



COMMUNITY BRIDGES
PUENTES DE LA COMUNIDAD

10 Programs • 20 Sites
27,000 People
Reached

an exclusive
FIRST LOOK
at our new brand

2014 ANNUAL REPORT



***“Strawberries taste yummy.
Bananas make your muscles strong.
Watermelon is good for your body.
Broccoli and carrots make you strong
and big, and they taste yummy, too.”***

***- Arianna, age 4, Child & Adult
Care Food Program recipient***

A STRONGER, MORE **UNIFIED** ORGANIZATION

Dear Friend,

We are proud to introduce our new logos and brand, signifying a stronger, more unified organization that is able to withstand any challenge. Each of our programs is remarkable on its own. Brought together... they are unstoppable.

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, marine sanctuaries, 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. Each year, our ten vital programs, across 20 different sites, meet the needs

of 27,000 local children, families, and seniors. Yet, there is always more to do...

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, prevent child abuse through parent education, and work to close the academic achievement gap.

Your compassionate investment of time and money makes this work possible.

Thank you,



Raymon Cancino
Chief Executive Officer



Linda Fawcett
Board Chair

OUR FAMILY OF PROGRAMS

ACROSS 20 SITES COUNTY-WIDE • REACHING 27,000 PEOPLE



Children and Nutrition Programs



Child Development Division [6 sites]

Fairgrounds Child Development Center

2601 East Lake Ave., Watsonville, CA

Highlands Park Child Development Center

8500 Highway 9, Ben Lomond, CA

Nuevo Dia Child Development Center

135 Leibrandt St., Santa Cruz, CA

Redwood Mountain Child Development Center

7103 Highway 9, Felton, CA

Sycamore Street Child Development Center

121 Sycamore St., Suite 100, Santa Cruz, CA

Vista Verde Child Development Center

1936 Freedom Blvd., Freedom, CA



Child & Adult Care
Food Program

Child and Adult Care Food Program (CACFP)

236 Santa Cruz Ave., Aptos, CA



Women, Infants & Children (WIC) [3 sites]

18 West Lake Ave., Suite A, Watsonville, CA

1105 Water St., Santa Cruz, CA

6134 Highway 9, Felton, CA



Senior Programs



ELDERDAY
ADULT DAY HEALTH CARE

Elderday Adult Day Health Care

100 Pioneer St., Suite C, Santa Cruz, CA

LIFT LINE Lift Line

236 Santa Cruz Ave., Aptos, CA



Meals on Wheels for Santa Cruz County [5 sites]

Elena Baskin Live Oak Senior Center

1777 Capitola Rd., Santa Cruz, CA

Highlands Park Senior Center

8500 Highway 9, Ben Lomond, CA

Louden Nelson Community Center

301 Center St., Santa Cruz, CA

Scotts Valley Senior Center

360 Kings Village Rd., Scotts Valley, CA

Watsonville Senior Center

114 East Fifth St., Watsonville, CA



The Family Resource Collective



La Manzanita Community Resources

521 Main St., Suite Y, Watsonville, CA



Live Oak Community Resources

1740 17th Ave., Santa Cruz, CA



Nueva Vista Community Resources [2 sites]

711 East Cliff Dr., Santa Cruz, CA

133 Leibrandt Ave., Santa Cruz, CA



Mountain Community Resources

6134 Highway 9, Felton, CA





COMMUNITY BRIDGES PUENTES DE LA COMUNIDAD

PROGRAM SITE MAP

Circles indicate program site
per city from opposite page



*Beach Flats Community Center & Familia Center are now known as **Nueva Vista Community Resources***

*Same services, same locations, **new name***

It's been several years since these two centers have merged, but our community still thought of them as separate programs. In order to honor the community's vision of unity, and to fully integrate our programming, these two centers are now known under one name — Nueva Vista Community Resources. This Latino-based community resource center assists low-income families and individuals in northern Santa Cruz County.



"Before I came here I was alone a lot, and didn't have much to do. That's all changed now. I even started making art again. They set up a whole room for me. I majored in art in college, you know, but I haven't painted for 60 years. It's like I've found myself again."

*-Bruce, participant of
Elderday Adult Day Health
and Lift Line*

TOGETHER, ANYTHING IS POSSIBLE

In partnership with your vital contributions, Community Bridges celebrated these achievements for 2014:



OUR CHILD AND NUTRITION PROGRAMS

- **The Child & Adult Care Food Program** helped nearly 500 day care providers serve healthy meals to 5,000 children and adults throughout the Central Coast.
- **The Child Development Division** served 269 families at six centers throughout the County, preparing children for kindergarten and a lifetime of learning.
- **WIC** helped families access healthy foods by distributing more than 100,000 food vouchers to 8,500 people, and improved infant health by assisting more than 5,000 women with lactation support. Nearly 90% of all WIC infants breastfeed at birth, and more than 50% still breastfeed at 12 months – exceeding the National Healthy People 2020 goals of 82% at birth and 34% at 12 months.

OUR FAMILY RESOURCE COLLECTIVE

- The Familia Center and Beach Flats Community Center became one - **Nueva Vista Community Resources**. This year, they served 783 families — including 100 youth — with after-school programming, food distributions and case management.
- **La Manzana Community Resources** served 15,500 lunches to school children in 13 sites during this year's Summer Lunch program, and distributed 450 backpacks full of books and school supplies to low-income families.
- **Live Oak Community Resources'** program director, Kate Hinnenkamp, represented 15

Community Bridges staff when she received the United Way Community Hero Award for enrolling 214 families with health insurance through the Affordable Care Act.

- **Mountain Community Resources** was featured in the Good Times as one of five deserving programs that support under-served communities and make the biggest difference in our county. This year, MCR created a teen program to encourage youth and community development, one of only a few pro-social activities available for youth in the valley.

OUR SENIOR CARE PROGRAMS

- In **Elderday Adult Day Health's** 33rd year of operation, it served 140 of Santa Cruz County's frailest adults and elders with complex medical, psychological, and cognitive impairments. Each day of hospitalization prevented by Elderday saved the public more than \$2,630 per participant.
- **Lift Line** provided more than 80,000 rides to 657 low-income, disabled adults, helping them access food, health care, and shelter. This included 108 veterans and 92 homeless individuals.
- **Meals on Wheels** staff and volunteers delivered 98,000 meals to the homes of low-income, frail seniors in our community, in addition to the 49,000 meals they served at senior dining sites throughout the County. Thanks to your support, Meals on Wheels continues to serve any senior in need, without a waitlist.

DONOR SPOTLIGHT:



CATHERINE STEELE: A BORN PHILANTHROPIST

Catherine “Cat” Steele has been giving to Community Bridges for more than a decade. But she’s been a philanthropist nearly all her life.

As a teenager, Cat spent a year in Mexico helping a rural village build latrines and create systems for clean drinking water. She and her friends started a book distribution program there, that later became the village’s first library.

After returning to California, Cat studied to become a public librarian. She led an outreach program, delivering books to farm labor camps and inspiring children in low-income schools to read. That job led her to Santa Cruz County, where she was first introduced to Community Bridges.

“Community Bridges aims to serve all the same elements of the population I was trying to reach through the Public Library Outreach program,” Cat said. “It really covers the community from the very youngest – the little babies – all the way up through the eldest. It extends from North County clear to South County, from the coast to the hills.”

We at Community Bridges are honored to be one of the many local and national organizations Cat supports. Her drive to help others, she explained, came from her parents. She honors them by living their words: “The best thing you can possibly do is give to community organizations.”

INTERESTED IN SUPPORTING OUR WORK?

See what options best match your interests and abilities. Contact us at donations@cbridges.org.

VOLUNTEER SPOTLIGHT:



MARY GIBBS

Mary’s mantra, “If you want to be heard, you need to stand tall,” propelled her into the upper management of a Fortune 500 company.

Now retired and in her seventh year as a Community Bridges volunteer, she works hard to help the neediest in our community stand tall and be heard.

For Mary, inspiring people to be their best is nothing new. One of her former employees recently called to thank her for her mentorship, and to express the wish that her newborn daughter one day is fortunate enough to have a “Mary” in her life.

At Community Bridges, we know how lucky we are to have Mary engaged in our mission of community improvement. Whether delivering Meals on Wheels with her husband to the underserved elderly, or sharing management insights with our leadership team, Mary is a beacon of inspiration — and a testament to the power of hard work and concern for others to help those who need it most.

INTERESTED IN BECOMING A VOLUNTEER?

See what program needs best match your skills and passion. Contact us at info@cbridges.org.



"I was a participant here before becoming a Breastfeeding Peer Counselor. I remember when I had my daughter, I didn't know I had all this support. I feel really lucky to be able to offer it to others now. I go to the hospital twice a week to help new mothers with breastfeeding and healthy ways to eat. It's the best job I can imagine."

- Esmeralda, staff and former participant at WIC



"When I came here, the first help I received was from MCR. Whenever I need assistance or have questions, I come here and they provide me with the help I need in my language, and they always make me feel welcome. Now I want to give back to the center, so I volunteer."

— Lucinda, volunteer and former client at Mountain Community Resources

BOARD OF DIRECTORS

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- Linda Fawcett, Chair
- Rebecca Fowler, Vice Chair
- Barbara Frank, Treasurer
- Jordan Ciliberto, Secretary

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- Majel Jordan*
- Jorge Méndez
- Mary Murillo*
- Maria Murray*
- Karl Rice*
- Rick Roberts

*Board term ended in 2014

MANAGEMENT TEAM

ADMINISTRATION

- Raymon Cancino, Chief Executive Officer
- Cathy Benson, Chief Finance Officer
- Julie Gilbertson, Chief Human Resources Director
- Susan Marinshaw, Chief Administrative Officer
- Libby Morain, Director of Development

PROGRAM STAFF

- Myriam Scally, Program Director, *Child and Adult Care Food Program*
- Lisa Hindman Holbert, Program Director, *Child Development Division*
- Cathy Cavanaugh, Program Director, *Women, Infants & Children (WIC)*

- Jennifer Anderson-Ochoa, Program Director, *La Manzanita Community Resources & Mountain Community Resources*
- Kate Hinnenkamp, Program Director, *Live Oak Community Resources*
- Yolanda Henry, Program Director, *Nueva Vista Community Resources*

- Lois Sones, Program Director, *Elderday Adult Day Health*
- Kirk Ance, Program Director, *Lift Line*
- Lisa Berkowitz, Program Director, *Meals on Wheels for Santa Cruz County*

PUBLIC & FOUNDATION GRANT SOURCES

JULY 1, 2013 - JUNE 30, 2014

FISCAL YEAR 13/14

\$1 million and above

Federal Funds.....	8,208,700
County of Santa Cruz	1,537,026

\$500,000 - \$1 million

California State Funds	800,554
Seniors Council of Santa Cruz County	763,550
Santa Cruz County Regional Transportation Commission	613,476

\$100,000 - \$500,000

First 5 Santa Cruz County.....	278,661
City of Santa Cruz	238,000
City of Capitola.....	105,748

\$50,000 - \$100,000

Dignity Health.....	55,000
The David & Lucile Packard Foundation.....	50,000

\$10,000 - \$50,000

California Department of Public Health	42,772
S.H. Cowell Foundation.....	38,941
Covered CA	38,917
California Association of Food Banks.....	24,991
City of Watsonville.....	18,088
Live Oak School District	12,726
Mazon Foundation	10,000
East Bay Community Foundation.....	10,000
Palo Alto Medical Foundation.....	10,000

Up to \$10,000

City of Scotts Valley.....	8,517
Community Foundation for Monterey County	8,000
Pajaro Valley Community Health Trust	7,500
United Way.....	5,857
Newman's Own Foundation	5,000
Reiter Brothers, Inc. Foundation Fund at Ventura County Community Foundation	1,790



A COMMUNITY OF SUPPORT

RECOGNIZING DONORS FROM JANUARY 1, 2014 - DECEMBER 31, 2014

Thank you to our landlords: Rus and Willa Dean Wyckoff

Since 1979, the Community Bridges administration and food and nutrition program has operated out of the same building.

Aside from CPI increases, our rent has not been raised once. The Wycoffs' generosity is what allows us to serve so many at such a low cost. We are forever grateful.

\$10,000-\$49,999

Anonymous
Ow Family Properties

\$5,000-\$9,999

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Berry Family Foundation
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Frank F. Orr & Zoe Ann Orr Fund
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Valley Women's Club

\$1,000-\$4,999

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William Stefani
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Yolanda Henry*

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Agile Monkey Pilates Studio
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Alison Parham
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Q103.9/K-Mozart 95.1, 95.9,
1240AM/Z Country 97.9
Amber Barcus
Ann Crawley
Annie Glass
Annie Machale
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Bill Lovejoy
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Boulder Creek Pizza & Pub
Boulder Creek True Value
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Insight Eye Care
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Ivy's Porch
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Jenny Pace
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Mountain Spirit
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Whispering Pines Drycleaning
White Rhino Silver
Women at Work

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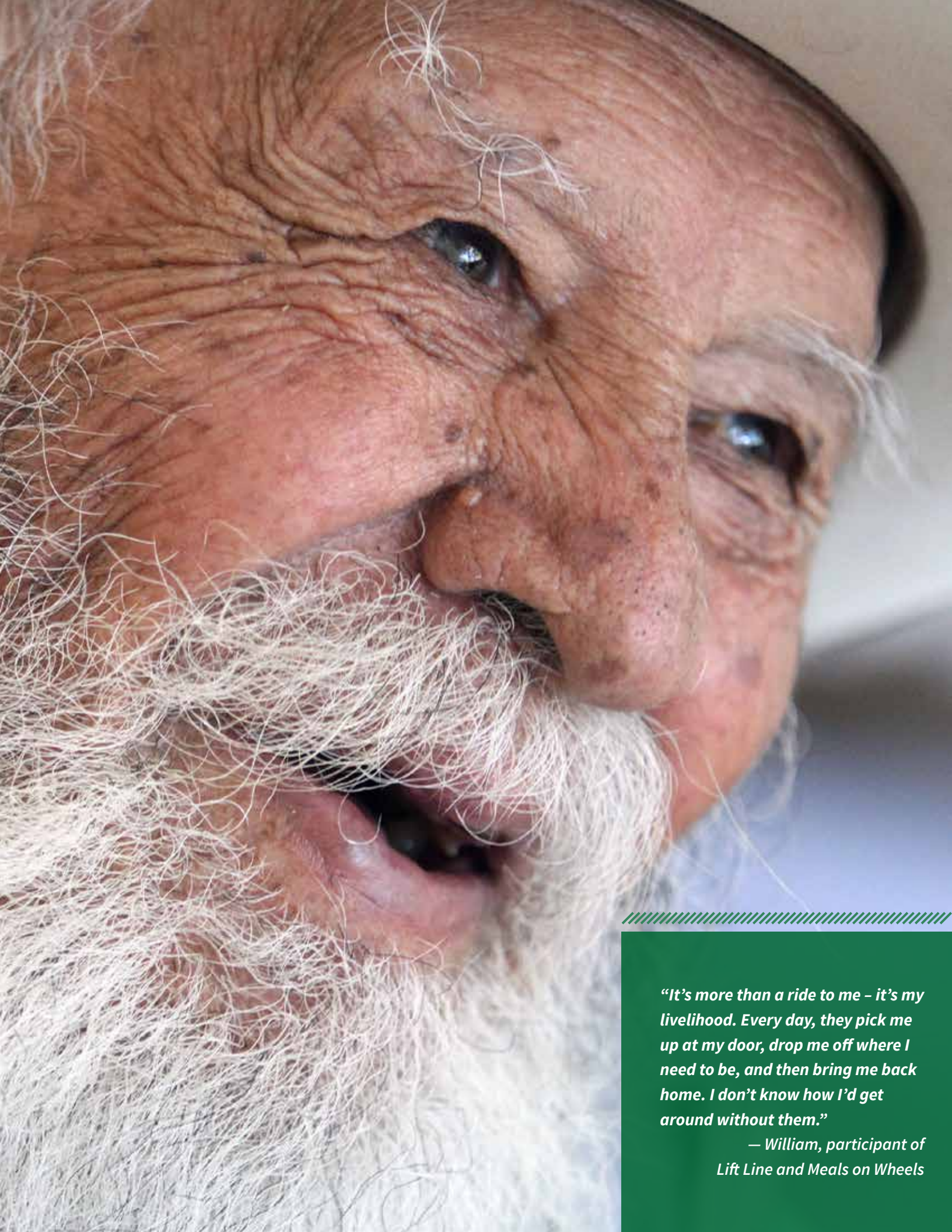
Becky Peters
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*** Loyalty Circle** – honoring donors who have made gifts for five consecutive years or more.

Please note, due to mergers with Nueva Vista Community Resources, Mountain Community Resources, Child Development Division, and Elderday within the last five years, some donors may have inadvertently been left off our Loyalty Circle list. We humbly apologize and ask you to contact us at info@cbridges.org so we can update our records.



"It's more than a ride to me – it's my livelihood. Every day, they pick me up at my door, drop me off where I need to be, and then bring me back home. I don't know how I'd get around without them."

*— William, participant of
Lift Line and Meals on Wheels*

IT ONLY TAKES A LITTLE TO MAKE A LASTING CHANGE

Through a charitable bequest in your will or living trust, you can ensure that Community Bridges will be there for future generations of children, families and seniors in need.

ALL THAT IS NEEDED IS A SHORT STATEMENT IN YOUR WILL OR TRUST.

“I give, devise and bequeath to Community Bridges, Inc., tax ID# 94-2460211, located at 236 Santa Cruz Ave., Aptos, CA 95003, (the sum of \$_____, or state a percentage of your residuary estate, or designate real and personal property, including exact location) for the benefit of its general purposes (or specify the Community Bridges program(s) you wish to support).”

This is merely a suggested wording; please consult your attorney or an estate planning professional when preparing legal documents.

For more information, please contact Libby Morain, Director of Development, at 831-688-8840 x207 or libbym@cbridges.org. We're here to help.

LEGACY GIVING – COMMON OPTIONS

YOUR GIFT	HOW TO MAKE YOUR GIFT	YOUR BENEFITS
Cash Contribution	Make a check payable to Community Bridges or give online at CommunityBridges.org.	· Receive an immediate tax-deduction for your gift · See the benefits of your generosity in action
Contribution to the Community Bridges Endowment	Specify in your will or trust that you would like your gift to be placed in the Community Bridges endowment, or make an immediate gift to the endowment.	· Leave your legacy as part of the “Community Bridges Founding 100” · Provide a tax-deductible gift that continues to give for generations
Gift from your Will or Living Trust	Name Community Bridges in your will or living trust with the help of your attorney or estate planning professional.	· Maintain control of your assets during your lifetime · Receive an exemption from future federal estate tax
Gift of Retirement Benefits	Name Community Bridges as the beneficiary of the balance remaining after your lifetime, using your plan's beneficiary form.	· Receive an exemption from your most highly taxed assets, leaving more for family · Reduce your income and estate taxes

Community Bridges Tax ID#: 94-2460211

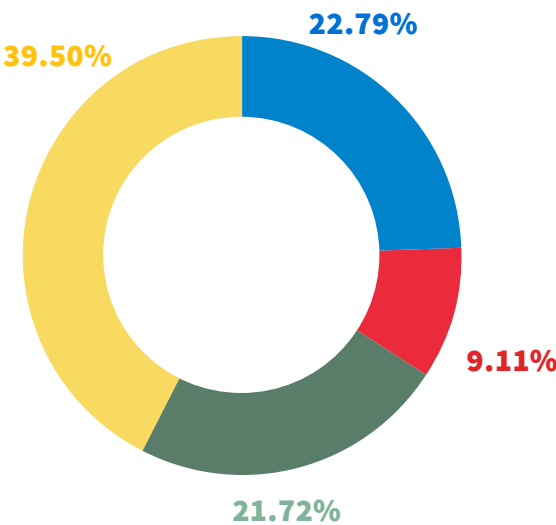
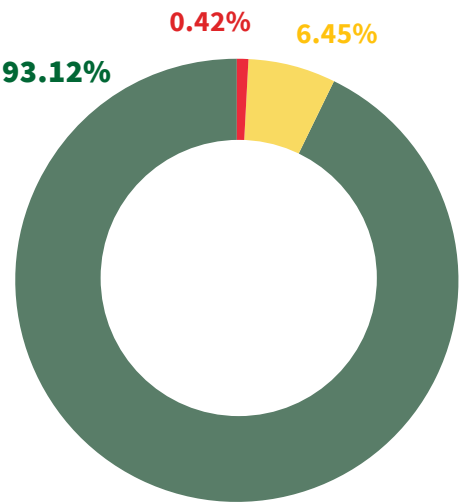
93 CENTS

OF EVERY DOLLAR YOU GIVE GOES DIRECTLY TO

OUR COMMUNITY

13/14 AGENCY EXPENSES

Direct Services	93.12%
Administrative Services.....	6.45%
Fundraising Expenses.....	0.42%

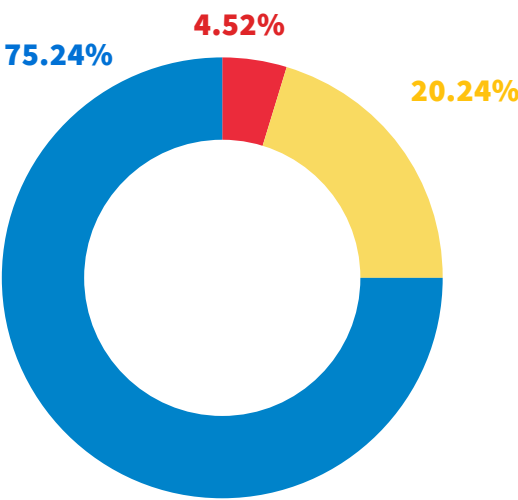


13/14 PROGRAM SERVICES

Children & Nutrition Services	22.79%
Family Services	9.11%
Senior Services	21.72%
Food Vouchers & Meal Subsidies.....	39.50%

13/14 SUPPORT & REVENUE

Contributions.....	4.52%
Grant Revenues	75.24%
Earned Income	20.24%



13/14 AUDIT & REPORT

EXPENSES

Women, Infants, and Children (WIC)*	6,680,712
Child & Adult Care Food Program**	4,354,477
Transportation Services - Lift Line	1,451,498
Senior Nutrition Meals on Wheels	1,405,276
Child Development Division	1,788,612
La Manzana Community Resource Center	701,920
Live Oak Family Resource Center	330,963
Familia & Beach Flats Center	440,614
Mountain Community Resources	401,554
Elderday	1,615,045
Management and General	1,328,642
Fund Development	86,721
TOTAL	20,586,034

REVENUE

Grant Revenues*	16,974,400
Foundations	209,822
Donations/contributions	447,164
Service fees	3,429,637
Interest	7,631
Other income	106,645
TOTAL	21,175,299

TOTAL ASSETS AND LIABILITIES

Assets	3,231,705
Liabilities	1,177,470
Fund Balance	2,054,235

* Includes \$4,226,360 in WIC food packages distributed to participants, based on 105,659 packages at average value of \$40 per package

** Includes \$3,904,906 in CACFP day care home meal reimbursements

Financial numbers represent fiscal year 2013-2014, audited by Kaku & Mersino, LLP. For a complete financial report, please contact us at (831) 688-8840 or visit www.communitybridges.org



STATEMENT OF ACTIVITIES

SUPPORT & REVENUE

Grant Revenues	12,748,040
Earned Income	3,429,637
Foundations	209,822
Donations	447,164
Interest	7,628
Other Income	106,645
Total Support & Revenue	16,948,936

EXPENSES

Program Services	11,039,405
Support Services	1,415,363
Pass-throughs	3,904,906
Total Expenses	16,359,674

Excess of Support & Revenues

CHANGE IN NET ASSETS

Net Assets on July 1, 2013	1,580,532
Net Assets on June 30, 2014	2,054,235
Change in Net Assets	473,703

STATEMENT OF FINANCIAL POSITION

ASSETS

Cash and Cash Equivalents	160,025
Investments	410,053
Grant Receivables	1,325,352
Other Receivables	229,786
Inventories	17,301
Prepaid Expenses	95,103
Deposits	33,587
Deposit in Escrow	148,500
Property and Equipment, net	811,998
Total Assets	3,231,705

LIABILITIES

Accounts Payable and Accrued Expenses	264,152
Salaries and Benefits Payable	652,650
Deferred Revenue	60,171
Notes Payable	200,497
Total Liabilities	1,177,470

NET ASSETS

Unrestricted	1,688,449
Temporarily Restricted	365,786
Total Net Assets	2,054,235

Total Liabilities and Net Assets



COMMUNITY BRIDGES PUENTES DE LA COMUNIDAD

236 Santa Cruz Ave., Aptos, CA 95003

831-688-8840 | info@cbridges.org

BECOME PART OF THE COMMUNITY BRIDGES FOUNDING 100

Community Bridges is changing the way we do business in the 21st century, creating sustainable solutions to support our mission. We know that relying on government contracts to support our programs simply isn't enough.

With the support of our community, we have started an endowment to ensure that the safety net we have created will continue to grow for generations to come. But in order for it to be successful, we need to build a foundation for growth.

Right now, you have a special opportunity to be part of the "Community Bridges Founding 100." This group will consist of 100 members that donate \$1,000 or more to the Community Bridges endowment, helping us create lasting solutions to issues of poverty, health, and education in our community.

Our CEO, Raymon Cancino, has pledged to be the first of the Founding 100. Will you be the next?

To learn more, please contact *Libby Morain, Director of Development*, at libbym@cbridges.org or 831-688-8840 x207.

