

# HOMeward Bound

THE GIVING IT BACK AND PAYING IT FORWARD REAL ESTATE NEWSLETTER | JULY 2021

**Rotary** is a global network of 1.2 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.



**Leticia Almaro Nicolini**  
**925.216.7720**

  
**TheAlmaroTeam**

**Selling Your Home and  
Getting Top Dollar!**

**Call me TODAY for a free  
consultation.**  
**925.216.7720**



*Happy Freedom month!*

AS YOU KNOW JULY IS THE MONTH TO CELEBRATE FREEDOM.

We assume the rights of freedom and debate its boundaries in politics, yet how often do we take time to reflect on what freedom means to us personally?

Freedom is not a concept carved from stone; it is malleable and personal, always shifting shape depending on where you find yourself standing and the angle of the slanting light. My personal definition of freedom is the ability to act based on my convictions without external restriction or retribution. It is the ability to represent myself as I see myself to be, not having to hide or disguise who I am in order to pursue happiness, fulfillment, and growth. It is the power of free self-expression. Personal freedom is one of my top three values.

Of course, there are boundaries to freedom. My actions should not hurt others or restrict their personal freedoms, and so this is the dance of conscience. Will, what I want conflict with what others want or need? If so, how can I have the personal autonomy I need while respecting the freedom of those around me?

I believe there is always a path for mutual free expression when we respect one another. Today, as we prepare to celebrate Freedom Month, I offer the following quotes as food for thought and as writing prompts: (see inside for details)

**Your Referrals Help  
The Community!**



**Go Serve Big!!! Investing in the People of Our Great Community.**

# If you or a friend are thinking about selling, make sure to choose a real estate Team you can trust!

## A real estate Team with experience, proven results and a give-back philosophy!



### AS YOU KNOW, WE LOVE MAKING GUARANTEES!

Like our **Buyer Satisfaction Guarantee**: Love the home, or we'll buy it back! Or our **Seller Guarantee**: Your Home Sold or We'll Buy It! And we guarantee that a portion of our income WILL go to a very worthy cause like Rotary Club of Concord

Call me today for a free consultation. I am here to help with your real estate needs.

Leticia Almaro Nicolini  
925.216.7720

"We must be free not because we claim freedom, but because we practice it." — William Faulkner

"If we don't believe in freedom of expression for people we despise, we don't believe in it at all." — Noam Chomsky

And I leave you with these questions: Which, if any, of these quotes resonate with you? What do you believe about freedom and how do you describe or define it for yourself?

"We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness."

Beautiful famous words. Those words really come to life for us when you consider the idea of owning real estate, especially your own home.

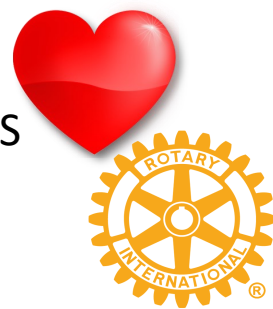
My guaranteed sale program is a solution to 'wrongs' in real estate for homeowners experiencing the Catch 22. In fact, this is how successful businesses are built. Identify something that is a problem for people and solve it.

In today's market, many homeowners really want to make a move but are finding themselves in a Catch 22 – whether to sell first or buy first. They don't want to end up getting stuck owning two homes or none at all.

My solution to this dilemma is this guarantee: **"Your Home Sold Guaranteed at a Price Agreeable to You or I'll Buy It!"** My own revolution, so to speak, that deals with the age-old dilemma of whether to buy first or sell first.

## A Real Estate Team that Gives Back

AND remember, your REFERRALS help the Community!



*Continued on next page.*

**Go Serve Big!!! Investing in the People of Our Great Community.**

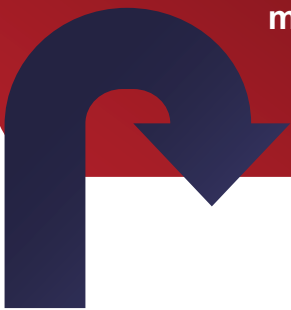


**Rotary is where neighbors, friends, and problem-solvers share ideas, join leaders, and take action to change lives locally and around the world.**

As part of our Go Serve Big mission statement, we are on a mission to raise \$10,000 for Rotary Club of Concord. For more than 110 years, Rotary International has bridged cultures and connected continents to champion peace, fight illiteracy and poverty, saving mothers & children, providing clean water and sanitation, supporting education, growing local economies, protecting the environment and fighting disease.

### **MAKING A DIFFERENCE**

**As a leading non-profit, Rotary depends on Sponsorships and Donations to continue its leading-edge service. We proudly donate a portion of our income from real estate sales to Rotary to help them continue serving the needs of those who most need it in our community!**



**SO, YOUR REFERRALS REALLY DO HELP YOUR NEIGHBORS WHO NEED HELP THE MOST!**

Whether it's providing food for the struggling and hungry through joint partnership with many food pantries, assisting seniors at their homes with small repairs, distributing dictionaries to 3rd graders, painting USA maps at their school yards, helping restore the landscape at the Historical Society or beautifying Newhall Park, Rotary leads the way in restoring lives one person and one community at a time.

**YOUR REFERRALS HELP THE COMMUNITY** overcome sickness, pain and setbacks.

Who do you know considering buying or selling a home you could refer to my real estate sales team? Not only will they benefit from our award-winning service, but the community at the Rotary Club of Concord will benefit as well.

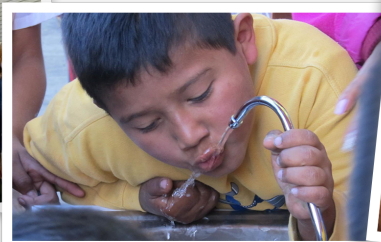
Just give me a call or pass my number on to anyone you know considering buying or selling.

The best number to reach me at is 925-216-7720.

**Just like the U.S.** The Declaration of Independence inspired many similar documents in other countries, I hope my newsletter this month inspires you to pursue happiness and join us in helping others do that as well. Go Serve Big!!!

Leticia Almaro Nicolini  
& The Almaro Team  
Your Home Sold Guaranteed Realty  
925-216-7720

Please make sure to read the attached story.  
You will see why we love supporting Rotary!



*When You Put Others First, You Will Never Be Second!*

**Go Serve Big!!! Investing in the People of Our Great Community.**

## A real estate team with experience, proven results and a give-back philosophy!

Over the last two decades of helping thousands of families sell their home and/or buy another, we have met some wonderful, loving, caring people.

People like you! So your referrals can rest assured that not only will they get the award-winning service we are known for and the guarantee to back it up, but that a solid portion of the income we receive will go toward a very worthy cause.

## Refer your friends, neighbors, associates or family members considering making a move:

1

If you received this newsletter via email and want to refer a friend, it's easy! Just **CLICK HERE!**

2

You can pass along my business card to them. Simply text LETY to 925-392-3202 and forward it to them.

3

You can go to [www.ReferralsHelpRotary.com](http://www.ReferralsHelpRotary.com) and enter their contact info online or forward the link to who you know is considering a move.

4

Of course you can always call me direct as well at 925-216-7720.

Your Home Sold  
**GUARANTEED**  
Or I'll Buy It!\*

\*Some conditions apply

## Contact Us

**YOURHOMESOLD**  
GUARANTEED REALTY™  
Our Name is Our Promise

(925) 216-7720

Visit us on the web at:  
[www.TheAlmaroTeam.com](http://www.TheAlmaroTeam.com)



  
The**Almaro**Team

**Leticia Almaro Nicolini**  
BROKER REALTOR  
DRE# 01155073

## Why I Support Rotary Club of Concord:



I was born and raised in Mexico City. My family moved to Los Angeles, California when I was fourteen. After obtaining my BS Degree in Accounting in 1981 from USC, I became a US Citizen.

I am passionate about helping others, so when I began to meet many community leaders who were involved with Rotary, it was easy to see that I was a good fit for the "service above self" philosophy embodied by this amazing organization.

I was invited and joined the club in 2013, and from the beginning felt at home with the spirit of fellowship and service that the members shared with each other. Rotary is concerned about caring for the local community and for our world rather than promoting our own business. Building in the community where I live is very important to

me, so I quickly got involved in a number of Rotary sponsored community service projects. My activities with the club were fueled by the purpose and passion I've always had for helping others. It was easy to see how much more I could do by working shoulder-to-shoulder with others.

Part of the Rotary outreach involves the familiar "changing the world one person at a time" philosophy. With the support of the Rotary Club, it is amazing how together we can change lives! Rotary is transformation in action, an organization with integrity and purpose—values I treasure.

I hope you will join me in supporting Rotary of Concord, by referring people ready to make a move – buying or selling. Simply go to: [www.ReferralsHelpRotary.com](http://www.ReferralsHelpRotary.com) together, we can make a difference.

# Nonprofits Make Gains in Measuring Their Impact

by Hank Sartin

In December, for the 13th year in a row, The Rotary Foundation received a four-star rating — the highest possible — from Charity Navigator, an independent evaluator of charities in the United States. Charity Navigator determines its ratings by examining how nonprofits use their funds, how sustainable their programs are, and how well they follow industry standards of transparency and accountability.

## In a Matter of Measurement

In recent years, many nonprofits — including Rotary have begun to increase their focus on measuring the impact of their work, and Charity Navigator has responded to that shift. In 2020, it acquired ImpactMatters, a ratings organization dedicated to assessing the impact of nonprofits. Based on the existing ratings of ImpactMatters, Charity Navigator will create impact ratings for thousands of charities.

In an effort to measure the impact of Foundation grants and other Rotary projects, Rotary is now also emphasizing the importance of incorporating monitoring and evaluation into the projects that Rotary clubs and districts carry out in their own communities and around the world. But measuring impact can be challenging, because there is no one-size-fits-all methodology. For some projects, large-scale surveys are useful. For others, impact might be assessed using economic indicators.

"What we are asking is this: Is this a good use of resources?" explains Elijah Goldberg, vice president of impact ratings at Charity Navigator. "Nonprofits are trying to solve a problem. The question is, is this particular type of activity efficient when you solve that problem?"

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vice president of impact ratings at Charity Navigator

The intensified focus on measuring impact is an attempt to apply the principles of academic research to the work of charitable organizations. "In the past 15 years, we have seen a huge expansion of the number of careful, rigorous evaluations being done in academia on impact," says Dean Karlan, co-founder of ImpactMatters and codirector of the Global Poverty Research Lab at Northwestern University. "These days it is much more practical to do fieldwork collecting data; the internet has radically lowered the cost of doing that. And a lot of the exciting evaluations now come from the nonprofit sector."

## More Robust Planning for Smaller Projects

Assessing impact through carefully constructed surveys and statistical analysis makes sense for large-scale initiatives, but it is often impractical for smaller projects. The good news for clubs is that there are ways to use existing research to demonstrate that a planned project is in line with proven methods for solving a given problem, and then to use those results to guide your program's impact measurement.

"In the formative stages of project planning, you can get surprisingly good information using an internet search," says Randall Blair, who, as an associate director at Mathematica, a data-focused policy research firm, helps foundations and federal agencies figure out the best types of programs to invest in. "You just have to pick keywords. You can search for the big concept, like 'educational approaches to adolescent sexual and reproductive health.' To make the search more effective, add words like 'recommendations for policymakers.'" It's important to filter the results you find, he notes, but there is a great deal of valuable data at your fingertips. Research in the early phases can pay off when it is time to assess impact, because you will have more information on benchmarks for your type of project.

And even though he works in a statistics-driven field, Blair emphasizes that for smaller projects, simple surveys and check-in interviews are a valid tool for measuring impact. "Money can be well spent asking basic questions. How are things going? Are we delivering what we said we would deliver? How do folks feel about it? Would they recommend we make any improvements? Those types of questions can really go a long way."

For Rotary, the new emphasis on measuring impact must be part of what we do. "For many years, The Rotary Foundation has attained the highest rating from Charity Navigator. But the gold standard of social impact is changing," notes John Hewko, general secretary of Rotary International. "The benchmarks of our progress are not just financial health, accountability, and transparency. They are also our ability to measure what we do and prove that our efforts translate into concrete impact, based on clear evidence. To increase our impact and get the credit that we deserve for our hard work, we have to be more data-driven. By documenting the metrics of our good works, we get a clear picture of results. We learn how to replicate and scale up our successes. And we can tell more compelling stories about the good we do."



To read more amazing stories like this one and learn how we give back to Rotary Club of Concord simply visit: [www.ReferralsHelpRotary.com](http://www.ReferralsHelpRotary.com) together, we can make a difference.