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## March 2025 Hope Newsletter

### Hope-Filled Organization:



Since 2006, (RED) has generated over \$785 million towards the Global Fund's fight to end AIDS and impacted over 325 million lives. (RED)-supported Global Fund grants help empower health workers and provide testing, treatment and care in places where injustice has enabled pandemics to thrive.

Launched at the World Economic Forum, its purpose was to engage the private sector and its marketing prowess in order to raise funds for the fight against AIDS in Africa. On the back of a napkin, the duo outlined their idea for a unique union of brands and consumers. The plan had three goals:

1. Provide consumers with a choice that made giving effortless
2. Generate profits and a sense of purpose for partner companies
3. Create a source of sustainable income for the Global Fund to fund the fight against AIDS

(RED) was a continuation of work for Africa by U2's lead singer. In 2002, Bono co-founded DATA (Debt, AIDS, Trade, Africa), a platform to raise public awareness of the issues in its name and influence government policy on Africa. In 2004, DATA helped to create ONE: The Campaign to Make Poverty History. ONE is dedicated to fighting extreme poverty and preventable disease. In early 2008, DATA and ONE combined operations under the ONE organization.

**A Clear Purpose** (RED) has a clear purpose in its manifesto:

Every Generation is known for something. Let's be the one to deliver an AIDS free generation.

We all have tremendous power. What we choose to do or even buy can affect someone's life on the other side of the world. In 2005, more than 1,200 babies were born every day with HIV. Today that number is 400. We must act now to get that close to zero.

(RED) can't accomplish this alone. It will take all of us to get there –governments, health organizations, companies, and you. When you BUY (RED), a (RED) partner will give up some of its profits to fight AIDS. It's as simple as that.

### **BE (RED). Start the end of AIDS now.**

Prior to the launch of (RED), businesses contributed just \$5 million to the Global Fund in four years. In a decade since its inception, the private sector, through (RED), has contributed over \$350 million. One hundred percent of the funds are invested in HIV/AIDS programs in Africa with a focus on countries with high prevalence of mother-to-child transmission of HIV.



Singer of Irish band U2, Bono (L) poses with Bill Gates at the World Economic Forum annual meeting... [+] Global brands such as Apple, Nike, Dell, American Express, and The Gap came on board. The appeal of (RED) was clear: it allowed them to tap into a purpose beyond their own profit. Partner brands created special (RED) versions of products and a portion of the profits from the sales would contribute to the Global Fund to fight malaria, tuberculosis, and AIDS.

To learn more about Red, click on this link: <https://www.youtube.com/watch?v=j-egAouNj9k> for a 2 minute video.

### **Hope-Filled Organization:**



## **Sarah's Circle**

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### **Ending Homelessness for Women**

**Mission:** Sarah's Circle provides a full continuum of services for women, including housing, life necessities, and supportive services, to help them permanently end their homelessness.

**Vision:** Sarah's Circle envisions a safe and secure home for every woman in Chicago.

**History:** In 1979, three women in the Uptown neighborhood saw the plight of women who were homeless. They were often cold and seeking shelter, hungry, highly vulnerable, and alone. Sarah's Circle was started with compassion and spirit of service, and continues to be a safe, welcoming place for women experiencing homelessness. With our resources and services, women are able to access shelter, food, showers, community, and more.

From our humble beginning, Sarah's Circle has grown to become an agency providing a full continuum of services, but our purpose remains the same. We serve women who are homeless, with a focus on transitioning women from homelessness into permanent housing.

After over 40 years of service, Sarah's Circle is still growing to meet the needs of women. With the continued loss of affordable housing in our communities, over 2,000 women in Chicago will be homeless tonight. Sarah's Circle is increasingly focused on permanent supportive housing solutions for these women.

Sarah's Circle is working to meet this challenge with a new facility, Sarah's on Lakeside. In this new location, Sarah's Circle will provide 28 units of Permanent Supportive Housing, more programming space, staff offices, and a demonstration kitchen.



To view a 5 minute, 42 second video of the newest permanent residence and programs, click on this link: <https://sarahs-circle.org/>

**Stories of Hope:**

## **Orchestrating Good shows how a small nonprofit can make a big impact** *by Annie Pulley, Racine Journal Times, Feb 17, 2025*



Rachael Contreras and Jessica Greb, founders of Orchestrating Good, have been friends for about 15 years. *(Annie Pulley, Reporter/Photo)*

RACINE — Jessica Greb and Rachael Contreras started with a simple mission: find ways to orchestrate good. The long-time friends made their ethos official in 2019 and created the aptly named nonprofit, [Orchestrating Good](#).

In collaboration with partners, donors and local police departments, the nonprofit provides gifts to Racine and Mount Pleasant children at Christmas and supports four Community Oriented Policing houses.

Greb said that although the nonprofit is small, it receives a lot of support from donors across Racine County.

“When we ask, they definitely give, and we are really grateful for that,” Greb said. “We continue to just evolve and meet the needs that we see in the community to the best of our ability.”

On Feb. 14, Roma Lodge donated \$2,000 to support Orchestrating Good.

According to Roma Lodge board member Bill Pucci, Orchestrating Good is one of nearly a dozen community organizations that will receive a portion of the funds generated from the annual Pancake Day fundraiser.

The lodge will distribute about \$18,000 in total from funds raised last year. Pancake Day will celebrate its 69th anniversary on April 26.

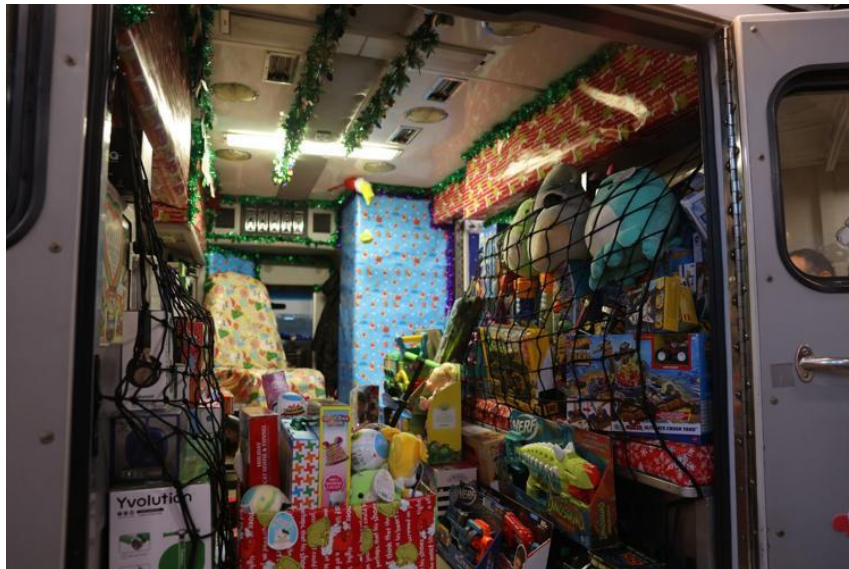
### **Programming**

Orchestrating Good’s flagship program aims to keep four COP houses, three in Racine and one in Mount Pleasant, stocked with food and other items like laundry soap, baby food, diapers and other hygiene products.

Through conversations with local police, Greb and Contreras, who is married to an investigator with the Racine Police Department, became aware that many community members were in need of basic household items.

Before instituting the program, officers sometimes used their own earnings to help meet these needs. Now, any officer can access the resources available at one of the four COP houses.

When December rolls around, Greb and Contreras also coordinate [a mobile toy store](#) that delivers gifts to children in Racine and Mount Pleasant.



To view a 30 second video of the mobile toy store, click on this link: [https://journaltimes.com/mobile-toy-store-caravan/video\\_92907336-bf2d-11ef-bd97-a700d1fae0ea.html#tracking-source=article-related-bottom](https://journaltimes.com/mobile-toy-store-caravan/video_92907336-bf2d-11ef-bd97-a700d1fae0ea.html#tracking-source=article-related-bottom)

The program just celebrated its fifth year.

When the weather warms up, the nonprofit will again take to the streets and deliver ice cream cones and sweet treats to local neighborhoods.

Origins: Greb, who has more than a decade of experience working with large nonprofits, began volunteering with and learning about the smaller organizations in the community.

For her 40th birthday, Greb decided she wanted to give back. She and a group of her friends spent the day volunteering in an attempt to do 40 good things.

The celebration sparked a conversation, and she, along with Contreras, started talking about getting into the business themselves.

The program just celebrated its fifth year.

Greb attended a free legal clinic at Marquette University and went to work seeking 501(c)(3) status for Orchestrating Good.

“It doesn’t take hundreds of thousands of dollars to make an impact,” Greb said. “I think sometimes we get paralyzed and don’t know where to start. And so I would just encourage people to just do what you can, start small, and watch it grow.”

**The Arts:**

As winter ends and Spring begins, let’s remember and enjoy the Beatles singing

**“Here Comes the Sun”**

[Bing Videos](#)

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**Or**

Send me an email ([robert@robertbeezat.com](mailto:robert@robertbeezat.com)) with the name and email address of the person you think would be interested. I will then contact them.

**Thank You**