



January 2012 Publicity

Brower, Miller & Cole

Strategic Marketing
Public Relations • Advertising

January 5, 2012

THE ORANGE COUNTY
AN EDITION OF REGISTER



MARK RIGHTMIRE, THE ORANGE COUNTY REGISTER

Noah Clavel, 6, rides a saucer Friday morning down the slope of snow at the Orange County Rescue Mission's Village of Hope.

SNOW DAY

YOUNG AND OLD ENJOY 10 TONS
OF WINTER IN TUSTIN. PAGE 5

Brower, Miller & Cole

Strategic Marketing
Public Relations • Advertising

THURSDAY, JAN. 5, 2012

SNAPSHOTS



Smiles and snowballs were in great supply at the Village of Hope in Tustin.

Snow piles up in Tustin

Story and photos
by **MARK RIGHTMIRE**
THE ORANGE COUNTY REGISTER

Brower, Miller & Cole

Profit Development™
Public Relations • Advertising

It was fun for all ages as the Orange County Rescue Mission's Village of Hope in Tustin received 10 tons of snow Friday morning.

"For this group of people, most of them have never seen snow before and the kids have never touched it or eaten it, and it is quite the experience for them," said Jim Palmer, president of the Orange County Rescue Mission.

Children rode their saucers down a gentle slope of snow piled between bales of hay as snowballs flew through the air in all directions.

Due to the generosity of some donors, this was the second year the Village of Hope had received snow. The first year was 2009.



Heaven Martinez, 7, gets some help from Jim Palmer, president of the Orange County Rescue Mission.



Joshua Dowty, 4, prepares to throw a hefty snowball.



Nathaniel Rodriguez, 4, reacts after getting hit by a snowball.

Brower, Miller & Cole

Profit Development™
Public Relations • Advertising

January 17, 2012

Weekly hot meals start today for homeless in Dana Point

Orange County Rescue Mission's Mobile Chili Van is scheduled to visit a parking lot across from San Felipe de Jesus Catholic Church in Capistrano Beach every Tuesday evening, though the location may vary. The Rescue Mission calls the Dana Point area 'severely underserved.'

By **ROB VARDON** / THE ORANGE COUNTY REGISTER

Starting Tuesday, the Orange County Rescue Mission's Mobile Chili Van will visit Dana Point every Tuesday evening to provide hot meals along with service referrals and resources to homeless people.

The new services are scheduled to be available from 4:30 to 6:30 p.m. Tuesdays in a parking lot across from [San Felipe de Jesus Catholic Church](#), 26010 Domingo Ave., Capistrano Beach. It's a temporary location and could change any time, according to the Rescue Mission, which suggests visiting its website, www.RescueMission.org, to get the current location each week.



Volunteers serve dinner to homeless people in February at Capo Beach Calvary. The church shelter closed after pressure from the city of Dana Point to follow a 10-bed rule.

REGISTER FILE PHOTO

Dana Point has had little organized homeless aid since the only emergency shelter in town, at [Capo Beach Calvary church](#), [shut down in February](#) under pressure from the city to follow a 10-bed rule. Also that month, city officials told a homeless feeding ministry, [Breakfast Together Outreach](#), to halt its operations in a Town Center parking lot because it lacked a special activity permit.

Another homeless advocacy group, [Interfaith Homeless Outreach Project for Empowerment](#) – or iHope – used to park a shower trailer at Capo Beach Calvary for homeless people to use four times a month. But the church asked iHope to limit its use of church property to once a month, so iHope sought another location.

"The south Orange County area's homeless population, especially within the Dana Point region, are currently severely underserved," Jim Palmer, president of the Orange County Rescue Mission, said in a statement. "We partnered with Safe Harbor Ministries in an effort to reach those individuals who are hungry and in need of services in an area where services are often scarce. We are hoping this will not only help these homeless individuals by providing them food and resources but will also help to bring this need to light within a community that is widely unaware of the issue."

The Rescue Mission plans to provide more than 100 meals, hygiene kits and emergency street kits every Tuesday. It also plans to add its mobile medical and legal clinics to its list of services and is seeking volunteers and donations to enable it to do so.

Individuals and businesses interested in volunteering or providing money can donate through the Rescue Mission's website.

For more information, call 714-247-4300.

Brower, Miller & Cole

Strategic Marketing
Public Relations • Advertising

OC FAMILY

January 11, 2012

The O.C. Rescue Mission extends homeless outreach to Dana Point

**Every Tuesday the Mobile Chili Van and
Care Coordinator Staff will provide a hot
meal**

BY KIRSTI CORREA
Published: January, 2012

The Orange County Rescue Mission teamed up with Safe Harbor Ministries to take the first step in helping South Orange County's homeless. Every Tuesday the Mission's Mobile Chili Van and Care Coordinator Staff will be in Dana Point to donate their services,



As of Jan. 17, every week volunteers will meet in the parking lot across from St. Felipe de Jesus Catholic Church in Capistrano Beach from 4:30 p.m. to 6:30 p.m. to provide over 100 meals, hygiene kits and emergency homeless street kits to those in need.

"The South Orange County area's homeless population, especially within the Dana Point region, are currently severely underserved," explained president of the Orange County Rescue Mission, Jim Palmer. "We partnered with Safe Harbor Ministries in an effort to reach those individuals who are hungry and in need of services in an area where services are often scarce."

With the support of Sunwest Bank, The Disneyland Resort and other donors, the Rescue Mission is able to provide hot meals, along with referrals and resources to the homeless in the area. Next, the organization hopes to add its Mobile Medical Clinic and Mobile Legal Clinic to the agenda.

"We are hoping this will not only help these homeless individuals, by providing them food and resources, but will also help to bring this need to light within a community that is widely unaware of the issue," said Palmer.

Brower, Miller & Cole

Strategic Marketing
Public Relations • Advertising

January 20, 2012

OC Rescue Mission Expands Outreach in DP

by Andrea Swayne

Jan 20, 2012 | 253 views | 2  | 5  |  | 

The Orange County Rescue Mission has partnered with Safe Harbor Ministries to offer weekly meals and services to the area's homeless.

The Rescue Mission kicked off the program Tuesday evening, serving hot meals from its Mobile Chili Van and providing referrals, resources and hygiene and emergency homeless street kits.

The Chili Van and OCRM set up across from the St. Felipe de Jesus Catholic Church, 26010 Domingo Avenue in Capistrano Beach.

OCRM President Jim Palmer said volunteers served 60 to 70 people.

"South Orange County's homeless population, especially within the Dana Point area, is currently underserved," said Palmer. "This is not only an effort to reach those in need, we are also hoping to shed some light on this issue within a community that is widely unaware of the issue."

Sheltering the homeless was discussed at numerous City Council meetings in the past year as representatives from Safe Harbor and others requested an emergency change that would allow more than 10 beds per facility—the limit under the city's housing element.

According to Director of Community Development Kyle Butterwick, changes to the 10-bed rule are not allowed on an emergency basis as such a change requires an amendment to the zoning code.

He said the city regularly receives requests to modify zoning codes but has not received an official application to amend this part of the code.

The OCRM plans to return every Tuesday from 4:30 p.m. to 6:30 p.m. and will add medical and legal assistance services in the coming weeks. Palmer said the location may change.

For location information, to volunteer or to donate, see www.RescueMission.org.

Brower, Miller & Cole

Strategic Marketing
Public Relations • Advertising



January 19, 2012

Photos: Orange County Rescue Mission Chili Van Drives South to Capo Beach

The **Orange County Rescue Mission** expanded its delivery of hot meals for the homeless into South Orange County, making its first stop Tuesday.

Forget "**taco Tuesday**," from now on, it's "chili Tuesday."

The Rescue Mission's mobile chili van will set up shop every Tuesday from 4:30 to 6:30 p.m. in Capo Beach, in the parking lot across from **San Felipe de Jesus Catholic Church** at 26010 Domingo Ave.



On its inaugural visit, mission staff estimate 50 men, women and children received a hot bowl of chili in the first hour alone.

"The South Orange County area's homeless population, especially within the Dana Point region, are currently severely underserved," Jim Palmer, president of the Orange County Rescue Mission, said in a press release.

"We partnered with **Safe Harbor Ministries** in an effort to reach those individuals who are hungry and in need of services in an area where services are often scarce. We are hoping this will not only help these homeless individuals, by providing them food and resources, but will also help to bring this need to light within a community that is widely unaware of the issue."

Beyond the chili, the Rescue Mission provides hygiene kits and emergency homeless street kits. Organizers hope to add its mobile medical clinic and Mobile Legal Clinic to the list of services provided each week, and is seeking volunteers and donations in order to enable the Rescue Mission to include these services to the South Orange County program.

Brower, Miller & Cole

Strategic Marketing
Public Relations • Advertising

January 11, 2012

Photos: Orange County Rescue Mission Chili Van Drives South to Capo Beach

From now on, the charity group will visit the area weekly to feed and serve the homeless.



You can't miss the mobile chili van. Credit [Vicki Finelt](#)

Photos



Brower, Miller & Cole

Strategic Marketing
Public Relations • Advertising

The [Orange County Rescue Mission](#) expanded its delivery of hot meals for the homeless into South Orange County, making its first stop Tuesday.

Forget "[taco Tuesday](#)," from now on, it's "chili Tuesday."

The Rescue Mission's mobile chili van will set up shop every Tuesday from 4:30 to 6:30 p.m. in Capobeach, in the parking lot across from [San Felipe de Jesus Catholic Church](#) at 26010 Domingo Ave.

On its inaugural visit, mission staff estimate 50 men, women and children received a hot bowl of chili in the first hour alone.

"The South Orange County area's homeless population, especially within the Dana Point region, are currently severely underserved," Jim Palmer, president of the Orange County Rescue Mission, said in a press release.

"We partnered with [Safe Harbor Ministries](#) in an effort to reach those individuals who are hungry and in need of services in an area where services are often scarce. We are hoping this will not only help these homeless individuals, by providing them food and resources, but will also help to bring this need to light within a community that is widely unaware of the issue."

Beyond the chili, the Rescue Mission provides hygiene kits and emergency homeless street kits. Organizers hope to add its mobile medical clinic and Mobile Legal Clinic to the list of services provided each week, and is seeking volunteers and donations in order to enable the Rescue Mission to include these services to the South Orange County program.

Brower, Miller & Cole

Profit Development™
Public Relations • Advertising

SanJuanCapistranoPatch

January 11, 2012

Photos: Orange County Rescue Mission Chili Van Drives South to Capo Beach

From now on, the charity group will visit the area weekly to feed and serve the homeless.



You can't miss the mobile chili van. Credit [Vicki Finelt](#)

Photos



Brower, Miller & Cole

Strategic Marketing
Public Relations • Advertising

The [Orange County Rescue Mission](#) expanded its delivery of hot meals for the homeless into South Orange County, making its first stop Tuesday.

Forget "[taco Tuesday](#)," from now on, it's "chili Tuesday."

The Rescue Mission's mobile chili van will set up shop every Tuesday from 4:30 to 6:30 p.m. in Capobeach, in the parking lot across from [San Felipe de Jesus Catholic Church](#) at 26010 Domingo Ave.

On its inaugural visit, mission staff estimate 50 men, women and children received a hot bowl of chili in the first hour alone.

"The South Orange County area's homeless population, especially within the Dana Point region, are currently severely underserved," Jim Palmer, president of the Orange County Rescue Mission, said in a press release.

"We partnered with [Safe Harbor Ministries](#) in an effort to reach those individuals who are hungry and in need of services in an area where services are often scarce. We are hoping this will not only help these homeless individuals, by providing them food and resources, but will also help to bring this need to light within a community that is widely unaware of the issue."

Beyond the chili, the Rescue Mission provides hygiene kits and emergency homeless street kits. Organizers hope to add its mobile medical clinic and Mobile Legal Clinic to the list of services provided each week, and is seeking volunteers and donations in order to enable the Rescue Mission to include these services to the South Orange County program.

Brower, Miller & Cole

Profit Development™
Public Relations • Advertising