to help extricate someone from a domestic violence situation. These needs may require interaction with city, state, and/or private organizations.

While the N.O.W. program does not offer immediate crisis intervention services, a N.O.W. advocate can assist Southeast Raleigh residents in determining the resources (in the Triangle area and in the state) that will best address their issue, problem or question. In some cases, the N.O.W. advocate will participate in the process by talking to the service provider, organization or agency and providing intervention services for the Southeast Raleigh resident as needed.

While basic assistance is provided, the Southeast Raleigh resident is learning or enhancing his/her ability to demonstrate the self-advocacy skills needed to negotiate effectively on his/her own behalf in the future.

LEADERSHIP & SUSTAINABILITY INSTITUTE

For nonprofit organizations in the Southeast Raleigh community, creating a continuum of high-quality, sustainable programs and services for residents takes herculean effort. The Southeast Raleigh Executive Leadership & Sustainability Institute provides an opportunity for those in leadership and management positions – as well as those being groomed to take on leadership positions within a year – to attend a two-day leadership and sustainability institute.

At the Southeast Raleigh Executive Leadership & Sustainability Institute community and small business leaders will receive training in how to create a sustainable organization by learning to:

- Fundraise effectively
- Build a strategic plan that will provide results
- Work for the “good of the whole” with their board of directors
- Engage and collaborate with other agencies to meet their financial goals
- Manage through change
- Practice self-care, personal mastery,
ethical communications, and disciplines of effective management

• Think critically about the dimensions of diversity and how they work for you
• Become a servant leader, and
• Successfully promote their organization and personal goals.

The Southeast Raleigh Executive Leadership & Sustainability Institute will also provide customized organizational development consulting services for non-profit organizations and community leaders within the Southeast Raleigh area.

SOUTHEAST RALEIGH RELATIONSHIP-BASED CONSUMPTION PROGRAM

Imagine this: You are a Southeast Raleigh resident. You are unemployed or underemployed. Your daughter is getting married next week; and, although your resources are limited, you desire to give her a beautiful wedding. You are a seamstress, so you will make her dress, but what about the wedding cake? Wait a minute… Mrs. Samuels down the block has been making wedding cakes for years, and you hear she has a church function coming up for which she may need a dress. After talking with Mrs. Samuels, she agrees to make your daughter's wedding cake, and you agree to make her dress for the upcoming church function. No money exchanges hand, yet both of you get what you need.

This example in its simplest form is a process called “relationship-based consumption.” This program will bring to the surface all the hidden talents and skills within the southeast Raleigh community as it relates to effective bartering and community consumption. These hidden talents are so rich and deep that the community can work together to sustain itself and to provide for all its residents.

This SERA, Inc. program will teach residents how to participate in a relationship-based program, how to keep track of the deposits and withdrawals to their virtual bank, and how to get what they want and need through the process of giving and serving others.

‘USING OUR VOICE” PUBLIC POLICY & COMMUNITY ENGAGEMENT INITIATIVE

Gail Sheeny has said, “If we don’t change, we don’t grow. If we don’t grow, we aren’t really living.” Change can occur by scrutinizing and working through the venue of public policy. Public policy can be generally defined as “the course of action or inaction taken by governmental entities (the decisions of government) with regard to a particular issue or set of issues.” This SERA, Inc. initiative teaches residents of the Southeast Raleigh community to recognize the power of their voice, thoughts and intentions to bring to fruition a more just, prosperous, safe, and economically viable community by peacefully influencing public policy and engaging their city, state, and federal government representatives and legislators.

SER residents will learn how to identify the systems within their community which need to change, what that change should look like and how to propose an alternate system to replace the one that is failing. Community members will learn how to develop white papers (an authoritative report or guide that often addresses issues and how to solve them) to be presented to city, county, and state government leaders and other organizations, as well as develop public speaking skills. Residents of the Southeast Raleigh Community will enhance their understanding of holding each other and themselves accountable as it relates to voting in local, state, and national elections for the good of the community as a whole. Community organizing skills will also be developed through this initiative.

“SOUTHEAST RALEIGH VOICES” PROBLEM-SOLVING COLLABORATIVE INITIATIVE

What kind of help do Southeast Raleigh residents need who are re-entering our community after spending time in correctional facilities and what can we do to help?

What can we do as individuals to assist in crime reduction within our community?
Are neighborhood schools a good thing?

What are some productive ways to deal with subtle institutional and systemic racism within our community?

What can the citizenry do to help attract new business to southeast Raleigh and experience job creation as a result?

What can we do about the neighborhood schools issue?

The synergy and creative energy which emerges when a group of committed people seek to find solutions to community problems can be incredibly powerful. SERA Inc.’s Voices Problem-solving collaborative is an action-oriented problem solving group who will meet to identify issues of concern to the community, possible actions/strategies to confront the issues, recruit and develop allies across the community, evaluate barriers to success in dealing with these issues and determine support needed for success.

Invitations to participate are extended to all Southeast Raleigh CACs, and any resident of a Southeast Raleigh community, non for profit entities throughout Southeast Raleigh, city, county, and state government representatives, as well as corporation and small business entities who conduct business in Southeast Raleigh.

“STEPPING INTO SELF” ENTREPRENEURIAL AND EMPOWERMENT PROJECT FOR WOMEN

This program is designed for women who are unemployed or under employed and feeling the burden of poverty, marginalization, isolation and sometimes despair.

The Entrepreneurial and Empowerment Project is a program for women designed to transform the image of themself both personally and professionally, through:

- information
- outreach
- education
- self-advocacy
- mind/body/spirit awareness
- peer and mentorship support

We provide linkages for women with professional mentorship opportunities, financial management services through our “Women and Money” series, career and entrepreneurial development, spiritual and social development, stress reduction, self-actualization planning and community networking. This program aims to increase the capacity of Southeast Raleigh women to become and remain economically self-sufficient and align themselves with systems which will add to their core skill sets as it relates to social, professional, economic, self-advocacy and healthcare empowerment. Each of the four partnering organizations has demonstrated a strong commitment to successfully advocating for and serving individuals and communities that historically have lacked access to educational, psycho-physiological and healthcare support as well as cutting edge economic and mentorship support opportunities toward attaining the goals of self-actualization and advancement.

SOUTHEAST RALEIGH COMMUNITY DISPUTE RESOLUTION CENTER (C.D.R.C.)

SERA, Inc. believes that for many neighborhoods and community disputes (i.e. neighbor/neighbor, employer/employee, business/citizen, etc.), Southeast Raleigh residents do not have to venture outside of their neighborhoods to find resolution to their community conflicts.

The Southeast Raleigh, CDRC facilitates a problem solving (mediation) process in a safe space
where citizens can learn to resolve conflicts on their own with a trained third party facilitator. Services also include mediation processes for parents and their teens to assist in creating a better understanding between parent/child, and greater harmony in the home, as well as mediator training for Southeast Raleigh citizens, including youth. Services also include a community/police advocacy program, where community members and police have an opportunity to further enhance community safety efforts by setting a clear and collaborative agenda for the Southeast Raleigh community which is advocated for and brought to fruition by police and community in partnership.

Community and Court Referral Mediation Program
Too many of our residents end up in court systems for quasi-criminal matters or civil infractions that could better be addressed outside of the courtroom in an environment which is conducive to creating opportunities for peacefully resolving, for the long term, the matter that started with a complaint or the filing of a complaint in court.

Parties are referred to SERA, Inc. from the court prior to a court determined adjudication or the plaintiff expresses an interest in taking the issue through the mediation process, which would include the development of a written agreement which all parties to the case agree to follow; thus saving the court and parties involved, time and stress and allowing the parties to develop a better understanding of the interests that bought them together in the first place.

SERA, INC. YOUTH AMBASSADOR PROGRAM
SERA, Inc. is committed to supporting and engaging Southeast Raleigh Youth to become the best that they can be, personally, academically, and professionally. We do this by offering our community youth the following opportunities through our Youth Ambassador Program (YAP). This program is designed to create a sense of “ownership” and “self-empowerment” in youth, ages 13-19 years of age. The ultimate goal is for the youth participants to recognize their potential, engage that potential, and actively seek to be the change they want to see both in their communities and their own lives.

One of our premiere focus areas is to facilitate “youth empowerment”. The SERA, Inc. Ambassadors are responsible for setting the tone and stage for how youth should envision and live their lives in the 21st century. The Ambassadors represent both SERA, Inc. and the SER communities. The Ambassadors will service the communities of SER by acting as facilitators, advocates and problem-solvers in all of SERA, Inc.’s programs. They will also provide other SER community organizations with assistance on community service projects and provide their peers with positive leadership role influence. The staff at SERA, Inc. is proud to work with these youth who are building their self-actualization tool kit as they continue to grow as assets to the communities in which they live and learn.
Youth Entrepreneurial Technology Institute
SERA, Inc. is proud to announce its Youth Entrepreneurial Technology Institute. Southeast Raleigh Youth between the ages of 13 - 17, who are enthusiastic, resourceful and have a strong interest in starting their own business and an interest in technology (particularly around web development), will be afforded an opportunity to participate in our Youth Entrepreneurial Technology Institute.

Data and research tells us that when a young person is able to grab hold of a dream and has the support to shape that dream into something tangible, the individual can begin to empower themselves with the hard and soft skills necessary to be successful. There is no stopping a young person filled with confidence, belief in their abilities and who has the right level of support around their goals.

What They Will Learn
Basic skills to gain confidence and exposure needed to pursue careers in business and information technology while developing leadership strategies and competences

What Will Be Taught
Introduction to Web Design using HTML and CSS
Digital Photography
Photo Retouching
Introduction to Video Editing
Basic Marketing Skills
Leadership Development

Faculty
A leading Technology Entrepreneur will facilitate the Technology portion of the Institute. Rita Anita Linger, President/CEO of SERA, Inc., will facilitate the Leadership portion of the Institute. This program to attend our one week Entrepreneurial Institute in order to learn how to become webmasters, start their own business, and become youth leaders.

Social Justice “Video” Book Club
The SERA, Inc. Social Justice Video Book club, provides opportunities for youth and community members from all parts of Southeast Raleigh to join together to view films that have a social justice orientation. Participants will engage in pre-surveys about the topic of the film, provide thoughts, commentary and virtual action plans to change the plight of the characters or circumstances in the film. Participants will build problem solving and analytical skills by providing real world responses to the situation. Post-film surveys will be filled out after the movie, and those who contribute the most unique solutions to the dilemmas in the film will be given a prize.

“Jewels & Gems” Mentorship, Internship and Job Placement Program
Someone once said, “A child’s life is like a piece of paper on which every person leaves a mark.” SERA, Inc.’s Jewels and Gems Internship, Mentoring, and Job Placement program provides opportunities for Southeast Raleigh youth (our jewels and gems) ages 14 – 19 to be active participants in their own future by interning with major Raleigh businesses over the course of a year.

Internship/Mentoring
Youth who choose to enter the internship, mentoring portion of “Jewels and Gems” will be mentored by an executive within the for-profit sector in an area of the company the youth finds most interesting to him/her.

Job Placement
Youth who enter the job placement portion of the program will be provided with a job placement advocate who will work with the youth to ensure success by coaching the youth in the following areas:
- job readiness skills,
- respecting self and others,
- planning and reaching goals,
- communication skills,
- advancing at work and school,
- getting and keeping a job,
- managing money,
- taking care of your health, and
- celebrating success.

Additionally, the job placement advocate will work to match a prospective youth employee with an employer. Many of the youth will find job placement with some of the employers they have had the opportunity to intern with or be mentored by. If a youth is interested, he or she can intern for (or be mentored by) a nonprofit corporation. Youth must be in school or have graduated high school to be eligible for participation in this program.

Civic Leaders and Mediators
Youth will be taught the skills of mediation facilitation and civic engagement advocacy. They will serve the Southeast Raleigh community through providing mediation services in their schools as peer mediators and in their communities as Parent/Teen and Youth Community Mediators. They will also engage the community via grassroots outreach as it relates to educating community members around the issues at the voting polls and assisting citizens to reduce barriers to voting. Participants will also provide community service hours to projects that inspire them throughout the Southeast Raleigh area.

SERA, Inc. Homework Helpline
Youth who need help with school work after school hours will be afforded time over the phone with a SERA, Inc. Homework Helpline Advocate. Whether it be the subjects of English, Grammar, Science, Math, SERA, Inc. will provide an opportunity for SER youth to get the assistance they need to succeed in the classroom.

Digital Connectors Initiative Partnership
In this new One Economy, and City of Raleigh initiative, SERA, Inc. will help recruit and support youth digital connectors who will be trained on basic technology innovations, and then share what they have learned with vulnerable populations (i.e. seniors, those without basic computer skills) within Southeast Raleigh.

HEALTHCARE DISPARITIES AND WELLBEING INITIATIVES

Dancing In the Park
Part I

Part of enhancing the quality of life of residents within the 57 square mile radius of Southeast Raleigh, is to encourage residents to take control of their health and wellbeing. SERA, Inc. is committed to assisting SER residents to reconsider their power over their own physical, emotional, and spiritual aptitude. We are providing residents with an opportunity to increase cardiovascular function and reduce obesity by hosting and facilitating the state’s first “Dancing N the Park” 12 week series.

Led by SERA, Inc. grassroots community organizers and a certified fitness instructor, along with a real turntable DJ - hundreds of Southeast Raleigh residents gather weekly in a Southeast Raleigh park to Dance their way to fitness, via a structured hour long exercise dance routine. Each week is a different theme, from Zumba, Oldies But Goodies, Afro-Brazilian Grooves, Jamaican Funk, Hip Hop, to Praise Party. Participants are given opportunities to win memberships to fitness clubs, weekends at national hotels, and other health-related prizes.

Healthcare Disparities SER Project
Part II

We know that high blood pressure along with other maladies are leading causes of heart disease, stroke and death. These conditions are at epidemic proportions in the SER community.
The project will provide outreach and education to local citizens and small businesses who serve citizens around the importance of blood pressure readings and follow up. Small business owners in the SER community will be taught how to utilize a blood pressure gauge machine and test customers coming into their stores. Customers will be provided counseling and follow-up through SERA, Inc. with regard to education, setting appointments and visits with specialist.

Part III
Southeast Raleigh residents will be provided with advocates who will work with them when they believe their clinical encounter has gone awry, their healthcare provider is not “hearing” them, or they believe their medical needs are not being met. SERA, Inc. and it’s volunteers will provide residents with mediated conversations with medical staff and work to intervene and bring about a win-win solution which will result in the citizen/patient compliance with Dr.’s instructions as they relate to improved health and wellbeing. Many of the volunteers on this project work within the medical field and include physicians, nurses and hospital staff.

Clinical staff will also be provided opportunities to learn how to streamline their practice and work through the issues of HMOs, PPOs as it relates to quality clinical encounters with their patients. Also, included are educational and facilitated opportunities for medical staff to enhance their cultural competency tool box through diversity exchanges and trainings.

CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN (CPTED)

This program is designed to help community members, work toward reclaiming their neighborhoods and a sense of safety. Questions such as “What can I do as an individual property owner or stakeholder to increase community safety”, “What resources are available to the community to facilitate CPTED”, “What is it that no one can do now, but that needs to be done”, are answered in group settings and the process for reclaiming the sanctity of the neighborhood is explored by individuals, groups and service providers. We work with participants to break the process down into small stages with specific tasks for particular people. In this way the problems, solutions, and available assets can be identified in an orderly and logical process and the work to reclaim can begin. Partner to this initiative is the City of Raleigh’s Planning Department.

THE MCQUIRE FOUNDATION

This virtual foundation is a “grand-friend” program and its purpose is to give back to the seniors in our community who have given so much of their time and energy to their community. We match young people who have community service hours either in school, or because they have made a minor foolish mistake and want to correct it, and have them provide a bevy of services to SER seniors (i.e. walking their animals, going to the store for or with them, and being a general companion to them). This program is co-directed by SERA, Inc. staff and a 15 year old young lady who befriended “Mrs. McGuire”, a senior citizen, with whom she became very close to and who expanded her world as she helped Mrs. McGuire navigate hers. Mrs. McGuire recently passed away and this program is in memory to her.

Quintin Murphy, with Kristen Rosselli, Director, Community Services, City of Raleigh

Quintin T. Murphy, and Raleigh Police Chief, Harry Dolan
DHIC is developing a new senior apartment community, Meadowcreek Commons in SE Raleigh. Located at the corner of Raleigh Boulevard and Royal Pines Drive, Meadowcreek Commons is adjacent to DHIC’s 68-home Meadowcreek subdivision that was completed in 2005. Meadowcreek Commons is a 48-unit apartment community for senior’s ages 55 and greater. The apartments are available to households making less that 60% of the area median income.

Meadowcreek will be opening in the Spring 2011. For more information, please visit: www.dhic.org
SCHOLARSHIPS TO THE N.C. GOVERNORS CONFERENCE ARE AVAILABLE:

The North Carolina Governor’s Conference for Women is a powerful annual convening of more than 1,500 women from across the state for energizing dialogue on a variety of women’s issues. Launched in 2006 (then as the North Carolina Conference for Women), this day-long experience includes a mix of dynamic speakers, entertainment, and an interactive expo for networking, information sharing, and education.

Their mission is to provide a platform for women of all ages and backgrounds across North Carolina to network with peers and become informed on timely issues that are of value to today’s women.

The 2010 goal is to have 25% scholarship recipients at this conference. The scholarships are awarded based on need (e.g., typically students, retirees on fixed income, and women in transition, or otherwise in need). Conference will take place on November 9, 2010 at the Raleigh Convention Center. Doors to the expo will open at 7:00am with the final general session concluding around 5:00pm. Contact Rita Anita Linger for more information at: 919-747-8420.
“Loneliness and the feeling of being unwanted is the most terrible poverty.”
- Mother Theresa

The following is a letter to you, “The Change Agent” reader, from the Co-Director of the SERA, Inc. McGuire GrandFriend Foundation program. She is a young woman who serves as the change she wants to see in her community. Her picture is on the cover of the first edition of our quarterly newsletter. Her vision, compassion, empathy, passion, and “can do” spirit is an inspiration to all of us here at SERA, Inc.

Rita Anita Linger, President/CEO, SERA, Inc.
Dear Southeast Raleigh Community,

Companionship is one of the most important things to all living creatures. It is proven that a spider will kill itself to be with other spiders. Unfortunately, there is a lack of companionship available for many senior people. Through working in my grandfather’s drug store, Hamlin Drug Company, I have seen firsthand the loneliness in the hearts of the seniors who have given their lives to helping our generation. Often, their children do not have time to visit or have passed away and if their spouses have died, they are left with no one.

A senior patient that I had the privilege of meeting and serving used our community drug store. She had a quiet strength about her, as she would walk up the street once a month. We offered to make deliveries for her, but she replied “That’s alright, I enjoy the walk.” A few months ago, she began her end of life transition alone, as her husband and only son had predeceased her. My aunt continued to visit her, now not for deliveries, but to make sure she was not lonely during this transition in her life. The fact that she had given to the community for so long and could be all alone now resonated with me, and I decided that those who are building our future should more frequently assist those who shaped the past. A strong bond could be tied between the generations. This is what has inspired me to give back in this way.

My passion is to create social companions for these valued elderly in the community so that they will be less isolated. I have been afforded a wonderful opportunity by SERA, Inc. to co-direct a program, with the President/CEO, that will allow my passion to become reality.

The McGuire Grandfriend Foundation program is one where youth from within Southeast Raleigh can become buddies for our valued seniors. The buddy could come from a local middle school or high school in the community and someone who would be interested in working with the elderly. The buddy would be able to come to their new Grandfriend’s house or wherever their Grandfriend would like to meet them. The services provided would include providing companionship through such activities as bringing in the mail, reading letters or newspapers, playing games, going shopping for or with the Grandfriend, or simply listening. The McGuire Grandfriend Foundation program is meant to be simple and not over-structured so that the Grandfriend can utilize the buddy’s services however they see fit. Willing buddies will be readily available within the local schools because most schools require a specific number of community service hours and this would be a wonderful and satisfying way to fulfill those hours.

‘SERA, Inc.’s McGuire Foundation Project will fill a void in the community and help to bridge the gap between the elderly and the younger generations. Furthermore, it will facilitate face-to-face communication with the older generations who suffer from loneliness and isolation. The program would be most important because it bridges the gap between those who have already given their all and those who are ready to start.

Thank you for your time,
Taelor Olivia Scott
ROOT1, “Recognizing Our Own Talent 1”, is a community garden endeavor, flourishing in the historic Rochester Heights Community, near downtown Raleigh. Ajuba Joy, a long time Southeast Raleigh resident and community activist, is the founder and president of ROOT1. The goal of ROOT1 is to enhance sustainability practices, connect the generations and empower the community. In April 2010, they began to break ground, fertilize the soil and mulch. On May 1, 2010 the planting began. Yellow and zucchini squash, tomatoes, watermelon, cayenne, banana and jalapeño pepper. The small garden contains flowers, bush, long leaf and Italian basil, mint, lemon balm, sage and thyme. The fragrances’ are pungent. ROOT1 participated in the Food Shuttle’s, “Plant A Row” for the Hungry initiative. The summer’s intense heat and dry conditions took its’ toll on gardens around the city but it was not too hot for the peppers. In late August, ROOT 1 donated the ripened peppers to the Food Shuttle. Joy and many of the volunteers have grown up with gardens or have had gardens. It was no stretch when the invitation went out to neighbors, to become involved. ROOT1 has had volunteers from Wake Forest and Durham, NC. Their youngest volunteer is 3 years and the eldest is 75. Ajuba would like to thank all of the volunteers who have given of their time and support to this wonderful initiative, including Kim, Tony, Roscoe, Essie, Ross, Phionne, Demetious, Frances, Whit, Rachel, Tim, Lori and Whole Foods. Those of you who have not seen Abjuba’s Community Garden, must see it... It is inspirational and has brought about community connectedness and relationship building through the task of planting in the earth and watching beauty flourish. By late August, ROOT1 will have planted collard greens and broccoli. They are having a great time and have their sights set on next Spring. SERA, Inc. considers Ajuba Joy and the Root1 Community Garden a Southeast Raleigh “Star”. Please consider visiting the garden and giving a donation to help sustain it.

For Information or to donate to the Community Garden, call (919) 821-3889 leave a message or email: gardeningendeavor@bellsouth.net.
Hamlin Drug Store “The oldest community drug store in the city of Raleigh and in Wake County.”

The Original Peoples Drug Store
Hamlin drugstore has been a part of the Downtown Raleigh community for over 100 years. First at 118 Hargett St., and now at its current location of 126 East Hargett Street. The name of the store comes from the original owner James Edward Hamlin; who first established the store under the name Peoples Drug Store in 1904 and then changed it to Hamlin Drug Store in 1907.

In 1924, James Hamlin passed the business on to his son, V.C. Hamlin, V.C’s wife, Amelia, and Benjamin Roberts. During this time Hamlin was remodeled, with several new sections added which brought new life to the 118 East Hargett Street location. Hamlin attracted young people on Sundays with its popular soda fountain. In 1957, Amelia Hamlin passed the drugstore to a new generation of pharmacists. Doctors’ John Mitchel Johnson and Clarence Coolidge Coleman purchased the Hamlin Drug Store and in 1963, moved the store to its current location. This new partnership ushered in a new era for the company. With a new location and in a new building, the store once again dropped anchor and settled in to become the oldest community owned pharmacy in the city of Raleigh and Wake County.

Hamlin is still owned and operated by Dr. John M. Johnson. There is a tag line from long ago that says the “faces have changed but the name is the same.” In 2010, the old Hamlin will become the New Hamlin. Hamlin Drugstore still offered the same quality service but will be adding several new faces to the staff as well as a full facelift to both the inside and outside of the store. They plan to enhance the selection of both their health and beauty products and sundries. They are very excited about is the addition of delivery services to Downtown Raleigh, which they accomplish on a Segway. Most importantly, they are happy to be the downtown community pharmacy where the pharmacist knows your name and one-on-one customer service is their top priority.
Put Your Money Where Your Heart Is

The Goal is Teaching Women to Enhance Their Quality of Life Through Leveraging Resources.

Southeast Raleigh has a rich and vibrant history and does indeed have a history of entrepreneurialism. However most of that entrepreneurial energy centers on traditional business interests. When we consider the economic downturn, and shrinking government resources for local communities and economic development, SERA, Inc. believes that we as a leading Southeast Raleigh non-profit agency with the goal of “Enhancing the quality of life for Southeast Raleigh residents”, need to become more actively involved in trying to solve some of the area’s most pressing problems around economic empowerment. With our “Women and Money” series we have designed a civic entrepreneurial and sustainability program focusing on the women of Southeast Raleigh. Women make up an over-abundance of the population within Southeast Raleigh and many of these women are either managing single parent households or are elderly. 74% of Southeast Raleigh residents are African American, 10% are Hispanic, and 21% are White.

Southeast Raleigh Census Data
In the 2000 census, the median income within historic Southeast Raleigh was $31,189 per year. More than a fifth of the families in Southeast Raleigh had incomes below the poverty level. The unemployment rate in Southeast Raleigh was more than three times the rate for the city of Raleigh as a whole and four times the rate in Wake County. While these census statistics are 10 years old, Census Administrators have indicated that due to the current downturn in the economy, the 2000 census statistics may currently hold or may in fact have even declined due to lack of jobs and income. This is in fact, an opportune time to teach women how to leverage whatever financial resources they have, no matter how small. Building wealth is a process which occurs with one right action at a time.

The Community Has Asked for Help
When SERA, Inc. began holding its Community Development Summits in January through April of 2010, much of what we heard were pleas from local southeast Raleigh residents (primarily women) informing us that they wanted to learn how to save and spend their income responsibly. As a result, our “Women and Money” Series was born.

Monthly Sessions Teach Goal Setting
Women through these monthly sessions are able to learn how to maximize the income they currently have and learn how to
build wealth within the scope of their current financial situation. **We believe part of enhancing the quality of life for SER residents is helping those residents to understand the power of the “purse” and how each cent earned and each cent spent can impact an individual and family for years to come.** We now have a waiting list for SER women who are eager and waiting to participate in these sessions on an ongoing basis. The sessions will be held monthly.

**Number of Attendees and Interests**
The first in the series was entitled “Put Your Money Where Your Heart Is” and was attended by 17 women (even though the cap for each session was set at 13). The need for this level of support is so great, that women were literally not willing to wait but rather insisted they be included in the first session. We initially set a cap at 13 because we want the attendees to feel comfortable in a private and intimate setting while they discuss complicated issues/concerns and ask private questions with the facilitators. We will now include 17 women in each of the sessions as we find that we can still accommodate comfortably that number and preserve the intimate and safe environment for all attendees. Sessions include information on financial freedom, financial solutions to everyday problems, and customized financial planning. Many of the women in attendance have low to mid-level incomes, some are even on public assistance but have a strong desire to better manage and grow what financial resources they have. We have a waiting list taking us into year two with the maximum amount of women allowable in attendance.

**Facilitators & Evaluation**
During the sessions, women are asked to share their financial interests or money concerns. The structure of the sessions is one where women share their thoughts and trepidations, and the highly skilled facilitators provide direction and guidance on money management, investments, and wealth building from the ground up. SERA, Inc. is using Financial Representatives from a variety of firms and banks who are trained and licensed in financial management. They are experts in the field of building wealth and creative strategies around financial management. We are providing pre and post surveys to participants to gauge what they knew about the subject matter to be discussed, prior to the start of the session, and then to identify what information proved relevant and what skills they learned during the session. We intend to conduct a longitudinal study with the women attendees over the course of a year to assess if better financial decisions were made as a result of the information and ongoing support they received from SERA, Inc., and if in fact their income/resources are being leveraged according to what they have learned in the sessions. Women are encouraged to attend the entire series and will be provided with customized support as they need it.
Part I
Obesity and stress are some of America’s most pressing health problems. Research has shown that reducing both stress and obesity promotes a longer, healthier, happier and more fulfilling life.

SERA, Inc., in its work to fulfill its mission to “enhance the quality of life for southeast Raleigh residents” (which includes citizens from within a 57 square mile radius) has created as part of its signature programming, a celebration of fitness and health designed to reduce cardiovascular disease and obesity. The goal is to encourage citizens to celebrate health and fitness as a necessary component of healthy living. We do that by hosting and facilitating the state’s first “Dancing N the Park” 8 week series. North Carolina is rated number five (5) nationally as it relates to “childhood obesity”, consequently, finding a way to change the way we eat and move is critical.

Led by SERA, Inc. grassroots community organizers and a certified fitness instructor, along with a real turntable DJ, hundreds of residents gather weekly in a Southeast Raleigh park to Dance their way to fitness, via a structured hour long exercise dance routine. The participants who attend the 8 week series, will have the very real opportunity of losing unwanted pounds, gaining muscle tone, and improving their overall health and appearance while doing something they enjoy. We are committed to assisting SER residents to reconsider their power over their own physical, emotional, and spiritual aptitude and believe this is a practical and expedient way to accomplish that commitment.

Part II
We know that high blood pressure along with other maladies such as diabetes, is a leading cause of heart disease, stroke and death. This condition is a monumental health risk here in the Southeast Raleigh.

The project will provide outreach and education to local citizens and small businesses (first targets will be barber shops and hair salons) that serve citizens, around the importance of blood pressure readings and follow up.

Small business owners including leadership within faith institutions in the SER community will be taught how to utilize a blood-pressure gauge machine and test customers coming into their stores. Customers will be provided counseling and follow-up through SERA, Inc. with regard to education, self-management, setting appointments and visits with specialist.

Part III
Southeast Raleigh residents will be provided with advocates who will work with them when they believe their clinical encounter has gone awry, their healthcare provider is not “hearing” them, or they believe their medical needs are not being met. SERA, Inc. and its volunteers will provide residents with mediated conversations with medical staff and work to intervene and bring about a win-win solution which will result in the citizen/patient compliance with Dr.’s instructions as they relate to improved health and wellbeing. Many of the volunteers on this project work within the medical field and include physicians, nurses and hospital staff.

Clinical staff will also be provided opportunities to learn how to streamline their practice and work through the issues of HMOs, PPOs as it relates to quality clinical encounters with their patients. Also, included are educational and facilitated opportunities for medical staff to enhance their cultural competency tool box through diversity exchanges and trainings.
This section of the newsletter provides you the reader with important information and referrals on programs and services available to you across the city, county and state.

FREE COMMUNITY VOICEMAIL SERVICE IN RALEIGH

If you do not have a phone, you may be able to receive a free voice mail service known as Community Voice Mail. This provides a way for family, friends, health care workers, employers and others to call and leave a message for you with no cost to you.

The voice mail program will give you a seven-digit phone number. People who need to get in touch with you can dial the number and leave a message. You can listen to the messages by dialing your phone number and entering a short personal identification number, or PIN.

To sign up for Community Voice Mail, visit:
South Wilmington Street Center
Wake County Human Services
1420 S. Wilmington St.
Raleigh, NC 27603
Telephone: (919) 508-0718
AFFORDABLE HOUSING AND LOAN PROGRAMS AVAILABLE THROUGH RALEIGH’S COMMUNITY DEVELOPMENT DEPARTMENT

The City’s Community Development Department (CD) plays a major role in enhancing the living conditions of residents in Southeast Raleigh through a variety of programs. Some examples of CD-sponsored new affordable housing can be found next to the Martin/Haywood intersection, the 700 block of South Bloodworth Street, and in the West Idlewild neighborhood along Cooke Street. The City’s Community Development Department (CD) plays a major role in enhancing the living conditions of residents in Southeast Raleigh through a variety of programs. Some examples of CD-sponsored affordable new affordable housing can be found next to the Martin/Haywood intersection, the 700 block of South Bloodworth Street, and in the West Idlewild neighborhood along Cooke Street, Seawell Avenue, and Jones Street. New affordable apartments such as Carlton Place and Gateway Park were built on land assembled by CD and existing apartments such as Gregory Oaks and Murphey’s School were rehabilitated with funds CD provided to developers.

Several of CD’s loan programs provide very attractive terms for residents of SE Raleigh. The OWNER (Ownership Within Neighborhoods Experiencing Revitalization) program provides zero-interest second mortgages (up to $30,000 per loan) for owner-occupants within an area that includes SE Raleigh and the “Pilot” housing rehabilitation program can provide a loan without requiring repayment for homeowners living in the same area of the City. The Community Enhancement Program has provided funds to nonprofits for non-residential building improvements and to provide services for SE Raleigh residents, such as the YMCA-Garner Road, the Hargett Street YWCA and the Inter-Faith Food Shuttle.

If you have any questions about what CD does or any of their programs, please contact them at cd.info@raleighnc.gov, call 919-996-4330, or come see us at 310 W. Martin Street, Suite 101.

RALEIGH BEEHIVE

The Beehive, http://raleigh.thebeehive.org is a self-help web portal that provides information and resources on money, health, jobs, school and housing. The Beehives strives to be the “ultimate source for the help you need every day.” The Beehive was created by One Economy Corporation, a nonprofit organization based in Washington, D.C. that works to extend access to the Internet for people who live in low-income communities across the country. In Raleigh One Economy Corporation has partnered with the City of Raleigh, the Raleigh Housing Authority and AT&T to provide free Internet service to families in the Chavis Heights and Heritage Park communities.

Inspiration, Empowerment

The Beehive is designed to inspire and empower people who live in low-income communities by providing them with reliable and easy-to-understand information. Raleigh residents can visit the Beehive for information and resources to deal
with tax filing, home budgets health tips, unemployment benefits, homework, home-buying and more. If you would like a SERA, Inc. advocate to help you navigate the Beehive website, give us a call at: 919-747-8423.

DIGITAL CONNECTORS PROGRAM
SERA, Inc. is now a partner with the City of Raleigh and One Economy on the Digital Connector Program.

Digital Connectors are young people who receive intensive training in computer technology and participate in classes that build their leadership and career skills. In return, Digital Connectors serve their communities by teaching their families, friends and neighbors how to use the Internet to improve their lives and fully participate in the local economy. Digital Connectors prepare for the 21st century workforce. The benefits for participating youth include:

- Gain skills to succeed in high school, college and the workplace
- Become certified in Cisco and Ever-Fi
- Build job resumes and apply to college
- Become young leaders in the community
- Receive free laptop computers

Local professionals and business owners can make a difference by supporting the Raleigh Digital Connectors. Volunteers can help young people in the program develop their skills and learn about career and educational opportunities. Monetary donations help ensure that the program succeeds in its goal of empowering young people and their communities to thrive in the digital age. SERA, Inc. will work with its partners to recruit youth to participate in the program, provide leadership and facilitation services as the strategic plan begins to expand and inclusion of additional community players and resources becomes a necessity. For more information about this program or to get youth involved, please call Rita Anita Linger, SERA, Inc. President at 919-747-8420 and/or Linda Jones, City of Raleigh Community Technology Advocate at: 919-996-5468.
SERA, Inc. On July 19, 2010, kicked off the first health initiative under our Community Capacity Building strategy in Chavis Park called “Dancing N The Park” a celebration to reduce cardio-vascular disease and obesity in North Carolina, but particularly in Southeast Raleigh. This event is the first of its kind in the state of North Carolina.

Over 300 people danced for an hour to music as a form of fitness. SER attendees are beginning to address the need for such activity in their daily lives, and to acknowledge that cardio-vascular exercise can reduce the occurrences of arthritis, diabetes, kidney failure and obesity, to name a few of the leading causes of death by the Center for Disease Control.

North Carolina has been rated 5th in the Nation in childhood obesity; and approximately 60 percent of adults are obese. Therefore, SERA, Inc. along with its sponsors who include the City of Raleigh and AARP; Dance N2 Shape, Project Direct, Red Cross, Hamlin Drug Company and others to offer free to the community an twelve (12) week fitness celebration.

Dancing N The Park not only allows the community to engage themselves collectively to reduce cardiovascular disease and obesity; but it provides human service agencies in SER an opportunity to share their and service info with participants. Dancing N The Park is a free event each and every Monday in Chavis Park; through October, 2010.
SERA, Inc. Welcomes Youth Leadership Alliance Participants

Many of the Southeast Raleigh youth who have worked with the Wake County Youth Leadership Alliance, are now engaging SERA, Inc.’s Youth Ambassador Program (YAP), as the Wake County program draws to a close. The Youth Leadership Alliance was a program spearheaded by Wake Co 4H in 2008. The program’s focus was the delivery of leadership and life skill development training to teenage youth in the Raleigh area. The teens learned such skills as leadership and character development, team building, resume writing, entrepreneurship, financial literacy, college prep, time management, and much more.

One of SERA Inc.’s focus areas is to facilitate youth empowerment. SERA, Inc. has now transitioned Southeast Raleigh youth who participated in the Youth Leadership Alliance to Youth Ambassadors. The SERA, Inc. Ambassadors are be responsible for setting the tone and stage for how youth should envision and live their lives in the 21st century. The Ambassadors represent both SERA, Inc. and the SER communities. The Ambassadors will service the communities of SER by acting as facilitators, advocates and problem-solvers in all of SERA, Inc.’s programs.

The YAP invite youth between the ages of 14-19 to participate in its leadership development, peer and parent teen mediation training program, internship, mentorship & job placement program, Youth Entrepreneurial Institute as well as the many other SERA, Inc. youth leadership focused programming. They will also provide other SER community organizations with assistance on community service projects and provide their peers with positive leadership role influence. The staff at SERA, Inc. is proud to work with these youth who are building their self-actualization tool kit as they continue to grow as assets to the communities in which they live and learn.
QUOTES FROM THE 1ST GRADUATING CLASS OF SERA, INC. YOUTH ENTREPRENEURIAL TECHNOLOGY INSTITUTE

Graduating class of June 2010

“Before I came to SERA, Inc.'s Youth Entrepreneurial Technology Institute, I didn’t know anything about how to design a webpage, but I certainly do now. I’ve learned how to design a site and be unique in doing so. I am also able now to help others design their site or webpage.” - Ashanti M.

“I learned the various ways to write code for web pages. The Institute has helped me learn how to create a web design. I was really far ahead of other students when I attended a web design and music camp after being at SERA, Inc’s Institute. The Institute helped me to gain the confidence in knowing I can do this by myself.” - Adrian S.

“Not only did I learn web design, but I also learned about leadership and about not judging someone by the way they look. This Institute has given me confidence with a computer, I am no longer lost using one. I am current exploring different colleges to attend now.” - Chelsea L.

“I learned about writing codes and design, I learned the importance of not judging someone by the way they appear to be. People look at me because I’m big and think that all I do is play football, they don’t know that I play drums and piano at my church. Because of the Institute, I pay better attention in class now and I am more confident in the things the teacher is teaching us. I am also able to help someone else if they want to learn more about designing a web site.” - Ebeim N.

“I am ahead of many of the other students in my tech class because of the institute. Now I am in the role of helping everyone else in class because I know most of what we are learning now. I pay attention a lot more and focus on what I need to do. When I’m done with my website I can start advertising my interest in opening my restaurant and get people to go online to my exciting website to find my restaurant.” - Pryce M.
SERA, INC. WISH LIST

Wishing upon a star won’t get us what we need. We look to you, SERA, Inc. supporters to help us obtain the goods and services we need to optimize our stellar programs and services to the Southeast Raleigh Community. Thank you!

• SERA, Inc. 8 – 10 Passenger Van
• 2 New Laptops
• Event Tenting (4 to 6 large adjustable tents)
• Volunteers for Youth and Adult Programs
• 3 Lavaliere Portable Microphones
• Boxes of Copier Paper
• General Office Supplies
• Event Sponsorships
YOUR SPONSORSHIP DOLLARS CAN HELP CHANGE LIVES
Help SERA, Inc. Make a Difference!

$1,000.00
Send a Southeast Raleigh youth to our week long Youth Entrepreneurial Institute, where he or she will learn how to develop state of the art techniques in website design, the business of entrepreneurialism, leadership skills, and leave from the Institute with a refurbished desktop computer. Your sponsorship dollars will also assist SERA, Inc. in providing intensive support of the young person as they continue to develop themselves as entrepreneurs over the course of a year.

$900.00
Provide a woman with year-long customized educational classes, and materials around money management, wealth building, and practical strategies to optimize and build on their current resources. Classes are designed to meet each woman’s needs and are provided by highly respected leaders in the field of financial management and wealth building. Each participant of the program is included in a longitudinal study which follows her a year out from her training to determine how well she is able to apply what she has learned during the classes in her personal life.

$700.00
Create an opportunity for a young person (ages 14-19) to experience working in a corporate environment. Imagine a Southeast Raleigh youth being mentored by a corporate executive and permitted to intern for the executive for six hours a month over the course of six months. The young person will be afforded an opportunity to intern with an executive in the field of his choosing and learn the internal workings of a particular career while being paid a small stipend for his or her work. Some young people choose to intern in the field of Engineering, Architecture, Banking, Journalism, Marketing or Public Relations or Publishing. When a young person’s world expands, so does their chances for success over a lifetime.

$500.00
Help transform the life of a young person through our Youth Ambassador Program. Young people will have the opportunity to become change agents through leadership aptitude development and conflict resolution training in order to become peer and parent teen mediators in their schools and communities. These young people will have an opportunity to not only mediate conflict, but will be trained as community organizers providing public services to residents in need and local business.
That drinking enough water can change your life!
One glass of water shuts down midnight hunger pangs for almost 100% of the dieters studied in a University study.
Lack of water is the #1 trigger of daytime fatigue.
Preliminary research indicates that 9-10 glasses of water a day could significantly ease back and joint pain for up to 80% of sufferers.

A mere 2% drop in body water can trigger fuzzy short-term memory, trouble with basic math, and difficult focusing on the computer screen.

Drinking 5 glasses of water daily decreases the risk of colon cancer by 45%, plus it can slash the risk of breast cancer by 79%, and one is 50% less likely to develop bladder cancer.
Are you drinking the amount of water you should every day?
Folami K. Bandele
Executive Director
YWCA of the Greater Triangle
554 E. Hargett Street
Raleigh, NC  27601
(919)828-3205 x11  Fax (919)235-3343
fbandele@ywcatriangle.org

Adrienne Cole
Executive Director
Economic Development
800 South Salisbury Street
Raleigh, NC
(919) 664-7049  Fax (919) 664-7099
acole@raleighchamber.org

Mr. Scott Cutler, Co-Chair
Clancy & Theys Construction Company
516 West Cabarrus Street
Raleigh, NC  27603,
(919) 834-3601; (919) 834-2439 (f),
(919) 740-2567 (m)
ScottCutler@clancytheys.com

Mr. Tim Gardiner**
Wake County Government
551 E. Hargett St
Raleigh, NC 27601
919-602-4243 (h); 919-856-1577 (w)
tgardiner@nc.rr.com

Ms. Che-Che Harper**,Secretary
Relationship Manager
First Citizens Bank
3005 Tuckland Drive
Raleigh, NC  27610
(919) 716-8956; Fax: 919.716.2330
Cheche.harper@firstcitizens.com

Reggie Joe
Financial Representative
Northwester Mutual Financial Network
Home: 4901 Windmere Chase Drive
Raleigh, NC  27616
(919)422-4614
Reggie.joe@nmfn.com

Vivian T. McCoy**
5501 Bellcamp Court
Raleigh, NC 27610
(919) 231-0347   Fax: (919) 350-8728

John Gilbert Reaves, Jr. **
Accountant/ Board Treasurer
Garrett, Dodd & Associates, Ltd.
1420 Moring Street
Raleigh, NC  27603
(919) 601-4737
red_wolf@bellsouth.net
Ms. Gail M. Roper
Chief Information Officer
City of Raleigh
Home address:
2705 Laurelcherry Street
Raleigh, NC 27612
Gail.roper@ci.raleigh.nc.us

Mr. Joseph Sansom**
Retired from IBM
Mechanics & Farmer Board of Trustees
2701 Little John Road
Raleigh, NC 27610
919-231-8149(h); 919-602-8364(m)
Equity & Business Development
sansom@ipass.net

Mr. Al White**
Retired Captain – Raleigh Police Department
North Carolina Central University
2928 Woodslope Dr
Raleigh, NC 27610
919-264-9562 (mobile)
Dog1076@aol.com

Dr. Earl Johnson, Pastor**
Martin Street Baptist Church
1001 East Martin Street
Raleigh, NC 27601
(919)833-9756
martinstbaptist@nc.rr.com

Mr. Ed Wills, Co-Chair**
McDonald’s
105 E. South Street
Raleigh, NC 27601
516-297-3477(m); 919-828-3185(f)
Equity & Business Development
ed.wills@partners.mcd.com

**These members are residents of Southeast Raleigh