



COMMUNITY BRIDGES  
PUENTES DE LA COMUNIDAD

# MAKING A DIFFERENCE TOGETHER

November 19, 2019

## UPCOMING EVENTS

December 3, 2019

### Giving Tuesday

Giving Tuesday is a day that encourages people all over the world to do good. Giving Tuesday inspires people to give, collaborate, and celebrate generosity!



#GIVINGTUESDAY 12.3.19

### WE ARE #STRONGERTOGETHER

After Thanksgiving, Black Friday, Shop Local Saturday, and Cyber Monday comes Giving Tuesday. Please support Community Bridges on December 3 by following us on social media, sharing our posts and spreading the word to your friends and colleagues. After all of the excess and commercialism, this day is about sharing, giving back and supporting those in need in our community. Let's come together to make a difference

*"If you want to go fast, go alone, if you want to run far, go together"* – African Proverb

### ANNUAL SENIOR NEEDS ASSESSMENT SURVEY UNDERWAY

The Seniors Council/Area Agency on Aging 2019 Senior Survey is now live. The survey gathers valuable information on the needs of older adults and their caregivers residing within our county. Results from the survey are key in identify existing and potential unmet needs of older adults within the county, the area's existing resources, as well as unmet needs, under-utilized services, and barriers that may prevent access to available services.

Please share the link below with seniors or their caregivers.

[www.surveymonkey.com/r/BLN397R](http://www.surveymonkey.com/r/BLN397R)

### MEALS ON WHEELS AND SANTA CRUZ GIVES!

Meals on Wheels for Santa Cruz County is excited to be selected as a recipient of Santa Cruz Gives! We

are raising funds to provide shelf-stable meals to homeless seniors attending our Louden Nelson dining center for an entire year. These meals cover nutritional needs on weekends, providing meals which they will not receive without your support. We are beyond grateful for the support of our lead donor, Alison Ruday from Canyon View Capital, who provided significant matching grant funds and has gotten us off to a great start.

For more information on this project and to donate please go to:  
[santacruzgives.org/nonprofit/community-bridges](https://santacruzgives.org/nonprofit/community-bridges)

## Client Spotlight

*"[My sister] found a literal life line in her neighborhood non-profit Lift Line... Our family owes our gratitude to Lift Line for being accessible, available and reliable. Without them [my sister] is not able to make necessary doctor's appointments that are required due to her condition."*



## Ray's Corner



### GRATITUDE THROUGH GIVING

Hopefully, you caught my article on the gratitude of giving recently in the Santa Cruz Sentinel and Aptos Times. My goal has always been to make it easy and tangible to understand how to give and how to make your giving reflect the values you hold of highest importance. These next few months are filled with opportunities to invest in local change and no one single day does that more than Giving Tuesday.

Last year, Giving Tuesday raised over 380 million dollars worldwide helping to support families, children and seniors in all our communities. We hope that this coming year you join us by spreading the word about our agency, about the impact your gift has on building a roof for preschoolers at the fairgrounds, supporting seniors who remain homeless and families in need of crisis support. All these things are critically important and all of them could not exist without your support.

As a nonprofit Chief Executive Officer, I have found that people assume that government pays for services for those experiencing poverty. The reality is that while government pays for a portion of nonprofit services, donors fill in the

gaps. While many nonprofits exist only due to the generous support of donors like you who are - *local community members seeking local responses to regional issues.*

It truly is exciting to see how nonprofits can meet that call and come together to provide needed services to address the needs of our community. Services like free counseling without the reimbursement of Medi-Cal, and Adult Day Health Services to seniors and people with medically complex needs when reimbursements only covering 75% of the cost. Donors like you close the gaps in funding and ensure that essential services will be provided to those in our community in need, regardless of local funding changes and in some instances making them 100% community led and funded.

Now more than ever we need supporters to invest in local solutions. This past year across the United States we saw a 2.7% increase in the economy, yet as a sector saw a reduction of 6% less donors and 2% less overall nonprofit donations nationwide according to the 2019 Giving USA report.

So let's come together as a community and show our gratitude through giving.



### **Community Bridges Family of Programs**

Child & Adult Care Food Program | Child Development Division | WIC | La Manzana Community Resources | Live Oak Community Resources | Mountain Community Resources | Nueva Vista Community Resources | Elderday | Lift Line | Meals on Wheels

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Community Bridges is an exempt organization as described in section 501(c)(3) of the Internal Revenue Code; EIN #94-2460211. Donations are tax deductible in excess of the value of any goods or services provided in exchange for your contribution.