

Positive Resource Center Gala Video: “Many Journeys, One Roof.”

AUDIO	VISUAL
<p><i>[INTRO / THE VALUE OF A CONTINUOUS JOURNEY]</i></p> <p>V/O: There are no hopeless cases. Everyone, regardless of their situation, has value and potential. Everyone can make progress.</p> <p>V/O: Moving from the shadows to the light happens in steps. Wherever a person is in their journey, progress is always only a step or two away – just a bit further up the path.</p>	<p>In general, there will be animated motif throughout this video of a line or arrow being drawn across the screen to form different paths, different journeys, and to sketch roofs that unite separate elements together.</p> <p>For instance, here, the screen starts dark, and then the icon of a single person lights up like a beacon in the night.</p> <p>Cut to that person standing in shadow. But then – a white path starts to form on the ground in front of them. Tentatively, they begin to follow the path.</p>
<p>V/O: At PRC, we feel that the more connected, cohesive, and continuous this path can be – the more of a complete journey we can create – the more likely people will be able to make that journey.</p> <p>V/O: You don’t have to seek out the next resource or the next stage, because it’s right there in front of you: A clear path forward, with clear steps to take. A bridge to betterment.</p>	<p>We pull out to reveal a larger journey – a map to be traversed – with safe spots along the way. (Think stars, or lamp posts.) The person enters from off-screen, following their personal path across their challenging terrain.</p> <p>We then show how PRC helps fill in this journey – using PRC colors to draw new paths, from safe point to safe point, which the person begins to follow in kind.</p>
<p><i>[PRC INTRO]</i></p> <p>V/O: To that end, in our work to help people affected by HIV/AIDS, substance abuse, and mental health issues, we’ve made it our mission at PRC to bring together the legal, social, and health services to create a complete journey – one path, start to finish, all under one roof.</p>	<p>Around our original person, we show icons of all sorts of different people popping up, at the start of their journey, in different colors, sizes, and shapes.</p> <p>3 icons with labels then pop up above them:</p> <p>LEGAL SERVICES [Gavel] SOCIAL SERVICES [Helping Hands] HEALTH SERVICES [Hospital Cross]</p> <p>We then draw one line below these services – a path, that the people begin to follow – and one line above these services – a roof, uniting the services.</p>
<p>V/O: Each person has their own story and their own journey. But, if we can create a continuum of</p>	<p>We zoom in on the path, and the different people walking their own journeys – which</p>

<p>services that help everyone, wherever they are in that journey – and address the larger social risk factors that impact us all – we can help everyone take the next step along the path to wellness and recovery and opportunity.</p>	<p>begin to branch out in different directions, with different high points, low points, and detours along the way. All labelled with icons representing the different social risk factors that can impact wellness:</p> <p>SOCIAL RISK FACTORS:</p> <ol style="list-style-type: none"> 1. Healthcare Access [Hospital Cross] 2. Income [Dollar Sign] 3. Housing [A Home] 4. Education [Books] 5. Social Support [Hands] 6. Food Access [Vegetables] 7. Transportation [A Bus]
<p><i>[MERGER RECAP]</i></p> <p>V/O: That’s why, last year, we took a big step and brought 3 organizations – the Positive Resource Center, Baker Places, Inc., and the AIDS Emergency Fund – together under the PRC banner, transforming from a \$4M to a \$24M agency.</p> <p>V/O: Together, these new pillars helped us create a more complete path, rounding out the services we’re able to offer our clients into a journey no one else offers under one roof.</p>	<p>Cut to the 3 logos of the previous organizations, then draw another roof over them. The icons merge and become the new PRC logo.</p> <p>Three paths – in the 3 main PRC colors – descend from the PRC building and start moving along on their own journeys, changing order, combining, intertwining, separating, reuniting, etc.</p>
<p><i>[SUMMARY OF SERVICES]</i></p> <p>V/O: This journey is designed in such a way to help guide clients move from the streets to stabilization, addressing their needs as a unique, whole person, wherever they may be on their journey:</p> <ul style="list-style-type: none"> • Emergency Financial Assistance and Crisis Care helps clients meet immediate needs for health and safety, like preventing eviction. • Legal Advocacy gives people access to direct legal representation – someone to fight on their side to win disability income and healthcare benefits. • Residential Treatment puts clients on the path to overcoming mental health crises and addiction in home-like environments. • Transitional and Permanent Supportive 	<p>Different people start walking along the different PRC paths, making stops along the way at labelled icons that represent the different services we offer.</p> <p>PRC SERVICES:</p> <ul style="list-style-type: none"> • Emergency Financial Assistance / Crisis Care <ul style="list-style-type: none"> ○ [A bill marked “FINAL NOTICE”] • Legal Advocacy <ul style="list-style-type: none"> ○ [A lawyer speaking in a courtroom] • Residential Treatment <ul style="list-style-type: none"> ○ [A homey-looking building, with people working together in support groups] • Transitional and Permanent Supportive Housing

<p>Housing provide clients with a home and ongoing support following treatment – including programs for developing their skills and independence.</p> <ul style="list-style-type: none"> • Workforce Deployment, including employment training and job search assistance, equips people with the tools to seek their own opportunities and become financially independent. 	<ul style="list-style-type: none"> ○ [People living together in a homey-looking building] • Workforce Deployment <ul style="list-style-type: none"> ○ [A person working on a computer, as another person leans over to assist them]
<p>V/O: Together, these services aren't just saving and stabilizing lives; they're interrupting the downward spiral that can come with HIV/AIDS, mental health, and substance abuse issues – helping people move forward on the path to their full potential.</p>	<p>Continuing to follow the PRC-colored lines, our original person's path starts to follow alongside. Their path suddenly stops and starts to spiral in on itself. However, they avoid getting sucked into the spiral and instead hop onto one of the PRC paths and keep moving forward.</p>
<p><i>[WHY PRC WORKS]</i></p> <p>V/O: At PRC, we treat everyone who walks through our doors with dignity and respect, creating a space that feels warm, welcoming, and safe.</p> <p>V/O: We provide the support, the guidance, and the services – we treat the whole person – but in the end, it's our clients that make the discoveries and the choices that allow them to grow and progress. As a result, clients learn to take an active role in their journey and in their success...</p>	<p>Our main icon person approaches a PRC building, and walks through the door. Inside, PRC-colored people extend their arms to the person and welcome them to the fold, pointing them to new paths ahead.</p> <p>The person contemplates their paths, then chooses one and continues their journey onward.</p>
<p><i>[IHA]</i></p> <p>V/O: Even as work towards new successes, the journey never really ends. Each step, each path, is connected to another, and PRC has taken steps to better understand and utilize those many interconnections.</p> <p>V/O: In addition to integrating our services under one roof, we've taken the first steps to bringing our collective data together to better understand, follow-up with, and support the people we serve.</p>	<p>We show a zoomed-out view, with a PRC building in the middle and many, many different weaving, intertwining paths growing and spreading outward. from many different people.</p> <p>We zoom out further to reveal that all of these paths are happening on a computer screen, with someone looking on. The paths transform into 1's and 0's.</p>
<p>V/O: PRC now uses Integrated Health Analysis (IHA) – a groundbreaking tool that allows us to quickly identify and prioritize clients' health vulnerabilities,</p>	<p>Still on the computer screen, a line of 1's and 0's enters a box labeled "Integrated Health Analysis," which spits out a bunch of different</p>

<p>based on their social risk factors.</p>	<p>data visualizations (e.g., a pie chart of Health Vulnerabilities with some of the Social Risk Factor listed above)</p>
<p>V/O: By tracking and monitoring these larger social influencers of health, we have a better understanding of each service we offer, the outcomes they offer each client, and how to assess new clients and predict what will best serve them.</p>	<p>Still, on the computer, we show the person analyzing different PRC services – represented by the icons used above) – each with its own charts for success rates and potential outcomes.</p> <p>We then pull back from the computer to show the computer user working with a client at their desk, pointing out outcomes on the computer and then indicating a path to the client. The client gets up, shakes their hand, and begins to follow the path.</p>
<p>V/O: Over time, using IHA to work with partners across the nation, we’ll not only grow and learn and help more people here in San Francisco... we’ll build knowledge that can help <i>other</i> communities improve the wellness of their most vulnerable citizens with greater compassion, efficiency, and cost-effectiveness.</p>	<p>Data begins beaming out of the computer. From there, we zoom out to show a building full of computers beaming out data. We zoom out further still to show a PRC building beaming out data from SF, and connecting with other buildings in other cities also sending data across America.</p> <p>We then zoom into a different city and a different building, showing the people there using their computers to point out paths for their own clients.</p>
<p><i>[SF PUBLIC HEALTH CRISIS + HOW PRC HELPS]</i></p> <p>V/O: Across the country, and here in San Francisco, cities are facing a public health crisis. Homelessness, housing, and the opioid epidemic have never been as serious – or more in the public eye.</p> <p>V/O: The issues may change, but our solutions here at PRC – the groundwork we’ve laid, the proven strategies we utilize – remain just as effective. The services we offer provide populations affected by issues like homelessness with new paths and new options – the chance for recovery, the chance to reassess and rethink their journey, the chance to develop the skills and support they need.</p>	<p>Shifting over to show an iconographic view of San Francisco, we highlight a gathering group of different people in 4 different colors. 4 labels in the same 4 colors appear above the groups:</p> <ul style="list-style-type: none"> ● HOMELESSNESS ● HOUSING ● OPIOID CRISIS ● ADDICTION <p>Once again, different paths (in the PRC colors) start to fan out under each group of people. Different people start taking different paths, beginning their unique journeys.</p>
<p><i>[BAKER PLACES]</i></p>	<p>Cut to the PRC building from earlier, which</p>

<p>V/O: If you’ve been coming around for a while, you probably know what PRC does, and what AEF does. Baker Places, though, has always stayed out of the spotlight. Which is interesting, because they do a <i>lot</i>. And they’re <i>everywhere</i>: We have 10 primary locations around the city – brick and mortar – all with 24/7 licensed clinical care.</p>	<p>briefly breaks back into the 3 components of the merger: Positive Resource Center, AEF, and Baker Places. The first 2 glow briefly when mentioned. We then zoom in on Baker Places, which transforms into the new PRC Baker Places logo.</p> <p>We then zoom out to reveal that this one logo is just one location on a map of San Francisco. Other PRC Baker Places logos begin to pop in on the other locations.</p> <p>We then zoom back in on a different location to show a homey-looking building with the Baker Places logo on it.</p>
<p>V/O: Baker Places is grounded in the idea that a roof and a bed make a big difference – that a homelike environment can really support treatment, healing, and development. Having a place that can get you off the street, or out of the unhealthy environment you may be in, can be the first positive step that leads to the next.</p>	<p>We switch to an X-ray view of the building in question, showing the roof, many comfortable beds, and a supportive staff (in PRC colors).</p> <p>People outside of the building move from the shadows to the light, coming inside the building, working with the PRC staff, using the beds, and then following their path back into the world.</p>
<p>V/O: As such, Baker Places actually consists of a variety of different sites, with a variety of different programs, each potentially part of the same path to recovery. Clients are often rejected from other treatment programs unable or unwilling to deal with this sort of complexity – at Baker Places, we believe it’s all part of the journey, and should all be under the same roof.</p> <p>V/O: A client might start their Baker Places journey at one of our acute service locations: Joe Healy – a community-based detox program designed to stop homeless street deaths caused by substance abuse. Or Grove Street House – 30-day crisis stabilization for a combination of psychiatric and addiction issues.</p>	<p>We start by showing an overview of the different types of services Baker Places offers, with different paths being drawn between them. A roof is drawn overhead, uniting all the buildings and paths together.</p> <p>We then begin to follow the path and the story of one such journey.</p> <p>Starting by the “ACUTE SERVICES” buildings, a person follows their path to the Joe Healy building, then to the Grove Street House.</p>
<p>V/O: Or, if that client isn’t ready for treatment, they might start at PRC’s newest location – Hummingbird Place at Zuckerberg General Hospital – to navigate their next move.</p>	<p>The path then rewinds, and the person instead walks over to the “NAVIGATION SERVICES” area, entering the Zuckerberg General Hospital with a Hummingbird Place logo on it.</p>

<p>V/O: Different from acute care, Hummingbird provides those individuals often hardest to engage in treatment with a safe, comfortable environment to contemplate their next steps – helping them see a way forward off of the streets and towards the next step in their journey.</p>	<p>The person takes some time to rest and to think. (Think hand on chin.) Maybe they leave and go back to the street, maybe they come back again. Maybe a bit of both.</p>
<p>V/O: From there, they might move to more long-term treatment in one of our 6 residential locations. Providing up to 90 days of treatment, each program is licensed through the California Department of Health Care Services and focuses on issues – or combinations of issues – related to mental health, substance use, and HIV/AIDS.</p>	<p>Eventually, they decide to follow their path to the “RESIDENTIAL TREATMENT” area, where there are 6 buildings.</p> <p>Pausing, they choose one of the buildings and enter. We zoom in on this building, where we show them living and working with PRC staff and other clients.</p>
<p>V/O: Finally, as that client moves through recovery, they may continue living with us stably, as part of one of our assisted living co-ops or in our permanent Odyssey House Adult Residential Facility.</p>	<p>Eventually, the person follows their path to the “SUPPORTIVE HOUSING” area, with a PRC staffer alongside them... who helps them find their own apartment and get settled in.</p>
<p><i>[NEW BUILDING]</i></p> <p>V/O: These locations are all around, all over the city. Maybe even right down the street from you – people are working towards happier, healthier lives. All of these services, all of these locations, they’re all part of the same journey. And we like to think of them as being under the same roof, as part of PRC.</p>	<p>Zooming back out, we show the SF map with the different Baker Places locations, with different people buzzing about on their paths.</p> <p>We then draw a roof over all over these locations, interconnecting them.</p>
<p>V/O: But now, we’re bringing everything together like never before. Recently, we’ve started the process of creating a brand-new home for PRC: The PRC Service Center at 179 9TH Street in San Francisco.</p>	<p>On the SF map, the Baker Places locations fade into the background a little bit, and we show a new PRC icon at the HQ location.</p>
<p>V/O: With this new flagship center of operations, PRC will extend its foundations as a 21st-century nonprofit, bringing together all of our expertise and all our direct services – legal, social, health, and housing – under one roof.</p> <p>V/O: Together, we’ll create a central location where we can help more people stabilize their health and their lives; secure the housing and the</p>	<p>Zooming in the PRC logo, labeled icons for PRC’s services will appear:</p> <ul style="list-style-type: none"> ● LEGAL SERVICES ● SOCIAL SERVICES ● HEALTH SERVICES ● HOUSING SERVICES <p>And then unite under one roof.</p>

<p>healthcare they need; and build the economic stability to create a new way forward.</p>	
<p>V/O: Our goal is to break down the barriers that stand in the way of health and wellness – bringing our services together, so it’s easier to move between steps in a continuous journey toward progress. In the process, we’re creating a safe place where people know that, wherever they are in their journey, they have somewhere they can go where they feel welcome, comfortable, and safe.</p>	<p>We begin to populate the building with people and paths, showing a real hustle and bustle of activity:</p> <ul style="list-style-type: none"> • Staff (in PRC colors) popping into place • Clients coming in and out out of the building on their unique paths • Connecting the paths between services (with PRC-colored paths) • Staff welcoming clients as they enter, working together in the different areas, being shown the way to new paths and new areas to explore
<p>V/O: 27,000 square feet, with an open floor plan, the PRC is designed to feel like a home – warm, welcoming, and inviting to our clients.</p> <p>V/O: Somewhere where they’ll have access to the support and the resources they need.</p> <p>V/O: A place to work towards their goals – and prepare for what’s next.</p>	<p>Transition from the abstract PRC building to the real Service Center – showing images of what the new building will look like, and showing real clients working with staff, making progress, looking confident and optimistic.</p>
<p>V/O: A place where more people feel welcome, so more people come, more people stay, and more continue to make progress on their journey.</p>	<p>Cut back to the bustling abstract building. Zoom out to show it in the heart of SF, with more and more people and paths congregating there.</p>
<p>V/O: The new PRC Service Center is already well underway, but we need your help to bring it to life and to bring it all together. One journey, under one roof.</p>	<p>Cut to the speaker standing in the space (ideally in a spot with an offset roof). As they speak, a line comes in, tracing a roof line where the actual roof is.</p>
<p>[CALL FOR SUPPORT]</p> <p>V/O: As always, PRC owes a massive debt of gratitude to the dedicated community supporting us – our volunteers, our partners, our donors. Working together, we create new solutions. We move people forward. We bring everyone together under that one roof.</p>	<p>The roof line remains, but now we cut to footage of volunteers, partners, and donors in action. Everyone falls under this roof.</p>
<p>V/O: Your contributions and your support will help build our new home, help us update our locations</p>	<p>Cut to the SF map again. The PRC building logo lights up when mentioned. The various Baker</p>

<p>across the city, and help us better interconnect and integrate our services to better support our clients and address the issues facing them, and San Francisco as a whole.</p>	<p>Places and other PRC locations light up when mentioned. Then, new PRC-colored paths connect to create a network all over the city. (Maybe the paths eventually form a shape, like a heart.)</p>
<p>V/O: When people have the ability to realize their full potential – to lead stronger and more productive lives – they add to the community. When we’re able to help people in this journey, all of SF benefits. Together, we can be a model for the city, and help the city become a model for the world.</p>	<p>Cut to the PRC building on the SF illustrated backdrop, with people bustling in and out, then change the backdrop to be a globe.</p>
<p>V/O: This is the path we’re all on together. All of us: You, me, our clients, our partners, everyone. And if we can unite and carry on together – one journey, under one roof – we can change that journey for everyone.</p>	<p>The globe backdrop fades out. Our first person and their path now start to cross the screen in front of the PRC building.</p> <p>Now, however, that person is followed by a whole slew of people – PRC staff and beyond – and their journey continues, past the building and onto what’s next.</p>