



July 2010

[www.eastbaynhs.org](http://www.eastbaynhs.org)

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Dear Community Partner:

**RE: "Rock-the-Block 2010" Back-to-School Rally & Information Fair**

Neighborhood Housing Services of the East Bay (East Bay NHS), together with local schools and community groups, is hosting "Rock the Block 2010" – a Back-to-School Block Party & Information Fair to support schools located in Richmond's Southside neighborhoods.

This public service event is scheduled to be held **Saturday, August 21 from 11:00am – 3:00pm at John F. Kennedy Park, South 41<sup>st</sup> and Cutting Blvd., Richmond, CA.** Rock-the-Block 2010 is a fun-filled, information-packed event with good music, food and fellowship to support our schools and stabilize our neighborhoods. The vision for Rock the Block 2010 is:

- To reduce first-week absenteeism at Southside schools (Stege, King, Kennedy, Coronado, Dejean, Nystrom) in order to improve academic performance and reduce financial losses;
- To connect families to service providers and improve access to the resources available to support overall well-being of youth and families;
- Foster linkages between Southside schools and community organizations through an "Adopt-a-School" strategy that encourages on-site volunteerism, fundraising and fosters community advocacy for maintaining and improving local schools;
- Raise community awareness of the threat of closure of neighborhood schools, and
- Educate the community on the connection between absenteeism and instructional hours and critical school funding (each year our schools lose thousands of dollars and students lose hundreds of instructional hours due to absenteeism, especially during the first weeks of school).

**We invite you to participate at this event to inform the community of the services you provide.** If you are interested in sponsoring or being an exhibitor at this event, please fill out and return the appropriate Registration Form. If you are not available to attend, we welcome your financial support and appreciate you spreading the word about Rock the Block 2010. An event flyer is enclosed.

Join us! Your participation will help foster a climate for success and positive change in our local schools. For additional information, contact Janet Jackson @ (510) 237-6459 ext. 11 or [janet@eastbaynhs.org](mailto:janet@eastbaynhs.org).

Very cordially yours,

LYNETTE GIBSON MCELHANEY  
Executive Director



*Helping Neighborhoods Thrive*  
a DBA of Richmond Neighborhood  
Housing Services, Inc

Housing & Community Development  
Homeownership Education  
Neighborhood Revitalization