

RESOLUTION NUMBER R- 299086

ADOPTED ON APR 19 2004

WHEREAS, the mission of the Alpha Project is to empower individuals, families, and communities by providing work, recovery, and support services to people who are motivated to change their lives and achieve self-sufficiency. There are many programs available to all persons in need regardless of race, creed, color, ethnicity, national origin, religion, gender, or sexual orientation; and

WHEREAS, the Alpha Project strives not to manage homelessness but rather to end it. This outstanding agency breaks the cycle of homelessness and provides an alternate direction for its clients - out of hopelessness and despair and into a life of responsibility and dignity; and

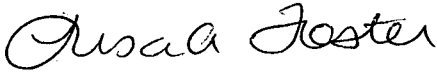
WHEREAS, Robert A. McElroy founded the Alpha Project in 1986 to provide work opportunities for homeless men and has grown to operate dozens of programs in three counties in Southern California. In the past three years the agency has grown from an annual operating budget of \$1.75 million to nearly \$4.5 million which translates into a 150 percent increase in programs providing direct service to the homeless and other poor persons in Southern California; and

WHEREAS, it has a total administrative staff of fewer than 10 full-time personnel and its budget includes less than 2.5 percent of its total resources for marketing, publicity, fund-raising, and other development activities; and

WHEREAS, on behalf of the City of San Diego, the Alpha Project has operated the Neil Good Day Center and in 2002, began operating the City of San Diego's Winter Shelter Program for single homeless men and women; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that this Council, for and on behalf of the people of San Diego, does hereby recognize the many accomplishments and dedication of Robert A. McElroy and the Alpha Project, and hereby proclaims April 19, 2004, to be "**ALPHA PROJECT DAY**" in the City of San Diego.

APPROVED: CASEY GWINN, City Attorney

By 
Lisa A. Foster
Deputy City Attorney

LAF:jab
03/12/2004
Or.Dept: Council-Madaffer
R-2004-959

