



CLARA WHITE MISSION

Food For Today. Skills For Life.

VOCATIONAL TRAINING PROGRAMS

*Certified by the
Florida Dept. of Education*

School of Culinary Arts Training
School of Janitorial &
Environmental Training
Highway Safety & Construction Mgmt

Feeding Program
Transitional Housing Program
Drop-In Day Center
Clara's At The Cathedral Training Café
Ashley Street Catering
Project Clean City

Eartha White Historical Museum

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CEO/President

Ju'Coby Pittman-Peele

TO: U.S. House of Representatives Committee on Oversight and Government Reform, Subcommittee on Federal Workforce, U.S. Postal Service, and the Census

WRITTEN TESTIMONY: Ju'Coby Pittman, CEO & President, Clara White Mission, Jacksonville, FL, regarding the operation of the Combined Federal Campaign

DATE: June 26, 2013, Rayburn House Office Building

Good afternoon Mr. Chairman, Ranking Member Lynch, and Members of the Subcommittee. It is my honor to address the subcommittee.

- I am here today as the CEO & President of the Clara White Mission, where I have served for 21 years. I would like to share my concerns on how several of the proposed changes to the Combined Federal Campaign will hinder and negatively impact our ability to deliver urgent and critical services to veterans and low-income individuals in Jacksonville, Florida.
- For over 109 years the Clara White Mission has had a history of providing services to veterans, the homeless and low in-come. Since 2003, we have operated as a one-stop community development center designed to support workforce development and integrate comprehensive supportive services.
- Through the dollars that are entrusted to our agency by federal employees through the CFC, we are able to invest in human services and human capital. **Our goal is simple.** We help train and place individuals in jobs in our community, so they can become self -sufficient and productive members our community. Our programs are designed for enrolled students who are veterans, low-income and previously homeless residents; allowing them to give back while training, serving and preparing meals to over 500 homeless, 7 days a week at the Clara White Mission.
- Since the inception of the vocational program over 703 students have graduated and been placed in jobs within 90 days of graduating; and 67% of those placed in employment remain in the workforce. In 2011, graduates of the CWM impacted the economy of our community by more than \$1.2 million dollars through earned income. **Clara White Mission is the only non-profit in the state of Florida that offers this unique transtional housing with supportive services for veterans and low-income, coupled with an on-site licensed vocational training all in a one-stop facility, demonstrating use of best practices and a successful track record.**
- The Clara White Mission's program has been recognized nationwide as a leader in the non-profit and charitable sector. CWM was the recipient of the 2008 HUD Secretary's Opportunity and Empowerment Award, and was recognized in 2010 as a cost effective national model training and employment program for the homeless and low-income by Al Roker, anchor on the NBC's TODAY Show. As recently as March of 2013, The Clara White Mission received the Federal Bureau of Investigation's(FBI) Community Leadership Award, for the positive impact outreach our programs have had in the community.

- The leverage, promotions, volunteer support and the financial investment over many decades from the federal workforce through CFC Campaign has allowed our agency to provide innovate, efficient and effective programs.
- CFC is an incredible resource to Clara White Mission. Over the past five years, federal employees have generously contributed more than \$190,000 to support the mission's work and these funds are specific to the daily delivery operations of services. This money has gone directly into helping better the lives of hundreds of Floridians, and building a stronger community in Jacksonville, FL.
- We work with CFC staff technical support and professional experience as a fundraising partner to leverage fundraising dollars to enhance Clara White Mission sustainable programs.
- Let me tell about one of our many success stories, made possible through the generous support of the federal workforce and the Combined Federal Campaign:

Hezekiah, a native of Havana, Florida, reared by both parents. Father was a retired veteran, he held a job in the mattress factory, but he was a functional alcoholic and mother was a house wife and very active in the church. He had two sisters, and two brothers. Hezekiah, was an average student in school and an athlete in Football, Track and a Boy Scout. Upon graduation, he joined the Army on October 8, 2005 and was discharged October 8, 2008. He was stationed at Fort Jackson and enjoyed the life of a family man and serving his country. He mentioned that being married and being in the military made him grounded and stable. Unfortunately, soon after he was discharged, his perfect family life was shattered the unexpected death of his wife, whom he loved dearly. He found that coping and living without her was very challenging, which lead to a spiraling life of drugs. To soothe his pain, he began using "crack cocaine".

He moved to Tallahassee to run away and was in hopes of starting a new life. He acquired a new job as an electrical engineer and almost every day, he used drugs. He eventually, lost his job and started stealing to support his habit. He was arrested for the possession of drugs/ theft charges and served a year in prison. While in prison he was placed in a rehabilitation program to combat his addiction. After he completed his sentence and the rehab program, he moved to Jacksonville, Florida for a fresh start, once again. He enrolled in the 20 week certified Culinary Arts Training /Transitional Housing Program at the Clara White Mission Training Center. He was drawn to the program, because he was advised that the program was designed to assist veterans and ex-offenders. After he was accepted for enrollment, he took advantage of the total program. He attended AA classes, life management classes, developed a positive support system and joined a local church. He excelled and graduated with honors. He stated that the comprehensive program helped him find himself. He said, that while he was in prison, he had time to reflect on the positive choices of serving his country and being a family man, the negative encounters and choices he made in life, the death of his wife, the struggle of drug addiction, losing his job and just existing and being a nobody. He said that life at the mission reinforced the positive change that he was looking for in his new life.

Three days after graduation he was employed by Morning Star Foods. Three months, later he saved his money and moved into his own apartment. He remains clean and met his personal and career goals, while enrolled in the Clara White Mission program. He has his life back.

- If the proposed changes are implemented, resources to help veterans like **Hezekiah** would put handcuffs on service delivery. I understand and support the spirit of the changes—however, I believe the proposed remedies should be studied and measured before they are implemented nation wide. With that said, the proposed rules seem very vague, and without further explanation or development, in their present form, I am very concerned about the negative impact they will have on charities like ours, and others nationwide.
- The first and most important fundraising tip that I always advocate to my board of directors and staff – that no one will give unless you ask them to. The proposed rule changes include a major reorganization of the Combined Federal Campaign, that will limit the local, face to face contact and communication that is necessary to be able to explain our charity's mission, recruit volunteers, and advocate for our cause.
 - Let me share how important the local CFC relationships are to the Clara White Mission: Annually, I make several presentations to federal employees regarding the services at CWM. The CFC Campaign is a venue to update and educate the immediate impact of serving and giving to the campaign. When I share our agency's mission, show them how their support stays in the community; how it helps stabilize veterans in crisis, and uplift low-income individuals – we are able to show the importance of giving through the CFC, and grow our community and relationships with the federal workforce. After many presentations, federal employees have committed to volunteering with peers and getting their families involved, in many of our programs and fundraising endeavors. Annually, we have over 6,000 volunteers that are committed to the Clara White Mission. If I didn't have the opportunity to make a **“face to face”** personal appeal, the local federal employee partnerships wouldn't exist today.
- My concern regarding the reorganization also carries over to my concerns of only enabling online solicitation and giving. From my 21 years of fundraising experience, if the new proposed OPM proposed rule is passed for on-line solicitation, it would eliminate the current infrastructure and personal face to face appeal; decrease volunteerism and professional support from CFC staff and upfront fees which has yet to be determined. CFC has built community capacity locally and leverage resources that charities depend on, without those valuable resources those communities WILL suffer.
- My hope by coming here to Washington DC today is to slow down the process of this proposed paradigm shift, and review, evaluate, and test these sweeping changes that would impact lives not only in my community, but in communities across our country. If the Clara White Mission loses support from CFC, we expect to be unable to perform the full range of our services, which will lead to a direct increase for the most basic needs for hundreds of Americans. Charities for years have continued to do more with less, and we are grateful for the support of the federal workforce. Without the continued support from the CFC of \$190,000, **Clara White Mission would experience decrease in volunteers and would be forced to cut services and staff.** During these difficult times for all Americans, I would urge the OPM to be thorough and thoughtful before implementing changes that could have a significant impact on the size, scope, and role of the Combined Federal Campaign. I want to work with the OPM to make sure these proposed changes do not cause real hardship and harm in our communities where we all live, work, volunteer and play across the country.

- The Clara White Mission is just one of 25,000+ charities in the campaign that will be crippled by the impact of the proposed changes. The CFC Campaign, it's not just the homeless, or veterans of war. CFC supports research to find cures for diseases; it's a hotline for someone considering suicide, it's access to family and children services, and it's disaster relief for communities trying to recover from something like the Gulf Oil Spill. CFC is a proven centralized funding source and it allows thousands of charities to provide diverse services, while delivering human services.
- I thank the Chairman and ranking member Lynch for the opportunity and honor to testify, and look forward to answering any questions you may have.

Thank you!

Committee on Oversight and Government Reform
Witness Disclosure Requirement – “Truth in Testimony”
Required by House Rule XI, Clause 2(g)(5)

Name: Ju'Coby Pittman

1. Please list any federal grants or contracts (including subgrants or subcontracts) you have received since October 1, 2010. Include the source and amount of each grant or contract.

2010: US HUD & Pass-Through \$462,182, US Dept. of Health and Human Services \$98,100, US Dept. of Homeland Security \$7,500, US Dept of Justice \$192,083, Dept of Veterans Affairs \$291,118

Total \$1,050,983

2011-2012: US HUD & Pass-Through \$242,424, US Dept. of Homeland Security \$9,000, US Dept of Justice \$196,680, Dept of Veterans Affairs \$347,663

Total \$795,767

2. Please list any entity you are testifying on behalf of and briefly describe your relationship with these entities.

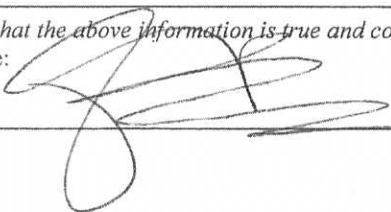
Testifying on behalf of the 25,000+ Charities that receive funding from the CFC

3. Please list any federal grants or contracts (including subgrants or subcontracts) received since October 1, 2010, by the entity(ies) you listed above. Include the source and amount of each grant or contract.

2010-2013 - \$139,338

I certify that the above information is true and correct.

Signature:



Date: 6/24/13



Ju'Coby Pittman Bio

Ju'Coby Pittman has been at the helm as the CEO/President of the Clara White Mission for the past 21 years. Under her leadership, the Clara White Mission has expanded from a soup kitchen to a one-stop community development center designed to support job training, job creation and housing. The facility includes: a 24-hour transitional housing program, certified job training and job placement in Culinary Arts, Janitorial and Construction Training programs; a veteran drop-in day center, White Harvest Farm, a daily feeding program providing meals for 500 homeless and the Eartha White Museum. In addition, Ju'Coby has created jobs for graduates of the programs through on-site initiatives; Ashley Street Catering and Project Clean City. In addition, she developed a hands-on training restaurant in partnership with St. John's Episcopal Church; Clara's at the Cathedral," which is operated weekly by students enrolled in the Culinary Arts Program. Ju'Coby and the Clara White Mission recently received the Federal Bureau of Investigation's (FBI) Community Leadership Award for the positive impact outreach programs they have in the community. Among her numerous accolades, Al Roker, anchorman of NBC's "Today Show" recognized Clara White and Ju'Coby for their successful, innovative and cost effective approach in stabilizing and rebuilding the lives of veterans, previous homeless and low-income individuals. In addition, the Clara White Mission was the national recipient of the U.S. Department of Housing and Development Secretary's Empowerment Award. She participated in the Edward Waters College's Educational CLIMB Program

Ju'Coby received her AA Degree from Florida Community College at Jacksonville and a BS Degree from Jones College and an Honorary Doctorate from the institution as well.

Her philosophy is "Go out of your comfort zone to make a difference".



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