



COMMUNITY BRIDGES  
PUENTES DE LA COMUNIDAD

**BOARD OF DIRECTORS**  
**Wednesday, August 16, 2017**  
**5:00 PM to 7:00PM**

Elderday: 100 Pioneer Street, Santa Cruz, CA 95060

**AGENDA**

- 4:30 Dinner**
- 5:00 1. Call to Order/Establish Quorum**
- 5:02 2. Agenda Review**
- 5:05 3. Announcements/Program Updates**
- 5:10 4. \*CONSENT AGENDA – Action Items**  
*In approving the consent agenda, the Board is approving recommendations within each committee’s minutes listed below.*
- 4.1 Draft Minutes of the June 21, 2017 Board Meeting\***  
*a. Jack and Jorge moved to approve the June 21 consent agenda as presented. MSP.*  
*b. Jack/Jorge moved to approve conducting a capital campaign. MSP.*
- 4.2 Draft Minutes of the June 1, 2017 Finance Committee Meeting\***
- 4.3 Draft Minutes of the August 3, 2017 Finance Committee Meeting\***
- 4.4 Draft Minutes of the August 3, 2017 Governance Committee Meeting\***  
*a. Shannon/Jorge moved to approve the CB retirement plan. MSP*
- 5:15 5. Receive comments from members of the public on “Items not on the Agenda”**
- 5:20 6. Program Presentations**  
*6.1 WIC*
- 5:40 7. Agency Business – Ray Cancino (20 min)**  
*7.1 Retreat*  
*7.2 Development Director – Virginia Wright*  
*7.2 Budgets*  
*7.2.1 MOW- Clay Kempf*  
*7.2.2 MCR*  
*7.2.3 ELD*  
*7.2.4 FRC-Kiaser*
- 6:00 8. Capital Campaign- Nancy Sherrod (40 min)**
- 6:40 9. Development/Philanthropy Report– Ray Cancino**  
*9.1 Philanthropy Report*  
*9.1.1 Farm to Fork Report*  
*9.2 BOD Members Attending Events*  
*9.2.1 Elevator Speech*
- 6:50 10. Finance Committee Update – Cathy Benson**
- 7:00 11. Written Reports**  
*11.1 Philanthropy Report for August 2017*

*11.2 Financial Report from the August 3, 2017 Finance Committee Meeting*

*11.3 Community Bridges Program Reports – MOW, LL, WIC*

- 7:00 12. Newspaper Articles**
- 7:00 13. Items for Next Agenda**
- 7:00 14. Adjourn Regular Meeting**
- 7:00 15. CLOSED SESSION**
- 7:30 16. Adjourn Closed Session**

**Next Meeting:**

**Wednesday, September 20, 2017**

**5:00 PM to 7:15 PM**

Location: Elderday 100 Pioneer



**COMMUNITY BRIDGES**  
**PUENTES DE LA COMUNIDAD**

BOARD OF DIRECTORS  
Wednesday, June 21, 2017  
**5:00 PM to 7:00 PM**  
Elderday: 100 Pioneer Street, Santa Cruz, CA 95060

**DRAFT MINUTES**

**Members Present:** Shannon Brady, Rebecca Fowler, Jack Jacobson, Nicolette Lee, Heather Lenhardt, Jorge Mendez, Sara Siegel, Doug Underhill.

**Excused Absences:** Martin Bernal, Kenn Barroga, Pam Fields, Majel Jordan, Steven McKay, Casey Wu.

**Staff:** Cathy Benson, Lisa Berkowitz, Raymon Cancino, Cathy Cavanaugh, Adriana Figueroa, Lisa Hindman Holbert, Maria Hurtado, Arasele Rocha, Lois Sones, Leslie Telles, Anna Vaage.

**Guest:** Ken Margolis

**4:30 Dinner**

**5:06 1. Rebecca called the meeting to order. Quorum established**

**5:07 2. Agenda Review**

**5:08 3. Announcements/Program Updates**

Ray introduced Ken Margolis, Board member candidate. Ken is a nonprofit law professor and serves on the Board of Watsonville Law Center with Jack Jacobson.

*July 8<sup>th</sup> - Employee Appreciation Day - Saturday at Anna Jean Cummings Park.*

CB will also walk in the 4th of July Parade in Aptos with Jack Jacobson's convertible.

**5:15 4. \*CONSENT AGENDA – Action Items**

*In approving the consent agenda, the Board is approving recommendations within each committee's minutes listed below.*

**4.1 Draft Minutes of the May 17, 2017 Board Meeting\***

*a. Sara /Jack moved to approve the April 26, 2017 consent agenda as presented. MSP.*

*b. Pam/Jorge moved to authorize CEO to pursue CARB grant. MSP*

*c. Jordan/Jack moved to approve the FY 17/18 Philanthropy Plan. MSP.*

**4.2 Draft Minutes of the June 1, 2017 Finance Committee Meeting\***

**4.3 Advocacy Committee: Approve CEO letter to Board of Supervisors: CORE Funding**

**4.4 Board Resolution # 2014-06-01 Title VI Compliance Plan\***

**Jack and Jorge moved to approve the consent agenda as presented. MSP.**

**5:15 5. Receive comments from members of the public on “Items not on the Agenda”**  
None.

**5:15 6. Program Presentations**

*6.1 CACFP / Board Presentation*

Jorge Mendez visited the program with Jackie Barbosa, CACFP Program Assistant. The program provides reimbursements to licensed care providers, monitoring compliance with program guidelines and supporting providers in serving nutritious meals.

CACFP: Leslie Telles, Program Director presented. The program reimburses a portion of the cost of meals and snacks served in child and adult care programs. CB's program serves 430 active participants including 283 Spanish speaking providers in Santa Cruz, San Benito and Monterey counties. Participants serve 4,600 meals per day that meet federal and state nutrition guidelines. CACFP also supports CB's 5 CDD centers, and Elderday. The purpose of the program is to help establish healthy eating habits to support the physical and cognitive development of care consumers. CACFP produces monthly newsletter discussing nutrition topics and healthy recipes and activities. Staff ensures compliance with program guidelines through three unannounced visits per year, including two during meal service. Consultants check licensing capacity, staff ratios, and menus. The program benefits participants, providers, and their families by ensuring nutritious meals are served and meal costs are offset to help make care more affordable. The program seeks to reach populations that need the support, including food insecure and impoverished communities. Staff seeks to streamline program administrative requirements to keep providers in the program. Advocacy is needed to help keep reimbursement rates in line with food costs. The meal pattern was revised in 2016 for the first time since 1986. Program goals include continuous improvement in education resources and menus, outreach and retention of participants, increase in online claiming, and staff capacity to provide technical assistance. Ray added that CACFP received \$15,000 in CORE funding. Cathy C. mentioned that nursing at care facilities is also reimbursable, when mothers are able to breastfeed at the care sites.

#### *6.2 CDD / Board Presentation*

Rebecca Fowler visited Vista Verde CDC, which is supervised by Maria Hurtado. Rebecca has two children, one currently in preschool. Rebecca found the center to have a comfortable home-like environment with structured activities including real world-themed play activities. The program provides bilingual dual language education with parent participation providing a nurturing environment that supports the whole family, including care, education, school readiness, respite, and safety in low income neighborhoods. Rebecca recalled that a year ago the Board was tasked with voting to repair the roof of Redwood Mountain CDC. Appreciating the services offered in these local communities first-hand can have an effect on the decisions made as a Board.

CDD: Lisa Hindman Holbert, Program Director presented. Staff at Vista Verde CDC have 15 years longevity. Lisa started in 2009. She has a Bachelors in Child Development and ASE (Academic Student Employee) certification. Each teacher must attend annual professional development training. Santa Cruz City sites are under capacity due to disparities in income eligibility. Households with one child and two parents making minimum wage are not eligible because eligibility has not kept up with wage adjustments. Due to cuts in allowed administrative costs, teachers are responsible for enrollment, licensing, facility maintenance, fundraising, quality assurance, and reporting requirements in addition to providing care and education. Rebecca reiterated that teachers work extremely hard. Program funding also disincentivizes full day care, as the state pay \$0.70 for three hours for every \$1 of full day care. Staff works hard to keep full day care available to working families throughout the county.

## **5:52 7. Agency Business – Ray Cancino**

*7.1 Capital Campaign* – We have spoken with Community Foundation and donors behind the scenes to pilot a capital campaign of \$1.2M to complete renovations at the La Manzana property. The Farm to Fork event will celebrate CB's 40th anniversary and is an opportunity to announce the building purchase and launch a capital campaign.



Themes can include Living Our Values, human services in an environmentally friendly facility. Funding opportunities could include a WiFi bridge from nearby Metro depot for \$100K, and an historical tribute mural for \$50k. A campaign brochure is in process, and we have obtained professional photo documentation of the "before" pictures. There was discussion of the securing commitments privately before going public, with goals between 30-75% of the total campaign. A consultant could cost \$15-40k. Renovations should focus on outcomes. It was agreed the campaign will not be launched at Farm to Fork anniversary event, but Ray will obtain bids from consultants. **Jack/Jorge moved to approve conducting a capital campaign. MSP.**

*7.2 Retreat Logistics* – There was agreement to hold this year's retreat on Friday, Sept 22 in the afternoon. Lunch at noon and retreat 1-6pm, possibly at WIC/La Manzanita.

*7.3 Board Mentorship* – Mentors were assigned to newer Board members. Rebecca will mentor Nicolette, Jorge will mentor Doug, Shannon will mentor Sara.

*7.4 Development Director* – We will hire an additional Development Analyst to support the department while the Director recruitment remains open. An event coordinator to support Farm to Fork could cost \$8k.

**6:46 8. Development/Philanthropy Report– Ray Cancino**

The August meeting will report on 16/17 fiscal year-end results as well as 17/18 goals.

**6:48 10. Finance Committee Update – Cathy Benson**

Cathy reviewed financial reports and highlighted our improved year end position, due largely from a bequest received for Meals on Wheels from a community member. Admin is still adjusting to reduced spending by the programs, which in turn reduces the revenue received for Administrative functions.

**6:50 11. Written Reports**

*11.1 Philanthropy Report for June 2017*

*11.2 Financial Report from the June 1, 2017 Finance Committee Meeting*

*11.3 Community Bridges Program Reports – LMCR, LOCR, NVCR*

*11.4 CDD- Program Self Evaluation (PSE) Reporting- State Performance*

**6:50 12. Newspaper Articles**

**6:50 13. Items for Next Agenda**

**6:50 14. Adjourn Regular Meeting**

**6:50 15. CLOSED SESSION**

**7:05 16. Adjourn Closed Session**

**Next Meeting:**

**Wednesday, August 16, 2017**

**5:00 PM to 7:00 PM**

Location: Elderday 100 Pioneer



**COMMUNITY BRIDGES**  
PUENTES DE LA COMUNIDAD

**Finance Committee**

Thursday, June 1, 2017

11:00 AM – 12:00 PM

Community Bridges, Aptos

**DRAFT MINUTES**

**Members Present:** Casey Wu, Jack Jacobsen

**Excused Absences:** Kenn Barroga, Jorge Mendez, Shannon Brady, Doug Underhill

**Staff:** Raymon Cancino, Cathy Benson, Tonje Switzer, Anna Vaage

**Minutes:** Tonje Switzer

11:20 Agenda review

11:20 CFO Report – Cathy Benson

a) Program Budget Summary Review – April

Highlights: Projected Programs' Gain 16/17 improved to \$291,233

MOW-Unsolicited bequest \$101,947

Admin-Continued program spending reductions

CDD-Postpone Redwood Mountain opening to 17/18

Small changes in programs this month except for the MOW bequest of almost \$102K. CDD-RM keep finding repairs that needs to be completed before enrollment can start. Opening date is expected to coincide with public school calendar in the fall. The WIC and CACFP budgets are slightly skewed as their fiscal year is different and they have mainly one funding source. Admin expenses have not changed much, but our revenue has shrunk due to lower program pending. There was a brief discussion surrounding the timeframe of the admin move.

b) Financial Statement Review – April

Revenues exceed expenses, and we are showing net assets of \$2.5MM.

c) Cash Flow and Line of Credit – Updates

Assets and liabilities. There was a brief discussion about the MCR building, and CFO clarified that in December of 2017, either escrow will close and we will buy the building, or we will pay a \$35K balloon payment. We have tried to re-negotiate the

purchase price, but the SLV school district has not been willing to do so. CB will not have to sign onto a loan-agreement if monthly payments exceed \$3500. Part of the exploratory process with banks is getting the building appraised. Additionally, CB is meeting all ratio goals except for liquidity. The 'Think Money First!' training attended by CEO and CFO a few weeks ago prompted the looking at liquidity as only available cash, and exclude locked up assets such as property. CFO noted that although there is some change in ratios from last month, we expect to remain above goals to the end of FY.

d) Investments and Endowment – Updates

There was a brief discussion concerning types of investments and brokers utilized by CB, and CFO will send out the LPL document to FC for their review.

Committee members suggested that next FC meeting be cancelled in observation of the July 4th holiday, but due to lack of quorum the decision is deferred to a June Board meeting vote.

11:59 Items for Next Agenda

None

12:00 Adjourn

Next Meeting  
July 6, 2017



## **Finance Committee**

Thursday, August 3, 2017

11:00 AM – 12:00 PM

Community Bridges, Aptos

### **DRAFT MINUTES**

**Members Present: Jorge Mendez, Jack Jacobsen, Casey Wu, Doug Underhill**

**Staff Present: Cathy Benson, Ray Cancino**

**Notes: Tonje Switzer**

11:09 Jorge called the meeting to order. Quorum established.

11:10 Agenda review

11:05 CFO Report – Cathy Benson

*a) Program Budget Summary Review – Preliminary June*

Highlights: Projected Programs' Gain 16/17 improves to \$422,411

LL-Rec'd 5310 Grant retroactive to March 56 K

LOCR-Final June expenditures less than projected

MOW-Final June expenditures less than projected

CFO noted that ELD has done well with ADA higher than projected at 68 versus 65.

Agency expenses are lower than expected and revenues higher than expected.

Net gain change from last month is 218,564

*b) Financial Statement Review – Preliminary June*

Most ratios decreased in June due to it being the end of FY. Net assets, debt to equity, and debt to assets, are slightly below our goals. Improvements on property can be added to the property value. CFO will add prior month to Financial Statement.

Property: The cost is part of the 14.5% to Admin. WIC & La Manzana will be paying for a common area.

*c) Cash Flow and Line of Credit – Updates*

No need to borrow this end of FY. Quarterly advances will start arriving.

*d) Investments and Endowment – Updates*

11:30 17/18 Agency Budget \*\* ACTION ITEM \*\*

WIC expenses \$5M reflects state WIC estimated value of vouchers. This item will be removed to avoid confusion, but will be mentioned in a footnote. A 20-passenger van will be purchased with Measure D funds. CDD is higher than previously. MOW is up \$100K. LOCR tenant gave notice resulting in loss of revenue.

11:55 Items for Next Agenda

12:00 Adjourn

Next Meeting September 7, 2017



**COMMUNITY BRIDGES**  
PUENTES DE LA COMUNIDAD

**Governance Committee**

Thursday, August 3, 2017

12:00PM – 1:00PM

Community Bridges (CB), Aptos

**DRAFT MINUTES**

**Members Present: Shannon Brady, Rebecca Fowler, Jorge Mendez, Jack Jacobsen, Doug Underhill**

**Excused Absences: Pam Fields**

**Staff Present: Raymon Cancino, Seth McGibben, Julie Gilbertson**

**Notes: Tonje Switzer**

**12:33 Meeting to order**

**12:33 Agenda Review**

**12:34 CEO Report – Ray Cancino**

1. Facilities
  - a. ELD - Change in Rent Structure  
The ELD lease was up and the OWs agreed to keep the rent stable over the next three years with a possible opening for another two years after that. This means \$7K savings for ELD in year two.
  - b. La Manzana – Update  
Tenting is complete, and low flow toilets are being installed on 8/11.
2. Farm to Fork  
CEO asked GC to share information about the event, as tickets are still available. The Media sponsor KION 546 is one of the new event sponsors this year.
3. Board Development
  - a. Christopher Sheehy  
CEO noted that Sheehy learned about CB at the Community Foundation BOD match, but has since withdrawn his consideration and decided to serve with

CASA. CEO will bold items that need immediate attention in future communications with committee and BOD.

4. Board Retreat

The retreat will begin with a values discussion about why we serve CB that will inform the following advocacy component. BOD Chair, Vice Chair, and Treasurer will interview potential speakers and facilitators by, and report to CEO by the end of Friday. Don Lane will be a guest speaker. Committee members noted that they would like to hear CEO's vision on advocacy at retreat, and that using an example from the last 1.5 years would be helpful to discuss actual advocacy.

5. Capital Campaign

CEO noted that we have received a proposal from Tim Davis of 12K. Nancy Sherrod is unavailable. Nancy Loshkajian is supposed to get back to us this week, but is running a different campaign until January.

6. Sentinel Article

County Bank released loan information, which resulted in a favorable news coverage about the Watsonville site.

7. CB Retirement Plan

The CB retirement plan has been audited and accepted

**Shannon/Jorge moved to approve the CB retirement plan. MSP.**

**1:00 Adjourn**

**Next Meeting: Thursday September 7, 2017**

**12:00 – 1:00PM**

**Community Bridges, Aptos**



1105 Water St. P | 831.426.3911  
Santa Cruz, CA 95062 F | 831.426.0437

18 West Lake Ave., Ste. A P | 831.722.7121  
Watsonville, CA 95076 F | 831.722.8532

**Breastfeeding: Celebrating Mothers**  
**Breastfeeding Awareness Walk- August 11, 2017**

**Purpose of the Walk**

We are declaring August in Santa Cruz County as Breastfeeding Awareness Month! There is no better start to life than breastfeeding! Thousands are participating in Breastfeeding Awareness events throughout California throughout the month of August. We are a part of the statewide effort to highlight the need to support breastfeeding women.

Breastfeeding Awareness is celebrated every year in August in more than 170 countries to encourage breastfeeding and improve the health of babies around the world.

**Why Breastfeed**

Breastfeeding is simply the way human infants are built to eat. Human milk is uniquely suited for human infants.

Research has shown that breastfeeding, especially exclusive breastfeeding, is associated with better health outcomes. Infants who are not breastfed have increased incidence of allergies, diarrhea, and ear and urinary tract infections. They also have an increased likelihood of being overweight. Any of these illnesses in children increases costs to families and employers and adds to the burden of an over-taxed health care system.

**What Needs to be Done**

Moms want to breastfeed! It is the responsibility and duty of the community, our hospitals and businesses to support women in their decision to breastfeed. With this investment, CA will have healthier babies!

**How Long to Breastfeed**

The American Academy of Pediatrics, the World Health Organization and the American College of Obstetrics and Gynecology encourage exclusive breastfeeding for the first six months with continued breastfeeding for at least one year, or as long as the mother and baby choose to breastfeed. Extended breastfeeding is normal. The longer women breastfeed, the greater the protection against illness for both mom and baby.

**U. S. Breastfeeding Goals**

The US Department of Health and Human Services “Healthy People 2020” goals include objectives to increase the number of women who initiate breastfeeding to 82% and the number of women who are breastfeeding at 6 months and 1 year to 61% and 34%, respectively. The goals for exclusive breastfeeding are 46% at 3 months and 25% at 6 months.



**Breastfeeding Rates at Community Bridges WIC January 2017**

	<b>Community Bridges WIC</b>	<b>Healthy People 2020 Goals</b>
<b>Initiation</b>	<b>86%*</b>	<b>82%</b>
<b>BF at 6 Months</b>	<b>53%</b>	<b>61%</b>
<b>BF at 1 Year</b>	<b>51%*</b>	<b>34%</b>
<b>Exclusivity at 3 months</b>	<b>34%</b>	<b>46%</b>
<b>Exclusivity at 6 months</b>	<b>26%*</b>	<b>25%</b>

\*Meets or exceeds goal

**Community Bridges WIC Program Breastfeeding Trends 2007 – 2017**

	<b>Postpartum Women</b>	<b>Exclusive BF 2 months</b>	<b>Exclusive BF 6 months</b>	<b>Any BF 2 months</b>	<b>Any BF 6 months</b>
<b>January 2007</b>	<b>475</b>	<b>22%</b>	<b>17%</b>	<b>64%</b>	<b>46%</b>
<b>January 2017</b>	<b>375</b>	<b>36%</b>	<b>26%</b>	<b>73%</b>	<b>53%</b>

From State of California, Department of Public Health, WIC Integrated Statewide Information System

**Breastfeeding Rates in Santa Cruz County**

**Breastfeeding Initiation in the Hospital 2015**

	<b>Births</b>	<b>Exclusive Breastfeeding</b>	<b>Any Breastfeeding</b>
<b>California</b>	<b>427,033</b>	<b>69%</b>	<b>94%</b>
<b>Santa Cruz County</b>	<b>2528</b>	<b>93%</b>	<b>99%</b>
<b>Watsonville</b>	<b>1014</b>	<b>89%</b>	<b>98%</b>

From 2015 California Department of Public Health, California In-Hospital Breastfeeding Initiation Data from the Newborn Screening Test Form.

The Community Bridges WIC Program serves nearly 600 pregnant women each month. Most are monolingual, Spanish speakers who work in the agriculture industry. These women face many obstacles to sustain breastfeeding at levels that meet national goals. We are very proud that our efforts have helped them increase breastfeeding initiation and duration.

*Breastfeeding events around the State of California are sponsored by the California WIC Program, the California WIC Association, and the California Breastfeeding Coalition.*

Press contact: Dana Wagner  
[danaw@sccwic.org](mailto:danaw@sccwic.org)  
831-722-7121 x129

**Promoting Breastfeeding for a  
Healthier  
Watsonville**



**COMMUNITY BRIDGES**  
**PUENTES DE LA COMUNIDAD**

MEDIA ADVISORY

**WHAT:**

The 11<sup>th</sup> Annual Breastfeeding Health Fair and Walk, open to the general public and representatives of the media. This event includes fun activities for the whole family, a live DJ, community resource booths, healthy snacks, free t-shirts, raffles and more. This event supports the City of Watsonville's resolution that proclaims August as Breastfeeding Awareness Month.

Breastfeeding Awareness is celebrated throughout California during the month of August, as part of a statewide effort to highlight the benefits of breastfeeding and show support to breastfeeding mothers in our community. There are many breastfeeding events around the State of California. A listing of events can be found at <http://californiabreastfeeding.org/events-calendar/>

**WHO:**

Hosted by the Community Bridges Women, Infants & Children (WIC) Nutrition Program. The Community Bridges WIC Program serves nearly 600 pregnant women each month. Most are mono-lingual Spanish speakers who work in the agriculture industry. WIC is working to build support for breastfeeding in our community, and establish breastfeeding as normal and preferred.

**WHEN:**

Friday, August 11<sup>th</sup>, 2017  
3pm to 6pm

A rally type walk down Main Street to celebrate breastfeeding begins at 5pm

**WHERE:**

Watsonville Plaza at the corner of Main Street and East Beach Street in Watsonville, California.

**WHY:**

Breastfeeding is one of the best preventative health measures for both babies and mothers. Babies who are breastfed have lower risk of becoming obese or developing asthma, diabetes or respiratory infections. Prolonged and exclusive breastfeeding improves children's cognitive development, boosting children's IQ by four or more points. Babies who receive only breastmilk for the first six months of their lives have better educational and emotional outcomes. Breastfeeding also benefits mothers, lowering women's chances of ovarian and breast cancer, hypertension and heart disease. The challenge is that many women who want to breastfeed face barriers in their communities, health care experiences, workplaces, and even their own families that interfere with breastfeeding. This is especially true in communities with high levels of poverty and health disparities – the same communities that often face higher levels of obesity, asthma, diabetes, hypertension and heart

disease - the very conditions that breastfeeding can help prevent.

Accordingly, the U.S. Department of Health and Human Services “Healthy People 2020” goals include objectives to increase:

- the number of women who initiate breastfeeding to 82%
- the number of women who are breastfeeding at 6 months and 1 year to 61% and 34% respectively.
- the number of women breastfeeding exclusively to 46% at 3 months and 25% at 6 months.

**Locally, Community Bridges WIC Program mothers are meeting or exceeding most of “Healthy People 2020” goals! In January 2017:**

- 82% of mothers have initiated breastfeeding
- 56% are breastfeeding at 6 months
- 55% are breastfeeding at 1 year
- 33% are breastfeeding exclusively at 3 months
- 28% are breastfeeding exclusively at 6 months.

**VISUALS AND INTERVIEWS:**

Interviews are available with WIC parents and advocates, Community Bridges CEO, Raymon Cancino, WIC Breastfeeding Liaison, Robbie Gonzalez-Dow, WIC Breastfeeding Coordinator, Dana Wagner, and WIC Program Director, Cathy Cavanaugh.

Spanish-speaking spokespersons are available.

Visuals include parents and youth participating in interactive workshops, and a march down Main Street in WIC t-shirts with Breastfeeding Awareness signs.

**ABOUT COMMUNITY BRIDGES WIC PROGRAM:**

WIC is a federally funded nutrition program that provides healthy foods, nutrition and breastfeeding education and support, and referrals to community resources for pregnant, breastfeeding, and postpartum women, and infants and children up to age 5. The Community Bridges WIC program is one of a family of programs operated by Community Bridges, a local nonprofit.

To learn more, please visit [www.communitybridges.org](http://www.communitybridges.org).

### Long Term Solution:

- Concentrate additional resources in grant writing to FRC department
- Explore Medi-Cal billing and workforce development work further.
- Advocate for additional one-time only funds at County level

### Temporary Solution:

- Layoff of PT staff
- Reductions to all staff
- Service cuts
- Use of prior funds

**Deficit Addressed**  
**(41.2k)**

### Long Term Solution:

- Rental Reduction
- Advocate for an increase via CCAH
- Advocate for additional one-time only funds at County
- Include escalator clause to address increases in costs

### Temporary Solution:

Freeze all staff salaries

**Deficit Addressed**  
**(19.7k)**

### Long Term Solution:

- Advocate at county level work to secure commitment with Board of Supervisors
- Increase involvement at state level and ensure we are developing our clients to tell their stories.

**Deficit Addressed: 97k**  
**Projected FY 18/19:**  
**214k**

### Temporary Solution:

- Carry forward use of funds.
- Potential adjustments of personnel to be evaluated



## 40<sup>th</sup> Anniversary Communications Plan

### Communication Objectives.

1. Encourage Farm to Fork Attendance: Join us as we celebrate 40 years serving our community. Tickets are available at [CBFarmtoFork17.Eventbrite.com](http://CBFarmtoFork17.Eventbrite.com) (ATTEND FARM TO FORK).
2. Share CB's History. We're celebrating 40 years of serving our Santa Cruz County community! Read more about our history at [CommunityBridges.org/news](http://CommunityBridges.org/news) (READ OUR HISTORY).
3. Raise \$1.25MM for Capital Campaign (DONATE).

### Communication Platforms.

- A. Social Media: Facebook/Twitter
- B. Printed materials: capital campaign brochure
- C. Press releases
- D. Constant Contact
- E. Website

### Timeline Overview.

DATE(S)	COMMUNICATION PIECE	MESSAGING ACTION POINT(S)	PLATFORM
June 12	F2F invitations sent out	ATTEND FARM TO FORK	Print (mail)
June 16	F2F Letter from Ray & ED bio 1: Sam Karp	ATTEND FARM TO FORK READ OUR HISTORY	Constant Contact, Facebook, Twitter, article on website
June 22	Throwback Thursday 1	READ OUR HISTORY	Facebook/Twitter
June 25	Constant Contact F2F Menu + Chef Bio.	ATTEND FARM TO FORK	Constant Contact, Facebook
July 6	Throwback Thursday 2	READ OUR HISTORY	Facebook, Twitter
July 8	Constant Contact Live Auction + Fund a Need Announcement	ATTEND FARM TO FORK	Constant Contact + FB
July 12	Farm to Fork Press Release	ATTEND FARM TO FORK	News media & website
July 16	ED profile 2: Bob Garcia (constant contact/article on website)	ATTEND FARM TO FORK READ OUR HISTORY	Constant Contact, Facebook, Twitter, article on website

July 19	Throwback Thursday 3	READ OUR HISTORY	Facebook, Twitter
July 26	F2F 10 days out and x tickets left	ATTEND FARM TO FORK	Constant Contact, Facebook
July 27	Throwback Thursday 4	READ OUR HISTORY	Facebook, Twitter
August 2	CEO Profile 3: Sam Storey (constant contact/article on website)	ATTEND FARM TO FORK READ OUR HISTORY	
August 5	Farm to Fork speeches: Ray Cancino,		Verbal
August 5	40 <sup>th</sup> anniversary video debut	DONATE	
August 5	Capital Campaign Brochure distributed?	DONATE	print
August 8	Farm to Fork Thank You/Ray profile/capital campaign announcement in writing	DONATE	Constant Contact + FB
August 10	Details/four focus points of campaign released with short video	DONATE	Facebook, website? <b>example:</b> <a href="http://bit.ly/2sPechZ">http://bit.ly/2sPechZ</a> )
Oct. 25	Thank You postcard mailed to donors		Print (mail), PNG on FB
Nov. 1	CB Calendar distributed		Print (mail)

## CAPITAL CAMPAIGN MESSAGING

Theme: “Stronger Together, Building Together”

Sub-Themes: Steward the Environment. Bridge the Digital Divide. Beautify the Campus. Secure Financial Stability.

### Tagline/ key idea:

By building together, we become stronger together. Will you join us?

### Paragraph:

Together, let’s imagine a flourishing, centralized network of social service support for Santa Cruz County—one where all families can access services that offer stability and hope for the future. As we stand at the cusp of our 40<sup>th</sup> anniversary, we’re asking you to help us shape the future of our services



and ensure that our programs continue to grow for another 40 years and beyond. Today, we're inviting our Santa Cruz County community to join us in the creation of a vibrant and sustainable flagship location for 22,000 local families, children, and seniors seeking services.

With your support, we will secure the financial stability of one of the largest human services agencies in our community, allowing us to renovate and develop a Downtown Watsonville landmark. By building together, we become stronger together. Our goal is big, our dreams are big, and so is our ambition to change the world with you.

### CAPITAL CAMPAIGN VISUAL COMPONENTS

#### 40<sup>th</sup> anniversary logos:



#### Unified program logos:



**Capital Campaign Brochure.  
Steward, Bridge, Beautify, and Secure icons.**



COMMUNITY BRIDGES  
PUENTES DE LA COMUNIDAD

**STRONGER  
TOGETHER,  
BUILDING  
TOGETHER.**

-  **STEWARD THE ENVIRONMENT**
-  **BRIDGE THE DIGITAL DIVIDE**
-  **BEAUTIFY THE CAMPUS**
-  **SECURE FINANCIAL STABILITY**

---

*Help us shape the future of our services and ensure that our programs continue to grow for another 40 years and beyond.*

**[COMMUNITYBRIDGES.ORG/DONATE](https://communitybridges.org/donate)**



We all dream of having the opportunity to change the world.

**HERE IS A REAL WAY OF DOING IT IN SANTA CRUZ.**



We're inviting our Santa Cruz County community to join us in the creation of

**A VIBRANT AND SUSTAINABLE FLAGSHIP LOCATION FOR 22,000**

local families, children, and seniors seeking services.



Together, let's imagine a **FLOURISHING, CENTRALIZED CONTINUUM OF CARE**

for Santa Cruz County—one where all families can access services that offer stability and hope for the future.





COMMUNITY BRIDGES  
PUENTES DE LA COMUNIDAD

**OUR FUTURE HOME**  
517-521 MAIN STREET  
18 W. LAKE STREET

**STRONGER TOGETHER, BUILDING TOGETHER.**



COMMUNITY BRIDGES  
PUENTES DE LA COMUNIDAD

# STRONGER TOGETHER BUILDING TOGETHER

Since 1977, Community Bridges has been a catalyst for a brighter future by opening doors, offering hope and providing a hand up to the people of Santa Cruz County. We live in one of the most beautiful places in the world: redwood forests, a marine sanctuary, and thriving farmlands. But even in paradise, there is struggle.

At Community Bridges, we pride ourselves on providing the resources that lead to positive change in peoples' lives. Our family of ten vital programs, across 20 different sites, meets the needs of 27,000 local children, families, and seniors each year. While each program is remarkable on its own, brought together... we are unstoppable.

Every day, we work collaboratively to build the safety net in our community and discover solutions to emerging issues. Our programs empower seniors to live with independence and dignity, increase access to medical care and good nutrition, and provide children better access to education and family support.

With your compassionate investment of money or time, you can join us in this important mission that touches every part of our community.



La Manzana  
COMMUNITY RESOURCES



Live Oak  
COMMUNITY RESOURCES



Mountain  
COMMUNITY RESOURCES



Nueva Vista  
COMMUNITY RESOURCES



Child & Adult Care  
Food Program



CALIFORNIA  
wic  
WOMEN, INFANTS & CHILDREN



Child  
Development  
DIVISION



Meals on Wheels  
FOR SANTA CRUZ COUNTY



ELDERDAY  
ADULT DAY HEALTH CARE

LIFT LINE



COMMUNITYBRIDGES.ORG

# STRONGER TOGETHER BUILDING TOGETHER



COMMUNITY BRIDGES  
PUENTES DE LA COMUNIDAD



# We All Dream

of having the opportunity to change the world.

Here is a real way of doing it in

# Santa Cruz.

As we stand at the cusp of our 40th anniversary, we're asking you to help us shape the future of our services and ensure that our programs continue to grow for another 40 years and beyond.

**TODAY, WE'RE INVITING OUR SANTA CRUZ COUNTY COMMUNITY TO JOIN US IN THE CREATION OF A VIBRANT AND SUSTAINABLE FLAGSHIP LOCATION FOR 22,000 LOCAL FAMILIES, CHILDREN, AND SENIORS SEEKING SERVICES.**

With your support, we will secure the financial stability of one of the largest human services agencies in our community, allowing us to renovate and develop a Downtown Watsonville landmark. Moving to our new building will alleviate our agency's current rent burden, and will enable us to invest more into direct services that ensure a helping hand is there whenever a community member is in need.

By partnering with us, you will allow Community Bridges to make improvements to help the environment, invest in infrastructure that will help us bridge the digital divide, and support a cultural beautification project that will anchor our past and our present. **With your financial stewardship, you're making a long-term investment in the security and success of our families, our neighborhoods, and our county as a whole.**

## WILL YOU JOIN US? OUR GOAL: \$1.25 MM

### STEWARD THE ENVIRONMENT (\$450K)

- \$200K: Solar panel projects
- \$125K: Install Rapid recharge electric car station
- \$100K: ADA (Weather stripping / Low Flow)
- \$15K: Facilities Improvements
- \$10K: Install water dispensers across campus

### BRIDGE THE DIGITAL DIVIDE (\$200K)

- \$100K: Upgrade systems across campus to prepare for community free Wi-Fi
- \$100K: Wi-Fi – for community project

### BEAUTIFY THE CAMPUS (\$100K)

- \$50K: Fixed patio
- \$25K: Frontage improvements
- \$15K: Art mural
- \$10K: Landscaping

### SECURE FINANCIAL STABILITY (\$500K)

- \$200K: Renovations and Improvements
- \$200K: Cover part of building and property costs
- \$100K: Fiscal ongoing maintenance fund

## OUR NEW HOME

517-521 MAIN STREET  
& 18 W. LAKE STREET

## HOW YOU CAN HELP

**CHALLENGE GRANT** - Your contribution to the Stronger Together, Building Together Campaign will be matched dollar for dollar by a donor up to \$200K.

**DONATE** - Secure donations can be made by mail or online at [CommunityBridges.org/Donate](http://CommunityBridges.org/Donate).

**MAKE A MULTI-YEAR PLEDGE** - Make a lasting commitment to the Stronger Together, Building Together Campaign by pledging a gift that can be paid in installments. For more information regarding pledge options, visit us at [CommunityBridges.org/Donate](http://CommunityBridges.org/Donate)



## CAPITAL CAMPAIGN OVERVIEW

# COMMUNITY BRIDGES

Traditionally a set of fundraising activities and outreach specifically for a purchase of a large asset.

### SEPTEMBER 2016

Purchase and negotiations began. Discussions of purchase included capital campaign to strengthen infrastructure investment and ensure prior established 25% reserve goals also remained

### MAY 2017

MT, FC, and BOD discussion included identifying large donors and potential supporters

### AUGUST 2017

Establishing clear goals including discussion of Lift Line, MOW and LM- Property

### JANUARY 2018

Testing our case statement

### AUGUST 2018

Public Announcement should be established

### March 2019

Follow through of all gifts and reconciliation

### AUGUST 2016

Sunlight Giving approached us in early July and completed a 3 year 450K gift. Partial use of down payment and 200k for lead gift.

### FEBRUARY 2017

Case Study work began with MT and Internal discussions established 1.25 MM goal internal campaign material established

### JULY 2017

Quiet Phase | Feasibility Study Requested

### NOVEMBER 2017

Testing and Stakeholder interviews

### FEBRUARY 2018

Quiet phase continued

### JANUARY 2019

Solicit lower end gifts







**BOARDS ROLE @ EVENTS**



**WELCOME GUESTS**



**NETWORK**



**CHAMPION/ ELEVATOR SPEECH**



**GATHER INFORMATION**



**REPORT BACK**



**LISTEN FOR SUCCESS/ CONCERNS**



**THANK GUESTS! ASK WHY THEY CAME AND WHAT PROGRAM MATTERS TO THEM**



**HAVE FUN!**



## COMMUNITY BRIDGES PUENTES DE LA COMUNIDAD

### Elevator Speech

One indicator of a well-run nonprofit organization is whether or not the board members, staff, and volunteers consistently and personally; promote and advocate on behalf of an organization throughout the community. In part, this is accomplished by dozens of informal conversations (elevator speeches) that are delivered by people involved with the organization to help build awareness of the organization's value. Try to incorporate in your Elevator Speech one or two of value words to describe Community Bridges. The successes of these communications increase drastically when personal endorsements and personal connections are intertwined. Just like you're more likely to hire a gardener, contractor, painter or other individual from a personal referral it rings true for non-profits.

The outline, below, lists and describes each of the four steps and provides some optional statements that a starting point to constructing your own elevator speech for Community Bridges. Of course, you should customize these statements or add others with which you are more comfortable as it's critical that it be authentic. Authenticity is a cornerstone of success, in order to communicate that effectively you must consider the following question about Community Bridges.

What does our Community Bridges consistently deliver? (Brand Promise)

What can Community Bridges consistently be counted on for? (Brand Values)

Why do you care about Community Bridges? (Personal Connection)

#### **Step 1: Opener - Starts the conversation/States the need.**

1. Have I mentioned that I'm involved with /on the board of Community Bridges?
2. Are you familiar with Community Bridges?
3. Have you heard about Community Bridges?
4. Did you realize that (definition of local need) right here in our town/county/state?

#### **Step 2: Mission - Explain what the organization does/how it serves the "need."**

1. The mission of Community Bridges is.....
2. We focus on....
3. Our major work includes.....
4. You may have seen the newspaper article about our project/fundraiser/volunteer drive.....

5. We serve (22,000) clients and provide them with choose three highlight projects which you care about\_\_\_\_\_.

**Step 3: Personal Connection - Links the speaker to Community Bridges.**

1. I've been involved with Community Bridges since \_\_\_\_\_ (year)
2. I enjoy being a part of Community Bridges because...
3. I am proud of our work because...
4. I am especially excited about our recent project/accomplishments...
5. I first got involved with Community Bridges when...

**Step 4: Learn More - How can the listener learn more about the organization? (Action)**

1. We have a great web site ([www.communitybridges.org](http://www.communitybridges.org)) where you can learn more about our projects and programs.
2. If you'd be interested in learning more about Community Bridges, I'd be happy to tell you more about our achievements/accomplishments over coffee/ meet the CEO/meet the Program Director
3. Could I drop off a brochure to you - or send you one in the mail, email?
5. We are always looking for volunteers/board members to help us with...
6. Would you be interested in learning more about Community Bridges?

All board members, staff and volunteers should be encouraged to construct an elevator speech that they can be personally comfortable delivering throughout the community and my hope is that this is a start.





# SUSTAINABILITY

Budget Goals  
FY 16/17



## AGENCY WILL HAVE 25% RESERVE BY 2040

At end of FY16/17 Agency Reserve was 9.67% of total expenses.



## 91% OF PROGRAMS MET 1% RESERVE INCREASE

10/11 of programs in FY16/17 increased their reserves by 1% or more. NVCR was the only program. \*Excludes Administration



## 36.4% OF PROGRAMS MET 25% RESERVE GOAL

Meals on Wheels, MCR, Live Oak and Philanthropy have met reserves.

\*Excludes Administration



## AMOUNT INCREASE IN RESERVES

Close of FY 16/17 - Agency Reserves increased by \$674,872



## 5.86% PERCENTAGE INCREASE OF TOTAL RESERVE GOAL IN FY16/17

COMMUNITY BRIDGES										
Program Budget Summary										
June 30, 2017 Preliminary #1										
Projections for Year Ending 6-30-17										
A	B	C	D	E	F	G	H	I	J	K
PROGRAM NAME:	6/30/16 Audited Balance	Annual 16/17 Balanced Budget	Current Projected Expenses	Current Projected Revenues	As Yet Unsecured Revenues	(E-D) Net 2016-2017 Gain/Loss	(B+G) Cumulative Gain/Loss	Goal 25% Reserve %	Change from Prior Mo	14.5% Gen'l & Adm Exp
WIC (Oct-Sept FFY)	151,472	2,428,916	2,378,070	2,397,483	0	19,413	170,885	7.2%	(236)	270,367
Child Development Div	2,584	2,056,529	1,890,346	1,916,323	2,424	25,977	28,561	1.5%	5,971	273,946
Elderday	(189,642)	2,011,415	1,938,951	2,028,353	70,304	89,402	(100,240)	-5.2%	6,814	280,939
Meals on Wheels	413,880	1,671,973	1,680,153	1,822,967	931	142,814	556,694	34.3%	10,568	221,213
Lift Line	(139,942)	1,406,202	1,437,438	1,529,882	19,203	92,444	(47,498)	-4.4%	40,968	146,877
La Manzana Commy Res	51,210	658,099	643,239	687,210	2,754	43,971	95,181	14.8%	3,235	87,441
Mountain Commy Res	175,850	388,753	362,566	374,154	1,600	11,588	187,438	51.7%	(2,457)	52,572
Nueva Vista Commy Res	54,878	382,560	349,683	349,086	1,000	(597)	54,281	15.5%	(2,774)	48,639
Live Oak Commy Res	98,063	279,916	278,600	294,336	626	15,736	113,799	40.8%	11,755	38,907
CACFP (Oct-Sept FFY)	(7,839)	3,732,690	3,788,407	3,813,707	0	25,300	17,461	-6.8%	6,111	33,669
Administration	60,215	1,579,635	1,540,779	1,499,510	6,104	(41,269)	18,946	1.2%	10,644	2,867
Philanthropy	52,994	138,491	131,228	139,252	1,500	8,024	61,018	46.5%	5,857	19,028
<b>TOTAL PROG OPERATIONS</b>	<b>723,723</b>	<b>16,735,179</b>	<b>16,419,460</b>	<b>16,852,263</b>	<b>106,446</b>	<b>432,803</b>	<b>1,156,527</b>	<b>9.64%</b>	<b>96,456</b>	<b>1,476,465</b>
LOCR-Capital Campaign	380,288	47,097	23,301	42,763	0	19,462	399,750	NA	(14,750)	688
Nueva Vista Prop. Equity	200,694	-	0	0	0	-	200,694	NA	-	0
Fixed Assets & Gen'l Agy	656,551	-	(66,039)	156,567	0	222,607	879,158	NA	240,582	2,582
<b>TOTAL AGENCY</b>	<b>1,961,257</b>	<b>16,782,276</b>	<b>16,376,722</b>	<b>17,051,594</b>	<b>106,446</b>	<b>674,872</b>	<b>2,636,129</b>	<b>9.64%</b>	<b>322,288</b>	<b>1,479,735</b>

Note: MOW : \$350,000 of MOW Endowment revenue shown on Fixed Assets & General Agency 6/30/16 Fund Balance.

Note: LL : \$350,000 of prior year LL losses included in Fixed Assets & General Agency Fund Balance.

Note: Familia Property Value of \$200,694 moved to Equity from Income.

\*\* Fixed Asset purchases and Pass-Thru expenses exempt; Admin Program restricted to 5% gain due to Federal restrictions on indirect expenses

**COMMUNITY BRIDGES**  
**Program Budget Summary**  
**June 30, 2017 Preliminary #1**

**PROGRAM NAME:**

<b>WIC</b>	Minimal net change
<b>Child Development Div</b>	Reduced spending for space maint and training offset by reduced earnings CDE and CACFP
<b>Elderday</b>	Less actual space maint and training than projected <\$5K>
<b>Meals on Wheels</b>	\$2.7K addl donations and contributions, reduction in actual vs projected exps <\$8K>
<b>Lift Line</b>	\$56K 5310 Confirmed retroactive to March
<b>La Manzana CR</b>	Reduced actual spending vs projected
<b>Mountain Commty Res</b>	Reduced Pantry and chairs spending <\$5K> offset by loss of +\$7K in SCCO contracts funding
<b>Nueva Vista CR</b>	Move FEMA \$1.6K to 17/18, reduced donations and interest income <\$3.4K>
<b>Live Oak CR</b>	Major reductions in actual vs proj exps <\$12K> incl renov <\$3K>
<b>CACFP</b>	Unexpected resignation
<b>Administration</b>	Reduced interest, supplies, training and contract expense <\$12K>
<b>Philanthropy</b>	No Video 16/17 \$5K
<b>LOCR-Cap Campaign</b>	Stock value fluctuation
<b>Nueva Vista Property</b>	Gain in equity since original acquisition and merger w/CB
<b>FAs &amp; Agy Unrestr.</b>	New LaMa Property Costs/Revenues, Fiscal Sponsorships, Unallowable exps, Fixed Asset values

**Community Bridges  
Agency-Wide Revenue and Expenses  
June 30, 2017 Preliminary**

DESCRIPTION	RECEIVED		EARNED		A/R		UNEARNED		ACTUAL	
	YTD 6/30/17	YTD 6/30/17	YTD 6/30/17	YTD 6/30/17	YTD 6/30/17	YTD 6/30/17	YTD 6/30/17	YTD 6/30/17	YTD 6/30/17	% OF TOTAL
<b>REVENUE</b>										
County of Santa Cruz	1,387,218	1,419,800	8.9%	32,583				6,284,089	41.3%	
City of Santa Cruz	172,623	238,500	1.5%	65,877				712,001	4.7%	
City of Capitola	113,324	113,324	0.7%	-				866,647	5.7%	
City of Scotts Valley	6,878	9,171	0.1%	2,293				352,680	2.3%	
City of Watsonville	18,088	18,088	0.1%	-				432,214	2.8%	
AAA-Title IIIB/C	676,920	676,920	4.3%	-				54,986	0.4%	
USDA-AAA / CAFB / SL	159,938	202,208	1.3%	42,270				1,020,535	6.7%	
Dept of Health Svcs-MIC / Snap Ed	1,743,811	2,361,607	14.8%	617,796				470,974	3.1%	
Dept of Educ-CACFP Admin	331,219	409,574	2.6%	78,355				27,780	0.2%	
Dept of Educ-CACFP Homes Passthru	3,624,770	3,624,770	22.8%	-				172,000	1.1%	
Dept of Educ-CACFP Ctrs CCC / CBAS	111,005	151,096	0.9%	40,091				63,681	0.4%	
Dept of Education-CDD	1,136,188	1,237,613	7.8%	101,425				149,033	1.0%	
Transportation Development Act	668,545	668,545	4.2%	-				609,425	4.0%	
EFSP (FEMA)	170	7,535	0.0%	7,365				113,905	0.7%	
Covered CA-Navigator	18,810	19,730	0.1%	920				3,734,015	24.5%	
FTA Section 5310 - Cal Trans Veh	0	39,978	0.3%	39,978				47,900	0.3%	
FTA Section 5310 - Cal Trans Ops	-12,299	109,796	0.7%	122,095				41,677	0.3%	
First Five	271,190	264,281	1.7%	6,909				97,878	0.6%	
Foundations & Other Grants	438,576	437,713	2.8%	863				262,742	1.7%	
Donations/Fundraising	666,128	666,128	4.2%	-				(402,297)	-2.6%	
Participant Contributions	90,836	90,836	0.6%	-				119,648	0.8%	
Client Fees	455,577	455,577	2.9%	-						
Medi-Cal Fees	1,222,583	1,716,053	10.8%	493,470						
Program Income-Other	251,996	270,854	1.7%	18,859						
Transportation Fees/Scrip	16,674	16,674	0.1%	-						
Outside Contracts	103,219	113,343	0.7%	10,124						
Uncollectible Revenue	-1,099	-1,099	0.0%	-						
Interprogram Revenue	569,913	569,913	3.6%	-						
<b>TOTAL REVENUE</b>	<b>14,242,801</b>	<b>15,908,530</b>	<b>100.0%</b>	<b>1,673,501</b>	<b>7,772</b>	<b>TOTAL EXPENDITURES</b>	<b>15,231,513</b>	<b>100.0%</b>	<b>677,018</b>	
Change from last month	218,564	Estimated Fixed Asset Activity 16/17				Net Gain (Loss)	1,961,257		2,638,274	

**Community Bridges  
Statement of Financial Position  
June 30, 2017 Preliminary**

ASSETS	Unrestricted		Temporarily Restricted		Temporarily Restricted		Endow		TOTAL
	Capital Campaign	Restricted Escrow	Capital Campaign	Restricted Escrow	Restricted Escrow	Restricted Net Assets	Restricted Net Assets		
Cash and cash equivalents	295,516	201,000	-	201,000	27,500	27,500	-	524,016	
Cash reserved for LOFRC Facility Maint	-	-	421,708	-	-	-	-	421,708	
Accounts/Grants receivable	1,780,001	-	-	-	-	-	-	1,780,001	
Prepaid expenses	292,105	-	-	-	-	-	-	292,105	
Inventory - Raw Food & Supplies	18,700	-	-	-	-	-	-	18,700	
Refundable Deposits	44,217	-	-	-	-	-	-	44,217	
Property and equipment	2,574,404	-	-	-	-	-	-	2,574,404	
Leasehold improvements	116,668	-	-	-	-	-	-	116,668	
<b>TOTAL ASSETS</b>	<b>5,121,611</b>	<b>421,708</b>	<b>421,708</b>	<b>201,000</b>	<b>27,500</b>	<b>27,500</b>	<b>-</b>	<b>5,771,819</b>	
<b>LIABILITIES</b>									
Accounts payable	444,796	-	-	-	-	-	-	444,796	
Salaries and wages payable	235,365	-	-	-	-	-	-	235,365	
Payroll taxes payable	120,648	-	-	-	-	-	-	120,648	
Retirement (401k) benefits payable	13,921	-	-	-	-	-	-	13,921	
Accrued vacation salaries and wages	259,634	-	-	-	-	-	-	259,634	
Health insurance payable/withheld	(4,487)	-	-	-	-	-	-	(4,487)	
Short term debt (includes LOC)	47,453	-	-	-	-	-	-	47,453	
Long term debt	1,738,727	-	-	-	-	-	-	1,738,727	
Volunteer Center liability	-	3,194	-	-	-	-	-	3,194	
Capitalized leases payable	8,581	-	-	-	-	-	-	8,581	
Due to fixed asset fund	-	-	-	-	-	-	-	-	
Unearned revenue/advances	116,935	-	-	-	-	-	-	116,935	
Other debts	103	-	-	-	-	-	-	103	
Other liabilities	148,677	-	-	-	-	-	-	148,677	
<b>TOTAL LIABILITIES</b>	<b>3,130,351</b>	<b>3,194</b>	<b>3,194</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>3,133,545</b>	
Fund Balance June 30, 2016	1,369,803	380,954	183,000	183,000	27,500	27,500	-	1,961,257	
Current Year Income (Loss)	621,457	37,560	18,000	18,000	-	-	-	677,018	
<b>TOTAL NET ASSETS</b>	<b>1,991,260</b>	<b>418,514</b>	<b>418,514</b>	<b>201,000</b>	<b>27,500</b>	<b>27,500</b>	<b>-</b>	<b>2,638,274</b>	

	G	M	Current Month	Last Month	Goals	Req Ratios
Cumulative Net Gain (Loss):	↑	↑	677,018	458,454	\$200,000	
Liquid Unrestricted Net Assets (LUNA)/Avg Mo Exps	↑	↑	0.99	1.13	3.0	
Current Ratio (Current Assets/Current Liabilities):	↑	↑	2.4	2.8	2.2	NA
Modified Current Ratio (Liabilities include advances):	↑	↑	2.2	2.4	1.7	
Net Asset Ratio (Total Assets/Total Liabilities):	↓	↓	1.8	1.8	1.9	
Debt to Equity (Total Liabilities/Total Fund Bal):	↑	↑	119%	124%	109%	
Debt to Assets (Total Liabilities/Total Assets):	↑	↑	54%	55%	52%	
Return on Reserves:	↑	↑	25.7%	18.9%	7.6%	

COMMUNITY BRIDGES 17/18

AGENCY BUDGET 17/18 - BOD

Steps

ADMIN DEV. CACFP LOCR WIC LMCR LL MOW MCR NVCR CDD ELD Total

	ADMIN	DEV.	CACFP	LOCR	WIC	LMCR	LL	MOW	MCR	NVCR	CDD	ELD	Total
<b>REVENUE:</b>													
4001 Contributions from Individuals		55,645	3,550	26,500	2,000	2,000	5,100	224,599	23,000	10,800	6,250	13,340	372,784
4002 Contributions from Business		20,000		1,500			14,000	50,000	1,500	2,000	250	1,500	90,750
4003 Contributions from Other Fdns			2,000	5,000	2,000	21,000	40,000		5,000	50,000	6,000	15,700	146,700
4200 Special Events		45,000						37,000	26,000				108,000
4300 Legacies & Bequests								10,000	1,213				11,213
4700 United Way Allocations				2,500									2,500
5000 Gov Agencies-Other				23,840									23,840
5501 County of SC-HRA	10,567		15,000	60,000		163,000	15,000	404,433	154,000	15,000	145,000	145,000	1,127,000
5501 County of SC-Summer Lunch						28,711							28,711
5501 County of Santa Cruz-Other				96,500		65,000	766,156		39,500				967,156
5502 City of Capitola				5,137			30,000	59,327			925		95,389
5503 City of Santa Cruz SSP							0	22,000		53,000	73,000		148,000
5503 City of Santa Cruz CDBG										100,000			100,000
5503 City of Santa Cruz - TDA							668,545						668,545
5503 City of Santa Cruz - Red Cross										25,000			25,000
5503 City of Santa Cruz - Other										20,000			20,000
5504 City of Scotts Valley							2,952	6,037	864				9,853
5505 City of Watsonville						9,000	2,500	5,000			0		16,500
5600 State Government								265,831			1,514,645		1,780,476
5700 Federal Government			3,761,558	9,865	2,421,162	79,213	640,210	456,004	11,477	41,087	86,461	52,515	7,559,552
6200 Program Service Fees	1,660,731		5,000	38,560	23,333	61,647	522,874	100,250	31,298	15,529	352,630	1,763,461	4,575,313
6500 Investment Income					22			5,925	36	4,381			10,364
6900 Miscellaneous Revenue	6,000			15,388	1,800	26,840	9,069		3,540	13,013			75,650
Transfer from Reserves				4,395				107,593	13,605				125,593
Community Foundation of SC		30,000					6,667	6,666				6,667	50,000
First 5 Santa Cruz County						206,881			50,750				257,631
<b>TOTAL REVENUE:</b>	<b>1,677,298</b>	<b>150,645</b>	<b>3,787,108</b>	<b>289,185</b>	<b>2,450,317</b>	<b>663,292</b>	<b>2,723,073</b>	<b>1,760,665</b>	<b>361,783</b>	<b>349,810</b>	<b>2,185,161</b>	<b>1,998,183</b>	<b>18,396,520</b>

**SALARIES/BENEFITS**

7000 Salaries Total	1,043,769	49,511	259,275	141,049	1,420,007	316,553	842,255	573,724	168,875	168,377	1,175,640	673,794	6,832,829
7100 Employee Health	141,169	2,794	27,993	24,270	170,993	47,322	187,463	79,943	33,472	33,472	193,007	127,721	1,069,619
7100 Employee Retirement	8,803	107	1,109	845	14,192	2,413	5,740	4,718	1,237	1,466	6,291	3,448	50,369
7200 Payroll Taxes	99,106	4,701	21,929	13,799	134,868	30,258	102,266	62,995	15,886	15,840	147,916	67,626	717,190
<b>TOTAL SALARIES/BENEFITS:</b>	<b>1,292,847</b>	<b>57,113</b>	<b>310,306</b>	<b>179,963</b>	<b>1,740,060</b>	<b>396,546</b>	<b>1,137,724</b>	<b>721,380</b>	<b>219,470</b>	<b>219,155</b>	<b>1,522,854</b>	<b>872,589</b>	<b>8,670,007</b>

**SERVICES/SUPPLIES**

8000 Professional Fees: Audit	36,550		1,750		0								38,300
8010 Indep. Prof. Consultants	122,327	8,628	7,286	15,174	20,732	9,729	19,220	84,794	4,757	4,141	3,049	80,188	380,025
8100 Supplies	24,481	39,408	8,510	5,572	42,684	7,551	48,076	459,051	17,046	10,943	133,947	130,864	928,133
8200 Telephone/Communications	12,796	615	4,993	6,116	32,311	7,177	21,226	10,086	4,397	8,758	19,687	5,204	133,366
8300 Postage & Shipping	2,532	3,088	5,314	454	2,143	282	1,007	559	465	349	188	340	16,721
8400 Occupancy Total	114,714	240	33,206	18,275	260,813	76,074	62,360	116,932	37,849	22,965	105,028	264,754	1,113,210
8500 Rent/Maintenance of Equip	4,349		2,525	8,346	2,909	5,285	33,604	9,011	3,364	889	3,373	347	74,002
8600 Printing & Publications	10,065	8,945	8,750	1,286	2,907	1,772	1,237	796	188	973	2,936	1,603	41,458
8700 Travel & Transportation		520	3,640	0	4,000	7,642	192,732	58,356	500	8,377	4,331	310,622	590,720
8800 Conferences and Meetings	18,301	2,435	3,296	3,438	15,895	3,046	1,802	3,976	4,745	1,014	1,718	2,860	62,526
8900 Assistance to Individ.					0								0
9000 Membership Dues	5,399		92	232	3,246	58	561	241	146	75	131	4,938	15,119
9200 Interest Expense	2,500									3,182			5,682
9300 Insurance/Bond	6,343		1,827	4,934	8,561	4,917	91,208	17,027	4,451	11,255	16,190	17,134	183,847
9400 Miscellaneous	9,932	7,809	1,736	3,463	8,065	3,275	14,510	5,774	2,969	1,819	10,987	13,492	83,831
9400 Fixed Assets	11,800						864,587	10,000	10,500	4,332	2,249	1,440	904,908
9600 Dist. of Program Costs	2,362	21,844	32,320	41,932	297,277	88,756	214,818	262,682	50,936	48,162	310,501	289,141	1,660,731
Deficit Repayment							18,401					2,667	21,068
Required Reserve					8,714	6,921				3,421	47,992		67,048
9691 Payment/Affiliated Orgs.			3,361,558			44,261							3,405,819
<b>TOTAL SERVICES/SUPPLIES:</b>	<b>384,451</b>	<b>93,532</b>	<b>3,476,802</b>	<b>109,222</b>	<b>710,257</b>	<b>266,746</b>	<b>1,585,349</b>	<b>1,039,285</b>	<b>142,313</b>	<b>130,655</b>	<b>662,307</b>	<b>1,125,594</b>	<b>9,726,513</b>
<b>GRAND TOTAL EXPENSES 16/17:</b>	<b>1,677,298</b>	<b>150,645</b>	<b>3,787,108</b>	<b>289,185</b>	<b>2,450,317</b>	<b>663,292</b>	<b>2,723,073</b>	<b>1,760,665</b>	<b>361,783</b>	<b>349,810</b>	<b>2,185,161</b>	<b>1,998,183</b>	<b>18,396,520</b>

**GAIN/LOSS 17/18:** 0 0 0 0 0 0 0 0 0 0 0 0 0 0

# PROGRAM REPORT to BOARD of DIRECTORS

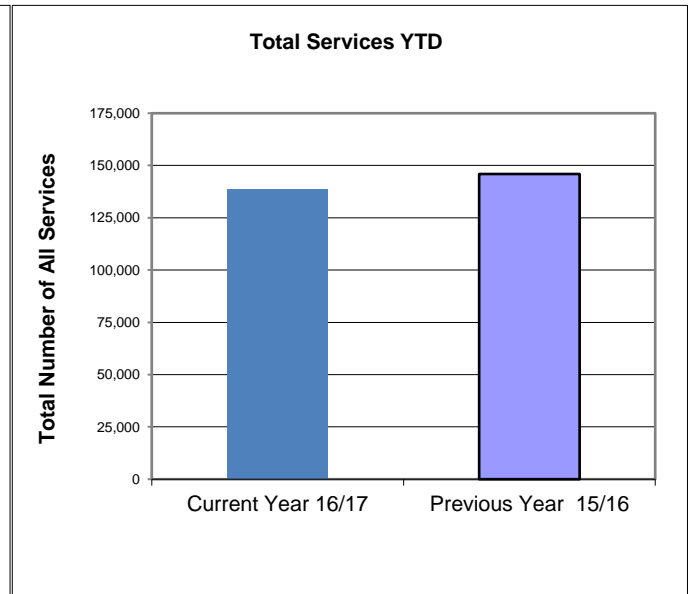
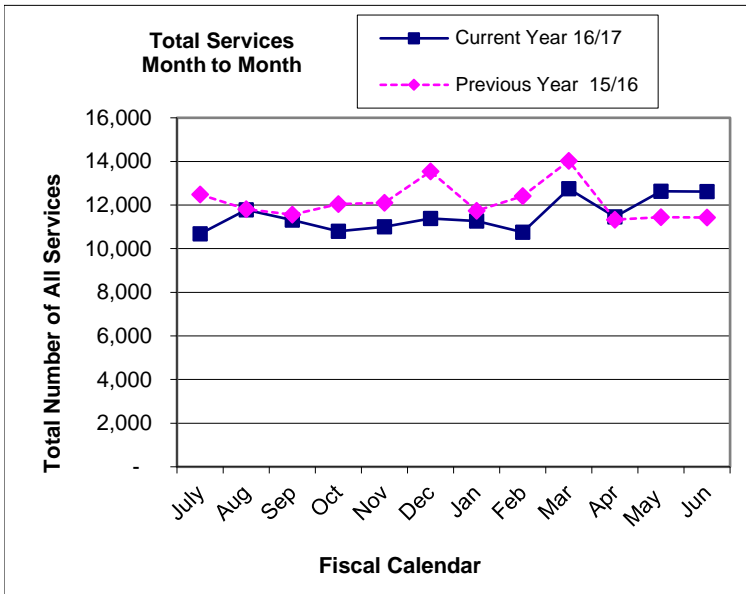
**Program Name:** Meals on Wheels for S.C. County



**Date of Board Meeting:** 4/19/2017

**A. Services:** Congregate and Home Delivered Meals

Total number of all services	Fiscal Calendar	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
	<b>Current Year 16/17</b>	10,679	11,787	11,309	10,794	10,999	11,379	11,273	10,760	12,744	11,452	12,632	12,610	<b>138,418</b>
	<b>Previous Year 15/16</b>	12,489	11,806	11,562	12,045	12,097	13,536	11,732	12,414	14,025	11,333	11,441	11,428	<b>145,908</b>



**B. 2016-2017 Volunteers Report:**

Fiscal Calendar (16-17)	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
<b>Number of Duplicated Volunteers</b>	153	156	157	158	161	181	201	201	201	204	206	207	<b>2,186</b>
<b>Number of Unduplicated Volunteers</b>	3	1	1	3	20	20	0	0	3	2	1	1	<b>55</b>
<b>Number of Volunteered Hours</b>	1,331	1,434	1,425	1,430	1,450	1,456	1,252	1,236	1,315	1,258	1,238	1,176	<b>16,000</b>

**C. Accomplishments:**

April, May and June

MOW was successful in achieving supplemental funding of \$85,000 from the CORE awards and \$22,000 in set-aside funding from the City of Santa Cruz.

**D. Challenges:**

Long-term staff leaves have been reduced but several positions still remain on leave.

# PROGRAM REPORT to BOARD of DIRECTORS

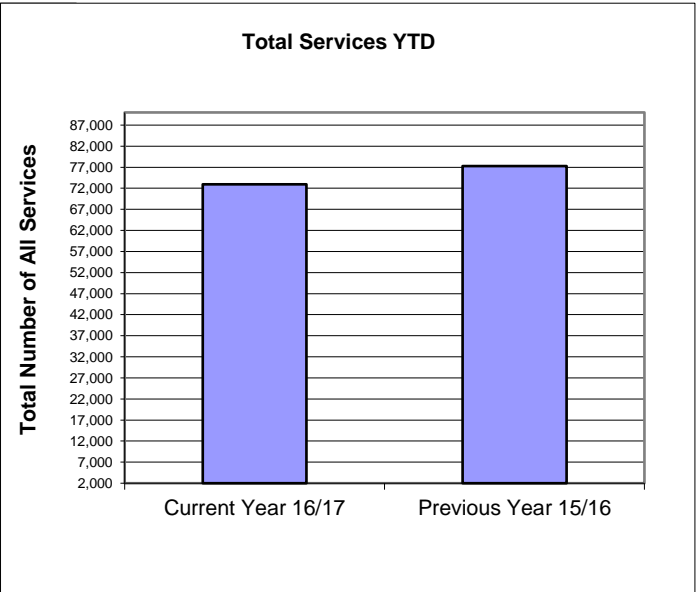
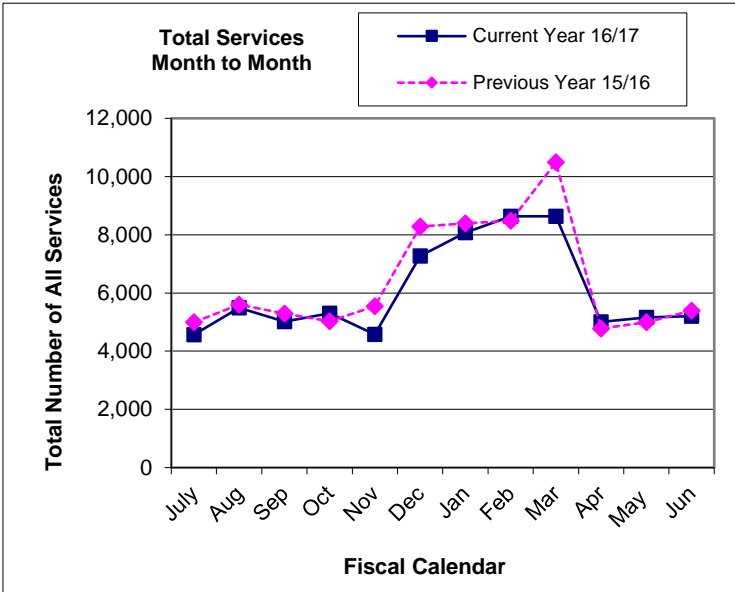


**Program Name:** LIFT LINE / CTSA

**Date of Board Meeting:**

**A. Services:** Specialized paratransportation services

Total number of all services	Fiscal Calendar	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
	<b>Current Year 16/17</b>	4,567	5,487	5,014	5,298	4,580	7267	8070	8634	8632	5,010	5,161	5,206	72,926
	<b>Previous Year 15/16</b>	4,993	5,604	5,296	5,030	5,547	8,277	8,389	8,484	10,488	4,778	4,994	5,388	77,268



**2016-2017 Volunteers Report:**

Fiscal Calendar (16-17)	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
Number of Duplicated Volunteers	0	0	0	0	0	0	0	0	0	0	0	0	0
Number of Unduplicated Volunteers	0	0	0	0	0	0	0	0	0	0	0	0	0
Number of Volunteered Hours	0	0	0	0	0	0	0	0	0	0	0	0	0

**B.Accomplishments:**

Notice this report is unaudited for June 2017 the monthly service units could change.

**C.Challenges:**

Short on support staff, and short on drivers all of the FY16/17, there has been a hardship in recruitment for class B drivers and the process to getting class C drives certified takes longer now and we are losing some divers before they can get certified.



# PROGRAM REPORT to BOARD of DIRECTORS

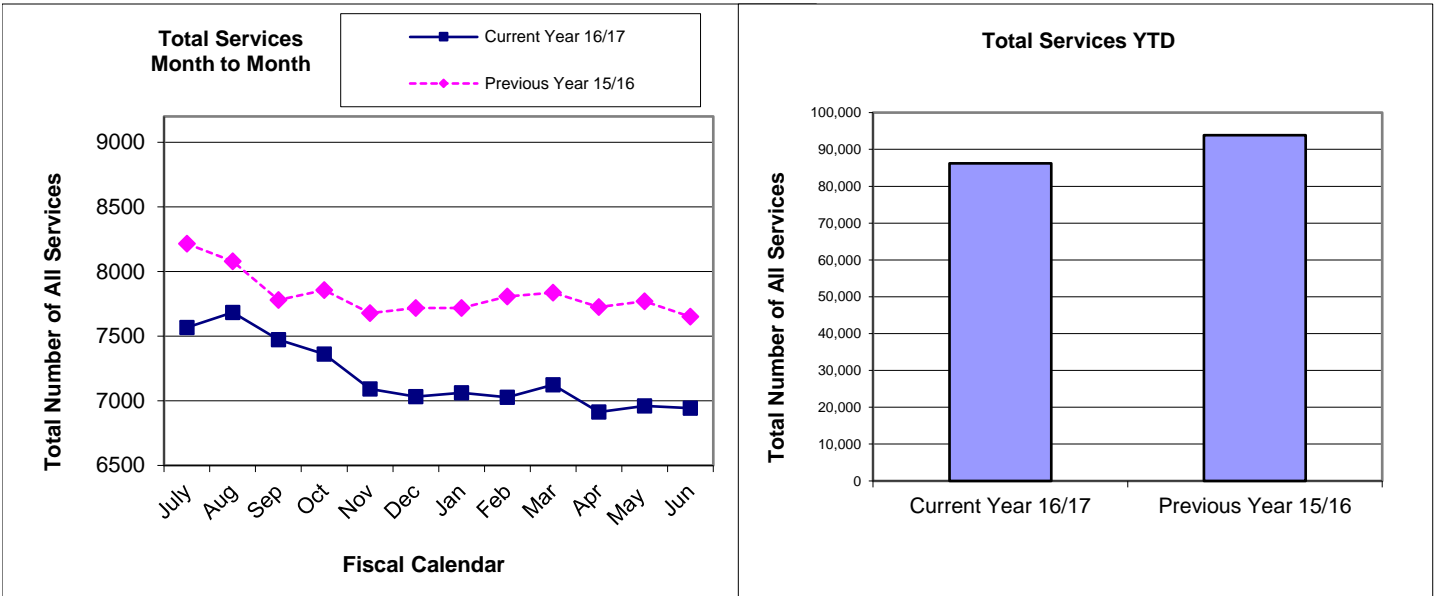
**Program Name:** WIC Program



**Date of Board Meeting:** August 16 , 2017

**A. Services: Nutrition Education, Breastfeeding Support, Distribution of Food Coupons.**

Total number of all services	Fiscal Calendar	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
	<b>Current Year 16/17</b>	7568	7684	7472	7362	7091	7032	7062	7027	7125	6913	6961	6943	86,240
	<b>Previous Year 15/16</b>	8215	8080	7781	7857	7679	7719	7718	7806	7838	7726	7770	7650	93,839



**B. 2016-2017 Volunteers Report:**

Fiscal Calendar (14-15)	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	YTD
<b>Number of Duplicated Volunteers</b>	0	0	0	0	0	0	0	0	0	0	0	0	
<b>Number of Unduplicated Volunteers</b>	0	0	0	0	0	0	0	0	0	0	0	0	
<b>Number of Volunteered Hours</b>	0	0	0	0	0	0	0	0	0	0	0	0	

**C. Accomplishments:**

1. A proposed federal funding level of \$6.35B for WIC passed the Senate Appropriations Committee in July - see draft [FY 2018 Agriculture Appropriations](#) bill. This funding level is expected to meet the needs. Several steps remain in the budget
2. Other good news is both bills propose level funding for the seasonal WIC Farmers Market Nutrition Program (FMNP) which the President's budget zeroed out. All local Farmer's Markets (except Aptos) now accept WIC Fruit and Vegetable coupons as well as the seasonal Farmer's Market coupons.
3. Breastfeeding promotion is critical to the health of California's mothers and babies, and the CB WIC staff celebrated August World Breastfeeding Month at our 11<sup>th</sup> Annual Breastfeeding Health Fair and Walk in downtown Watsonville. Through local and statewide collaboration and implementation of supportive policies, in-hospital exclusive breastfeeding rates have increased consistently, to the benefit of nearly 300,000 California families. **CHALLENGES:** Helping mothers sustain lactation continues to be a challenge, and the seasonal demands of agriculture work make it more difficult for Watsonville women to get to WIC for services and support.

# \$1 Million Latest Grants from Community Foundation Santa Cruz County!

## AUGUST 8, 2017 - MORE THAN \$1 MILLION GOES TO LOCAL PROGRAMS!

Community Foundation Santa Cruz County announces a total of \$1,038,500 in grants to 49 local nonprofits and other charitable programs. They came from the **Community Grants** program's spring round of funding.

Our **donors** provided nearly 25% of the total from their funds held here.

"We built trust with people, families and businesses to come to us for their charitable giving," said CEO Lance Linares.

"You can see with these grants how that partnership benefits the entire county," Linares said.

The grants went to organizations working in **our interest areas** of arts, history and culture; community development; education; environment; health; and human services.

The latest round of funding adds to the \$2.3 million awarded as of May 31. This includes grants from donor-advised funds for charitable program in Santa Cruz County and beyond.

Among those getting grants:

**Everett Program** at UC Santa Cruz, \$8,000, for an online interactive tool that offers tech solutions for local nonprofits.

**California FarmLink**, \$25,000, to help Santa Cruz County beginning farmers and those with limited access to land and capital get ahead.

**Santa Cruz Museum of Art & History**, \$25,000, for general operating support.

**Arts Council Santa Cruz County**, \$26,000, for general operating support.

**Food What!?**, \$50,000, to empower teens to make positive life changes through job training, health and personal growth programs.

**Pajaro Valley Unified School District**, \$30,000, to pilot an after-school program to improve the performance of 40 middle school students in math.

**Digital Nest**, \$40,000, to open tech career pathways for Latino youth in Watsonville.

**Coastal Watershed Council**, \$23,000, for advocacy and education to promote a healthy San Lorenzo River watershed.

**Watsonville Wetlands Watch**, \$25,000, to support a program to help youth in the Pájaro Valley become environmental stewards.

**Diversity Center Santa Cruz County**, \$20,000, for general operating support.

**Girls Inc. of the Central Coast**, \$20,000 for girls at Pajaro Valley High School to get help setting goals, avoiding risky behavior, pursue college and become leaders.

**Community Bridges**, \$50,000, to launch a strategic plan and increase financial support.

**Hospice of Santa Cruz County**, \$50,000, for general operating support.

**Dientes Community Dental Care**, \$25,000, for general operating support.

**Santa Cruz Playground Project**, \$15,000, for the development of the first fully inclusive playground in the county.

# Quick Bites: Farm to Fork gala dinner benefits locals

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POSTED: 07/25/17, 11:51 AM PDT | UPDATED: 30 SECS AGO0 COMMENTS

APTOS >> The second annual Community Bridges Farm to Fork gala dinner is 5:30-10 p.m. Saturday, Aug 5, at Aptos Village Park (100 Aptos Creek Road). The four-course dinner by chef Marina Camarlinghi (of Barbara and Company Catering) features produce donated by Watsonville Coast Produce, California Giant Berry Farms and Ocean Mist Farms plus beer from Discretion Brewing and wine from Beauregard Vineyards. Courses include an entrée choice of lemon thyme chicken or grilled salmon. There will be a live auction and live music. Cost is \$125 per person. Event proceeds will benefit all 10 Community Bridges programs, which serve 22,000 kids, families and seniors through Meals on Wheels, WIC and more. View menu and get tickets at [cbfarmtofork17.eventbrite.com](http://cbfarmtofork17.eventbrite.com).

*Quick Bites, compiled by Tara Fatemi Walker, is your weekly helping of Santa Cruz County restaurant and food news. Send items to [sentinelfood@gmail.com](mailto:sentinelfood@gmail.com). Want local food and wine news as it happens? Follow the Sentinel's food crew on Twitter ([@santacruzfood](https://twitter.com/santacruzfood)); on Instagram ([@santacruzfood](https://www.instagram.com/santacruzfood)); or on Facebook ([Santa Cruz Food](https://www.facebook.com/SantaCruzFood)).*

# Loan changed the game for Community Bridges in Watsonville



Community Bridges bought 517-521 Main St. in Watsonville, where La Manzanita Family Resource Center is located, and 18 W. Lake Ave., where WIC is located, with a \$1.5 million loan from Santa Cruz County Bank. (Shmuel Thaler -- Santa Cruz Sentinel)

By **Jondi Gumz**, *Santa Cruz Sentinel*

POSTED: 07/25/17, 5:40 PM PDT | UPDATED: 1 DAY AGO [COMMENTS](#)

WATSONVILLE >> For nearly 20 years, the nonprofit Community Bridges rented space on a downtown bus route for the Women Infants Children program and for La Manzanita Family Resource Center to serve local moms and their families.

In May, Community Bridges bought three buildings, a total of 30,000 square feet, at 517-521 Main St. and 18 W. Lake Ave. for \$1.945 million.

“The owners said they wanted to sell it,” said Raymon Cancino, Community Bridges CEO. “We couldn’t afford to let this opportunity go by.”

He’d seen a huge increase in rent while funding for the nonprofit has been flat, putting the squeeze on services, but the owners were amenable to provide some financing.

“We went out to local banks and asked, ‘Who can give us the best rate?’” Cancino said.

He got a 25-year loan for \$1.5 million at 4.625 percent interest from Santa Cruz County Bank, a deal he estimates will save \$60,000, money that can go into services.

A new roof is needed, so the deal will put contractors to work.

“A lot of different contractors will get jobs,” Cancino said. “I’ve been bidding it out.”

The buildings have several commercial tenants.

Joining them will be two Community Bridges' programs, Lift Line, which provides 80,000 door-to-door rides a year to seniors and people with disabilities, and the Child and Adult Care Food Program, which reimburses caregivers for the cost of healthy meals.

While interest rates remain historically low, rates were fluctuating upward before the loan closed.

A quarter of a percent would have mean paying \$600 more per month, Cancino said, so he was relieved to lock in a lower rate.

He thanked Marshall Delk and Mary Anne Carson at Santa Cruz County Bank, saying, "All the stars aligned."

During the second quarter, which ended June 30, Santa Cruz County Bank posted a record \$1.93 million profit, up 3 percent from the last quarter and up 26 percent from a year ago with assets of \$596 million.

David Heald, president and CEO of the 13-year-old bank, credited "strong loan demand and our experienced lending team."

# Watsonville mayor's update, July 2017

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*Updated: 1 day ago*

**By OSCAR RIOS, Watsonville Mayor**

## **Fourth of July Success**

We had an amazing turnout for our annual Spirit of Watsonville Parade and the Airport Open House — Fire in the Sky events. It was wonderful to see all the community gathering together for these great events. Thank you to all the volunteers, staff and sponsors that made these events possible. Mark your calendars for next year.

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## **Summer Lunch Program**

The City of Watsonville Parks and Community Services Department is participating in the Summer Lunch Program again this year. The program is federally funded and administered by La Manzana Community Resources. The purpose of the program is to provide free nutritious lunches to youth under the age of 18 during the summer months. For information about the Parks and Community Services summer lunch sites, call 768-3240.



- Ramsay Park Family Center:  
Monday, Tuesday, Thursday  
and Friday, 12:15-1:15 p.m.
- Marinovich Park: Tuesday and  
Wednesday, 12:30-1:30 p.m.
- Callaghan Park: Monday-  
Friday, 12:30-1:30 p.m.
- Neighborhood Services:  
Monday-Friday, 12:30-1:30 p.m.



# Community briefs, July 18: Soroptimist, YWCA host mixer

By: Staff report - Updated: 18 hours ago

## Soroptimist, YWCA host mixer

WATSONVILLE — Soroptimist International of Watsonville and YWCA of Watsonville will host a Pajaro Valley Chamber of Commerce and Agriculture mixer on Thursday from 5-7 p.m. at the YWCA, 340 East Beach St.

Raffle proceeds will benefit Soroptimist International of Watsonville and YWCA.

The event will also feature wine and appetizers.

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## Jeffrey Halford & The Healers return to Aptos

APTOS — By popular demand, acclaimed Roots/Americana artist Jeffrey Halford returns to Aptos Street BBQ, 8059 Aptos St., on Saturday from 6-8 p.m.

*Grand Opening New Location*

**Kelly's BOOKS**  
Watsonville's Independent Bookstore

- new/used books
- children's books
- 1 minute off hwy 1
- local gifts
- special orders – no charge!

**Thank You For Voting Us Best In The Pajaro Valley**  
1838 Main Street • 831.728.4139  
[www.WatsonvilleBooks.com](http://www.WatsonvilleBooks.com)



Halford is celebrating the release of his new album, “Lo-Fi Dreams” (Floating Records).

Halford was born in Dallas Texas, and is now a prolonged Californian, who has been touring with his band the Healers for more than 28 years. Together they write, play and perform their own music.

A donation of \$10 is suggested. For information, call 662-1721 or visit [www.aptosstbbq.com/index.html](http://www.aptosstbbq.com/index.html).

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### **Dinner benefits Community Bridges programs**

APTOS — Community Bridges invites the public to a locally sourced, gourmet dinner, along with live music and award-winning wine and beer.

This year’s gala celebrates Community Bridges’ 40th anniversary and provides support to all 10 of the organization’s programs that collectively serve 22,000 children, families and seniors in Santa Cruz County each year.

The gala will be held on Saturday, Aug. 5 from 5:30-10 p.m. at Aptos Village Park, 100 Aptos Creek Road.

The event features live music, a live auction featuring experiential farm-to-table packages, beer from World Beer Cup winners Discretion Brewing, wine from Beauregard Vineyards, and a multiple-course, locally sourced dinner.

All proceeds will support the programs of Community Bridges: Elderday Adult Day Health Care, Meals on Wheels for Santa Cruz County, Lift Line, Child & Adult Care Food Program, Child Development Division, Women, Infants & Children (WIC), La Manzana Community Resources, Live Oak Community Resources, Mountain Community Resources and Nueva Vista Community Resources.

Tickets and full information for the event are available online — including the menu and parking information — at [cbfarmtofork17.eventbrite.com](http://cbfarmtofork17.eventbrite.com). Tickets are \$125 per person, \$750 for a table of six, or \$1,200 for a VIP table of eight.

# Lunch program in full swing



© 2017-Register-Pajaronian

By: GABE ARES - Updated: 16 hours ago

**WATSONVILLE** — In a small courtyard at 521 Main St., as kids play, color and blow bubbles, a group of diligent volunteers sits behind a plastic table handing out free lunches to kids in need.

This is just one of 13 sites that give out free lunches through the Summer Lunch Program, run by Community Bridges and funded through the county. Here, kids and families can receive free lunches and find a safe sense of community when parents either cannot provide lunch or cannot be at home to cook or feed their children. A majority of the workers here are teenage volunteers, many of whom were once recipients of free lunches themselves.

Sonia Leonor, one of the few staff members on site, was once one such child. She said the program deeply affected her life.

“When I was a kid my grandma took me to the site at the YMCA,” Leonor said, “and once I was old enough to babysit, I took my cousins. It gives me joy to be able to work for a program that helped me.”

The program is still growing. Jessica Zamora has only been coming for a week and a half with her 2-year-old son Mateo. She learned about the program through her sister, who uses an equivalent program in Fresno.

Ofelia Gonzales, a long time member, said she enjoys the diversity that comes with the program. Kids are connected to new people in both different areas of town as well as cultural and ethnic groups.

“I love being friendly with people and connect with others,” she said. “I think the age range (0-18) is really critical... I love that everything here is done for the children.”

In Santa Cruz County, an estimated 8,769 children, representing 85 percent of all children who benefit from free or reduced-price lunches during the school year, miss out on similar lunches during the summer, according to a report by the California Food Policy Advocates.

Raymon Cancino, CEO of Community Bridges, highlighted the importance of the summer lunch program.

“There’s always something else to spend money on, infrastructure, a new road,” he said. “But the city always needs to be reminded, this program, it helps kids in situations with economic disparity, and you can see, it pays off tenfold.”

To volunteer or donate, visit [CommunityBridges.org](http://CommunityBridges.org).

# Peggy Avalos

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WATSONVILLE — Peggy Arispe Avalos died surrounded by loved ones on Thursday, Aug. 3, 2017 at Dominican Hospital. She was 69.

Mrs. Avalos was a native of Watsonville born on Sept. 21, 1947 to Pauline Varela and Daniel Arispe. She was a well-known figure for her willingness to help others in the Senior Community. She was the site manager of congregate meals for Community Bridges at the Watsonville Senior Center for 25 years. She enjoyed spending time with her husband John Avalos, family and friends.

She is survived by her husband, John Avalos; her mother, Pauline Varela of Watsonville; children, Curtis Lucero of Lodi, Michael Lucero and Monica Ramirez of Watsonville; siblings, Daniel Arispe Jr. of Watsonville and Gloria Carbajal of Hemet; eight grandchildren and five great-grandchildren.

A Memorial Service will be held on Thursday, Aug. 17, at Ave Maria Memorial Chapel from 3-6 p.m.

Arrangements have been entrusted in the care of the Carroll Family of Ave Maria Memorial Chapel, [www.avemariamemorialchapel.com](http://www.avemariamemorialchapel.com).