DRAFT AGENDA

4:30 Dinner
5:00 1. CLOSED SESSION
5:30 2. Adjourn Closed Session
5:30 3. Call to Order/Establish Quorum
5:31 4. Agenda Review (4 min)
5:35 5. Announcements/Program Updates (5 min)
Elderly & Disabled Transportation Advisory Committee (E&D TAC) – Members needed
5:40 6. *CONSENT AGENDA – Action Items (5 min)
In approving the consent agenda, the Board is approving recommendations within each committee’s minutes listed below.
6.1 Draft Minutes of the June 19, 2019 Board Meeting*
a. Richard/Jack moved to approve the self-evaluation report as presented. MSP
b. Richard/Jack moved to approve Resolution 2019-06-01 CDE as presented. MSP
c. Nicolette/Pam moved to approve the 19/20 Development Plan as presented. MSP
d. Nicolette/Stephanie moved to approve the 19/20 Budgets as presented. MSP
6.2 Draft Minutes of the July 11, 2019 Finance Committee Meeting*
6.3 Draft Minutes of the July 11, 2019 Governance Committee Meeting*
6.4 Draft Notes of the July 24 Development Committee Meeting*
6.5 Draft Minutes of the August 8, 2019 Finance Committee Meeting*
6.6 Draft Minutes of the August 8, 2019 Governance Committee Meeting*
a. Lee/Pam moved to approve Resolution 2019-08-01_CA Department of Transportation. MSP.
6.7 Draft Notes of the September 11 Development Committee*
6.8 Draft Minutes of the September 12, 2019 Governance Committee Meeting*
Lee/Jack moved to approve Motion to approve signing of Resolution 2019-09-01. MSP.
6.9 Draft Minutes of the September 12, 2019 Finance Committee Meeting*
Jack/Lee moved to recommend approval of the 19/20 FY Budget. MSP.
5:45 7. Receive comments from members of the public on “Items not on the Agenda” (5 min)
5:50 8. Agency Business – Ray Cancino (65 min)
8.1 HCA Nonprofit Wage and Benefit Survey – Report out/Discussion
8.2 **Action Item** - Resolution #2019-09-01, Senior Council/Area Agency on Aging Funding Contract 1920-02*

8.3 Senior Strategy Session
   a. Recap of June discussion
   b. Senior Communication Plan – Amy Hanley

8.4 2019 EE Survey Comparative Analysis

**6:55 9. Development Report**– **Anna Vaage / Amy Hanley** (20 min)
   9.1 Development Report
   a) Progress Report for August 2019

**9.2 Farm to Fork – Update – Amy Hanley**

**7:15 10. Finance Committee Update** – **Doug Underhill** (15 min)
   10.1 *Action Item - 19/20 Agency Roll-up Budget review*

**7:30 11. Written Reports**
   11.1 Development
   11.2 Financial Report from the September 12, 2019 Finance Committee Meeting
   11.3 Program Reports from MOW

**7:30 12. Newspaper Articles**

**7:30 13. Items for Next Agenda**

**7:30 14. Adjourn Regular Meeting**

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**Next Meeting:**

**Wednesday, November 13, 2019**

5:00 PM to 7:30 PM

Location: Sutter/PAMF Education and Support Center, 2200 Soquel Avenue, Santa Cruz
Membership Roster  
August 2019

(Year in Parentheses) = Membership Expiration Date

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<td>Kirk Ance (2020)</td>
<td>CTSA (Lift Line)</td>
<td>Jesus Bojorquez (2022)</td>
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<td>SCMTD (Metro)</td>
<td>Daniel Zaragoza (2022)</td>
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<td>Veronica Elsea, Chair (2022)</td>
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<td>Deborah Benham (2022)</td>
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Grace Blakeslee, Staff, Regional Transportation Commission
BOARD OF DIRECTORS
Wednesday, June 19, 2019
5:00 PM to 7:30 PM
Sutter/PAMF Education and Support Center, 2200 Soquel Avenue, Santa Cruz
DRAFT MINUTES

Board Members Present: Kenn Barroga, Martín Bernal, Shannon Brady, Stephanie Connor Kent, Pam Fields, Jack Jacobson, Katy King, Nicolette Lee, Amy McEntee, Steve McKay, Sara Siegel, Lee Slaff, Richard Vasquez, Casey Wu

Staff Present: Raymon Cancino, Julie Gilbertson, Amy Hanley, Seth McGibben, Doug Underhill, Anna Vaage, Kirk Ance, Roxanne Moore, Leslie Telles, Lisa Berkowitz, Alma Molina, Lois Sones

Guests: Nancy Sherrod

4:30 Dinner
4:50 2. CLOSED SESSION
5:28 3. Adjourn Closed Session
5:28 4. Call to Order/Establish Quorum
5:30 5. Agenda Review
5:32 6. Announcements/Program Updates

Roxanne Moore was introduced as Family Resource Center Program Director, filling an 18-month vacancy filled by the CEO. The FRC has collaborative efforts in progress across all centers, as well as unique programs at each site. The Farm to Fork event is August 3. The MAH Exhibit on senior isolation has resulted in responses from the public seeking to get involved. Three years of advocacy has succeeded in increasing Area Agency on Aging funding by $17.5M, $120K for MOW. Ray acknowledge Richard Vasquez for his participation in advocating. The funding is in force for 18 months and we will need to prepare to extend it.

5:35 7. *CONSENT AGENDA – Action Items

7.1 Draft Minutes of the March 20, 2019 Board Meeting*
   a. Katy/Stephanie moved to approve the consent agenda as presented. MSP.
   b. Richard/Lee moved to approve Resolution # 2019-03-01 TDA. MSP.
   c. Richard/Lee moved to approve Resolution # 2019-03-02 LCTOP. MSP.

7.2 Draft Minutes of the April 11, 2019 Finance Committee Meeting*
7.3 Draft Minutes of the April 11, 2019 Governance Committee Meeting*
7.4 Draft Minutes of the May 9, 2019 Governance Committee Meeting*
   a. Jack/Pam moved to approve the 19/20 Development plan as presented. MSP.
7.5 Draft Minutes of the May 24, 2019 Finance Committee Meeting*
7.6 Draft Minutes of the June 13, 2019 Finance Committee Meeting*
a. Lee/Jack moved to recommend approval of use of $12K in prior years funding for MCR, LOCR, and NVCR. MSP.

7.7 Draft Minutes of the June 13, 2019 Governance Committee Meeting*
7.8 Draft Minutes of the June 3, 2019 Development Committee Meeting*
7.9 Retirement Plan Profit Sharing and Matching Agreement 2018*
7.10 CDD Program Self-Evaluation Fiscal Year 2018-19* (Richard/Jack moved to approve.)

Richard/Jack moved to approve the consent agenda with corrections as noted below. MSP

Lee was excused absent from March Board and May Governance Committee meetings. We are exploring working with Beacon to share the cost for the FRC Clinical Supervisor. Jack/Pam moved to recommend approval of the 19/20 Development plan as presented.

5:38 8. Receive comments from members of the public on “Items not on the Agenda”
None.


9.1 Action Item – CDD Self Evaluation for submittal to California Department of Education*
Richard/Jack moved to approve the self-evaluation report as presented. MSP

9.2 Action Item - Resolution 2019-06-01 CDE to enter into funding contract CSPP-9584 with the CA Department of Education for the purpose of providing child care and development services.
Richard/Jack moved to approve Resolution 2019-06-01 CDE as presented. MSP

9.3 Agency Strategic Planning Goals and Initiatives – Update
CEO and Human Resources Director gave updates on the three major initiatives of agency priorities. For the workforce retention goal, we are developing a formal agency culture work group to address job satisfaction. Progress is made through bi-monthly Continuing Quality Improvement meetings with Management Team, and communicated with unions.

9.4 BOD Committees Memberships

a. Development – Katy King
The Development Committee was launched June 3 with Lee and Katy as chair. We are discussing board giving and advocacy, marketing and creating a higher profile for the agency. Soliciting support for Farm to Fork and creating more linkages with the community. Members and staff are attending mixer events with Chambers and Rotary clubs. We are seeking two additional Board members to join, and community members.

b. Finance – Lee Slaff
Finance committee also needs one additional Board member. As we begin a new fiscal year this is a good time to join. Members should be comfortable with reviewing financials

c. Advocacy – Steve McKay
Advocacy committee also needs one more member and it also connects the high profile image of the agency with state, regional and locals needs and how we fill the needs. It was recently reported that our county has the second highest rate of poverty in the state for teachers after Los Angeles. CEO also mentioned the Human Care Alliance wage survey finding that nonprofit sector workers are two times more likely to utilize public benefits than other sectors, and homeless services agencies are four times more likely. There was discussion on whether the Development and Advocacy committees should merge, and the Advocacy chair recommended that the committee maintain an acute focus on wordsmithing of strategic messaging. Committee charters were recommended to define goals aligned with best practices.

Prepared by Anna Vaage
Page 2 of 4
6:15  **9.3 Strategy Session: Meals on Wheels**

a. Incorporating the projected growth of seniors into long-term agency strategic planning; how should we plan to grow the revenues to meet the community need?

CEO introduced the need to strategize senior program stability to address growing needs. There is a need for the Board of Directors of the largest social service agency to be leading the way for the sector to grow revenues to help address these needs. CB has been approved for a capital planning grant from the Alliance to explore a senior services facility, and MOW received an increase of $120,000 AAA funding for 18 months beginning FY 20/21. Donations are not a reliable revenue source to address a systemic increase in need, and fundraising can be an expensive endeavor. Pension obligations affect local funding’s ability to respond.

Examples of interventions: 1. Board members can support strategic advocacy by attending meeting of local commissions on aging, staff join other groups. 2. We can recruit elected officials to sponsor legislation, which can result in long term trickle-down effects. 3. We can support local tax measures to fund social services, with $250,000 start-up fees needed, and 4. we can elevate the issues through increased communication campaigns.

Meals on Wheels current funding was clarified, $1.8M per year includes $500K raw food costs. Federal funding levels set in 1984 have not been adjusted to keep pace. In 2009 there was a 15% reduction in county funding. In San Francisco there currently is a 4-6 week wait for services even for prioritized populations. We served 7,000 meals this year than were funded, offset through private fundraising. Participants contribute an average $0.58 per meal toward the suggested $2.50 food costs. The program receives $415K county CORE funding, the largest share of recipients, which has been reduced by $100K per year since 2001.

Facilitator encouraged groups to consider the time, skill and cost of proposed solutions, including the Board involvement required.

7:15  **Breakout Groups Report**

**Advocacy:** Local avenues to state advocacy include AAA advocacy committee. Where we do not participate, see who is already on the commission and reach out. There are opportunities with the new governor to advance a commission on aging. Consider forming a coalition of service providers and stakeholders, including Monterey County. Also consider outsourcing to experts rather than staff and volunteer labor. Recruit promotional support from groups such as AARP, state and national MOW associations.

**Legislation:** There is local tax measure fatigue, and ballot measures can reduce funding from municipalities that fund programs. Measures also affect residents on fixed incomes we are trying to serve. MOW currently serves meals through municipally subsidized properties. There is competition for local dollars, and some tax rates are capped.

**Capital Planning:** A senior facility should include co-located cross-program services, including housing. Consider public/private partnership opportunities.

**Communications:** Frame as a food security and public health issue, not just a senior issue. Public healthcare costs can be reduced. Plan communications in advance of advocacy opportunities such as CORE funding cycle, state legislative sessions. Sponsor educational forums covering replicable solutions working in other communities. There is a pilot project in San Francisco through general funds to prescribe meals to patients. Bring increased awareness to day-to-day needs, not just holiday giving.
Other: There was discussion of whether CalFresh benefits could be used to contribute to Meals on Wheels, and this is a conflict of public funds. Farmers market vouchers have been used at WIC. Consider a tax on emerging commercial food delivery services (UberEats).

Members asked for more details on the costs of various strategies, to reconvene after reviewing a written proposal.

7:40 10. Development Report– Anna Vaage / Amy Hanley (20 min)

10.1 Development Report
Donations are $19K above our budgeted goal but $30K under prior year results, with one month left in the fiscal year. We adjusted this year’s goal -5% anticipating reduced tax incentives. Our upcoming year goal is $5K less than this year’s goal. Board members were provided statements of their personal giving and solicitations over the fiscal year. Together the Board raised $20K this year which has been our historical target. We are carrying forward most activities and strategies that have been vetted over time, with a focus on personal contact.

10.2 Action Item – Motion to approve the 19/20 Development Plan*
Nicolette/Pam moved to approve the 19/20 Development Plan as presented. MSP

10.3 Farm to Fork
Auction item requests were distributed. We are also seeking additional $5K in sponsorships.

7:50 11. Finance Committee Update – Doug Underhill (15 min)

11.1 Action Item – Motion to approve the 19/20 Budgets*
There was a 2% increase due to one-time only grants, and a $323K net asset gain including $100K on the Ohlone Parkway property acquisition, resulting in approximately $500K total gain. The FRC budgets are shrinking but we are seeking to grow in fee for service revenue. Five programs are projected to meet their reserves goals. Eight programs grew their budgets. WIC payment was delayed which may result in use of line of credit. Lift Line is the only program with negative assets but the program is rebounding rapidly.

Nicolette/Stephanie moved to approve the 19/20 Budgets as presented. MSP

7:55 13. Written Reports
13.1 Development Progress Report for June 2019
13.2 Financial Report from the June 13, 2019 Finance Committee Meeting
13.3 Program Reports from CACFP, Elderday, MCR, NVCR, LOCR, LMCR

7:55 14. Newspaper Articles

7:55 15. Items for Next Agenda

8:00 16. Adjourn Regular Meeting

Next Meeting:
Wednesday, September 18, 2019
5:00 PM to 7:30 PM
Location: Sutter/PAMF Education and Support Center, 2200 Soquel Avenue, Santa Cruz

Prepared by Anna Vaage
Finance Committee  
Thursday, July 11, 2019, 9:00-10:00 AM  
Community Foundation  
7807 Soquel Dr, Aptos CA  

DRAFT MINUTES  

Members Present: Lee Slaff, Jack Jacobson, Casey Wu  
Staff Present: Doug Underhill, Ray Cancino  
Minutes: Tonje Switzer  

9:05 Agenda Review  
9:10 CFO Report – Doug Underhill  
   a) Program Budget Summary Review – May  
      Highlights: Programs +102K, Agency +88K, Net Assets +205K  
         1) WIC: -18K revenue and expense  
         2) CDD: +39K: -17K personnel, +4K revenue  
         3) LL: -14K: -Personnel, - 18K Measure D Revenue  
         4) MCR: +19K: -Contracted Services, +Revenue, +Donations  
      There was an overall program gain of $35K which is expected to come down due to reimbursements. We are ending the FY with a $70-110K gain for programs. WIC is reducing revenue and expenses with $18K. CDD saw a large gain in part due to a decrease in personnel and increased revenue as all openings are filled at Fairgrounds. ELD saw a 78 ADA with an increase in VA participants. LL saw a decrease in personnel. Measure D is coming in ahead of annual projections. MOW saw a -$3K month-to-month change due to vacation accrual. MCR saw a $19K gain due to HEAP funding. Overall Program gain $102K, Agency gain $205K  
   b) Financial Statement Review – May 31 2019  
      There is a net gain of $391K. For June all property expense lines will be moved to fixed assets, with a resulting estimated $950K-$1.1MM FY Agency gain. CEO commended CFO for his support in closing out the FY.  
         1) Cash Balance / Accounts Receivables  
            Balances are looking solid coming out of May.  
         2) 392K Net Asset Gain – CARB hit May/ Ohlone June  

Prepared by Tonje Switzer  
Page 1 of 2
Low on liquid net assets with a slow increase.

3) Discussion of expected EOY net asset gain

c) Cash Flow and Line of Credit

Much cash was spent on CARB vehicles in June, and we are wailing on refund. Ohlone property contracts start in July. CORE funding is expected three months into the funding cycle. TDA is expected in July, CDD funding in August.

1) Delayed WIC Payments

We have received for March, but February payment is still missing? This week’s cash flow is ending low. We are seeking not to touch line of credit, but it may be necessary.

2) Timing of Major inflows and effect on cash flow

d) Investments and Funds – Status Review

CFO presented an overview of the investments that are showing good gains. We are looking for creative ways to grow.

e) Questions / Answers

9:46 Items for Next Agenda

9:46 Adjourn
Governance Committee Meeting  
Thursday July 11, 2019  
10:00 am-11:00 am  
Board Room, Community Foundation, 7807 Soquel Drive, Aptos

Draft Notes

Members Present: Shannon Brady, Lee Slaff, Jack Jacobson (by phone), Pam Fields (by phone)  
Staff present: Ray Cancino, Seth McGibben  
Minutes: Tonje Switzer

10:00  1. Meeting to order/Establish Quorum  
10:01  2. Agenda Review  
    Add Fundraising.  
10:01  3. CEO Report – Ray Cancino  
   a) Board of Supervisors – Next steps

CEO asked for input on how to move the discussion along with BOS to increase overall funding allocated to social services. Currently no new increases or COLAs are approved, and no adjustments for inflation. Committee suggested candid discussion with 2-3 potentially supportive BOS members noting that social services staff accessing services will come at cost for the County, and small investments will create large future savings. Committee also noted that seniors is a growing population that vote and use CB services. CEO noted that HCA wage study presentation is pending. Conversations with human services EDs that are not involved are ongoing to broaden coalition and to learn what barriers to involvement are and how many will be invested in the advocacy effort. An increase of 3% equates $150K per year for the sector and is 24% of the amount that Community Foundation provides annually. Committee suggested HCA hire a politics intern to lobby. CEO suggested a passive advocacy approach with multiple individuals (BOD members and stakeholders) approaching BOS while continue working with HCA Eds. Committee requested factsheet with issue information for September BOD meeting.

10:18  Fundraising

CEO reminded Committee of the Agency BBQ this Saturday 7/13. The F2F Committee is looking for auction items from BOD members. Think about next BOD member as someone
with business connections that can bring in donations. CEO asked for ideas on how to grow F2F from $60K to $100K event. Development Committee and F2F Committee both need to grow, and CEO asked for nominees and possible volunteers. Committee suggested making FFH to agency event and creating annual agency sponsorships for events, calendar, annual report etc.

10:32  4. Items for next GC Agenda/BOD Agenda  
10:33  5. Closed Session  
11:33  6. Adjourn

Next Meeting:
Thursday August 8, 10:00am-11:00am
Board Room, Santa Cruz County Community Foundation, 7807 Soquel Drive, Aptos

Prepared by Tonje Switzer
Page 2 of 2
Development Committee Planning Notes
Small Conference Room, CB HQ
July 24, 2019 11am

Present: Katy King, Julie Scurfield, Lee Slaff, Ray Cancino, Amy Hanley, Anna Vaage

A. **Introductions**
   Katy has lived in La Selva Beach for 57 years and has worked in real estate.
   Julie has lived in Watsonville for 35 years and worked in sales.
   Lee has lived in Scotts Valley for over 40 years and worked in real estate.

B. **Messaging Brainstorm**
   - **Events**: The local fundraiser event scene is saturated. Offering access to an exclusive experience could set us apart. Provide more tools, such as printed tickets to share.
     Events need to be distinctive to the target audience and something people want to do. Once sponsors secured, committee members encourage executives to attend.
   - **Social Media**: Solicit calls to action by providing tools and asking people to share.
   - **Mailings**: Adapt annual report to one-sheet to distribute wider at a lower cost.
   - **Newsletters**: Client stories are easier to repeat in conversation than descriptions and statistics. Seeing a client progress over time could be compelling if able to follow.
   - **Tabling**: Outreach events help with visibility but can be time, cost & labor intensive.
   - **Networks**: Board of Realtors, Farm Bureau, Elected Officials, Chambers of Commerce, Rotary Clubs, Leadership Santa Cruz, Focus Agriculture
   - **Giving Circles**: Discussion of membership benefits vs. committee involvement.

C. **Next Steps**
   a. Brainstorm committee recruits & finalize description
   b. Review Development Plan Activities Quarterly
   c. Schedule Donor/Prospect Meetings Quarterly

Next Meeting:
2nd Wednesdays
August 14 at 11:00am
Finance Committee  
Thursday, August 8, 2019, 10:30-11:30 AM  
PAMF, 2200 Soquel Ave, Santa Cruz CA

DRAFT MINUTES

10:30   Agenda Review
10:31  CFO Report – Doug Underhill
   a) Program Budget Summary Review – June
      Highlights: Programs +240K, Net Assets +357K
         1) WIC: -19K revenue and expense
         2) CDD: -59K in expenditures, +30K CDE revenue
         3) LL: -15K insurance expense, - 15K Measure D Revenue
     Programs spent $23K less than projected not fully spending out line items. We saw a program net increase of $240K. Development exceeded prior year fundraising for fourth year in a row. LL has paid off close to $.5MM in debt in aggregate following this year’s projected gains. ELD spent less due to difficulty hiring. CDD is claiming a new mental health multiplier, boosting CDE revenue.
     19/20 FY update: We have secured $150K in funding from Sunlight giving. MOW saw a significant increase of nearly $180K in state augmentation, increasing GA for admin and reserves. 2% overall increase of agency budget. The completed budget will be presented at the September BOD meeting.
         4) Admin: -23K G.A., offset by -25K expenses
   b) Cash Balance / Accounts Receivables
      CFO reported briefly on the agency cash balances.
   c) Cash Flow and Line of Credit
      1) Payment Updates (WIC/CDD)
      2) Timing of Major inflows and effect on cash flow
   d) Investments and Funds – Status Review
   e) Update on Fiscal Year 19/20 Budgets
   f) Questions / Answers
   g) Items for next agenda
11:15 Closed Session
11:30 Adjourn

Next Meeting September 12, 2019
Governance Committee Meeting  
Thursday August 8, 2019  
11:30 am-12:30 pm  
Room A, Sutter/PAMF Education and Support Center, 2200 Soquel Avenue, Santa Cruz

Members Present: Shannon Brady, Pam Fields, Lee Slaff  
Excused Absence: Jack Jacobson  
Staff Present: Seth McGibben, Doug Underhill  
Notes: Tonje Switzer

DRAFT NOTES

11:30  1. Meeting to order/Establish Quorum
11:31  2. Agenda Review  
CEO announced that $150K from Sunlight Giving has been secured for 3 years.

11:31  3. CEO Report – Ray Cancino
   a. **Action Item** - Resolution 2019-08-01_CA Department of Transportation*
   This resolution allows us to apply for the grant and states that we will maintain funds in accordance with rules. **Lee /Pam moved to approve Resolution 2019-08-01_CA Department of Transportation. MSP.**
   b. 19/20 Budgets – No cuts  
   For the first time in 5 years, we do not need to make cuts to staff hours at any program.
   c. Farm to Fork – Update  
The event came in at $70K, which is 18% more than in the past. This is the 4th year in a row that we exceeded last year’s donations.
   d. HCA Wage Survey – Draft Report  
   We have worked with Steve McKay and UCSC Professor Rebecca London to review the HCA report. Nonprofit workers are more likely to seek services and many are in need of income from second jobs to make ends meet. The survey report will be rolled out at the end of September, followed by policy recommendations. The report can be used throughout the year as a toolkit for nonprofits. A HCA workshop will be scheduled to include BOD members and EDs. CEO want feedback from BOD about one fact that was startling. Low wages lead to stress which can affect services provided. Agencies are looking at needing to cut 10%-15% of
staff to address minimum wage increase. Committee asked how it compares to other surveys across the state. CEO noted that the survey was distributed to nonprofits that are recipients of public funds, a fact that can be used in the report. We see high use of MediCal as they meet the income limit. Fifty percent of nonexempt workers does not have $400 set aside for emergencies. The report will be sent to the full BOD.

11:55 4. Items for next GC Agenda/BOD Agenda
12:00 5. Closed Session
12:30 6. Adjourn

Next Meeting:
Thursday September 12, 11:30am-12:30pm
Board Room, Santa Cruz County Community Foundation, 7807 Soquel Drive, Aptos
Development Committee Planning Notes
Small Conference Room, CB HQ
Sept 11, 2019 at 11am

Present: Katy King, Lee Slaff, Amy Hanley, Anna Vaage, Brenda Romero

Community Bridges 101
We will review programs, services and funding needs as new committee members attend.

Review and Approve Committee Member Description
Approved committee member roles and added skills desired.

Upcoming CB Event
MCR’s Mountain Affair will be held October 25 with a capacity of 110. Auction items, sponsorships and tickets sales are being sought for this gathering of valley communities. There was discussion of exploring a different venue for next year. Development team will explore other opportunities to enable increased attendance.

Community Meetings/Events
9/19 Pajaro Chamber Mixer (PM) – Katy
9/25 Aptos Chamber Mixer (PM) – Lee

Board Report
Katy will report activities of July, August and September meetings on 9/18.

Board Giving
It was decided that Board members shall receive personal giving statements twice annually in April and October to provide updates in advance of both calendar and fiscal year-ends.

Next Meeting:
2nd Wednesdays
October 9 at 11:00am
Community Bridges
519 Main Street, Watsonville
Finance Committee  
Thursday, September 12, 2019, 10:30-11:30 AM  
PAMF, 2200 Soquel Ave, Santa Cruz CA  

DRAFT MINUTES

10:30  Agenda Review
10:35  CFO Report – Doug Underhill

a)  Program Budget Summary Review – July
   Highlights:  Programs +88K, Net Assets +92K
   1)  The majority of program gains, $70K, are reserve contributions in budget
   2)  CDD saw a $20K increase resulting from a decrease in personnel and increased revenue.
   3)  LOCR saw a $32K increase in revenue and expenses resulting from funding for computer literacy classes. We are estimating a 6% LOCR capital campaign gain which is conservative due to volatile market.
   4)  Financial Edge Software is undergoing maintenance and receiving updates. The work should be completed within the next two weeks. We are ahead of last year in preparation for the audit. Estimated year-end balance is based on our best current knowledge with no major changes expected.

b)  Cash Flow and Line of Credit
   1)  Timing of Major inflows and effect on cash flow
   We are running a fairly high AR, as we are waiting on CARB reimbursement- an additional $15K was captured for EV reimbursement. WIC payments are caught up. CORE payments for FY 19-20 should come in early October. Work has commenced at the Ohlone property. Renovation expenses can be claimed against the $500K loan as projects are completed. Timing of LL move is pushed back 5-8 Weeks. Maintenance facility will move in late November followed by office staff December/January. Committee members suggested Earth Works as an agency that could do the paving work. CEO explained the bidding process. Committee member asked if there are enough expert eyes on the selection process.

   c)  Investments and Funds – Status Review
   We are experiencing a volatile market but minimal net gain/loss FY 19-20.

d)  19/20 Agency Roll-up Budget review *Action Item
   The preliminary was previously provided in June. The current version is not much different but has some added funding such as the senior augmentation. All WIC...
vouchers are included since this budget represents total services provided. When they are removed we see an actual 4.6% year to year growth in the budgets. There was funding passed from federal government to states to counties, mainly for roads but that also included some funding for transit augmentation. LL was allocated $100K per year for 3 years, which was added to the 19-20 roll-up budget. LL is showing 4.7% growth. MOW is showing close to 10% growth due to the state augmentation funding. MCR is showing 40% growth due to heap funding. ELD is showing growth due to the one-time CCAH funding. WIC saw a 1% decrease likely due to the political environment creating barriers for families seeking services. FRC not much growth overall. Development has an 11-12% increase due to funding allocations towards the senior campaign. We are budgeting 91% increase in spending for contracted work, largely due to work related to capital projects as well as FRC’s. Occupancy increased by 15%, but that is due to maintenance and utilities now showing up in the occupancy line item. Salaries increased by 3.6%, which represents step increases and reclassifications. Benefits saw a 2.2% increase, as changes are dependent on how many new EEs waive benefits upon hire. The budget will go to BOD for vote next week. **Jack /Lee moved to recommend approval of the 19/20 FY Budget.** MSP.

e) Questions / Answers
f) Items for next agenda

11:20 Closed Session
11:30 Adjourn

Next Meeting October 10th, 2019
Prepared by Tonje Switzer
Governance Committee Meeting
Thursday September 12, 2019
11:30 am-12:30 pm
Room A, Sutter/PAMF Education and Support Center, 2200 Soquel Avenue, Santa Cruz

DRAFT MINUTES

Members Present: Shannon Brady, Pam Fields, Lee Slaff, Jack Jacobson
Staff Present: Ray Cancino (by phone), Seth McGibben, Amy Hanley
Minutes: Tonje Switzer

11:36 1. Meeting to order/Establish Quorum
11:36 2. Agenda Review
    Add discussion on Senior Break out from BOD. Due to member leaving at noon, move action
    item up and proceed with Closed Session.
11:38 3. CEO Report – Ray Cancino
    b. Census 2020
       i. Action Item – Resolution 2019-09-01*
       CEO and Tonje provided a brief overview of proposed agency roles in supporting the 2020
       Census whose complete count is a deciding factor in federal funding towards a host of
       services provided by CB programs. Lee/Jack moved to approve Motion to approve signing
       of Resolution 2019-09-01. MSP.
11:43 Closed Session
12:07 3. CEO Report (resumed)
    a. HCA Wage Survey – Draft Report
       A 1st presentation was held at last week’s HCA meeting for around 30 participants, and will
       be shared with community members next. The report makes clear that nonprofit workers are
       struggling and are for example twice as likely to utilize services than are the general
       population. This will send out to the full BOD with inclusion of the timeline. BOD will be
       invited to future presentations.
    c. Senior Communication Plan – Amy Hanley
       The communication plan is drafted in response to the facilitated session at the last BOD
       meeting where the consistent request a communication plan emerged. We are soliciting
       feedback from GC prior to presenting for full BOD next week. The key message is that

Prepared by Tonje Switzer
Page 1 of 3
Santa Cruz County is not prepared for the projected growth in the senior population, and the goal is to build CB as credible leader on Senior Issues. There is a Phase I & Phase II.

- Who/what partners are missing?
  Committee asked how to leverage larger national organizations. Bay Federal is possible partner with bulletin that reach members.

- What messaging is missing?
  Seniors and homelessness.

- What channels are missing?
  A sharable social media messaging toolkit is part of the plan but not included in the document yet. Billboard on highway 17. Dignity newsletter.

Amy noted that online advocacy tools are being explored. Committee noted that the capital campaign for MOW and ELD can be tied in.

d. 2019 EE Survey Comparative Analysis

We received results from external contractor whose survey unfortunately included a glitch that severely reduced response rates on four of the questions, two of which are tied to the CEO operating plan. We will plan to ask those questions again to get a better read. There was much positive feedback, and opportunities of growth were identified in advocacy, as staff report they understand the importance of advocacy as it affect their program, but does not view it as part of their job (40%). We will create a one-page sheet about outreach and education and work on adding to JD using language already part of WIC JDs. CB can educate staff about the many ways to participate in effective advocacy depending on capacity and preferences. Another area of growth is in reference to evaluations and feedback, and we are working on operationalize across the agency the provision of regular feedback between supervisors and the staff they supervise.

e. Lift Line Progress and Timeline – New Building – Moved to Closed Session

Maintenance is scheduled to move in November and rest of LL admin in December/January. The project is moving forward with a slight delay. Due to zoning rules we are advised to request permits for paving after the program is moved in.

f. New Contracts

i. HSD - CalFresh expansion for Seniors
   $35K split between ELD, MOW, FRCs

ii. Census – Not confirmed
   We are expecting between $30K and $50K, which will partly go towards hiring a coordinator to work out of FRC.

g. July BOD meeting senior break out groups – Discussion

Amy will share updated communication plan with Committee Chair who will share with full BOD along with Anna’s notes from the BOD breakout session. There is a need for BOD members to discern where they can be involved and take lead. There was a brief
discussion concerning how to attract more BOD members, and committee suggested hosting an agency BOD-member solicitation event.

12:43  4. Items for next GC Agenda/BOD Agenda

12:43  6. Adjourn

Next Meeting:
Thursday October 10, 11:30am-12:30pm
Room A, Sutter/PAMF Education and Support Center, 2200 Soquel Avenue, Santa Cruz
AGENCY BOARD RESOLUTION
RESOLUTION # 2019-09-02

At the duly noticed regular meeting of the Community Bridges Board of Directors held on September 18, 2019 the following resolution was made:

Whereas the Community Bridges Board of Directors hereby authorized Community Bridges to enter into funding Contract 1920-02 with the Seniors Council/Area Agency on Aging (AAA).

Whereas the Community Bridges Board of Directors authorizes the Chief Executive Officer to execute contracts, including any amendments, with the Seniors Council/Area Agency on Aging (AAA) for program funds for the 2018-19 Program Year.

__________________________  ________________________
Shannon Brady, Chair    Jack Jacobson, Secretary

VERIFICATION

Each of the undersigned declares under penalty of perjury under the laws of the State of California that the statements in the foregoing certificate are true and correct of his or her own knowledge, and that this declaration was executed on September 18, 2019, in Santa Cruz, California.

__________________________  ________________________
Shannon Brady, Chair    Jack Jacobson, Secretary
CEO introduced the need to strategize senior program stability to address growing needs. There is a need for the Board of Directors of the largest social service agency to be leading the way for the sector to grow revenues to help address these needs. CB has been approved for a capital planning grant from the Alliance to explore a senior services facility, and MOW received an increase of $120,000 AAA funding for 18 months beginning FY 20/21. Donations are not a reliable revenue source to address a systemic increase in need, and fundraising can be an expensive endeavor. Pension obligations affect local funding’s ability to respond.

Examples of interventions: 1. Board members can support strategic advocacy by attending meeting of local commissions on aging, staff join other groups. 2. We can recruit elected officials to sponsor legislation, which can result in long term trickle-down effects. 3. We can support local tax measures to fund social services, with $250,000 start-up fees needed, and 4. we can elevate the issues through increased communication campaigns.

Meals on Wheels current funding was clarified, $1.8M per year includes $500K raw food costs. Federal funding levels set in 1984 have not been adjusted to keep pace. In 2009 there was a 15% reduction in county funding. In San Francisco there currently is a 4-6 week wait for services even for prioritized populations. We served 7,000 meals this year than were funded, offset through private fundraising. Participants contribute an average $0.58 per meal toward the suggested $2.50 food costs. The program receives $415K county CORE funding, the largest share of recipients, which has been reduced by $100K per year since 2001.

Facilitator encouraged groups to consider the time, skill and cost of proposed solutions, including the Board involvement required.

7:15 Breakout Groups report

Advocacy: Local avenues to state advocacy include AAA advocacy committee. Where we do not participate, see who is already on the commission and reach out. There are opportunities with the new governor to advance a commission on aging. Consider forming a coalition of service providers and stakeholders, including Monterey County. Also consider outsourcing to experts rather than staff and volunteer labor. Recruit promotional support from groups such as AARP, state and national MOW associations.
Legislation: There is local tax measure fatigue, and ballot measures can reduce funding from municipalities that fund programs. Measures also affect residents on fixed incomes we are trying to serve. MOW currently serves meals through municipally subsidized properties. There is competition for local dollars, and some tax rates are capped.

Capital Planning: A senior facility should include co-located cross-program services, including housing. Consider public/private partnership opportunities.

Communications: Frame as a food security and public health issue, not just a senior issue. Public healthcare costs can be reduced. Plan communications in advance of advocacy opportunities such as CORE funding cycle, state legislative sessions. Sponsor educational forums covering replicable solutions working in other communities. There is a pilot project in San Francisco through general funds to prescribe meals to patients. Bring increased awareness to day-to-day needs, not just holiday giving.

Other: There was discussion of whether CalFresh benefits could be used to contribute to Meals on Wheels, and this is a conflict of public funds. Farmers market vouchers have been used at WIC. Consider a tax on emerging commercial food delivery services (UberEats).

Members asked for more details on the costs of various strategies, to reconvene after reviewing a written proposal.
Are We Prepared?
Communication Campaign
October 1, 2019 – September 30, 2020

Audience:
Voters age 40+

<table>
<thead>
<tr>
<th>Goal</th>
<th>Measurement of Success</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish Community Bridges’ authority as a thought leader and advocate for seniors</td>
<td>Partner with 10 local agencies to implement campaign</td>
</tr>
<tr>
<td>Increase awareness of senior issues</td>
<td>10 news articles in local media</td>
</tr>
</tbody>
</table>
| Increase funding to senior organizations | Increase in funding over 2019/2020 projections:
  - State & Federal - 5%
  - Local & County - 5%
  - Donations/Foundations - 10% |
| Increase awareness of county and statewide measures/ legislation/funding affecting seniors | 25 distinct users of advocacy platform |

**Messaging short:** Santa Cruz County is not prepared for the growing senior population and resulting increased demand for social services.

**Key Messaging points:**
- Expected 32% growth in number of seniors in SC County from 2020 to 2030 (Senior Needs Assessment Survey).
- There is often a lack of awareness of senior needs as they are often in the shadows, at home and isolated.
- The senior generation can find it hard to ask for help.
- Increase in percentage of homeless seniors, especially among veterans and those with mental illness.
- Life expectancy is increasing and many older adults have no retirement income.
- High cost of living and food, along with chronic health conditions and isolation contributes to poor health outcomes and increased risk of suicide.
- This issue affects everyone: people that are, or will be, caring for an aging parent; and the first Gen Xers will be seniors in 2030.
- Community Bridges programs respond to the most critical nutritional, social and physical needs that seniors face.
### Partners

#### Principal Partners
- Seniors Council/Area Agency on Aging
- Senior Network Services
- Central CA Alliance for Health
- Sutter / PAMF
- Dignity
- Hospice
- Pajaro Valley Health Trust
- Health Projects Center
- Homeless Services Center
- SC County Seniors Commission

#### Other Partners: Financial Support, Event Sponsorship, Outreach
- Local Banks
- Faith Communities
- Alzheimer’s Association
- Watsonville Hospital
- Pharmacies: Watsonville Rx & Horsnyders’s & Walgreen’s
- Assisted Living Facilities
- NAMI
- Dientes

### Distribution Channels:

<table>
<thead>
<tr>
<th>Channel</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>KION/KSBW paid ads</td>
<td>Radio ads</td>
</tr>
<tr>
<td>Social media</td>
<td>Press releases</td>
</tr>
<tr>
<td>email</td>
<td>In-person event</td>
</tr>
<tr>
<td>Article(s) submitted to key news/online outlets</td>
<td></td>
</tr>
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</table>

### Phase 1: October 2019 - November 2019

#### Events/Activities:
- **Partner Outreach and Engagement**—Be the voice of Community Bridges to partner organizations and elected officials to activate and engage their participation in addressing senior issues. This includes attending and advocating at regularly scheduled partner meetings, as well as conducting additional outreach to elected officials and other organizations as needed. Messaging, speaking points and supporting materials provided by Development team.
  - Resources: Community Bridges CEO and Development Team (15 hours)
  - **Board to designate 4 members to represent Community Bridges at key partner meetings (see Attachment A)**
- **Solicit Other Funding Sources** – research, identify and apply for project funding from foundations and other government sources.
  → Resources: Community Bridges Development Team (80 hours)

- **Create Toolkit** – sample flyers, press releases, social media post content, schedule for social media posting. Generate new content and utilize existing content from other senior organizations (e.g., AARP, National Council on Aging).
  → Resources: Graphic design, Development Team (40 hours)
  → **Community Bridges Board Members**: share Toolkit

- Weekly **social media posting**/boosting.
  → Resources: Development Team (10 hours)
  → **Community Bridges Board Members**: Share posts

- Monthly **emails and texts** with advocacy call to action. Utilize online advocacy and texting services.
  → Resources: Development Team (10 hours)

- Participate in Dignity Health **Aging Young Event** (November 2019)
  → Resources: Development Team (8 hours)

- Distribute at least two **press releases** through Newswire:
  1) Highlight availability of Toolkit
  2) CB programs respond to the most critical nutritional, social and physical needs that seniors face.
  → Resources: Development Team (10 hours); Newswire

- Develop outline and pitch **article** to leading online news agencies or hire contractor to write and pitch article to leading online news sources. Coordinate interviews with partners to be interviewed to highlight impact of increasing senior population and expected gaps in care.
  → Resources: Development Team (40 hours) or outside writer.

### Phase 1 Budget

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<thead>
<tr>
<th>Item</th>
<th>Cost</th>
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<td>Social Media Boosting</td>
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<tr>
<td>Graphic Design</td>
<td>$850</td>
</tr>
<tr>
<td>PR Promotion (Newswire)</td>
<td>$720</td>
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<tr>
<td>Textedly</td>
<td>$82</td>
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<tr>
<td>Development Staff + 5% Buffer</td>
<td>$14,440</td>
</tr>
<tr>
<td><strong>Phase 1 Total</strong></td>
<td><strong>$16,292</strong></td>
</tr>
</tbody>
</table>
Phase 2: December 2019 – September 2020

Events/Activities:

- **Seniors Forum:**
  - Focus: Highlight issues and present solutions in 4 areas: isolation, health/well-being, impact on families (respite, productivity), community
  - Identify and secure speakers from out of county to address each of these issues and present information and solutions
    → **Resources:** CEO & Development Team (60 hours, *Board of Directors* and partner organizations)
  - Obtain venue, event logistics, coordination and promotion
    → **Resources:** Development Team (216 hours: 18 hours per week for 12 weeks)
  - **TV ad** highlighting key messaging points above. Video creation.
    → **Resources:** Development Team (24 hours)
  - **Radio ads**
    → **Resources:** Ad Cost, Development Team (8 hours)
  - Monthly **emails and texts** with advocacy call to action. Utilize online advocacy and texting services.
    → **Resources:** Development Team (72 hours/ 8 hours per month), Textedly
  - Distribute at least **four press releases** through Newswire:
    1) Senior Forum
    2) CB programs respond to the most critical nutritional, social and physical needs that seniors face
    3) Ability of senior population to access mental health services
    4) Housing costs and homelessness among seniors
    → **Resources:** Development Team (16 hours), Newswire

- **Bi-Weekly social media posting/boosting**
  → **Resources:** Development Team (27 hours or 3 hours per month)
  → **Community Bridges Board Members:** Share posts

### Phase 2 Budget

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<th>Item</th>
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<td>TV ad airtime (9 months = 32 spots per month)</td>
<td>$4,050</td>
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<tr>
<td>Radio Ads (2 months – estimate)</td>
<td>$1,500</td>
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<tr>
<td>Textedly</td>
<td>$370</td>
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<tr>
<td>Social Media Boosting</td>
<td>$500</td>
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<tr>
<td>Video</td>
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<tr>
<td>Description</td>
<td>Cost</td>
</tr>
<tr>
<td>-----------------------------------------------------------</td>
<td>-------</td>
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<tr>
<td>Speaker Fees</td>
<td>$8,000</td>
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<tr>
<td>Forum: Venue, Food, printing</td>
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<tr>
<td>PR Promotion (Newswire)</td>
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<td>CEO &amp; Development Staff + 5% buffer</td>
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<td><strong>Total</strong></td>
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<tr>
<td>Seniors Council</td>
<td>AAA Advisory Council Meeting</td>
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<tr>
<td>Seniors Council</td>
<td>Board Meeting*</td>
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<td>Seniors Council</td>
<td>Senior Service Providers Meeting</td>
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<td>Seniors Council</td>
<td>Advocacy Committee</td>
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<td>Seniors Commission</td>
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<tr>
<td>Regional Transportation Commission</td>
<td>Elderly and Disabled Transportation Committee</td>
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<td>Commission on Disabilities</td>
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<td>Board of Supervisors Meetings</td>
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*The same agenda topics are covered at the Advisory Council Meeting and Board Meetings. The official role of the Advisory Council is to pass along recommendations to the board.*
Attachment B – Senior Funding

Funding for Community Bridges Senior Programs
Year Over Year Changes

<table>
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<tr>
<th></th>
<th>19/20</th>
<th>18/19</th>
<th>17/18</th>
<th>16/17</th>
<th>15/16</th>
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<td>Total State+Fed</td>
<td>2,581,997</td>
<td>2,009,175</td>
<td>1,582,420</td>
<td>1,574,717</td>
<td>1,495,862</td>
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<tr>
<td>Year Over Year State+Fed</td>
<td>29%</td>
<td>27%</td>
<td>0%</td>
<td>5%</td>
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<tr>
<td>Total Local + County</td>
<td>1,562,819</td>
<td>1,623,975</td>
<td>1,473,973</td>
<td>747,803</td>
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<td>Year Over Year Local+County</td>
<td>-4%</td>
<td>10%</td>
<td>97%</td>
<td>-1%</td>
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<tr>
<td>Total Donations+Foundations</td>
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<td>399,873</td>
<td>454,726</td>
<td>487,122</td>
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<tr>
<td>Year Over Year Donations+Foundations</td>
<td>-4%</td>
<td>-12%</td>
<td>-7%</td>
<td>31%</td>
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Community Bridges
2019 Employee Survey
Comparative Analysis

Answered: 80
Skipped 22
Q2. Compared to similar non-profit positions across the County of Santa Cruz, Community Bridges offers a comprehensive benefits package.

Answered: 101
Skipped 1

Q3. My pay is competitive with a similar position in another nonprofit in Santa Cruz County.

Answered: 101
Skipped 1
Q4 a) I am fairly compensated based on **Experience**

- Agree: 52%
- Neither: 16%
- Disagree: 32%

Q4 b) I am fairly compensated based on **Skill Level**

- Agree: 48%
- Neither: 14%
- Disagree: 38%

Q4 c) I am fairly compensated based on **Education**

- Agree: 50%
- Neither: 19%
- Disagree: 31%

Answered: 101
Skipped 1
Q4 d) I am fairly compensated based on Licensing

- Agree: 44%
- Neither: 41%
- Disagree: 15%

Q4 e) I am fairly compensated based on Technical Knowledge

- Agree: 56%
- Neither: 23%
- Disagree: 21%

Q4 f) I am fairly compensated based on Seniority

- Agree: 49%
- Neither: 21%
- Disagree: 30%

Answered: 101
Skipped 1
Q5. Our HR policies and procedures make sense.

- Agree: 68%
- Neither: 25%
- Disagree: 7%

Answered: 101
Skipped 1

Q6. In the last year, I have referred one or more participants to another CB program.

- Agree: 74%
- Neither: 14%
- Disagree: 12%

Answered: 100
Skipped 2
Q7. Everyone at my program site contributes to team success.

Answered: 100
Skipped 2

Q8. I understand how political advocacy impacts my program's financial health

Answered: 100
Skipped 2
Q9. Advocating for my program with local, state and federal agencies is part of my job.

Answered: 100
Skipped 2

Q10. I understand how my program's finances work and how this impacts my position.

Answered: 100
Skipped 2
Q11. I have enough knowledge about other Community Bridges programs to comfortably refer clients.

Answered: 100
Skipped 2

Q12. My supervisor keeps me well informed and communicates regularly.

Answered: 100
Skipped 2
Q13. Community Bridges leadership shares relevant information with employees.

Answered: 100
Skipped 2

Community Bridges' leadership consistently communicates decisions that affect employees.
Q14. I would recommend Community Bridges as a great place to work*

Answered: 14
Skipped: 88

In error this question was left as optional, hence the sample size is not representative and results are skewed.

Q15. Community Bridges has a good work culture.

Answered: 100
Skipped 2
Q16. Employees are treated fairly.

Answered: 100
Skipped 2

Q17. I have received or am receiving adequate training to perform my job well. Q17.

Answered: 99
Skipped 3
Q18. I am given opportunities to improve my skills in my organization.

Answered: 99
Skipped 3

Q19. The agency training opportunities are relevant to me.

Answered: 99
Skipped 3
Answered: 14
Skipped: 88

In error this question was left as optional, hence the sample size is not representative and results are skewed.

Answered: 14
Skipped: 88

In error this question was left as optional, hence the sample size is not representative and results are skewed.
Q22. I know what is expected of me at work.

- Agree: 96%
- Neither: 2%
- Disagree: 2%

Answered: 99
Skipped: 3

Q23. I look forward to coming to work in the morning.

- Agree: 71%
- Neither: 23%
- Disagree: 6%

Answered: 98
Skipped: 4
Q24. I am satisfied with my current job.

Answered: 98
Skipped 4

Q25. I am motivated to go above and beyond what is expected of me.

Answered: 98
Skipped 4
Q26. I plan to continue working at Community Bridges for the foreseeable future.

Answered: 98
Skipped 4

Q27. My workload is manageable.

Answered: 98
Skipped 4
Q28. I feel that Community Bridges is heading in the right direction.

Answered: 98
Skipped 4

Q29. I am confident in my program's leadership.
Q30. Community Bridges leadership balances organizational, participant, and employee needs when making decisions.

Answered: 98
Skipped 4

In error this question was left as optional, hence the sample size is not representative and results are skewed.

Q31. I am receiving an annual performance evaluation.

Answered: 16
Skipped: 86

In error this question was left as optional, hence the sample size is not representative and results are skewed.
Q32. My supervisor provides ongoing and timely feedback concerning my performance.

- Agree: 57%
- Neither: 20%
- Disagree: 23%

Answered: 98
Skipped 4

Q33. My supervisor acknowledges me for the positive things I do.

- Agree: 66%
- Neither: 18%
- Disagree: 16%

Answered: 98
Skipped 4
Q34. Rate how Community Bridges is doing in demonstrating the CB agency values.

Answered: 98
Skipped 4
Q35. I feel my work is important to accomplishing the agency mission.

Answered: 98
Skipped 4

Q36. I am inspired to work to my fullest potential.

Answered: 98
Skipped 4
Q41. Please rate the following in your order of importance (1 being the most important and 12 being the least important).

Answered: 91
Skipped 11
Q42. Please rate in order of importance what is most important to you in a job (1 being the most important and 8 being the least important).*

2016-2018 the question was worded differently:
Please rate in order of importance the things that might attract you to other employment opportunities (1 being the most important and 8 being the least important).

Answered: 91
Skipped 11
### Development Progress Report

**Fiscal Year 2018-19**

6/30/2019 Final Report

#### Revenue from Individuals & Businesses: donations, auctions, sponsorships, tickets. (Excludes unfulfilled pledges.)

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>July</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Current Year 18/19</td>
<td>$90,605</td>
<td>$43,432</td>
<td>$21,982</td>
<td>$27,294</td>
<td>$73,360</td>
<td>$123,678</td>
<td>$12,573</td>
<td>$31,486</td>
<td>$96,191</td>
<td>$68,200</td>
<td>$28,097</td>
<td>$18,814</td>
<td>$635,712</td>
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<tr>
<td>Previous Year 17/18</td>
<td>$76,795</td>
<td>$41,825</td>
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<td>$32,874</td>
<td>$75,415</td>
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<td>$46,433</td>
<td>$43,568</td>
<td>$37,199</td>
<td>$54,823</td>
<td>$31,484</td>
<td>$49,677</td>
<td>$635,394</td>
</tr>
</tbody>
</table>

**Cumulative difference 6/30/18 to 6/30/19**

$318  0.05% change

---

A. **Cumulative YTD Donations vs Prior Year** - See Campaign & Appeal Summary

- 18/19 Cumulative Revenue $635,712
- Prior Year Cumulative YTD $635,394
- Excess of Prior Year YTD $318  0.05% Growth over prior year

B. **Cumulative YTD Donations vs Budgeted Goal** - See Campaign & Appeal Summary

- 18/19 Donation Revenue YTD $635,712
- Donation Revenue Goal $550,464
- Excess of Budgeted Rev $85,248  15% Growth over annual budget

C. **Active Grant Applications vs Prior Year** - See Grant Status Report

- 18/19 Grant Awards YTD $1,803,740
- Prior Year Awarded $1,129,192
- 18/19 New Funds $731,166  60% Growth over prior year

D. **Campaigns & Appeals in Progress** - See Campaign & Appeal Summary

- MOW Close the Gap campaign raised $14,000 from 50 donors (10 new.)
- FRC Postcard mailer in progress: 3,000 for each site with $1,000 goal.
- LOCR Futsal crowdfunding campaign in progress with $8,300 goal.

E. **Upcoming Fundraiser Events** - Not yet shown in Campaign & Appeals

- Farm to Fork 2019: Aug 3 at La Selva Beach Clubhouse $40K net goal.
**Grant Status Report**  
**Fiscal Year 2018-19 through June 30, 2019**  
18/19 Grant Revenue Goal: $1,053,074

<table>
<thead>
<tr>
<th>Awarded Grant Applications</th>
<th>FY 19/20</th>
<th>FY 18/19</th>
<th>FY 17/18</th>
</tr>
</thead>
<tbody>
<tr>
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<td>$45,000</td>
<td>$45,000</td>
<td>$60,000</td>
</tr>
<tr>
<td>Monterey Peninsula Foundation (Lift Line)</td>
<td>$40,000</td>
<td>$40,000</td>
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<td>$12,500</td>
<td>$12,500</td>
<td></td>
</tr>
<tr>
<td>California Department of Aging, CBAS (ELD)</td>
<td>n/a</td>
<td>$98,215</td>
<td></td>
</tr>
<tr>
<td>Rockefeller Foundation for Listen for Good (FRC) multi-year</td>
<td>tbd</td>
<td>$15,000</td>
<td>$30,000</td>
</tr>
<tr>
<td>Subaru Share the Love (MOW)</td>
<td>tbd</td>
<td>$9,611</td>
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<td>tbd</td>
<td>$7,500</td>
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<td>tbd</td>
<td>$5,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Nicholson Foundation (NVCR)</td>
<td>tbd</td>
<td>$5,000</td>
<td>$0</td>
</tr>
<tr>
<td>Save the Redwoods (NVRC)</td>
<td>tbd</td>
<td>$5,000</td>
<td></td>
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<tr>
<td>AT&amp;T Foundation (MCR)</td>
<td>tbd</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Alliance Technical Assistance (ELD) one-time only</td>
<td>$0</td>
<td></td>
<td>$15,700</td>
</tr>
<tr>
<td>California Air Resources Board CARB (LL) one-time only</td>
<td>$0</td>
<td>$229,647</td>
<td>$38,572</td>
</tr>
<tr>
<td><strong>Total Awarded</strong></td>
<td><strong>$1,610,129</strong></td>
<td><strong>$1,803,740</strong></td>
<td><strong>$1,129,192</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Pending Grant Applications</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CalTrans 5310 (LL)</td>
<td>$515,100</td>
</tr>
<tr>
<td>Santa Cruz County HAP (FRC)</td>
<td>$150,000</td>
</tr>
<tr>
<td>AHEAD Financial Literacy (FRC)</td>
<td>$50,000</td>
</tr>
<tr>
<td>Dignity Health Foundation (FRC)</td>
<td>$60,000</td>
</tr>
<tr>
<td>Kaiser Foundation for At Risk Youth (FRC)</td>
<td>$35,000</td>
</tr>
<tr>
<td>Packard Foundation- Capacity Building (NVCR)</td>
<td>$12,500</td>
</tr>
<tr>
<td>Newman’s Own (MOW)</td>
<td>$10,000</td>
</tr>
<tr>
<td>California Census Office 2020 (FRC)</td>
<td>TBD</td>
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<tr>
<td>California Emerging Technology Fund (FRC)</td>
<td>TBD</td>
</tr>
<tr>
<td><strong>Total In Process</strong></td>
<td><strong>$2,552,403</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Declined Grant Applications</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult Probation Mental Health (MCR &amp; LOCR)</td>
<td>$198,331</td>
</tr>
<tr>
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<td>$10,000</td>
</tr>
<tr>
<td>US Soccer Foundation (LOCR)</td>
<td>$30,000</td>
</tr>
<tr>
<td><strong>Total Declined</strong></td>
<td><strong>$90,000</strong></td>
</tr>
</tbody>
</table>
Development Progress Report
Fiscal Year 2019-20
August 31, 2019

Individuals & Businesses: donations, auctions, sponsorships, tickets. (Excludes unfulfilled pledges.)

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>July</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Year 19/20</td>
<td>$44,354</td>
<td>$49,211</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>$93,565</td>
</tr>
<tr>
<td>Previous Year 18/19</td>
<td>$90,605</td>
<td>$43,432</td>
<td>$21,982</td>
<td>$27,294</td>
<td>$73,360</td>
<td>$123,678</td>
<td>$12,573</td>
<td>$31,486</td>
<td>$96,191</td>
<td>$68,200</td>
<td>$28,097</td>
<td>$18,814</td>
<td>$635,712</td>
</tr>
</tbody>
</table>

Cumulative difference 8/31/18 to 8/31/19: $-40,472, -30.2% change

A. Cumulative YTD Donations vs Prior Year - See Campaign & Appeal Summary
- 19/20 Cumulative: $93,565
- Prior Cumulative YTD: $134,037
- Change vs. Prior YTD: -$40,472, -30% Growth over prior year

B. Cumulative YTD Donations vs Budgeted Goal - See Campaign & Appeal Summary
- 19/20 Donations YTD: $93,565
- % of Goal to Date: $91,214, 16.7% Portion of year lapsed
- Variance to % of Year: $2,350, 0.4% Excess of goal to date

C. Active Grant Applications vs Prior Year - See Grant Status Report
- 19/20 Grant Awards: $1,900,438
- Prior Year Awarded: $1,803,740
- 19/20 New Funds: $754,961, 5% Growth over prior year

D. Current Campaigns & Appeals - See Campaign & Appeal Summary
- Farm to Fork 2019: Met $40K net goal. Gross increase of $7K, net $2,300.
- FRC Postcard mailer in progress: 3,000 mailed for each site with $1K goal.

E. Upcoming Events & Appeals - Not yet shown in Campaign & Appeals
- CB Calendar (11/15), MOW Mailing (11/15), Giving Tuesday (12/3)
## Grant Status Report  
**Fiscal Year 2019-20**  
**Through Aug 31, 2019**

### Awarded Grant Applications

<table>
<thead>
<tr>
<th>Grant Program</th>
<th>FY 19/20</th>
<th>FY 18/19</th>
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<td>$664,920</td>
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<td>$275,309</td>
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Total Awarded $1,900,438 + $1,803,740 + $1,129,192

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</tr>
<tr>
<td>CaleProcure Census Funding (FRC)</td>
<td>TBD</td>
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<tr>
<td>CFSCC Ventura County Census (FRC)</td>
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</tr>
<tr>
<td>California Emerging Technology Fund (FRC)</td>
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Total In Process $747,600 + incl above + incl above

### Declined Grant Applications

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</table>

Total Declined $140,000 + incl above + incl above
### Campaign & Appeal Summary
Donations, Sponsorships, Events Revenue
FY 2019-20 Progress Report – Aug 31, 2019

<table>
<thead>
<tr>
<th>Programs</th>
<th>19/20 Goal</th>
<th>19/20 YTD</th>
<th>19/20 Goal %</th>
<th>18/19 Final</th>
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</thead>
<tbody>
<tr>
<td>CB General Funds</td>
<td>$140,700</td>
<td>$53,894</td>
<td>38%</td>
<td>$135,032</td>
</tr>
<tr>
<td>Child and Adult Care FP</td>
<td>$3,250</td>
<td>$1,130</td>
<td>35%</td>
<td>$3,732</td>
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<tr>
<td>Child Development Dept</td>
<td>$4,670</td>
<td>$3,512</td>
<td>75%</td>
<td>$6,332</td>
</tr>
<tr>
<td>Elderday</td>
<td>$6,250</td>
<td>$1,338</td>
<td>21%</td>
<td>$7,240</td>
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<td>La Manzana</td>
<td>$2,670</td>
<td>$1,257</td>
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<td>$9,000</td>
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<tr>
<td>Lift Line</td>
<td>$12,600</td>
<td>$2,659</td>
<td>21%</td>
<td>$6,757</td>
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<td>Live Oak</td>
<td>$32,050</td>
<td>$1,805</td>
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<td>$56,970</td>
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<td>Mountain Community</td>
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<tr>
<td>Meals on Wheels</td>
<td>$262,700</td>
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<td>9%</td>
<td>$315,596</td>
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<td>Nueva Vista</td>
<td>$11,500</td>
<td>$1,170</td>
<td>10%</td>
<td>$15,973</td>
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<tr>
<td>WIC</td>
<td>$2,200</td>
<td>$1,294</td>
<td>59%</td>
<td>$3,664</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$545,790</strong></td>
<td><strong>$93,565</strong></td>
<td><strong>17%</strong></td>
<td><strong>$635,712</strong></td>
</tr>
</tbody>
</table>

### 2019-20 Appeal Results & 2018-19 Comparison

<table>
<thead>
<tr>
<th>Appeals/Campaigns</th>
<th>YTD 19/20 To Date</th>
<th>YTD 18/19 To Date</th>
<th>19/20 $ change</th>
<th>19/20 % change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Report, current year</td>
<td>$3,925</td>
<td>$3,250</td>
<td>$675</td>
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</tr>
<tr>
<td>Donates Monthly</td>
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<td>$1,793</td>
<td>$485</td>
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<tr>
<td>Farm to Fork Gala</td>
<td>$72,580</td>
<td>$62,317</td>
<td>$10,263</td>
<td>16%</td>
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<tr>
<td>Founding 100</td>
<td>$200</td>
<td>$200</td>
<td>$0</td>
<td>0%</td>
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<tr>
<td>General Unsolicited</td>
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<tr>
<td>LOCR Crowdfunding</td>
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<td>$10,520</td>
<td>($9,815)</td>
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<td>MCR Mountain Affair</td>
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<tr>
<td>MOW mailer welcome packet</td>
<td>$1,650</td>
<td>$1,435</td>
<td>$215</td>
<td>15%</td>
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<tr>
<td>MOW meal contribution donation</td>
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<td>$1,018</td>
<td>$109</td>
<td>11%</td>
</tr>
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<td>$4,162</td>
<td>($1,847)</td>
<td>-44%</td>
</tr>
<tr>
<td>Online donation/Internet search</td>
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<td>$624</td>
<td>($250)</td>
<td>-40%</td>
</tr>
<tr>
<td>Outside Fundraisers</td>
<td>$1,394</td>
<td>$1,912</td>
<td>($518)</td>
<td>-27%</td>
</tr>
<tr>
<td>Payroll Deduction - Employee</td>
<td>$324</td>
<td>$324</td>
<td>$0</td>
<td>0%</td>
</tr>
<tr>
<td>Payroll Funds - non-CB</td>
<td>$137</td>
<td>$353</td>
<td>($216)</td>
<td>-61%</td>
</tr>
<tr>
<td>Program Donation Box</td>
<td>$638</td>
<td>$651</td>
<td>($13)</td>
<td>-2%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$93,565</strong></td>
<td><strong>$134,037</strong></td>
<td><strong>-$40,472</strong></td>
<td><strong>-30%</strong></td>
</tr>
</tbody>
</table>

**Board contributions (incl above)**

- $6,195 $3,164 $3,031 49%

**Board solicitations (incl above)**

- $20,905 $9,740 $11,165 53%
## Campaign & Appeal Summary

**Donations, Sponsorships, Events Revenue**  

### Programs

<table>
<thead>
<tr>
<th>Programs</th>
<th>18/19 Goal</th>
<th>18/19 YTD</th>
<th>18/19 Goal %</th>
<th>17/18 Final</th>
</tr>
</thead>
<tbody>
<tr>
<td>CB General Funds</td>
<td>$124,606</td>
<td>$135,032</td>
<td>108%</td>
<td>$136,748</td>
</tr>
<tr>
<td>Child and Adult Care FP</td>
<td>$3,066</td>
<td>$3,732</td>
<td>122%</td>
<td>$3,684</td>
</tr>
<tr>
<td>Child Development Dept</td>
<td>$6,192</td>
<td>$6,332</td>
<td>102%</td>
<td>$6,491</td>
</tr>
<tr>
<td>Elderday</td>
<td>$9,451</td>
<td>$7,240</td>
<td>77%</td>
<td>$9,765</td>
</tr>
<tr>
<td>La Manzana CR</td>
<td>$2,049</td>
<td>$9,000</td>
<td>439%</td>
<td>$1,435</td>
</tr>
<tr>
<td>Lift Line</td>
<td>$16,010</td>
<td>$6,757</td>
<td>42%</td>
<td>$18,351</td>
</tr>
<tr>
<td>Live Oak CR</td>
<td>$27,914</td>
<td>$56,970</td>
<td>204%</td>
<td>$29,091</td>
</tr>
<tr>
<td>Mountain Community</td>
<td>$62,459</td>
<td>$75,417</td>
<td>121%</td>
<td>$68,186</td>
</tr>
<tr>
<td>Meals on Wheels</td>
<td>$285,098</td>
<td>$315,596</td>
<td>111%</td>
<td>$346,729</td>
</tr>
<tr>
<td>Nueva Vista CR</td>
<td>$12,447</td>
<td>$15,973</td>
<td>128%</td>
<td>$13,307</td>
</tr>
<tr>
<td>WIC</td>
<td>$1,172</td>
<td>$3,664</td>
<td>313%</td>
<td>$1,607</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$550,464</strong></td>
<td><strong>$635,712</strong></td>
<td><strong>115%</strong></td>
<td><strong>$635,394</strong></td>
</tr>
</tbody>
</table>

### 2018-19 Appeal Results & 2017-18 Comparison

#### Appeals/Campaigns

<table>
<thead>
<tr>
<th>Appeals/Campaigns</th>
<th>YTD 18/19 To Date</th>
<th>YTD 17/18 To Date</th>
<th>18/19 $ change</th>
<th>18/19 % change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Report, current year</td>
<td>$7,100</td>
<td>$1,705</td>
<td>$5,395</td>
<td>316%</td>
</tr>
<tr>
<td>Annual Report, prior year</td>
<td>$4,200</td>
<td>$6,595</td>
<td>($2,395)</td>
<td>-36%</td>
</tr>
<tr>
<td>Bequests</td>
<td>$15,635</td>
<td>$5,350</td>
<td>$10,285</td>
<td>0%</td>
</tr>
<tr>
<td>CACFP Flowergrams</td>
<td>$703</td>
<td>$573</td>
<td>$130</td>
<td>100%</td>
</tr>
<tr>
<td>Calendar appeal</td>
<td>$37,092</td>
<td>$33,747</td>
<td>$3,345</td>
<td>10%</td>
</tr>
<tr>
<td>Calendar Sponsor</td>
<td>$3,500</td>
<td>$6,500</td>
<td>($3,000)</td>
<td>-46%</td>
</tr>
<tr>
<td>Donates Monthly</td>
<td>$13,226</td>
<td>$10,805</td>
<td>$2,421</td>
<td>22%</td>
</tr>
<tr>
<td>Farm to Fork Gala</td>
<td>$62,667</td>
<td>$60,159</td>
<td>$2,508</td>
<td>4%</td>
</tr>
<tr>
<td>Founding 100</td>
<td>$1,150</td>
<td>$1,293</td>
<td>($143)</td>
<td>-11%</td>
</tr>
<tr>
<td>General Unsolicited</td>
<td>$134,163</td>
<td>$142,377</td>
<td>($8,214)</td>
<td>-6%</td>
</tr>
<tr>
<td>Giving Tuesday</td>
<td>$23,385</td>
<td>$16,225</td>
<td>$7,160</td>
<td>44%</td>
</tr>
<tr>
<td>Honor/Memorial</td>
<td>$3,890</td>
<td>$2,160</td>
<td>$1,730</td>
<td>80%</td>
</tr>
<tr>
<td>LL Van Sponsorship</td>
<td>$2,760</td>
<td>$12,010</td>
<td>($9,250)</td>
<td>-77%</td>
</tr>
<tr>
<td>LOCR Tutoring</td>
<td>$10,520</td>
<td>n/a</td>
<td>$10,520</td>
<td>100%</td>
</tr>
<tr>
<td>MCR Mountain Affair</td>
<td>$23,792</td>
<td>$23,618</td>
<td>$174</td>
<td>1%</td>
</tr>
<tr>
<td>MCR Phone-a-thon</td>
<td>$18,664</td>
<td>$20,712</td>
<td>($2,048)</td>
<td>-10%</td>
</tr>
<tr>
<td>MOW Coin Drive</td>
<td>$4,118</td>
<td>$3,439</td>
<td>$679</td>
<td>20%</td>
</tr>
<tr>
<td>MOW Close the Gap appeal</td>
<td>$14,036</td>
<td>n/a</td>
<td>$14,036</td>
<td>100%</td>
</tr>
<tr>
<td>MOW Food from the Heart</td>
<td>$56,321</td>
<td>$61,575</td>
<td>($5,254)</td>
<td>-9%</td>
</tr>
<tr>
<td>MOW mailer welcome packet</td>
<td>$8,982</td>
<td>$8,176</td>
<td>$806</td>
<td>10%</td>
</tr>
<tr>
<td>MOW meal contribution donation</td>
<td>$6,854</td>
<td>$5,406</td>
<td>$1,448</td>
<td>27%</td>
</tr>
<tr>
<td>MOW Spring Mailer</td>
<td>$47,528</td>
<td>$45,908</td>
<td>$1,620</td>
<td>4%</td>
</tr>
<tr>
<td>MOW Fall Mailer</td>
<td>$88,676</td>
<td>$102,918</td>
<td>($14,242)</td>
<td>-14%</td>
</tr>
<tr>
<td>NVCR Fall Mailer</td>
<td>$1,957</td>
<td>$2,508</td>
<td>($551)</td>
<td>-22%</td>
</tr>
<tr>
<td>Online donation/Internet search</td>
<td>$17,671</td>
<td>$10,267</td>
<td>$7,404</td>
<td>72%</td>
</tr>
<tr>
<td>Outside Fundraisers</td>
<td>$17,881</td>
<td>$35,457</td>
<td>($17,576)</td>
<td>-50%</td>
</tr>
<tr>
<td>Payroll Deduction - Employee</td>
<td>$7,698</td>
<td>$3,884</td>
<td>$3,814</td>
<td>98%</td>
</tr>
<tr>
<td>Payroll Funds - non-CB</td>
<td>$750</td>
<td>$9,848</td>
<td>($9,098)</td>
<td>-92%</td>
</tr>
<tr>
<td>Program Donation Box</td>
<td>$793</td>
<td>$2,179</td>
<td>($1,386)</td>
<td>-64%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$635,712</strong></td>
<td><strong>$635,394</strong></td>
<td><strong>$318</strong></td>
<td><strong>0%</strong></td>
</tr>
</tbody>
</table>

**Board contributions (incl above)** | $9,024 | $4,835 | $4,189 | 46%  |

**Board solicitations (incl above)** | $10,665 | $10,830 | ($165) | -2%  |
## Farm to Fork Revenues & Expenses

### Event Revenue

<table>
<thead>
<tr>
<th>Activity</th>
<th>Description</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ticket sales</td>
<td>$125/ticket or $1,200 for VIP table of 8</td>
<td>$13,775</td>
<td>$13,400</td>
<td>$15,575</td>
<td>$19,975</td>
</tr>
<tr>
<td>Sponsorships</td>
<td>Sponsorship levels of $1,000-$5,000</td>
<td>$21,500</td>
<td>$21,500</td>
<td>$13,500</td>
<td>$8,000</td>
</tr>
<tr>
<td>Live Auction</td>
<td>12-14 items valued $200-2,000</td>
<td>$10,300</td>
<td>$7,100</td>
<td>$10,500</td>
<td>$13,600</td>
</tr>
<tr>
<td>Fund-a-need auction</td>
<td>50-80 pledges of $50 to $1,000</td>
<td>$20,950</td>
<td>$15,402</td>
<td>$18,725</td>
<td>$12,550</td>
</tr>
<tr>
<td>Table donation cards</td>
<td>Donations other than Fund-a-Need</td>
<td>$325</td>
<td>$565</td>
<td>$660</td>
<td>$575</td>
</tr>
<tr>
<td>Silent/Raffle/Trivia</td>
<td>Revenues generated during reception</td>
<td>$140</td>
<td>$400</td>
<td>$625</td>
<td>$453</td>
</tr>
<tr>
<td>Flower bouquets</td>
<td>40 bouquets available for $20</td>
<td>$410</td>
<td>$200</td>
<td>$220</td>
<td>$0</td>
</tr>
<tr>
<td>Alcohol donations</td>
<td>$5 suggested donation</td>
<td>$575</td>
<td>$475</td>
<td>$1,024</td>
<td>$1,247</td>
</tr>
<tr>
<td>Pre/Post Event donations</td>
<td>From donors who did not attend</td>
<td>$2,850</td>
<td>$5,000</td>
<td>$2,280</td>
<td>$750</td>
</tr>
<tr>
<td>Unrealized pledges</td>
<td>Auction bids, tickets &amp; pledges</td>
<td>($200)</td>
<td>($580)</td>
<td>($1,750)</td>
<td>($1,350)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>$70,625</td>
<td>$63,462</td>
<td>$61,359</td>
<td>$55,800</td>
</tr>
</tbody>
</table>

### Event Budget

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>2019</th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rented Equipment</td>
<td>lights, tent, heaters, tables, chairs</td>
<td>$2,184</td>
<td>$7,332</td>
<td>$3,975</td>
<td>$4,109</td>
</tr>
<tr>
<td>Purchased Supplies</td>
<td>dishes, linens, utensils</td>
<td>$2,053</td>
<td>$518</td>
<td>$874</td>
<td>$7,220</td>
</tr>
<tr>
<td>Venue</td>
<td>park, hall, electrical</td>
<td>$1,350</td>
<td>$1,650</td>
<td>$1,650</td>
<td>$1,600</td>
</tr>
<tr>
<td>Licenses</td>
<td>two ABC alcohol licenses</td>
<td>$0</td>
<td>$100</td>
<td>$100</td>
<td>$100</td>
</tr>
<tr>
<td>Staffing</td>
<td>servers, bartenders, auctioneer, etc</td>
<td>$2,415</td>
<td>$2,170</td>
<td>$1,661</td>
<td>$2,775</td>
</tr>
<tr>
<td>Auction</td>
<td>auctions add-ons (cash purse, etc)</td>
<td>$910</td>
<td>$364</td>
<td>$494</td>
<td>$342</td>
</tr>
<tr>
<td>Promotion</td>
<td>posters, banners, ads, photos</td>
<td>$883</td>
<td>$1,013</td>
<td>$729</td>
<td>$742</td>
</tr>
<tr>
<td>Video &amp; Photo</td>
<td>promotional video for CB use</td>
<td>$6,300</td>
<td>$375</td>
<td>$6,375</td>
<td>$3,000</td>
</tr>
<tr>
<td>Printing</td>
<td>invitations, programs, postage</td>
<td>$2,146</td>
<td>$2,100</td>
<td>$3,423</td>
<td>$2,819</td>
</tr>
<tr>
<td>Food/Dessert</td>
<td>chef, food, coffee, dessert</td>
<td>$10,646</td>
<td>$8,552</td>
<td>$11,168</td>
<td>$7,781</td>
</tr>
<tr>
<td>Refreshments</td>
<td>meeting expenses, meals, lodging</td>
<td>$200</td>
<td>$456</td>
<td>$416</td>
<td>$989</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>$29,087</td>
<td>$24,630</td>
<td>$30,864</td>
<td>$31,477</td>
</tr>
</tbody>
</table>

#### Purchases

- Reusable event hosting inventory: ($848) ($98) ($675) ($5,825)

#### Allocated to Programs

- Net Revenue: $41,538 $38,832 $30,495 $24,323
- Net Unrestricted Revenue: -$23,950 -$15,402 -$18,980 -$13,900
- Expenses to Revenue: Net Profit Ratio 59% 61% 50% 44%

### Event Sponsors

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sutter Maternity</td>
<td>$5,000</td>
<td>$5,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Driscoll's</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td>CalGiant Berry</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$2,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>System Studies</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$2,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>Aegis</td>
<td></td>
<td></td>
<td>$2,500</td>
<td></td>
</tr>
<tr>
<td>Granite</td>
<td>$1,500</td>
<td>$1,500</td>
<td>$1,500</td>
<td></td>
</tr>
<tr>
<td>LPL Financial</td>
<td></td>
<td>$1,000</td>
<td>$1,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>Langlois</td>
<td></td>
<td>$1,000</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Mazry</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Bontadelli</td>
<td>$1,000</td>
<td>$1,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Leaf</td>
<td>$1,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nordic Naturals</td>
<td>$0</td>
<td>$1,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SC County Bank</td>
<td>$0</td>
<td>$2,000</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td>SC Community Credit Union</td>
<td>$1,000</td>
<td>$1,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bay Federal</td>
<td>$0</td>
<td></td>
<td>$1,000</td>
<td></td>
</tr>
<tr>
<td>Alese Greene</td>
<td>$1,000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sponsorship Total</strong></td>
<td>$21,500</td>
<td>$21,500</td>
<td>$13,500</td>
<td>$8,000</td>
</tr>
<tr>
<td>ADMIN</td>
<td>DEVC</td>
<td>CACFP</td>
<td>LOCRR</td>
<td>WIC</td>
</tr>
<tr>
<td>-------</td>
<td>------</td>
<td>-------</td>
<td>-------</td>
<td>-----</td>
</tr>
<tr>
<td>4001 Contributions from Individuals</td>
<td>74,700</td>
<td>4,433</td>
<td>29,500</td>
<td>2,200</td>
</tr>
<tr>
<td>4002 Contributions from Business</td>
<td>20,000</td>
<td>1,500</td>
<td>2,000</td>
<td>50,000</td>
</tr>
<tr>
<td>4003 Contributions from Other Fdns</td>
<td>15,000</td>
<td>45,000</td>
<td>8,000</td>
<td>6,625</td>
</tr>
<tr>
<td>4200 Special Events</td>
<td>46,000</td>
<td>53,000</td>
<td>42,000</td>
<td>141,000</td>
</tr>
<tr>
<td>4300 Legacies &amp; Bequests</td>
<td>10,206</td>
<td>1,205</td>
<td>11,411</td>
<td>11,197</td>
</tr>
<tr>
<td>4700 United Way Allocations</td>
<td>21,500</td>
<td>21,500</td>
<td>0</td>
<td>738.93%</td>
</tr>
<tr>
<td>5000 Gov Agencies-Other</td>
<td>15,000</td>
<td>60,000</td>
<td>163,000</td>
<td>415,000</td>
</tr>
<tr>
<td>5501 County of SC-HRA</td>
<td>15,000</td>
<td>60,000</td>
<td>163,000</td>
<td>15,000</td>
</tr>
<tr>
<td>5503 City of Santa Cruz SSP</td>
<td>5,346</td>
<td>30,600</td>
<td>61,724</td>
<td>944</td>
</tr>
<tr>
<td>5503 City of Santa Cruz CDBG</td>
<td>10,000</td>
<td>739,977</td>
<td>739,977</td>
<td>695,074</td>
</tr>
<tr>
<td>5504 City of Scotts Valley</td>
<td>3,316</td>
<td>6,509</td>
<td>892</td>
<td>10,717</td>
</tr>
<tr>
<td>5505 City of Watsonville</td>
<td>3,500</td>
<td>5,000</td>
<td>8,500</td>
<td>16,500</td>
</tr>
<tr>
<td>5600 State Government</td>
<td>2,000</td>
<td>2,000</td>
<td>385,423</td>
<td>368,574</td>
</tr>
<tr>
<td>5700 Federal Government</td>
<td>3,899,345</td>
<td>15,039</td>
<td>6,590,335</td>
<td>66,332</td>
</tr>
<tr>
<td>6200 Program Service Fees</td>
<td>1,871,337</td>
<td>49,528</td>
<td>43,119</td>
<td>117,061</td>
</tr>
<tr>
<td>6500 Investment Income</td>
<td>4</td>
<td>4,369</td>
<td>33</td>
<td>4,406</td>
</tr>
<tr>
<td>6900 Miscellaneous Revenue</td>
<td>9,811</td>
<td>22,741</td>
<td>1,800</td>
<td>28,585</td>
</tr>
<tr>
<td>6900 Transfer from Reserves</td>
<td>6,166</td>
<td>6,166</td>
<td>77,312</td>
<td>77,312</td>
</tr>
<tr>
<td>Community Foundation of SC</td>
<td>6,250</td>
<td>6,250</td>
<td>15,000</td>
<td>6,250</td>
</tr>
<tr>
<td>First 5 Santa Cruz County</td>
<td>210,808</td>
<td>57,709</td>
<td>268,517</td>
<td>244,750</td>
</tr>
<tr>
<td>TOTAL REVENUE:</td>
<td>1,896,148</td>
<td>185,700</td>
<td>3,926,778</td>
<td>287,535</td>
</tr>
<tr>
<td>ADMIN</td>
<td>DEV.</td>
<td>CACFP</td>
<td>LOCRC</td>
<td>WIC</td>
</tr>
<tr>
<td>-------</td>
<td>------</td>
<td>-------</td>
<td>-------</td>
<td>-----</td>
</tr>
<tr>
<td>7000</td>
<td>1,245,475</td>
<td>36,974</td>
<td>244,548</td>
<td>130,721</td>
</tr>
<tr>
<td>7100</td>
<td>104,502</td>
<td>34,737</td>
<td>15,840</td>
<td>153,299</td>
</tr>
<tr>
<td>7100</td>
<td>9,456</td>
<td>370</td>
<td>891</td>
<td>13,589</td>
</tr>
<tr>
<td>7200</td>
<td>110,922</td>
<td>3,293</td>
<td>23,777</td>
<td>11,765</td>
</tr>
</tbody>
</table>

**TOTAL SALARIES/BENEFITS:** 1,470,355 | 40,637 | 305,121 | 159,217 | 1,647,475 | 359,380 | 1,263,132 | 797,151 | 272,032 | 1,521,143 | 891,824 | 8,950,104 | 8,747,128 | 2.32% |

### SERVICES/SUPPLIES

| 8000 Professional Fees: Audit | 38,325 | | 1,840 | 40,165 | 37,800 | 3.58% |
| 8010 Indep. Prof. Consultants | 166,177 | 39,960 | 16,943 | 34,515 | 125,280 | 943,878 | 995,061 | -5.14% |
| 8100 Supplies | 48,245 | 50,883 | 6,000 | 8,076 | 23,930 | 10,888 | 14,058 | 546,986 | 22,048 | 14,660 | 64,532 | 733,034 | 729,279 | 0.51% |
| 8200 Telephone/Communications | 9,610 | 720 | 2,370 | 8,668 | 32,565 | 8,486 | 17,223 | 43,595 | 14,660 | 64,532 | 733,034 | 729,279 | 0.51% |

**TOTAL SERVICES/SUPPLIES:** 425,793 | 145,063 | 3,621,657 | 128,318 | 3,510,787 | 248,970 | 1,760,294 | 1,147,038 | 307,768 | 138,811 | 781,149 | 1,306,702 | 1,458,427 | 1.36% |

**GRAND TOTAL EXPENSES 19/20:** 1,896,148 | 185,700 | 3,926,778 | 287,535 | 6,594,339 | 608,350 | 3,023,426 | 1,944,189 | 579,800 | 361,448 | 2,302,292 | 2,198,526 | 23,908,531 | 23,504,337 | 1.72%
Community Bridges 19-20 Budget By Program

- ELD: $2,198,526
- ADM: $1,896,148
- DEV: $185,700
- CACFP: $3,926,778
- LOCR: $287,535
- WIC: $2,336,843
- LMCR: $608,350
- LL: $3,023,426
- MOW: $1,944,189
- MCR: $579,800
- NVCR: $361,448
- CDD: $2,302,292
- ELD: $2,198,526
## COMMUNITY BRIDGES

Program Budget Summary

**July 31, 2019**

Projections for Year Ending 6-30-20

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>WIC (Oct-Sept FFY)</td>
<td>194,019</td>
<td>2,336,843</td>
<td>2,393,671</td>
<td>2,393,711</td>
<td>1,200</td>
<td>40</td>
<td>194,053</td>
<td>9.1%</td>
<td>40</td>
<td>0.0%</td>
<td>339,570</td>
</tr>
<tr>
<td>Child Development Div</td>
<td>190,079</td>
<td>2,302,292</td>
<td>2,264,972</td>
<td>2,310,383</td>
<td>200,000</td>
<td>45,411</td>
<td>235,490</td>
<td>10.4%</td>
<td>45,411</td>
<td>2.0%</td>
<td>325,631</td>
</tr>
<tr>
<td>Elderday</td>
<td>52,875</td>
<td>2,198,626</td>
<td>2,189,358</td>
<td>2,191,358</td>
<td>240,000</td>
<td>2,538</td>
<td>55,413</td>
<td>2.6%</td>
<td>2,538</td>
<td>0.1%</td>
<td>318,083</td>
</tr>
<tr>
<td>Meals on Wheels</td>
<td>519,627</td>
<td>1,944,189</td>
<td>1,941,904</td>
<td>1,941,904</td>
<td>360,000</td>
<td>-</td>
<td>519,627</td>
<td>28.2%</td>
<td>-</td>
<td>0.0%</td>
<td>284,012</td>
</tr>
<tr>
<td>Lift Line</td>
<td>(288,557)</td>
<td>3,023,426</td>
<td>2,996,684</td>
<td>3,023,426</td>
<td>180,000</td>
<td>23,761</td>
<td>(264,795)</td>
<td>-10.0%</td>
<td>23,761</td>
<td>0.8%</td>
<td>268,609</td>
</tr>
<tr>
<td>La Manzana Commtty Res</td>
<td>120,889</td>
<td>608,350</td>
<td>601,976</td>
<td>608,000</td>
<td>11,000</td>
<td>6,024</td>
<td>126,913</td>
<td>21.6%</td>
<td>6,024</td>
<td>1.0%</td>
<td>82,807</td>
</tr>
<tr>
<td>Mountain Commtty Res</td>
<td>264,237</td>
<td>579,800</td>
<td>579,200</td>
<td>579,200</td>
<td>49,000</td>
<td>-</td>
<td>264,257</td>
<td>44.7%</td>
<td>-</td>
<td>0.0%</td>
<td>72,541</td>
</tr>
<tr>
<td>Nueva Vista Commtty Res</td>
<td>84,442</td>
<td>361,458</td>
<td>360,989</td>
<td>360,989</td>
<td>12,000</td>
<td>392</td>
<td>84,834</td>
<td>23.8%</td>
<td>392</td>
<td>0.1%</td>
<td>51,006</td>
</tr>
<tr>
<td>Live Oak Commtty Res</td>
<td>125,317</td>
<td>287,535</td>
<td>323,849</td>
<td>326,428</td>
<td>28,000</td>
<td>2,579</td>
<td>127,898</td>
<td>39.5%</td>
<td>2,579</td>
<td>0.8%</td>
<td>47,060</td>
</tr>
<tr>
<td>CACFP (Oct-Sept FFY)</td>
<td>26,787</td>
<td>3,926,778</td>
<td>3,921,774</td>
<td>3,928,727</td>
<td>1,500</td>
<td>6,953</td>
<td>33,740</td>
<td>4.1%</td>
<td>6,953</td>
<td>0.2%</td>
<td>65,119</td>
</tr>
<tr>
<td>Administration</td>
<td>55,259</td>
<td>1,896,148</td>
<td>1,894,359</td>
<td>1,894,955</td>
<td>9,800</td>
<td>636</td>
<td>55,895</td>
<td>3.0%</td>
<td>636</td>
<td>0.0%</td>
<td>9,446</td>
</tr>
<tr>
<td>Philanthropy</td>
<td>54,750</td>
<td>185,700</td>
<td>186,074</td>
<td>185,700</td>
<td>95,000</td>
<td>(374)</td>
<td>54,376</td>
<td>29.2%</td>
<td>(374)</td>
<td>-0.2%</td>
<td>26,321</td>
</tr>
<tr>
<td>TOTAL PROG OPERATIONS</td>
<td>1,389,718</td>
<td>19,661,045</td>
<td>19,656,860</td>
<td>19,744,820</td>
<td>1,187,500</td>
<td>87,980</td>
<td>1,477,678</td>
<td>9.70%</td>
<td>87,980</td>
<td>0.4%</td>
<td>1,870,184</td>
</tr>
<tr>
<td>LOCR-Capital Campaign</td>
<td>453,998</td>
<td>27,240</td>
<td>23,570</td>
<td>27,240</td>
<td>0</td>
<td>3,570</td>
<td>457,668</td>
<td>NA</td>
<td>-</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>CBHQ FY 18/19 Activity</td>
<td>270,000</td>
<td>270,000</td>
<td>-</td>
<td>270,000</td>
<td>0</td>
<td>-</td>
<td>-</td>
<td>NA</td>
<td>-</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>Fixed Assets &amp; Gen't Agy</td>
<td>1,959,000</td>
<td>-</td>
<td>1,959,000</td>
<td>-</td>
<td>0</td>
<td>-</td>
<td>1,959,000</td>
<td>NA</td>
<td>-</td>
<td>0.0%</td>
<td>0</td>
</tr>
<tr>
<td>TOTAL AGENCY</td>
<td>3,802,716</td>
<td>19,678,285</td>
<td>19,950,430</td>
<td>20,042,060</td>
<td>1,187,500</td>
<td>91,630</td>
<td>3,894,346</td>
<td>9.70%</td>
<td>87,960</td>
<td>0.4%</td>
<td>1,870,184</td>
</tr>
</tbody>
</table>

**Note:** NOW = $350,000 of NOW reserve revenue shown on Fixed Assets & General Agency 6/30/18 Fund Balance.

**Fixed Asset purchases and Pass-Through expenses exempt; Admin Program restricted to 5% reserve due to Federal restrictions on indirect expenses.**
Program Budget Summary
July 31, 2019

PROGRAM NAME:

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIC</td>
<td>+Personnel 5K, +Maint, Fees, +Reimbursable Exp</td>
</tr>
<tr>
<td>Child Development Div</td>
<td>-Personnel, 22K is reserve contribution</td>
</tr>
<tr>
<td>Elderday</td>
<td>+8K Personnel, +Maint/Renovation, Decreased CCAH, low July ADA=68.7</td>
</tr>
<tr>
<td>Meals on Wheels</td>
<td>Reduction in rent from Budget, -FEMA $1400, Decrease endowment</td>
</tr>
<tr>
<td>Lift Line</td>
<td>Slight -personnel, no change rev proj</td>
</tr>
<tr>
<td>La Manzana CR</td>
<td>Minimal Change</td>
</tr>
<tr>
<td>MCR</td>
<td>-3.8K Maint, +2.1K Personnel, +Printing</td>
</tr>
<tr>
<td>Nueva Vista CR</td>
<td>Minimal Change</td>
</tr>
<tr>
<td>Live Oak CR</td>
<td>+Rev Comp Literacy Grant 32K, +Personnel</td>
</tr>
<tr>
<td>CACFP</td>
<td>-Personnel, vacancy July</td>
</tr>
<tr>
<td>Administration</td>
<td>Minimal change in Exp, Minimal change net G.A.</td>
</tr>
<tr>
<td>Philanthropy</td>
<td>Temp EE hours, FTF Rev/Exp in August, minimal change</td>
</tr>
<tr>
<td>LOCR-Cap Campaign</td>
<td>Estimating 6% gain for FY 19/20 less expenses, July 31 Balance 457K</td>
</tr>
<tr>
<td>La Manzana Property</td>
<td>July CAM Reconciliation to be calculated</td>
</tr>
<tr>
<td>Fas &amp; Agy Unrestr.</td>
<td>Fiscal Sponsorships, Unallowable exps, Fixed Asset values</td>
</tr>
<tr>
<td>Total Agency</td>
<td>June 30 2019 Ending Balances are estimated</td>
</tr>
</tbody>
</table>
PROGRAM REPORT to BOARD of DIRECTORS

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

Date of Board Meeting: 9/19/18

A. Services: Congregate and Home Delivered Meals

<table>
<thead>
<tr>
<th>Fiscal Calendar</th>
<th>July</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Year</strong></td>
<td>11,794</td>
<td>12,371</td>
<td>11,144</td>
<td>12,684</td>
<td>11,645</td>
<td>11,371</td>
<td>13,361</td>
<td>11,713</td>
<td>11,303</td>
<td>12,645</td>
<td>12,400</td>
<td>10,762</td>
<td>131,419</td>
</tr>
<tr>
<td><strong>Previous Year</strong></td>
<td>11,916</td>
<td>12,655</td>
<td>11,336</td>
<td>12,086</td>
<td>11,661</td>
<td>12,806</td>
<td>12,240</td>
<td>11,390</td>
<td>12,086</td>
<td>12,180</td>
<td>12,641</td>
<td>11,709</td>
<td>144,706</td>
</tr>
</tbody>
</table>

B. 2017-2018 Volunteers Report:

<table>
<thead>
<tr>
<th>Fiscal Calendar (18-19)</th>
<th>July</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>YTD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Duplicated Volunteers</td>
<td>110</td>
<td>110</td>
<td>116</td>
<td>117</td>
<td>213</td>
<td>233</td>
<td>235</td>
<td>238</td>
<td>239</td>
<td>239</td>
<td>241</td>
<td>2,091</td>
<td></td>
</tr>
<tr>
<td>Number of Unduplicated Volunteers</td>
<td>110</td>
<td>0</td>
<td>6</td>
<td>1</td>
<td>96</td>
<td>20</td>
<td>2</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>3</td>
<td>244</td>
</tr>
<tr>
<td>Number of Volunteered Hours</td>
<td>1,229</td>
<td>1,202</td>
<td>1,115</td>
<td>1,247</td>
<td>1,396</td>
<td>1,252</td>
<td>1,376</td>
<td>1,250</td>
<td>1,224</td>
<td>1,241</td>
<td>1,327</td>
<td>1,252</td>
<td>15,111</td>
</tr>
</tbody>
</table>

C. Accomplishments:

**Fiscal Year 2018-2019**

A most significant accomplishment of the funding year 2018-2019 to note is that the state advocacy efforts were extremely successful and helped to achieve a augmentation of $17.6 million in senior nutrition funds. This means an increase in senior funds for our program for fiscal year 2019-2020 of $178,582.

D. Challenges

Beginning the search in earnest for a new shared home for Elderday and Meals on Wheels.
Regional Transportation Commission adopts five measure D funded projects

The Santa Cruz County Regional Transportation Commission adopted a resolution to approve the five-year program of projects for Measure D regional projects, which include Highway 1 auxiliary lanes and bicycle/pedestrian overcrossings. (Dan Coyro — Santa Cruz Sentinel- file)

By ELAINE INGALLS | eingalls@santacruzsentinel.com | Santa Cruz Sentinel
PUBLISHED: June 17, 2019 at 4:00 pm | UPDATED: June 17, 2019 at 4:01 pm

WATSONVILLE— The Santa Cruz County Regional Transportation Commission adopted a resolution to approve the five-year program of regional projects and investments funded by Measure D, following a unanimous vote from the board of directors.

The five regional projects include the Highway 1 corridor, active transportation on the Monterey Bay Sanctuary Scenic Trail Network, the rail corridor, the San Lorenzo Valley/Highway 9 corridor and the Highway 17 Wildlife Crossing, as well as the five-year program of projects for Community Bridges Lift-Line. The commission, during the June 6 meeting, also directed RTC staff to use Measure D funds to leverage grants for these projects. The RTC previously approved five-year plans for Measure D regional projects in June of 2017 and 2018, according to meeting documents.

“The five-year plan does provide opportunity for community members to provide input on near-term planned uses of their tax dollars,” Guy Preston, RTC executive director said in a prepared statement. “Having this input from the community also allows us to provide accountability and transparency when it comes to the expenditure of the funds.”

Measure D is a 30-year, ½-cent local sales tax which went into effect in April 2017. It provides local funds for high-priority projects in the region and helps address local road maintenance.

The RTC also released its Measure D annual report for fiscal years 2016-17 and 2017-18. The report was prepared by the Measure D Taxpayer Oversight Committee and showed that the expenditure of Measure D funds by recipient agencies is in line with the Measure D Ordinance and Expenditure Plan for April 1, 2017 to June 30, 2018. Recipient agencies include Santa Cruz METRO, Santa Cruz County, the cities of Capitola, Santa Cruz, Scotts Valley and Watsonville and Community Bridges Lift Line.

Recipient agencies are required to annually provide an expenditure report and audited financial statements showing how their Measure D funds were spent in the prior fiscal year. The annual report focuses on the financials and findings of the audits, and also includes highlights of countywide projects funded by Measure D.
‘These are our kids’: Hundreds gather to call for the end of detention centers

By: TONY NUNEZ - Updated: 4 days ago
Posted Jul 13, 2019

Watsonville — More than 500 people gathered at Watsonville’s City Plaza for Friday’s Lights for Liberty vigil, a worldwide event planned across five continents hoping to raise awareness of conditions in the immigration detention facilities at the U.S.-Mexico border.

At least 500 people showed for Watsonville’s Lights for Liberty vigil in the City Plaza on Friday. — Tony Nunez/Register-Pajaronian
A who’s who of officials from the local, county and state levels spoke to the hundreds circled around a makeshift altar in the Plaza’s lawn — an acknowledgment of the indigenous people of Watsonville, according to organizers.

Many carried signs reading “immigrants are welcome here,” “build bridges not walls” and “no more lost children” as they followed speakers in cries of “si se puede” and “these are our kids.”

“They are us and we are them,” Watsonville Mayor Francisco Estrada said.

Started by a loose coalition of grassroots activists, Lights for Liberty quickly picked up steam in June and grew into a worldwide call to the U.S. government to close the camps at the country’s southern border.

There were more than 700 registered Lights for Liberty events scheduled across the globe on Friday.
Watsonville's Lights for Liberty event ended with a five-minute candlelit vigil. — Tony Nunez/Register-Pajaronian

The separation of families at the U.S.-Mexico border has for months been a contentious topic as Border Patrol has struggled to deal with the increased numbers of people arriving at the country's southern doorstep. According to Politifact, officials have tallied roughly 539,500 apprehensions in the first eight months of the fiscal year, compared to the 396,600 they made all of last fiscal year.

That increase has led to overcrowding in several detention centers that Department of Homeland Security (DHS) officials called “dangerous” in a July 2 report from an unannounced visit to the Rio Grande Valley in Texas. The report also demanded DHS to take immediate action to alleviate the overcrowding and prolonged detention of children and adults, some of whom had no access to showers, clean clothes and beds.

At least seven children have died in immigration custody over the last year, according to NBC.

A few speakers in Watsonville on Friday also addressed the reported Immigration and Customs Enforcement (ICE) raids set to begin Sunday.

Paulina Moreno of the Community Action Board of Santa Cruz County urged people to talk to organizers after the event to learn their rights if they are ever faced with the possibility of deportation.
“We want to respond with power, not panic,” she said.

Community Bridges CEO Raymon Cancino also reassured the crowd that the organization would continue to serve the immigrant community, which is on high-alert following the reports of ICE raids.

“There’s no doubt that the Trump Administration is stoking fear through hate and racism,” Cancino said, “but what I see here is beauty, love and hope, and that’s a whole lot more powerful.”

Santa Cruz County Superintendent of Schools Faris Sabbah spoke about his family’s migration from Iraq to escape the Iran-Iraq War, and his disappointment that he is seeing the same “atrocities” that happened in his native country happening in the U.S.

“The experience of immigrants is painful enough without separating children from their parents,” Sabbah said. “My grief and rage turns into hope when I see you standing here with us, fighting to end the criminalization of hope, fighting to keep families together.”
Longtime community activist Mas Hashimoto, a Japanese-American interned during World War II, was discouraged by the situation at the border, and said now is the time to change.

“The people who are coming here now, they’re innocent of any wrongdoing,” Hashimoto said. “All laws are not fair, all laws are not just, and we have to change those laws.”

Former Watsonville Mayor Luis Alejo, now a Monterey County Supervisor, and a representative from Congressman Jimmy Panetta’s office also spoke. Assemblyman Robert Rivas made the four-hour drive from Sacramento to lend his voice, too.

“This issue isn’t about being a democrat or a republican,” Rivas said. “It’s about being an American...This isn’t who we are.”

Meanwhile, in Santa Cruz as many as 500 people gathered outside the Courthouse and spilled over into Soquel Avenue waving homemade banners that read, “Homeland Humanity,” “Close the Camps,” “Stop Torturing Refugees,” and “No Kids in Kennels.”

The peaceful gathering drew blares from the horns of passing motorists, thumbs up, waves and hollers.

“I think what the Trump Administration is doing is atrocious, it’s despicable,” said Chris Warner of Santa Cruz. “There’s great energy out here today and I’m glad there are so many people getting the message out. We definitely need more young people out here though.”
Caroline Elam came as Lady Liberty Friday to the Lights for Liberty demonstration Friday evening in front of the Courthouse in Santa Cruz where as many as 500 people gathered.

— Tarmo Hannula/Register-Pajaronian
LA SELVA BEACH — The fourth annual Community Bridges Farm to Fork gala dinner is 5:30-10 p.m. Saturday, Aug. 3, at La Selva Beach Clubhouse (314 Estrella Ave.). Caterers Barbara and Company will prepare the food. Menu highlights: appetizers include spicy chickpea and avocado bites; entrée selections include filet mignon with red wine mushroom sauce; and dessert is an ice cream sundae bar with fresh cookies, candy and toppings. 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 each year through Meals on Wheels, WIC, Elderday Adult Day Health and more. Contact Anna at annav@cbridges.org or 831-688-8840 ext. 205, or visit communitybridges.org/events for tickets or more information.

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. Want local food and wine news as it happens? Follow the Sentinel’s food crew on Twitter (@santacruzfood); on Instagram (@santacruzfood); or on Facebook (Santa Cruz Food).
Community Bridges’ Farm to Fork Gala
Unleash the Power of Community while enjoying local Food, Brews, and Wine

The fourth annual Farm to Fork Gala, benefiting human services nonprofit Community Bridges, will be held August 3 from 5:30 to 10 pm at La Selva Beach Clubhouse.

The public is invited to enjoy a locally sourced, multi-course gourmet dinner, local wines, Discretion Brewing beer, a live band, and a live auction. Come enjoy all of this in the company of others who believe in the value of community. All proceeds from the event will be used to strengthen the lives of the 20,000 children, families, and seniors that Community Bridges serves through its family of 10 programs.

“The Farm to Fork event is not just a fundraiser,” said Raymon Cancino, Chief Executive Officer of Community Bridges. “It provides an opportunity for people from all over the county to come together and share a meal, a drink and be empowered to make a positive impact on the community.”

Raymon noted that Community Bridges has much to celebrate in 2019.

“We launched the first electric transit vehicles in Santa Cruz County into our Lift Line fleet, were recognized as an exceptional Women’s Infants and Children’s (WIC) program by the state of California, served over 100,000 meals to seniors, and were named a Nonprofit of the Year,” he said. “Community Bridges programs are widely recognized as exemplary and this event provides a needed opportunity for the community to invest in our high quality services.”

Tickets and event details, including menu, are available online at www.communitybridges.org/events.

Community Bridges envisions a thriving community where every person has the opportunity to unleash their full potential. Together, our family of programs delivers essential services, provides equitable access to resources, and advocates for health and dignity across every stage of life. To learn more, please visit www.communitybridges.org.
The focus at Nueva Vista is to continue providing much needed youth programs for at-risk youth in 1st-8th grades. The Center is located in the heart of the largely low-income, Latino neighborhood of Beach Flats in Santa Cruz.

**Fall Events:**
- **HOMEWORK CLUB** – provides homework assistance and a safe space for elementary and middle school youth.
- **MOVIES AT THE PARK** – a family friendly event to come together with friends and neighbors to build community.
- **LAS POSADAS** – During the holidays, we will host one night where we come together and build a family friendly event to demonstrate community.

Volunteer opportunities with our youth programs are available. Please call 831-426-2322 or contact Lidia Montesino at Lidia@cbbridges.org.

**INVESTING IN TOMORROW**
Investing in Nueva Vista’s youth programs at the Beach Flats Community Center will help support prevention efforts and foster academic success.

Partner with us and make a difference in your community at: communitybridges.org/donate.

Make checks payable to:
Community Bridges / Nueva Vista
711 East Cliff Dr.
Santa Cruz, CA 95060

For more information on how you can get involved call us at 831-426-2322 or 831-423-5747

facebook.com/nuevavista.cb
County employees follow new Lactation Accommodation Policy

Moms and breastfeeding advocates celebrates Breastfeeding Awareness Month

County employee Deanna Mercado nurses her baby Poppy during her lunch break on Tuesday. (Shmuel Thaler — Santa Cruz Sentinel)

By ELAINE INGALLS | eingalls@santacruzsentinel.com | Santa Cruz Sentinel
PUBLISHED: August 13, 2019 at 3:56 pm | UPDATED: August 13, 2019 at 3:56 pm

SANTA CRUZ — With a new Lactation Accommodation Policy in place, female county employees have the support of their Santa Cruz County Supervisors and coworkers in providing the best nutrition for babies and in continuing to work as new moms.

“Women are an incredibly important part of our workforce,” said 1st District Supervisor John Leopold. The policy “helps them be a great parent… and contribute to the overall health of the community.”
The United States Breastfeeding Committee officially made August Breastfeeding Awareness Month in 2011, according to CBS42.

It's a joyous family life for County Public Health nurse Deanna Mercado, her daughter Poppy, husband Daniel Lutz and son Brooks. Mercado has a designated place to pump/breastfeed at work, thanks to a Lactation Accommodation Policy for county employees. (Shmuel Thaler — Santa Cruz Sentinel)

Mothers and breastfeeding advocates thanked the Board of Supervisors last week for making August Breastfeeding Awareness Month and for implementing a Lactation Accommodation Policy.

While there are lactation laws in place, “having a policy legitimizes the organization’s commitment to its workforce and ensures that all employees are informed of the organization’s support of lactating employees,” said Dana Wagner, chair of the Santa Cruz County Breastfeeding Coalition.

The Board of Supervisors first recognized Breastfeeding Awareness Month about 13 years ago, according to Leopold. The county implemented the policy for county employees in May.

The new policy was created by a collaboration between the Breastfeeding Coalition, County of Santa Cruz Health Services Agency and the Personnel Department, according to a press release.
The policy promotes a breastfeeding-friendly and inclusive work environment and prohibits discrimination, harassment or retaliation against lactating employees. Employees can take breaks for breastfeeding/pumping during their regularly scheduled breaks when possible and can work out longer or more breaks with the employer if needed. The time to travel to space for breastfeeding is not included as part of the break time. An appropriate space for breastfeeding/pumping should be private and able to lock and have an electrical outlet, comfortable seating and in close proximity to a water supply. Restrooms aren't considered appropriate spaces.

Deanna Mercado is one county employee who uses the accommodation policy.

Mercado has a 2-year-old son, Brooks, and a 9-month-old daughter, Poppy. As a county public health nurse, she has two 20-minute breaks when she can pump, along with a lunch break. She has a private room where she and another coworker can pump/breastfeed and a refrigerator where they can store their milk.

The Santa Cruz County building, 701 Ocean St., also has a lactation room on the third floor for county employees to use.

Having the Lactation Accommodation Policy helps change people's attitudes toward working mothers who are breastfeeding, said Mercado.

“I feel like I have my independence and still have my career,” Mercado said.
Being able to pump at work gives Mercado peace of mind and a sense of security that she can provide her child with good nutrition while she is away, Mercado said. She said she feels respect and support from coworkers for breastfeeding/pumping and she isn’t “judged for doing what I have to do.”

“It’s tough enough to go back to work after having a child,” Mercado said. When you have the support and tools… you take away factors that make it hard to come back.”

County Health Officer Gail Newel said the workplace has gotten much better for women who want to continue to breastfeed or pump while at work.

Moms and breastfeeding advocates thanked County Supervisors for recognizing August as Breastfeeding Awareness Month last week. From left: Supervisor Ryan Coonerty, Kathyne Rockwood, Elizabeth Ortega, Angela Chesnut, Ximena Swarts and Kimlin McDaniel-Keith.

(Contributed: Corinne Hyland)

“I’m not going to say it’s easy now, but there have been tremendous improvements and protections,” Newel said. “Respect and support is improving, but there will always be some resistance because it (breastfeeding/pumping) does take time and attention away from work.”

Breastfeeding benefits moms, children and the community, Newel said. Breastfeeding lowers rates of infection in babies, meaning parents miss less work to take their children to the doctor and then less infection is spread throughout the community. Breastfeeding decreases a mother’s risk of breast cancer or gynecological cancer, as well as risk of developing Type 2 Diabetes, she said.

“Healthier families means a healthier community,” Newel said.
Children have multiple benefits from breastfeeding. Babies/children experience fewer respiratory tract infections, gastrointestinal tract infections and are at lower risk for allergies and diabetes, according to a study by the American Academy of Pediatrics. The study also showed that for mothers who do not breastfeed or who stop breastfeeding early, there is an increase in postpartum depression.

Breastfeeding also benefits the economy. If 90% of U.S. mothers breastfed exclusively for six months, $13 billion per year would be saved in health care, according to the study.

August is celebrated across the world as Breastfeeding Awareness Month. This year’s theme of World Breastfeeding Month is Empower Parents, Enable Breastfeeding. The 13th annual Breastfeeding Health Fair and Walk is from 3-6 p.m. Aug. 23 at the Watsonville Plaza. The event will be hosted by Community Bridges’ Women Infants & Children Nutrition Program. It will include family activities, a DJ, community resource booths, healthy snacks, free T-shirts, raffles and more.

Employers interested in implementing the Lactation Accommodation Policy or making the workplace more mother and baby-friendly can contact the county breastfeeding coordinator at familyhealth@santacruzcounty.us.
Letters to the Editor, Aug. 16, 2019

Families grow healthy with WIC

To the Editor,

This is not just WIC’s motto, it is backed by research. Recent studies highlight how participation in the WIC Program is associated with healthier outcomes and cost savings.

The 2009 changes to the WIC Food Package, which added more fruits, vegetables and whole grains and tailored infant formula amounts based on age and need, have resulted in healthier growth trajectories and are associated with improved childhood obesity outcomes at age 4. These findings were consistent in three recent studies, one of over 180,000 children served by WIC in Los Angeles and two others comparing childhood obesity rates nationwide. Not surprisingly, the beneficial health effects were greatest among children who enrolled in WIC at birth.

In addition, a recent study demonstrated that prenatal participation in WIC reduces the risk of adverse health outcomes, including prematurity and results in health care savings. The study found that every $1 spent on WIC resulted in a mean saving of $2.48 in medical, educational and productivity costs. A 10 percent increase in prenatal WIC enrollment would prevent 141 preterm births and achieve additional cost-savings of $6.5 million nationwide. Further savings could be achieved if all eligible women were enrolled in WIC.

WIC offers nutrition education, breastfeeding counseling and support and nutritious foods to prenatal and post-partum women, infants and children up to age 5. Families earning up to 185 percent of the Federal Poverty Level meet WIC income eligibility and those receiving Medi-Cal, TANF and/or Cal-Fresh automatically qualify. For information about WIC and WIC services: 722-7121 or cdph.ca.gov/Programs/CFH/DWICSN/Pages/AboutWIC.aspx.

Join the Community Bridges WIC Program Aug. 23 from 3-6 p.m. at the Watsonville City Plaza for our 13th annual Breastfeeding Health Fair and Walk. Learn more about WIC services and help support our mission to provide every eligible family with the healthiest start in life.

Dana Wagner

Watsonville

Impeachment
Annual Breastfeeding Health Fair and Walk

Friday, August 23 • 3 – 6 p.m. • Watsonville Plaza

The 13th Annual Breastfeeding Health Fair and Walk takes place Friday, Aug. 23 from 3–6 p.m. in the Watsonville Plaza. It is 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. The rally-syle walk down Main Street begins at 5pm.

This event supports the City of Watsonville’s resolution that proclaims August as Breastfeeding Awareness Month. Breastfeeding Awareness is celebrated
throughout California and the nation during the month of August, as part of an effort to highlight the need for support of breastfeeding families in our community.

Breastfeeding is one of the best preventative health measures and provides short and long term health benefits for both mothers and babies.

Despite the fact that most mothers in Santa Cruz County want to breastfeed, many moms don’t meet their breastfeeding goals because of the barriers they face in the community, such as negative experiences in healthcare, their workplaces, and even with their own families.

This is especially true in communities with high levels of poverty and health disparities, such as Watsonville. Compared to other parts of Santa Cruz County, Watsonville has higher levels of obesity, asthma, diabetes, hypertension and heart disease — the very conditions that breastfeeding can help prevent.

Hosted by the Community Bridges Women, Infants & Children (WIC) Nutrition Program. WIC builds support for breastfeeding in our community, and establishes breastfeeding as normal and preferred.

The Walk begins in Watsonville Plaza at the corner of Main Street and East Beach Street.

... 

To learn more, please visit www.communitybridges.org.
United Way accepts nominations to honor heroes | Name dropping

By SANTA CRUZ SENTINEL | August 18, 2019 at 2:30 pm

The United Way of Santa Cruz County will accept nominations for the 2019 Community Assessment Project Community Heroes.

November marks the 25th Community Assessment Project Press Conference & Celebration. The Community Assessment Project (CAP) is a collaboration of the United Way of Santa Cruz County and local leaders in public and private health, education, human service and civic organizations to measure and improve the quality of life in Santa Cruz County, according to a release from the United Way.

One of the most inspiring aspects of the Community Assessment Project is the yearly recognition of local community heroes. Individuals in the community are nominated by their peers for their work and dedication toward community goals that seek to improve the quality of life in the county.

Nominations for the 2019 CAP community heroes will be accepted by the United Way until Sept. 10. Nomination forms and a list of the community goals can be found at unitedwaysc.org.

Farm to Fork Gala

The 4th annual Farm to Fork Gala, benefiting human services nonprofit Community Bridges, was held Aug. 3 at the La Selva Beach Clubhouse.

A crowd of 150 people attended and watched a new video highlighting the work of Community Bridges. The event raised $70,000 to support children, families and seniors across Santa Cruz County. These funds will fuel 10 programs of Community Bridges.

Ray Cancino, CEO of Community Bridges, explained the impact that these funds will have on the people served by Community Bridges programs.

"Donations from our generous crowd of friends will make it possible for us to install a new roof at the Fairgrounds Child Development Center, refresh the paint and repair the carpet at Elderday Adult Day Health Care, strengthen the counseling program, and add additional hours for drop-in crises services, at our four family resource centers." Cancino said in a prepared release. Cancino added that he appreciated all of the donors that gathered together to give back to their community in a truly meaningful way.
Community Bridges Serves Your Neighbors at Every Stage of Life
By Amy Hanley

Community Bridges is one of the largest nonprofit agencies in Santa Cruz County, annually serving 20,000 children, families and seniors across the county from offices located in Watsonville to Boulder Creek, across 20 locations. Our family of ten programs delivers essential services, provides equitable access to resources, and advocates for health and dignity across every stage of life. Community Bridges programs are widely recognized as exemplary in meeting a broad range of needs for some of the most vulnerable residents in our county as well as providing essential support to healthcare enrollment for all residents.

Children: The Women’s, Infants and Children’s (WIC) and Child and Adult Food Care programs provide access to healthy food and nutrition education to over 11,000 pregnant women and child care providers. Our Child Development Division operates six early childhood education centers for low-income families that allow parents to attend work or school knowing that their children are being prepared for future success in school. We also provide private pay opportunities, which allow all income levels to access to our high quality care sites.

Families: Community Bridges’ four Family Resource Centers help families bridge the gap when they face financial, emotional or academic hurdles. Food distribution, parenting classes, tutoring, bilingual counseling, summer activities for youth, and assistance in obtaining health benefits are just a few of the services provided. These community-based centers ensure that people from all walks of life gain greater independence and self-sufficiency.

Seniors: Meals on Wheels, Lift Line and Elderday, an adult health care program, are a collaborative trio that, collectively, serve 2,600 seniors. These programs empower seniors to live with greater independence and dignity by providing access to nutritious food, companionship, stimulating activities, and transportation to health care appointments.

2019 has been a landmark year for Community Bridges as we have seen innovation, growth and recognition on a wide scale. Raymon Cancino, Community Bridges CEO, said, “We launched the first electric mass transit vehicles in Santa Cruz County into our Lift Line fleet setting the pace for others, were recognized as an exceptional WIC program by the state of California, served over 100,000 meals to seniors, and were recognized as the Nonprofit of the Year.”

The support from individuals like you is the backbone of our agency. To provide long term sustainability and investment in our future, we are looking for 100 monthly donors to give $84 a month to help grow our endowment fund. Our endowment fund, which is invested in socially responsible products and is performing at a 7.1% return, increases the support to all 10 Community Bridges programs. The more we grow this fund, the more we are able to use the yearly gains to help support our programs. We hope that this model will one day lead us to reduce our reliance on government funds and help us close the gap between serving the needs of our clients and the growing cost of operations. Please email info@cbridges.org for more information on setting up a monthly donation or to learn more about our programs.

When we work together, anything is possible.

Pajaro Valley Memorial Park
offers:
Preneed and at-need arrangements
A wide selection of burial sites
Contact us at: 831-724-4751
we’re available 24 / 7
Committed to serving families’ cemetery needs for over 60 years.

At Ave Maria Memorial Chapel, we do our utmost to make every service unique.
A personalized service touches families and friends and celebrates a life well lived. We are always inspired by the beautiful examples we have seen and will be happy to share some of them with you.
We’re the only Family Owned Memorial Park in Santa Cruz County.
Families Grow Healthy with WIC

By Dana Wagner, MS RD IBCLC, Assistant Director, Community Bridges WIC Program

This is not just WIC's motto, it is backed by research. Recent studies highlight how participation in the (WIC) Program is associated with healthier outcomes and cost savings.1,2

The 2009 changes to the WIC Food Package, which added more fruits and vegetables and whole grains and tailored infant formula amounts based on age and need, have resulted in healthier growth trajectories and are associated with improved childhood obesity outcomes at age 4. These findings were consistent in two recent studies, one of over 180,000 children served by WIC in Los Angeles2 and the other comparing childhood obesity rates nationwide.1 Not surprisingly, the beneficial health effects were greatest among children who enrolled in WIC at birth.

In addition, a recent study demonstrated that prenatal participation in WIC reduces the risk of adverse health outcomes, including prematurity, and results in health care savings. The study found that every $1 spent on WIC resulted in a mean saving of $2.48 in medical, educational and productivity costs. A 10% increase in prenatal WIC enrollment would prevent 141 preterm births and achieve additional cost-savings of $6.5 million nationwide. Further savings could be achieved if all eligible women were enrolled in WIC.

WIC offers nutrition education, breastfeeding counseling and support and nutritious foods to prenatal and post-partum women, infants and children up to age 5. Families earning up to 185% of the Federal Poverty Level meet WIC income eligibility and those receiving Medi-Cal, TANF and/or CalFresh automatically qualify. WIC education is offered over-the-phone, individually, on-line and in groups, with flexible scheduling to meet the needs of every client. For information about WIC and WIC services: 831-722-7121 or https://www.cdph.ca.gov/Programs/ClFIC.aspx.

Join the Program. 6 Plaza for Health Fair about WIC.

1Daep, Steven L., W. and Wha... Social Supp... Volume 1
2Chapman, Anderson and Wh... 2012.

Get a WEEKLY GUIDE to
What's Up in Santa Cruz
Support for Community Bridges

By See Below on August 25, 2019

**Locals Flood to Fourth Annual Farm to Fork Gala**

The fourth annual Farm to Fork Gala, benefiting human services nonprofit Community Bridges, was held on August 3 at the La Selva Beach Clubhouse. 150 people enjoyed wonderful food catered by Barbara & Company Catering, Discretion Brewing beer and Alfaro Family Wines.

Aaron Groff, KION News Anchor, was the emcee for the evening program and a new video highlighting the work of Community Bridges was released. The event raised $70,000 to support children, families and seniors across Santa Cruz County. These funds will fuel all 10 programs of Community Bridges that support people across every stage of life.

Ray Cancino, CEO of Community Bridges, explained the impact that these funds will have on the people served by Community Bridges programs.

“Donations from our generous crowd of friends will make it possible for us to install a new roof at the Fairgrounds Child...
Development Center, refresh the paint and repair the carpet at Elderday Adult Day Health Care, strengthen the counseling program, and add additional hours for drop-in crises services, at our four family resource centers,” he said.

He expressed his appreciation for all of the donors that gathered together to give back to their community in a truly meaningful way and, Ray notes, “They had a great evening while doing it! Without supporters like you, none of our work is possible.”

The success of this event is due to the kindness and commitment of many organizations and community partners. The Farm to Fork Gala was proudly sponsored by AirTec, Alese Greene, State Farm Insurance, Bontadelli, Inc., CalGiant Berry Farms, Discretion Brewing, Driscoll’s, Granite Construction, New Leaf Community Market, Sutter Maternity & Surgery Center and System Studies. Media sponsors included KION 5/46 and Santa Cruz Sentinel.

Community Bridges envisions a thriving community where every person has the opportunity to unleash their full potential. Together, our family of programs delivers essential services, provides equitable access to resources, and advocates for health and dignity across every stage of life.
Community Bridges purchases property to house Lift Line fleet

WATSONVILLE — Community Bridges, one of the largest nonprofit agencies in Santa Cruz County, has purchased property on Ohlone Parkway in Watsonville to serve as the hub for its Lift Line fleet.

Lift Line provides over 60,000 door-to-door rides a year to seniors and people with disabilities in need of medical transportation throughout the region of Monterey, Santa Clara, Santa Cruz and San Francisco. Lift Line is also the first and only transit organization currently operating electric vehicles (EVs) in Santa Cruz County.

Previously Lift Line was renting property on Ford Street in Watsonville, but the new property will provide a permanent location for Lift Line’s fleet of 17 vehicles.

“Our purchase of the Ohlone Parkway property is exciting for both Community Bridges and the City of Watsonville,” Ray Cancino, Community Bridges CEO, said. “This purchase has ensured permanency to the transportation service and will allow us to continue to provide critically needed free transportation for low-income seniors and people with disabilities. It will also allow us to be more environmentally responsible.”

Community Bridges’ plans for the property include installing publicly available charging stations for EVs and building a solar canopy to power both the building and its vehicles.

“We are in it for the long-term benefit to our community,” Cancino said.

Lift Line plans to move in October 2019 after $300,000 of renovations have been completed.

...
8-week Triple P Group: for families with children 2-12 years old

Monday, Sep 9th, 2019 @ 6:00pm

La Manzana Community Resources, 18 W. Lake Ave, Suite E, Watsonville

This post was contributed by a community member.
Mondays, September 9 – October 28, 6 – 8 pm

Attend this 8-week Triple P Group to meet other families and learn simple strategies to help you: Strengthen relationships in your family; Encourage positive behaviors; Teach your child new skills & behaviors; Handle disruptive or challenging behaviors with greater confidence; Take care of yourself as a parent.

This Triple P Group is FREE and open to the public. Free child care is available with advance registration. Light snacks will be provided for adults and children.

Presented in English by Sandra Rodelo, Community Bridges – La Manzana Community Resources

Location: La Manzana Community Resources, 18 W. Lake Ave, Suite E, Watsonville

To register: Contact Sandra Rodelo at (831) 724-2997 x211 or register online at http://first5scc.org/calendar/parent-trainings
EVENT

8-Week Triple P Group: for Families with Teens

Thursday, Sep 5th, 2019 @ 6:00pm

Mountain Community Resources
6134 Highway 9, Felton, CA 95018

This post was contributed by a community member.
Thursdays, September 5 – 26 & October 24, 2019, 6 – 8 pm

(with 1:1 phone consultations the weeks of October 3 – 17)

Attend this 8-week Triple P Group to meet other families and learn simple strategies to help you: Build a positive relationship with your teen; Understand and recognize everyday influences on your teen’s behaviors; Respond to parenting challenges calmly and consistently; Teach your teen how to solve problems and deal with risky situations; and Become more confident about raising a teenager.

This Triple P Group is free and open to the public. Child care will be provided if requested during registration. Light snacks will be provided for children and adults.

Presented in English by: Cori Burt, Community Bridges – Mountain Community Resources