



# Brother Benno's Newsletter

“Uplifting The Dignity of Those We Serve”

Interdenominational Volunteers  
Making a Difference in This World

May 2013

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## BROTHER BENNO'S ONLINE PRESENCE GETS A FACE-LIFT

by Amanda Martinek

When was the last time you checked Brother Benno's website? A week ago? A month? A year? Since the initial setup of www.BrotherBenno.org in 2009, there hasn't been a real reason to do anything other than check the website, scroll through, and probably never look at again.

While this website, created by volunteer **Denise Young**, has served its purpose wonderfully over the years as a source of information to those with an internet connection, without any major updating it has become more like an out-of-date pamphlet and less like the engaging, interactive website it has the potential to be.

**Advancements.** Of course, the world of advancing technology moves much quicker than even the average person can keep up with, let alone a volunteer-run organization; and Brother Benno's is not attempting to be at the forefront of technological advances. But not participating on the major digital platforms puts us at risk of being left behind—by other non-profits, by the community, and by younger generations who are increasingly going online as their main source of information.

I must mention up-front that I have a particular passion for new media, as I studied Communications and Writing at UCSD and am now employed at a digital marketing agency. But besides my passion and interest in the subject, I believe the community and Brother Benno's will benefit from it. It was time for Brother Benno's online presence to get a face-lift.

permissions granted, I created a Twitter account. A Facebook account already existed that had been created by volunteer **Mandy Deines**, although the amount of contact had slowed down. After I was given access to this Facebook account, I started to post content on both these social channels and have gained a small following.

**Website Fixes.** With the aid of **Mary Robinson** and **John McCaffrey**, changes were marked on the existing website; however, gaining access to the back of the website proved to be trickier and took longer than expected. Then once access was gained, I didn't have the technical skills to make the changes needed.

Luckily, Brother Benno volunteer **Roy Batchelor** came forward wanting to help, as he revealed digital and technical skills gained through his career. He was able to dig deep into the website HTML coding and manipulate it to update information, add newsletters to the archive, add pictures and buttons to social media channels, and more. He also fixed the e-newsletter email sign-up, which had not been working properly for more than four years. Those who wish to can now sign up to receive the monthly newsletter via email, which is a help in cutting postage costs, as well as making us more eco-friendly.\*

The next steps to tackle include adding a “contact” section to the website, where people can ask questions and receive answers via email. We also want to add a Spanish-language section, and we'd like to grow Facebook and Twitter with more news updates, photos, videos, and anything else that really brings Brother Benno's to life.

**Twitter and Facebook.** With proper

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## EXPERIENCING THE BROTHER BENNO SCENE

by Barbara Ladwig

**Photo Tributes.** If you've been to the Brother Benno Center, you undoubtedly noticed all the photo collages on the walls of the entry area and dining room. **Kay Kutler** started these huge tributes to volunteers, Guests, and Program Members shortly after the new Center opened, and they have been added to by various volunteers ever since.

The pictures draw you in, and it's hard not to stand there and try to pick out familiar faces. It's also interesting to see how long-time volunteers have changed over the years (of course, all Brother Benno people age gracefully!). And even if you don't know anyone on the walls, who can resist looking at thousands of smiling faces!

**Hugs. Frank Doherty**, one of our Operations Managers, can't say enough about our "Saturday Huggers," **Gerri Slaughter** and **Donna Detzel**. As many of you know, Kay Kutler made Brother Benno's the hugging capital of the world; and with her passing, others have joyfully followed her example. On Saturday mornings, Gerry and Donna greet every man, woman, and child who enter the Center. They stand near the entrance, then they walk along the line and not only put their arms around people, but they also stop long enough to chat with the Guests. It's obvious they know quite a few of them—I've overheard them asking about their health, their families, etc. As Mother Teresa said, "Being unwanted, unloved, uncared for, forgotten by everybody, I think that is a much greater hunger, a much greater poverty, than the person who has nothing to eat."

**Appreciation.** I think most volunteers at Brother Benno's know how much they are appreciated, but it's nice to have an "official" thank-you, too; and that occurs once a year at the Volunteer Luncheon. It was held on April 10 this year, and it featured a new decoration: a red "carpet" leading from the front door into the dining room! The red theme, combined with black, graced the tables; and sparkly stars announced the idea that all our volunteers are stars! **Suzy Martinek** made sure everyone felt like a star as she thanked us for our ser-

vice. One of the nice things about this luncheon is that we get to visit with other volunteers we hardly ever run into because of different schedules.

**We Need Furniture!** Used furniture sales are an important source of income for Brother Benno's, both at the Thrift Shop and at the warehouse next to the Center. In fact, we're selling so many items that we are now in desperate need of gently used furniture. Please consider donating any saleable goods that are taking up room in your garage or spare bedroom. We even offer pick-up service if needed. Just call 760-439-1244, ext. 115.

**Volunteer Tours.** All potential volunteers are asked to take a tour of our facilities on the first Saturday of the month at 9 a.m. Just show up at the Center at 3260 Production Avenue in Oceanside. At the present time, the volunteers who run our outreach program to the elderly at two assisted living facilities in Vista are looking for two or three people who feel drawn to working with the elderly and can help on a regular schedule. For more information about the program, contact **Heather Pine** (760-433-8623). To find out about other volunteer opportunities, contact **Denise Seymour** (760-439-1244, ext. 107). And put a tour on your calendar now so you'll be ready to go!

**Sweet Memory.** As I was driving on Coast Highway in Oceanside on my way to the Center, I happened to notice a man walking along, wearing a yellow tee shirt with black lettering that said: I got a hug from Kay! That tee shirt was the brainchild of **Paul Dooley**, a member of the monthly serving team from St. Patrick Church in Carlsbad, made in memory of **Kay Kutler** shortly after her death in February 2012. They had 200 shirts made up, asking that they be given to staff members, volunteers, and Guests. I don't know who the man was that I saw on Coast Highway, but seeing him brought the familiar tug on my heart remembering Kay.

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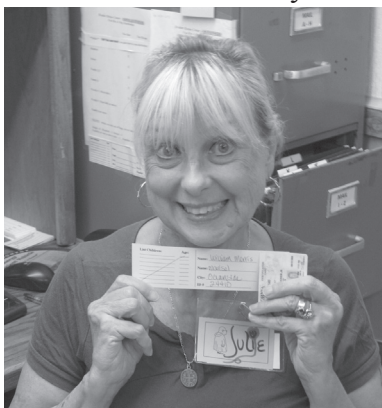
## DIFFICULTIES TURN INTO SERVICE

By Barbara Ladwig

Some people are given the grace to turn difficulty into something beautiful and worthwhile. Such was the case with **Julie Petrie**, one of our newest Servants of the Poor. According to Julie, three events in close succession made a huge impact on her outlook on life: the loss of her and her husband's jobs, the loss of their home, and the death of Julie's mother.

"Those events forced me to look into my heart and look upward to God," Julie said. "I always had a love and special place for the poor. But a love of poverty? No."

She started attending daily Mass; then with the suggestion of a priest, she decided not to give up anything for Lent but to volunteer her services at Brother Benno's instead. Her first assignment was as one of the receptionists at the front desk. "I really didn't care what I did," she said, "because I had already fallen in love with Brother Benno's!"



Eventually she felt called to become a Servant of the Poor. "I feel God put that into my heart," she said, "and I have been so grateful. I feel that I not only see our Lord Jesus in the faces of those I am privileged to serve but also the face of my beloved mother."

When Julie's mother died, she inherited her house, which "miraculously" solved the problem of having lost their own home. "I grew up n Oceanside, moved around a bit, and now I'm back," she said.

Julie and her husband **Tim** have been married 20 years. They have a daughter **Jocelyn** in Sherman Oaks and a son **Benjamin** in New Zealand. "For my birthday this year, Jocelyn treated me to a night out at the theatre to see *Backbeat*, a musical about The Beatles," she said. "And I was able to travel to New Zealand a few years back, where Benjamin is working and studying."

Julie's work experience included being a CNA (nurse's aide), phlebotomist, notary public, and general legal assistant. She was also a volunteer for Elizabeth Hospice, saying she always had a soft spot for the elderly. She gave a long list of things she loves, such as music, gardening, the ocean, animals, reading, dancing, birthdays, and holidays.

At Brother Benno's, Julie works mostly in the Intake Office, and she also holds chapel once a week\*. "Being a part of Brother Benno's has opened up a whole new appreciation of life for me," she said.

As with all our Servants of the Poor, Julie brings a wealth of caring and a desire to serve the least among us. And in the process, she touches the lives of her fellow volunteers as well.

*\*Brother Benno's has a small chapel off the dining room, where everyone is welcome to sit at any time to pray, meditate, or just rest. And at 10:45 every morning, someone leads a short "service" that is meant to inspire and comfort all who wish to attend.*

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### Your donation enables us to do all the wonderful things we do

My enclosed tax-deductible gift is: \$ \_\_\_\_\_  
(make payable to: Brother Benno Foundation)

In memory of: \_\_\_\_\_

Please send a card to:

(name) \_\_\_\_\_

(address) \_\_\_\_\_

For a special occasion (birthday, anniversary, etc.): \_\_\_\_\_

Send a card to: (name) \_\_\_\_\_

(address) \_\_\_\_\_

Or, donate online at <http://brotherbenno.org>

### AUXILIARY NEWS

by Vikki Ramey

The LaCosta Post Office in Carlsbad has again designated Brother Benno's as the recipient of their annual Food Drive. The drive will take place on Saturday, May 11. We will need many volunteers to help unload the food items from the carriers' trucks and place them in Brother Benno trucks. We'll start unloading at 2:30 p.m. at the post office at 1700 Aviary Parkway in Carlsbad, behind the Von's Shopping Center. High school students who volunteer can earn a community service letter. For more information and to sign up, please contact **Janetha Bailey-Long** (760-630-1093 or janetha@cox.net).

By popular demand, we are again offering a trip to Prince of Peace Abbey in Oceanside on Thursday, May 23. It will consist of Mass at 11 a.m. (optional), lunch at noon, a talk by **Abbot Charles Wright** about the history of the Abbey, and a tour of the grounds (wear comfortable shoes). The gift shop will be open until 4 p.m. for browsing. Cost is \$10, and we are limited to 70 people. For more information and reservations, call **Vikki Ramey** (760-803-6267). This event will take the place of our May meeting.

Auxiliary Recipes/Humor Books are still on sale for \$10 and are available at general meetings or by contacting Alicia Sullivan (760-815-6876 or alicia.sullivan@att.net).

#### SAVE THE DATES

- May 11 – Mother's Day bags distribution
- May 11 – Letter Carriers collection
- May 23 – Prince of Peace Abbey day
- July TBA – Outback Steakhouse Fundraiser
- October 26 – Annual Luncheon

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**You Can Help!** As you can see, a little effort and change can go a long way. And that's where you come in. As a volunteer, donor, or guest of Brother Benno's, you are part of our family; and all the love, compassion, and joy that comes from a family can be shared in order to inspire others. If you have stories, photos, videos, quotes, or other pieces of content you'd like to share on Facebook or Twitter, please send them to [SocialMedia.BrotherBennos@gmail.com](mailto:SocialMedia.BrotherBennos@gmail.com). One social spark can inspire many! This content has the capability to be shared throughout the community and can showcase the wonderful things that happen at, through, and because of Brother Benno's.

*\*Editor's Note: Please be assured that everyone who wants to continue receiving the newsletter in the mail will definitely be able to do so. The Internet will not replace the comfort of holding your reading material in your hands!\**

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“Each small task of everyday life is part of the total harmony of the universe.”  
~ St. Therese of Lisieux

#### Information & Online donations:

[brotherbenno.org](http://brotherbenno.org)

#### Follow Brother Bennos online:



[Facebook.com/BrotherBennos](https://www.facebook.com/BrotherBennos)

[Twitter.com/BrotherBennos](https://twitter.com/BrotherBennos)

#### Soup...Soap...Hugs...Hope:

The Story of Brother Benno's Life-Changing Soup Kitchen

This book is offered as a gift to donors who contribute whatever their budget allows...The important thing... is that you have one...

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip Code \_\_\_\_\_

Donation \$ \_\_\_\_\_  
 Number of copies \_\_\_\_\_

### Memorials

Brother Benno	Frank Barnet	Bill Buckner	Myron Mooney III
Pope John Paul II	Frank S. Dolley	Mary Shankle	Nysewander Family
Mother Teresa	Phyllis H. Dierlam	Walter Ulloa	Squirrell Family
Kay Kutler	Monty Nares	Fred Williamson	Kevin Flynn
Ann Sauer	Margaret Rossini	Carole Kutler	Bill Carrothers
Joe & Ida Friend	Dorothy M. Donahue	Will Skinner	Stanley Lamonte
Mary Nordstrom	Mary Teresa Carr	Fr. Abbot Claude	Joe Reade
Myron Eichen	Ruth Hazel Pierson	Ehringer, OSB	Penny Allred
Alice Jordan	Elizabeth Holms	Fr. Luke Dougherty	William & Vennita
Roseanne Dreibelbis	Edith Blaiser	Naomi Shelton	Flanagan
Richard Farhquar	Ben Kouns	Rosemary Tucker	Catherine & Joseph
Deacon Art & Mary Carr	Bill Lakoff	Ben E. Lewis	Martina
Don & Dorothea Daybell	Bernice, Samuel &	Roland Bond	Mike Stendahl
Catherine L. Quinlan	Milton Silver	Anna Correia	Dancy & Zeferino
Kathryn D. Pent	Anita H. Donahue	Geraldine Howard	Nares
Mary Pullman	Margaret Stephan	Helene McGill	John Cigano
Joan Boyd	Bill Boster	Andrea Boersma	Charles Garvey
Agnus Boyd	Louise Foussat	Ben Osgrove	Audrey Brewer
Harold Thompson	Tom Hayward	Gilbert Brown	
Bud & Blanche Ogle	Richard Kurtz	Bernie Weiler	
Bob Gleason	Helen Lucas	Scott Thayer	
Jane Pfau	Bill & Joan Maloney	Bob, Naia, & Rick	
Ron Alexander	Dora Ramirez	Provost	
Mary Peterson	Dick & Terry Riley	Dorothy Barnell	

**Happy 80th  
Birthday**  
Elsa Singh

### Needs

Gently used furniture  
Men's pants 34-36-38

Diapers  
Belts 38-42-44

Disposable razors  
Women's tampons

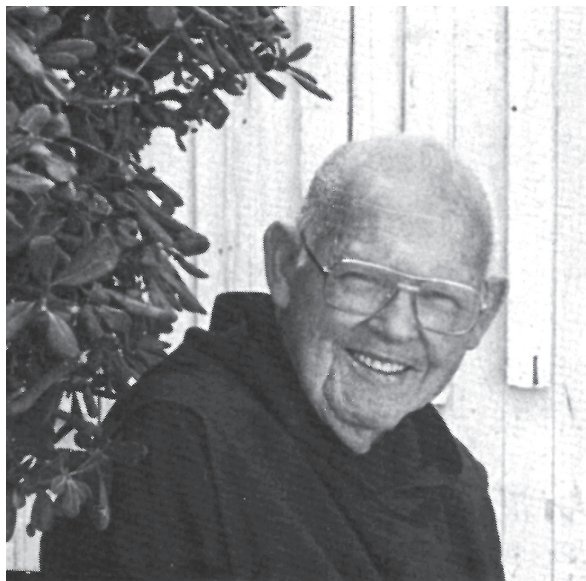
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<b>May 2013 Monthly Serving Team Schedule</b>			<b>1</b> Brother Benno's Auxiliary	<b>2</b> Oceanside Pacific Kiwanis	<b>3</b> San Luis Rey Mission	<b>4</b> St. Thomas More
	<b>6</b> St. Elizabeth Seton #1	<b>7</b> St. John The Evangelist	<b>8</b> Stew's Crew	<b>9</b> Oceanside Civitanis	<b>10</b> St. Patrick's	<b>11</b> Oak Hills
	<b>13</b> North Coast Methodist	<b>14</b> Hawkes Home	<b>15</b> Grace Anglican	<b>16</b> Carlsbad Rotary	<b>17</b> St. Elizabeth Seton #2	<b>18</b> Girlfriend's Care
	<b>20</b> Sunrise Kiwanis of Vista	<b>21</b> Christ the King Lutheran	<b>22</b> San Luis Rey Methodist	<b>23</b> Pilgrim Creek	<b>24</b> Fallbrook Presbyterian	<b>25</b> Catholic Daughters
	<b>27</b> Closed Memorial Day	<b>28</b> St. Mark's San Marcos	<b>29</b> Soroptimist International	<b>30</b> Grace Anglican	<b>31</b> King of Kings Lutheran	

### Furniture Sales at the Center

3242-B Production Ave., Oceanside 760-967-2742 **Open Mon. - Sat. 9 am to Noon**  
We welcome your saleable furniture items. Please call 760-439-1244 ext.115 for free pickup.

**Brother Benno Foundation, Inc.**  
**P.O. Box 308, Oceanside, CA 92049**

Non-Profit Organization  
**U.S. POSTAGE**  
**PAID**  
 Oceanside, California  
**PERMIT NO. 166**



**Brother Benno's Thrift Shop**

(Helping the poor, one sale at a time)

**Clothing, Household Goods, Furniture**

**Shop open Mon-Sat 10 a.m. to 5 p.m. -- Stop by to check out our Special of the Week Sales!!**

**3955 Mission Ave. (East of Albertsons) 760-967-7505**

**Please use the enclosed envelope to make your tax-deductible donation to the Brother Benno Foundation. If you are viewing this online you can donate by going to [brotherbenno.org](http://brotherbenno.org) and click on Donations. This will allow you to make a secure donation using PayPal or a Credit Card.**

Your donation is used each month at our main center and eight operational houses to provide: meals, clothing, personal hygiene items, blankets, showers, laundry facilities, bus vouchers, nights of lodging, medical and mental health referrals, prescriptions, ID replacement, mail services, Social Security, and veterans' issues, food packs, shelter for women and small children, men's drug and alcohol recovery program, shelter for women in recovery, rent and utility assistance when funds are available. We thank you for your continued support. 100% of your contribution goes directly to assist those we serve. Our modest administration costs are paid for by our Thrift Store revenues.

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



**Brother Benno's Services:**

	March 2013	Our 29th Year		March 2013	Our 29th Year
Meals	13,404	3,393,985	Loads of laundry	26	26,369
Nights of lodging	965	236,839	Food packs	2,218	220,479
Articles of clothing	5,311	978,894	Blankets	175	34,476
Showers	986	177,364	Prescriptions	4	7,125
Haircuts	162	15,158	ID Vouchers	7	8,401
Bus passes	136	76,566	HUGS	2,250	846,994