



Office of Youth Development

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FOR IMMEDIATE RELEASE

Kaiser Permanente donates \$60,000 to fund an innovative Street Outreach Program that keeps youth from joining gangs

Sacramento, California, January 30, 2009—Kaiser Permanente will donate \$60,000 to support the Office of Youth Development's Street Outreach Program. Innovative in its approach, the program consists of outreach teams that positively engage youth and link them to proven community-based resources designed to keep youth from joining gangs. On **Tuesday, February 3rd**, during the **2 p.m. Council Meeting**, representatives from Kaiser Permanente will officially present their donation to the City. Former street outreach team members will also be in attendance.

Long respected for its overarching commitment to health, Kaiser Permanente actively seeks partnerships with community organizations and government agencies that lead to an improvement of overall community health. The Street Outreach Program's focus on engaging youth while connecting them to resources that promote learning, health, and wellbeing made it an ideal funding partner.

"We are always looking for partners to help us make our communities healthier," says Max Villalobos, Senior Vice President and Area Manager for Kaiser Permanente South Sacramento Medical Center. "The City of Sacramento is working hard to guide young people down a positive and healthy path and we are pleased to support them in that effort."

Kaiser Permanente's financial support will allow OYD to contract a local community-based organization with demonstrated success managing youth programs to administer a city-wide Street Outreach Program. The program will consist of six street outreach workers, one case manager, and a project manager. Each of these individuals will work to link Sacramento youth to the resources and programs they need to become successful adults.

Details

- Event:** **Kaiser Permanente presents \$60k donation to the City**
Significance: Donation will fund the Street Outreach Program, which connects youth to community-based resources and programs that keep them from joining gangs.
Date/Time: Tuesday, February 3rd, 2 p.m. Council Meeting
Location: Council Chambers – City Hall, 915 I Street

Media-related inquires can be forwarded to Hindolo Brima, Media and Communications Specialist, Office of Youth Development, at (916) 808-5972.

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