



November 25, 2025

FOR IMMEDIATE RELEASE

East County Transitional Living Center, La Jolla Sunrise Rotary club, to hold ribbon-cutting for Uncle Dave's Book Club Nov. 25 at 11 a.m.

New library space opening at East County Transitional Living Center

EL CAJON, CA - East County Transitional Living Center, an El Cajón nonprofit providing shelter, skills and work therapy to help people transition out of homelessness, will hold a ribbon cutting for Uncle Dave's Book Club, a new children's library sponsored by the [La Jolla Sunrise Rotary Club](#) on Nov. 25.

The 11 a.m. ceremony will held at the East County Transitional Living Center's main campus, 1527 E. Main St. in El Cajon.

Media is invited to attend.

The library, which will occupy a 9 foot-by-15 foot space, will house 1,000 books for children from preschool to young adult ages. Dave Savage, a La Jolla Sunrise Rotary Club past president and his wife, Sherry Savage, are leading the \$5,000 project. The space is named for Dave Savage, whose grandmother Ruth Savage inspired him to read and love books.

Dave Savage, who was raised in El Cajon, said first he, then his wife toured the East County Transitional Living Center campus with center Chief Executive Officer Julie Hayden. Sherry Savage's tour included five other women from the La Jolla Sunrise Rotary club, including one who has library experience and worked at the University of California, San Diego, and saw an empty room in the center and said, "Why don't we create a children's library in this space?"

Sherry Savage said, "I believe for children who are experiencing homelessness, many things are unknown. We want to give children the opportunity to fall in love with books. If children love the book (they find in the library), they can take it and we'll replenish the book.

"We look at this as a long-term project," she added. "(Hayden) allowed us to be creative and design the library to appeal to youth."

The La Jolla Sunrise Rotary club plans to create a literacy volunteers' group and a library bookcase to provide information for families and parenting resources. Rotary members have bought and collected donated books to stock the library.

Women's Club of Lakeside, Bird Rock Elementary and East County Friends groups also donated books for Uncle Dave's Book Club. Dave Savage's sister Debbie Schwendinger, an educator, donated more than 500 books.

The La Jolla Sunrise Rotary club, which meets weekly at the La Jolla Shores Hotel, includes members who taught school, served in the armed forces and value literacy. The club has been involved in community service projects for years.

In recent years, the Savages established a library for residents in town in Mozambique; that experience inspired this one.

"Kids need the opportunity to read and love books," Sherry Savage said. "As a child, books can become your best friend."

East County Transitional Living Center offers emergency housing and job training to reduce homelessness in greater San Diego.

Through its community outreach, the East County Transitional Living Center hopes to restore social relationships and unify families, which account for 33% of San Diego County's homeless population, the San Diego Regional Task Force on Homelessness reported in its 2025 Point-in-Time Count.

The center offers meals; shelter; therapy; job training and placement; practical life skills; and spiritual support. Every year, more than 1,000 families receive the center's support, but the waitlist for shelter space is [at least 100](#) families long.

The center earned the San Diego County Taxpayers Association's "Open & Honest" certification in 2024 for its commitment to transparency, accountability and measurable community outcomes. In 2022, California's state Assembly members named the center among its [Nonprofits of the Year](#) for helping people overcome homelessness and substance abuse.

ABOUT EAST COUNTY TRANSITIONAL LIVING CENTER

East County Transitional Living Center is a nonprofit organization focused on ending homelessness in San Diego County. Our core programs include emergency housing, a one-year ministry-based recovery program, family restoration and workforce training.

What sets East County Transitional Living Center apart is our loving and holistic process. For more information, visit www.ectlc.org.

For media inquiries or to RSVP, please contact Susan Somers, managing member, FM Marketing LLC, at susan@fmmpr.com or 619-990-4414.

###