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FOR IMMEDIATE RELEASE

San Diego Regional East County Chamber of Commerce's Leadership East County Program's Art for Impact: Afternoon of Art, Music & Community May 31
Fundraiser to benefit East County Transitional Living Center

LA MESA, CA — The San Diego Regional East County Chamber of Commerce's Leadership East County Program, in conjunction with Art Benefit SD, will present Art for Impact: Afternoon of Art, Music & Community from 1 – 4 p.m., May 31, at the La Mesa Veterans of Foreign Wars headquarters, 8118 University Ave.

The event will feature live music from local bands, vibrant artwork created by local artists and a silent auction with specially curated items donated by area artists and businesses. Event proceeds will benefit East County Transitional Living Center, a nonprofit organization providing shelter, skills and work therapy to help people transition out of homelessness.

The leadership program's Team Impact chose East County Transitional Living Center to help end homelessness and boost the community. The center won the 2025 San Diego East County Chamber of Commerce East County Honors Award for best social services.

At Art for Impact, East County Transitional Living Center Chief Executive Officer Julie Hayden, Psy.D, will discuss the center and its programs. In April, she joined a White House summit to explore ways to lessen homelessness, substance abuse, and the effects of mental illness through a treatment-first approach.

"It takes a community to heal a community," Hayden said. "I'm grateful that Team Impact selected ECLTC as this event's beneficiary and am glad to have the community's support."

The Leadership East County program seeks to identify and motivate current and emerging leaders, acquainting them with East County's assets, needs and challenges. Participants discuss and resolve challenges with experienced community leaders. Participants also practice community involvement through public service and volunteerism, building confidence as they go.

"The Leadership East County Program uses the unique perspective, experience, and talent of its participants to identify, mentor and prepare East County leaders of tomorrow," San Diego Regional East County Chamber of Commerce President and Chief Executive Officer Rick Wilson said. "We want to encourage and promote active community involvement, whether it be (as) strong business leaders, (or) through public service, nonprofit organizations or volunteerism."

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Leadership East County Team Impact member Ron Rice said showcasing local artists transforms creativity into direct impact.

“Each piece of art becomes an opportunity to give back, raise awareness, and help fund the programs that make lasting change possible,” Rice said. “We saw the impact firsthand of East County Transitional Living Center and what they’re doing for (people) in our community as a whole. It’s just undeniable. (The center) is a safe place, a bridge to get you from one place to the next.”

Art for Impact, open to attendees 21 and older, will feature a special roots-rock acoustic set from Split Rail Fence, an El Cajon band signed by Pacific Records. Local songwriter and singer Tim Edwards, the guitarist of Farm Truck, will perform and sing his original tunes. El Cajon Mayor Bill Wells and his band will also make an appearance.

Tickets are \$50 and a reserved table of eight is \$400. For more information or to purchase tickets, please visit <http://artbenefitsd.com/tix>.

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.

An independent San Diego County Taxpayers Association analysis showed the East County Transitional Living Center is highly effective among San Diego County programs. Based on a San Diego Taxpayers Association analysis, the ECTLC in 2024 spent \$790 per person exiting to permanent housing and had 96% of its graduates remaining stably housed from Nov. 1, 2024, to Oct. 31, 2025.

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

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