

March BOD_Minutes, Reports and News Paper Articles

Tonje Switzer

Thu 3/19/2020 6:42 PM

To: CB Board of Directors

📎 4 attachments (7 MB)

BOD March 2020_Combined Minutes.pdf; BOD March 2020_Closed Session Combined Notes.pdf; BOD March 2020_Combined Reports.pdf; BOD March 2020_News Articles Combined.pdf;

Dear all,

Since we dedicated the full BOD meeting to COVID-19 related closed session items, I wanted to send you the items that are typically available in the agenda packet.

We will vote to approve the minutes during consent agenda in the June BOD meeting. Please let me know if you have any questions.

Best,

Tonje Switzer (pronouns she, her)
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Community Bridges envisions a thriving community where every person has the opportunity to unleash their full potential. Our family of ten programs delivers essential services, provides equitable access to resources, and advocates for health and dignity across every stage of life.





BOARD OF DIRECTORS

Wednesday, February 19, 2020

5:00 PM to 7:30 PM

Sutter/PAMF Education and Support Center, 2200 Soquel Avenue, Santa Cruz

Draft Notes

Members Present: Shannon Brady, Pam Fields, Lee Slaff, Michael Babich, Stephanie Connor Kent, Sara Siegel, Katy King, Martin Bernal, Nicolette Lee (by Zoom)

Staff Present: Ray Cancino (by zoom), Seth McGibben, Anna Vaage, Kirk Ance, Lisa Berkowitz, Lisa Hindman Holbert, Doug Underhill, Julie Gilbertson, Amy Hanley, Roxanne Moore

Notes: Tonje Switzer

4:30 Dinner

5:03 1. CLOSED SESSION

5:28 2. Adjourn Closed Session

5:30 3. Call to Order/Establish Quorum

5:31 4. Agenda Review

Add Resolution # 2020-02-01 to consent agenda.

5:35 7. Announcements/Program Updates (5 min)

Community Champion will last for two weeks this year. 3/16 through 3/20 will be for Rotary members as Michele Bassey reached out to all other Rotary clubs in the county to elicit engagement. The following week, 3/23 through 3/27 will be for elected officials and first responders. Food from the Heart is on 4/13 at the Chaminade. We are looking for captains to sponsor tables, and community members that are likely to donate.

5:40 8. *CONSENT AGENDA – *Action Items* (5 min)

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

9.1 Draft Minutes of the January 15, 2020 Board Meeting*

a. Pam/Nicolette moved to accept the audit of Fiscal Year 2018-2019 audit report. MSP.

b. Stephanie/Amy moved to approve the consent agenda as presented. MSP.

c. Jack/Nicolette moved to approve the resolution to Change of Signatories at Bay Federal Credit Union MOW Account. MSP.

9.2 Draft Notes of the February 12 Development Committee Meeting*

9.3 Draft Minutes of the February 13, 2020 Finance Committee Meeting*

a. Jack/Lee moved to recommend approval of the use of \$152,532 from MCR reserves for completion of the construction necessary to fulfill HEAP funding obligations. MSP.

9.4 Draft Minutes of the February 13, 2020 Governance Committee Meeting*

a. Lee/Jack moved to approve the January 15, 2020 Board minutes as presented. MSP.

b. Pam/Lee moved to approve use of \$152,532 from MCR reserves for completion of the construction necessary to fulfill HEAP funding obligations. MSP.

9.5 Resolution # 2020-02-01, to remove Susan Marinshaw as signer on MOW SC Community Credit Union account.

Pam/Stephanie moved to approve the consent agenda as presented. MSP.

5:45 10. Receive comments from members of the public on “Items not on the Agenda”

None.

5:45 Board Chair Report

a. Board Meeting Format

We are changing the BOD meeting format to spend parts of it as a working meeting so that BOD can weigh in on specific issues as they emerge.

b. Approval of Minutes

100% approval is needed for an electronic vote. It is important to receive drafts early enough to make comments and requests for edits to the Governance Committee Chair. There was discussion surrounding pulling items from consent agenda that require full BOD discussion. Tonje will check in with GC Chair and Vice Chair about the structure of the consent agenda and agenda packet.

c. Engagement Calendars

d. Google Drive

Tonje has created a Google Drive that will be populated with minutes and other BOD items for easy and continual access. There was a brief discussion about potential security issues surrounding closed session items when members leave the Board. Tonje will research solutions further and report back.

5:50 11. CEO Dash Board

The dashboard highlights where we are at in terms of agency goals, and will be edited to include baseline through stretch goals (95%-100%-110%). LL is the only program with a deficit. 5/11 programs have reached annual reserve goal and we are slightly under 50% at the half point of the FY. The dashboard is a snapshot view of what committees work on and how that work is progressing. There was a request to include program details in the fiscal component, and to keep a monthly running tally for comparison. When an item is in the red, it is an invitation to explore how BOD can support moving this goal forward.

5:58 12. Development Report– Anna Vaage

12.1 Development Report

January report shows that 59% of the development goal and 72% of fundraising goal has been met. Grants report has an added 20/21 column to show the grants for which we are applying. This FY we have received 79% more in grant funding than last year. Current fundraising goal is \$545K for 19/20. Amy noted that the draft development department goals have been revised from last year goals in preparation for the 20/21 FY. Some are continuing goals and new ones are marked with a red asterisk. We would like to grow the Development Committee, and strengthen legacy giving through an upcoming event. By building connections we are targeting a 5% increase of monthly donors to 59 per month. We are developing a stewardship program with major donors. A 5% donor retention rate increase goal has been added. Prior average major donor goal of \$2500 was based on larger past gifts and we are changing this to a more realistic target. A donor education event is added to the 20/21 goals. We are benchmarking with outside agencies, and national data is broken up by county. Donations are a small part of a bigger issue and not sufficient to cover growth and funding shortfalls.

6:11 13. Finance Committee Update – Doug Underhill (10 min)

We are reporting halfway through the fiscal year and performance is flat. MOW Lautman fall/winter mailer has been performing well, in line with 17/18 donations, and LMCR received a 20K donation from Caroline's. ELD is continuing to see challenging ADA for January and February. Overall, revenues are exceeding expenses. There was an overall agency gain of \$69K. Some ratios are red due to asset acquisition, however, all are currently moving in the right direction. The preliminary FY 2021 program and agency rollup budget will be presented at the next Finance Committee and BOD meeting.

6:15 14. Break out Discussion Group (60 min)

Divide BOD and staff into two groups and switch groups after 20 minutes. The last 20 minutes are for full group discussion.

- a. *MOW advocacy with supervisors*
Capitola advocacy for senior programs
- b. *FRC advocacy for supervisors*
CDBG advocacy city council.
- c. *Full group discussion*

Report Back:

Group #1 Capitola advocacy for senior programs

The group raised the importance of personal stories as well as involvement in community groups such as Next Door to raise awareness about the issue and elicit involvement in advocacy.

Key messaging

- What would happen with LL and MOW and how would clients be affected?
- Senior population growth and growth of homeless seniors.
 - o Mow prevents homelessness among senior population.

- We cannot abandon seniors.

Actions:

- Participants writing letters.
- BOD members write letter to invite Capitola City Council to Champions Week,

Group #2 - FRC advocacy for supervisors

Informing City staff and Council of the history of the Familia Center – NVCR and the impact it has in the community of the poorest most densely populated neighborhoods in Santa Cruz. CB staff will work with City staff and identify the key issues staff and council members are passionate about to target messaging.

- *Leverage hard to count Census population*
- *Child Care Center next door.*
- *Video for city council meeting to express sentiments of clients.*
- *Letter with outcome data to be filed with city council.*
- *Scheduling off season meetings.*

Matthews is focused on parks and capital improvements, and Meyers on Health in all Policies. CEO noted that City Council meeting is too late, and advocacy needs to happen ahead.

7:30 15. Written Reports

15.1 Development Progress Report for January 2020

15.2 Financial Report from the February 13, 2020 Finance Committee Meeting

15.4 Program Reports from

7:25 16. Newspaper Articles

7:25 16. Items for Next Agenda-----

7:30 17. Adjourn Regular Meeting

Next Meeting:

Wednesday, March 18, 2020, 5:00 PM to 7:30 PM

Location: Sutter/PAMF Education and Support Center, 2200 Soquel Avenue, Santa Cruz

Prepared by Tonje Switzer

Page 4 of 4



Governance Committee Meeting

Thursday March 10, 2020

12:45 pm-1:45 pm

Live Oak Community Resources, Classroom, 1740 17th Ave, Santa Cruz, CA 95062

DRAFT MINUTES

Members Present: Shannon Brady, Lee Slaff, Jack Jacobson (Zoom), Pam Fields (Zoom)

Staff Present: Ray Cancino, Doug Underhill, Seth McGibben (Zoom)

Notes: Tonje Switzer

12:56 1. Meeting to order/Establish Quorum

12:56 2. Agenda Review

– Move approval of minutes to the end of the agenda.

12:56 3. Board Meeting Agenda

There are three options for breakout groups at the upcoming BOD meeting:

a. County Advocacy CORE

It is time to prepare for CORE advocacy and to have initial conversations about what such advocacy will entail.

b. City of Capitola – Seniors Programming

CB programs have traditionally received \$100K from Capitola, but this year they are reevaluating their funding model and we are anticipating cuts.

c. Community Foundation

The Community Foundation is reducing their endowment funds payout rate from 4%-3.75%. They manage \$45K for CB, and this will result in a \$1K reduction in MOW funds.

BOD breakout groups will discuss (a) County Advocacy CORE and (b) City of Capitola Seniors Programming. Community Foundation reduction will be an item on the CEO report.

1:05 4. CACFP Expansion

CEO noted he has actively engaged with Robert Rivas and Jimmy Panetta, requesting support for CDE advocacy to standardize program operating costs and reimbursement rates with vendors. CEO has engaged in dialogue with County Supervisors in Monterey, and will proceed to engage with San Benito County next. A meeting with Bill Monning will be scheduled.

1:10 5. Discussion of potential impacts of Coronavirus

The agency is actively engaged in crisis management for programs. We have a scheduled call today with the health department concerning Elderday closure. There is a \$31K loss in revenue to ELD per week of closure, and the program can only afford a certain number of weeks. There is currently a request to close, and a forced closure from the health department would be preferable, as there would be a potential to apply for emergency funding to offset program losses. ELD is funded on a reimbursement model, and without participants there is no revenue. CCAH is on notice, and we are discussing what would constitute an appropriate closure plan. Current recommendations include not congregating more than 50 people. Twenty-five ELD participants are medically frail and will not do well at home on their own. Currently implemented measures include measuring participant's temperature. COVID-19 Symptoms include runny nose, sore throat, fever and cough. Quest has test-kits available, medical centers are triaging patients in their cars. Wipes, gloves, and masks for participants displaying symptoms are available at all sites. We are expecting more clarity about the unfolding emergency next week. MOW congregate dining sites will start serving lunch in two shifts to minimize congregation. Participants are seniors but not medically complex, and will be sent home if displaying symptoms, possibly using LL taxi script. Health department is less concerned than with ELD. Exposure to staff is a concern. We have gloves and masks at every site, and we will be lenient with staff use of sick-time. Fifty percent of Loudon Nelson dining site participants are experiencing homelessness, exasperating exposure risk. Board Chair noted that the agency can track any additional cost including time allotted for meetings for reimbursement. In-person meetings will be replaced by Zoom. Press releases are forthcoming. MOW Food From the Heart and Community Champions are postponed. This should prompt a donation plea for MOW and all programs. LL are isolating participants with symptoms in single rides, and vehicles are routinely wiped down after each use. Some delays in service delivery is to be expected as we are adding 30 minutes of cleaning to every shift per day. Board Chair noted that Sutter has implemented staff health affidavits to be signed upon staff starting their shifts.

1:27 6. Review and Approval of Minutes

Pam/Lee moved to approve the 2/19/2020 BOD Draft Minutes as presented.

1:27 7. Items for next GC Agenda/BOD Agenda

1:27 8. Closed Session

1:45 9. Adjourn

Next Meeting:

Thursday April 9, 11:30am-12:30pm

Board Room, Santa Cruz County Community Foundation, 7807 Soquel Drive, Aptos



Finance Committee

Tuesday, March 10, 2020, 1:45-2:30 PM
Live Oak Community Resource Center
1740 17th Ave, Santa Cruz, CA

Draft Minutes

1:51 Agenda Review

1:52 CFO Report – Doug Underhill

a. Program Budget Summary Review – January

ELD is down projected -\$50K due to continuously lower ADA. In addition, a \$31K per week of variable revenue loss could be expected if COVID-19 requires a closure. MOW is seeing a \$47K gain, which will be reduced next month due to postponement of the Food From the Heart event.

b. Balance Sheet / Income Statement – ending January 31, 2019

CFO gave a brief overview of the income statement. Ratios are going down due to purchase of EV that has not been reimbursed yet.

c. Cash Flow and Line of Credit

We are expecting large reimbursements from both Caltrans and RTC.

d. Investments and Funds – Status Review March 9, 2020

Both LPL and Burroughs saw a significant drop due to market activity relating to COVID-19.

2:13 Closed Session: Preliminary FY 2021 Program and Agency Budgets

2:15 Discussion of potential impacts of Coronavirus

CFO presented calculations to show the contrast between ELD as fully operational and shut down. If we are ordered to shut down, we can apply for funding. ELD loss is \$31K per week of closure, \$132K per month.

2:29 Closing items

- a) Questions / Answers
- b) Items for next agenda

2:30 Adjourn

Next Meeting April 9th, 2020

Prepared by Tonje Switzer
Page 1 of 1

| COMMUNITY BRIDGES Program Budget Summary January 31, 2020 | | | | | | | | | | | |
|--|-------------------------------|---------------------------------------|----------------------------------|----------------------------------|---------------------------------|--|----------------------------------|--------------------------|----------------------------|-------------|------------------------------|
| Projections for Year Ending 6-30-20 | | | | | | | | | | | |
| A | B | C | D | E | F | G | H | I | J | J | K |
| PROGRAM NAME: | 6/30/19 Audited Balance | Annual 19/20 Balanced Budget | Current Projected Expenses | Current Projected Revenues | As Yet Unsecured Revenues | (E-D) Net 2019-2020 Gain/Loss | (B+G) Cumulative Gain/Loss | Goal 25% Reserve % | Change from Prior Mo | % Change | 14.53% Gen'l & Adm Exp |
| WIC (Oct-Sept FFY) | 194,013 | 2,336,843 | 2,322,591 | 2,320,560 | 914 | (2,031) | 191,982 | 8.3% | 114 | 0.0% | 337,505 |
| Child Development Div | 201,326 | 2,302,292 | 2,235,485 | 2,251,372 | 170,529 | 15,887 | 217,213 | 9.7% | 13,782 | 0.6% | 272,591 |
| Elderday | 77,401 | 2,198,526 | 2,221,062 | 2,170,409 | 120,000 | (50,653) | 26,748 | 1.2% | (9,759) | -0.4% | 322,750 |
| Meals on Wheels | 513,967 | 1,944,189 | 1,931,453 | 1,979,369 | 150,000 | 47,916 | 561,883 | 30.7% | 5,960 | 0.3% | 261,901 |
| Lift Line | (301,088) | 3,023,426 | 3,058,690 | 3,072,730 | 112,500 | 14,040 | (287,048) | -10.6% | (19,394) | -0.6% | 284,407 |
| La Manzana Commty Res | 120,889 | 608,350 | 610,142 | 638,254 | 46,260 | 28,112 | 149,001 | 25.0% | (1,872) | -0.3% | 83,993 |
| Mountain Commty Res | 252,639 | 579,800 | 597,900 | 596,437 | 45,460 | (1,463) | 251,176 | 42.8% | (4,050) | -0.7% | 72,713 |
| Nueva Vista Commty Res | 84,442 | 361,458 | 382,075 | 373,427 | 28,827 | (8,648) | 75,794 | 20.1% | (2,809) | -0.7% | 54,128 |
| Live Oak Commty Res | 124,154 | 287,535 | 314,101 | 322,212 | 35,655 | 8,111 | 132,265 | 42.1% | 12,488 | 4.0% | 45,643 |
| CACFP (Oct-Sept FFY) | 27,191 | 3,926,778 | 4,179,921 | 4,177,772 | 262,000 | (2,149) | 25,042 | 2.3% | (3,179) | -0.1% | 66,700 |
| Administration | 43,620 | 1,896,148 | 1,913,011 | 1,913,523 | 9,800 | 512 | 44,132 | 2.3% | 6,765 | 0.4% | 14,373 |
| Philanthropy | 66,551 | 185,700 | 197,766 | 204,015 | 35,934 | 6,249 | 72,800 | 36.8% | 3,883 | 2.0% | 28,753 |
| TOTAL PROG OPERATIONS | 1,405,105 | 19,651,045 | 19,964,197 | 20,020,080 | 1,017,879 | 55,883 | 1,460,988 | 9.40% | 1,929 | 0.0% | 1,845,457 |
| LOCR-Capital Campaign | 453,998 | 27,240 | 23,570 | 28,747 | 0 | 5,177 | 459,175 | NA | (1,918) | -8.1% | 0 |
| CBHQ FY 19/20 Activity | | - | 180,432 | 183,698 | 0 | 3,267 | 3,267 | NA | 1,716 | | 0 |
| Fixed Assets & Gen'l Agy | 1,916,838 | - | 1,106 | 194,954 | 0 | 193,848 | 2,110,686 | NA | - | 0.0% | 0 |
| TOTAL AGENCY | 3,775,942 | 19,678,285 | 20,169,305 | 20,427,480 | 1,017,879 | 258,175 | 4,034,117 | 9.40% | 1,727 | 0.0% | 1,845,457 |

Notes: MOW : \$350,000 of MOW reserve revenue shown on Fixed Assets & General Agency 6/30/19 Fund Balance.

Fixed Asset purchases and Pass-Thru expenses exempt from Indirect; Revenues and Expenses include all pass-through
47,570 projected in budgets as reserve/debt repayment removed from expenses

**Program Budget Summary
January 31, 2020**

PROGRAM NAME:

| | |
|-------------------------------|---|
| WIC | Minimal Change, -15K rev/exp |
| Child Development Div | 17.8K QRIS shifted to Personnel, Minimal Revenue Change |
| Elderday | -8.5K personnel, -18K Revenue, JAN ADA 64 |
| Meals on Wheels | -5K service supply exp (mult line adj), -800 personnel |
| Lift Line | -4K personnel, continued renovation off new prop |
| La Manzana CR | -1.4K space rental, +1K exp |
| MCR | +1.5K personnel vac accrual, prior yr funds approved for renovation |
| Nueva Vista CR | +3.5K personnel EE elected health |
| Live Oak CR | +8K United Way, +3K Dignity, slight +exp |
| CACFP | Awaiting further claims for rev adjustments |
| Administration | -Personnel, Allocation of hrs to Census |
| Philanthropy | Healthy Holiday Giving Dec/Jan +5K revenue |
| | |
| LOCR-Cap Campaign | Actual YTD less proj FY 19/20 expenses, January 31 Balance \$482,745.31 |
| La Manzana Property | Includes 18/19 Occupancy Rev Versus Exp FY 1920 through Jan |
| FAs & Agy Unrestr. | Includes 150K Endowment Donation, 42K deffered revenue |
| Total Agency | Proj Program +56K, proj Agency +258K, not including FA to be deprec |

| | |
|--|--|
| <p align="center">Community Bridges Agency-Wide Revenue and Expenses January 31, 2019</p> | |
|--|--|

[illegible]

Community Bridges
Statement of Financial Position
January 31, 2019

| ASSETS | Unrestricted | Restricted | Current | Prior |
|--|-------------------|------------|-------------------|-------------------|
| | | Net Assets | Month | Period |
| | | | Total | Total |
| Cash and cash equivalents | 1,616,007 | - | 1,616,007 | 1,181,391 |
| Cash reserved for LOFRC Facility Maint | - | 482,745 | 482,745 | 484,663 |
| Accounts/Grants receivable | 1,747,268 | - | 1,747,268 | 1,201,810 |
| Prepaid expenses | 284,073 | - | 284,073 | 272,694 |
| Inventory - Raw Food & Supplies | 21,000 | - | 21,000 | 21,000 |
| Refundable Deposits | 36,849 | - | 36,849 | 37,509 |
| Property and equipment | 6,733,759 | - | 6,733,759 | 6,576,165 |
| Leasehold improvements | 708,882 | - | 708,882 | 708,882 |
| TOTAL ASSETS | 11,147,838 | - | 11,630,583 | 10,484,115 |
| LIABILITIES | | | | |
| Accounts payable | 470,069 | - | 470,069 | 442,187 |
| Salaries and wages payable | 387,900 | - | 387,900 | 382,947 |
| Payroll taxes payable | 156,708 | - | 156,708 | 167,480 |
| Retirement (401k) benefits payable | 20,654 | - | 20,654 | 16,613 |
| Accrued vacation salaries and wages | 338,937 | - | 338,937 | 325,691 |
| Health insurance payable/withheld | 8,223 | - | 8,223 | 9,541 |
| Short term debt (includes LOC) | (3,976) | - | (3,976) | (3,976) |
| Long term debt | 4,846,028 | - | 4,846,028 | 4,852,630 |
| Volunteer Center liability | 2,537 | - | 2,537 | 2,537 |
| Capitalized leases payable | 3,161 | - | 3,161 | 3,161 |
| Due to fixed asset fund (Measure D) | 281,584 | - | 281,584 | 281,584 |
| Unearned revenue/advances | 666,971 | - | 666,971 | 354,673 |
| Other debts | 571 | - | 571 | 868 |
| Other liabilities | 153,079 | - | 153,079 | (490,812) |
| TOTAL LIABILITIES | 7,332,446 | - | 7,332,446 | 6,345,123 |
| Fund Balance June 30, 2019 | 3,321,943 | 453,999 | 3,775,942 | 3,775,942 |
| Current Year Income (Loss) | 493,448 | 28,746 | 522,195 | 363,050 |
| TOTAL NET ASSETS | 3,815,391 | - | 4,298,137 | 4,138,992 |

| | G M | Current Month | Old Last Month | Goals |
|--|-----|---------------|-------------------|-----------|
| Cumulative Net Gain (Loss): | ↑ ↑ | 522,195 | 363,050 | \$200,000 |
| Liquid Unrestricted Net Assets (LUNA)/Avg Mo Exps | ↓ ↓ | 1.01 | 1.07 | 3.0 |
| Current Ratio (Current Assets/Current Liabilities): | ↓ ↓ | 2.7 | 3.8 | 2.8 |
| Modified Current Ratio (Liabilities include advances): | ↓ ↓ | 1.9 | 2.7 | 2.5 |
| Net Asset Ratio (Total Assets/Total Liabilities): | ↓ ↓ | 1.6 | 1.7 | 1.9 |
| Debt to Equity (Total Liabilities/Total Fund Bal): | ↓ ↓ | 171% | 153% | 116% |
| Debt to Assets (Total Liabilities/Total Assets): | ↓ ↓ | 63% | 61% | 54% |
| Return on Reserves: | ↑ ↑ | 12.1% | 8.8% | 4.7% |
| Current Assets (excludes property/fixed assets): | | 4,187,942 | 3,199,067 | 2,100,000 |
| Current Liabilities (excludes long term/unearned): | | 1,532,165 | 850,539 | 755,000 |
| Modified Current Liabilities (adds in unearned): | | 2,199,137 | 1,205,211 | 855,000 |

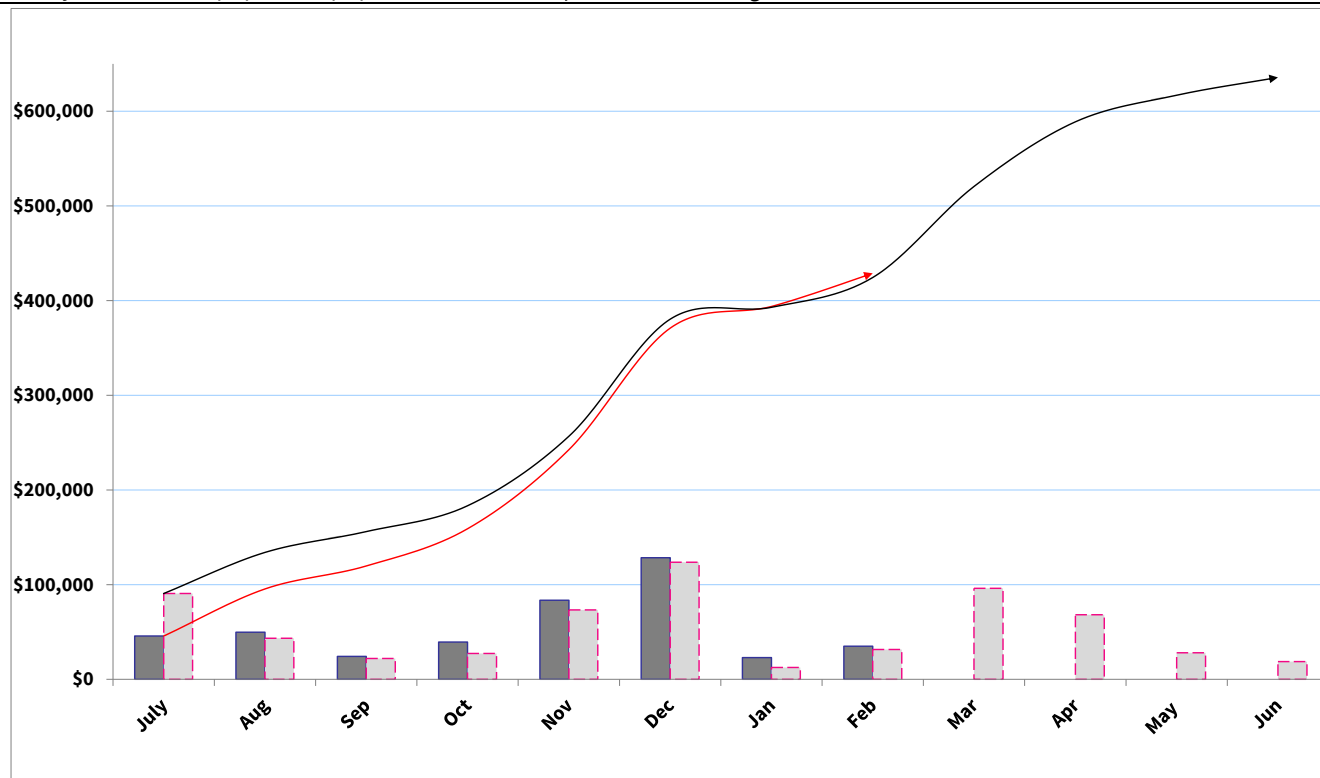
Development Progress Report

Fiscal Year 2019-20

February 29, 2020

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

| Total | Fiscal Year | July | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Total |
|--|---------------------|----------|----------|----------|----------|----------|-----------|----------|----------|----------|----------|----------|----------|------------------|
| | Current Year 19/20 | \$45,654 | \$49,811 | \$24,246 | \$39,321 | \$83,483 | \$128,365 | \$22,908 | \$35,025 | | | | | \$428,813 |
| | Previous Year 18/19 | \$90,605 | \$43,432 | \$21,982 | \$27,294 | \$73,360 | \$123,678 | \$12,573 | \$31,486 | \$96,191 | \$68,200 | \$28,097 | \$18,814 | \$635,712 |
| Year over year difference: 2/28/2019 to 2/29/2020 \$4,403 1.0% change | | | | | | | | | | | | | | |



A. Cumulative YTD Donations vs Prior Year - See Fundraising Campaign Report

- 19/20 Donations YTD \$428,813
- Prior Year Donations YTD \$424,410
- Change vs. Prior YTD \$4,403 1.0% Growth over prior year

B. Cumulative YTD Donations vs Budgeted Goal - See Fundraising Campaign Report

- 19/20 Donation Goal \$495,790 *Adjusted to remove MOW event*
- 19/20 Donations YTD \$428,813 86% Portion of goal met
- % of Goal/Year to Date \$330,074 67% Portion of year lapsed

C. Active Grant Applications vs Prior Year - See Grant Application Report

- 19/20 Grant Awards \$2,577,314
- Prior Year Awarded \$1,483,047 174% Growth over prior year
- 19/20 New Awards \$1,495,240 58% Portion of new funds/current year

D. Current Campaigns & Appeals

- MCR Phone-a-thon Feb 26-27: Raised \$9,585 to date, close to last year.
- MOW Food from the Heart Apr 3: Postponed and pending COVID-19.
- MOW Capitola Aptos Rotary May 29: CB to provide auction staffing.

**Grant Application Report
Through February 29, 2020**

| Grants Awarded: Government Funded | FY 20/21 | FY 19/20 | FY 18/19 | FY 17/18 |
|---|-------------------------|--------------------|--------------------|--------------------|
| TDA Funding Claim Medical Rides (LL) | <i>Applied \$777.4</i> | \$798,375 | \$695,074 | \$664,920 |
| Low Carbon Transit Operations Program LCTOP (LL) | | \$275,309 | | |
| SC County Homeless Action Partnership HAP (FRC) | <i>Applied \$150K</i> | \$150,000 | | |
| Community Development CDBG (NVCR) | <i>Applied \$125K</i> | \$125,000 | | |
| County of Santa Cruz Probation for Youth (LORC & MCR) | <i>None expected</i> | \$11,500 | \$45,000 | \$60,000 |
| Santa Cruz City Set-Aside (CDD Sycamore) | | \$13,642 | | |
| City of Watsonville Community Services (ELD, MOW) | | \$8,500 | | |
| California Public Utilities Corp (FRC) | | \$32,174 | | |
| California Department of Aging, CBAS (ELD)☐ | | n/a | \$98,215 | |
| California Air Resources Board CARB (LL) one-time only | | n/a | \$229,647 | \$38,572 |
| CalTrans Equipment & Services 5310 (LL) | | \$192,000 | | |
| Total Government Grant Funds Awarded | | \$1,606,500 | \$1,067,936 | \$763,492 |
| Grants Awarded: Foundation & Private | FY 20/21 | FY 19/20 | FY 18/19 | FY 17/18 |
| California Emergency Solutions and Housing (MCR) | | \$240,478 | | |
| Alliance Capital Planning Grant (Elderday) | | \$150,000 | | |
| Sunlight Giving (CB) Operating Support multi-year | | \$150,000 | \$150,000 | \$150,000 |
| Alliance Partners for Healthy Food Access (FRC) | \$10,000 | \$45,000 | \$45,000 | |
| Community Foundation Santa Cruz (ELD, MOW, FRC) | <i>Applied \$60K</i> | \$45,000 | \$45,000 | \$50,000 |
| Packard Foundation Youth Activities (NVCR) | | \$45,000 | \$45,000 | \$45,000 |
| Monterey Peninsula Foundation (Lift Line) | <i>Applying \$45.5K</i> | \$40,000 | \$40,000 | \$40,000 |
| Community Foundation of SCC (CB) | | \$37,836 | | |
| Volunter Center Emergency Prep (FRC, MOW) | | \$30,000 | | |
| United Way Youth Well-Being (LOCR) | | \$30,000 | | |
| Sutter Health North County Homeless Services (MCR) | | \$25,000 | | |
| Caroline's Nonprofit Thrift Store (LMCR) | | \$20,000 | | |
| Kaiser Foundation for At Risk Youth (FRC) | <i>Applying \$15K</i> | \$15,000 | \$15,000 | \$15,000 |
| Pajaro Valley Community Health Trust (LMCR) | <i>Applied \$15K</i> | \$15,000 | | |
| Community Foundation Sobrato Fund (FRC) | | \$15,000 | | |
| Dignity Health Dominican Hospital (FRC) | \$25,000 | \$12,500 | \$12,500 | |
| Packard Foundation Capacity Building (FRC) | | \$12,500 | | |
| Community Foundation Monterey (LMCR) | <i>Applied \$25k</i> | \$12,000 | | |
| Newman's Own Shelf Stable Meals (MOW) | | \$9,500 | \$10,000 | \$10,000 |
| Community Action Board Immigration Services (FRC) | <i>Applied \$20K</i> | \$8,000 | \$8,000 | |
| Palo Alto Medical Foundation (MOW) | <i>Applied \$12.5K</i> | \$7,500 | | \$5,000 |
| Dudley-Vehmeyer-Brown Foundation (MCR) | | \$5,500 | \$5,000 | \$5,000 |
| Rockefeller Foundation for Listen for Good (FRC) multi-year | N/A | n/a | \$15,000 | \$30,000 |
| Nicholson Foundation Summer Youth Activities (NVCR) | | tbd | \$5,000 | |
| Save the Redwoods Outdoor Education (NVRC) | | tbd | \$5,000 | |
| AT&T Foundation Program Support (MCR) | | tbd | \$5,000 | |
| Alliance Technical Assistance (ELD) one-time only | | n/a | | \$15,700 |
| Subaru Share the Love Vehicle Sales Proceeds (MOW) | | <i>Applied TBD</i> | \$9,611 | |
| Total Foundation & Private Funds Awarded | \$35,000 | \$970,814 | \$415,111 | \$365,700 |
| Total Grant Funding Applications Awarded | \$35,000 | \$2,577,314 | \$1,483,047 | \$1,129,192 |

Grant Application Report cont'd.
Through February 29, 2020

| Pending New Funds Grant Applications | FY 20/21 | FY 19/20 | FY 18/19 | FY 17/18 |
|---|------------------------|-----------------------|-----------------|-----------------|
| Allstate Renewal Award (LOCR) | <i>Applied \$40K</i> | | | |
| CDE CA State Preschool Expansion (CDD) | | <i>Applied \$936K</i> | | |
| Comcast NBCU Foundation (FRC) | <i>Applied \$55K</i> | | | |
| Google Impact Challenge (ELD & MOW) | <i>Applied \$1M</i> | | | |
| Omegu Nu Santa Cruz (MCR) | <i>Applied \$12.8K</i> | | | |
| Seaside Company (NVCR Summer Fun) | <i>Applying \$10K</i> | | | |
| Sereno Group 1% for Good (FRC Counseling) | | | | |
| Watsonville Rotary (LMCR) | <i>Applied \$2.5K</i> | | | |
| Total In Process | \$1,120,300 | \$956,000 | \$0 | \$0 |

| Declined Grant Applications | FY 20/21 | FY 19/20 | FY 18/19 | FY 17/18 |
|---|-----------------|------------------|------------------|-----------------|
| Adult Probation Mental Health (MCR & LOCR) | | | \$198,331 | |
| AHEAD Financial Literacy (FRC) | | \$50,000 | | |
| Alliance Meal Delivery Pilot (MOW) | | | \$114,862 | |
| California Emerging Technology Fund (FRC) | | \$18,000 | | |
| Kendal Charitable Funds (ELD) | | \$50,000 | | |
| National Summer Learning Association (LOCR, NVCR) | | \$10,000 | | |
| The Lawrence Foundation (FRC) | | \$5,000 | | |
| United Way Women in Philanthropy (NVCR) | | \$10,000 | | |
| US Soccer Foundation (LOCR) | | \$30,000 | | |
| Total Declined | | \$173,000 | \$313,193 | \$0 |

**Fundraising Campaign Report
Through February 29, 2020**

| Donations to Programs | 19/20 Goal | 19/20 YTD | % 19/20 Goal Met | 18/19 Final |
|-------------------------------|-------------------|------------------|-------------------------|--------------------|
| CB General Funds | \$140,700 | \$122,921 | 87% | \$135,032 |
| Child and Adult Care FP | \$3,250 | \$2,826 | 87% | \$3,732 |
| Child Development Dept | \$4,670 | \$7,686 | 165% | \$6,332 |
| Elderday | \$6,250 | \$7,304 | 117% | \$7,240 |
| La Manzana | \$2,670 | \$3,502 | 131% | \$9,000 |
| Lift Line | \$12,600 | \$15,247 | 121% | \$6,757 |
| Live Oak | \$32,050 | \$7,186 | 22% | \$56,970 |
| Mountain Community | \$67,200 | \$45,611 | 68% | \$75,417 |
| Meals on Wheels | \$212,700 | \$209,597 | 99% | \$315,596 |
| Nueva Vista | \$11,500 | \$4,586 | 40% | \$15,973 |
| WIC | \$2,200 | \$2,346 | 107% | \$3,664 |
| Total Campaign Revenue | \$495,790 | \$428,813 | 86% | \$635,712 |

| Fundraising Appeals & Campaigns | 19/20 Goals | 19/20 YTD | YTD 18/19 To Date | 19/20 \$ change |
|---|--------------------|------------------|--------------------------|------------------------|
| Annual Report | \$6,050 | \$4,015 | \$4,200 | (\$185) |
| Bequests | | \$12,638 | \$15,635 | (\$2,997) |
| CACFP Flowergrams | \$750 | \$942 | \$703 | \$239 |
| Calendar Appeal | \$29,650 | \$50,812 | \$37,042 | \$13,770 |
| Calendar Sponsorships | \$5,000 | \$5,000 | \$3,500 | \$1,500 |
| Donates Monthly | | \$9,853 | \$8,730 | \$1,123 |
| E-Newsletter & Emails | | \$4,225 | n/a | \$4,225 |
| Farm to Fork Gala | \$64,500 | \$72,980 | \$62,667 | \$10,313 |
| Food from the Heart | \$50K removed | \$6,060 | \$17,190 | (\$11,130) |
| Founding 100 Endowment | | \$5,800 | \$750 | \$5,050 |
| Giving Tuesday | \$22,820 | \$10,897 | \$23,385 | (\$12,488) |
| Honor/Memorial | | \$2,995 | \$2,240 | \$755 |
| Lift Line Van Sponsors | \$8,500 | \$10,520 | \$2,760 | \$7,760 |
| LOCR Crowdfunding | \$5,000 | \$705 | \$10,520 | (\$9,815) |
| MCR Mountain Affair | \$25,000 | \$21,650 | \$23,792 | (\$2,142) |
| MCR Phoneathon | \$17,000 | \$7,550 | \$583 | \$6,967 |
| MOW Fall Mailer | \$82,500 | \$98,817 | \$88,185 | \$10,632 |
| MOW Welcome Packet | | \$5,539 | \$7,050 | (\$1,511) |
| MOW Meal Donation | | \$5,806 | \$4,329 | \$1,477 |
| MOW Spring Mailer | \$42,500 | \$4,424 | \$5,533 | (\$1,109) |
| NVCR Fall Mailer | \$1,900 | \$275 | \$1,957 | (\$1,682) |
| Outside Fundraisers | | \$4,993 | \$5,380 | (\$387) |
| Payroll Deductions, CB Employees | | \$1,296 | \$1,284 | \$12 |
| Payroll & Employer Matches, Donors | | \$6,839 | \$3,661 | \$3,178 |
| Program Donation Box | | \$5,054 | \$3,046 | \$2,008 |
| SC Gives for Loudon Nelson | | \$4,539 | n/a | \$4,539 |
| General Unsolicited | | \$59,788 | \$73,465 | (\$13,677) |
| Online Unsolicited | | \$4,801 | \$16,823 | (\$12,022) |
| Total Campaign Revenue | \$495,790 | \$428,813 | \$424,410 | \$4,403 |
| Board member contributions (incl above) | \$10,000 | \$9,380 | \$7,344 | \$2,036 |
| Board member solicitations (incl above)* | \$10,000 | \$26,085 | \$10,390 | \$15,695 |

**Not included above: Additional FY 19/20 \$150,000 Board member-solicited Endowment gift from a private donor.*

PROGRAM REPORT to BOARD of DIRECTORS

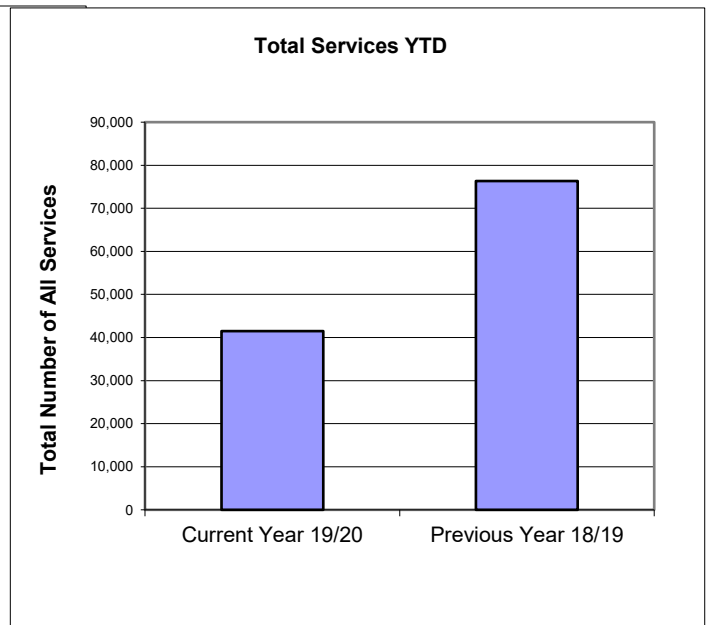
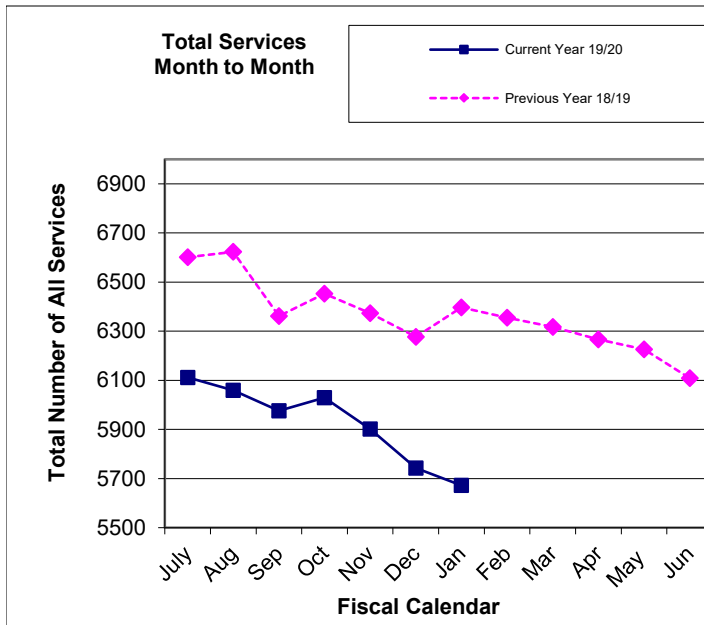
Program Name: WIC Program

Date of Board Meeting: March 19, 2020



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

| Total number of all services | Fiscal Calendar | July | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | YTD |
|------------------------------|-----------------|------|------|------|------|------|------|------|------|------|------|------|------|--------|
| Current Year 19/20 | | 6112 | 6059 | 5976 | 6030 | 5902 | 5743 | 5672 | | | | | | 41,494 |
| Previous Year 18/19 | | 6602 | 6623 | 6362 | 6453 | 6373 | 6277 | 6397 | 6355 | 6317 | 6267 | 6226 | 6109 | 76,361 |



B. 2017-2018 Volunteers Report:

| Fiscal Calendar (19-20) | July | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | YTD |
|-----------------------------------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Number of Duplicated Volunteers | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Number of Unduplicated Volunteers | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Number of Volunteered Hours | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

C. Accomplishments/Challenges:

1. Effective February 18, 2020 WIC launched the new "WIC CARD". The conversion went very well and staff and clients are learning the new system with enthusiasm and patience.
2. 11 WIC staff will attend the CA WIC Association annual conference in San Diego April 5-8. The theme this year is "Working for Better Health." Learning tracks will include: Child Health; Leadership; Wellness; and Collaboration.
3. The Public Charge Rule took effect 2/24/20 menacing many WIC clients. Although WIC is excluded from the rule, new data is emerging about the harm the rule may do. The DHS's own analysis predicted that 77,000 might lose or forego Medicaid and 130,000 could lose or forego SNAP. Diane Schanzenbach, an economist at Northwestern University, estimated that about 1.8 million fewer individuals, many of whom are citizens, would receive SNAP benefits, reducing food assistance payments by \$2 billion per year and lowering economic activity in the United States by \$3.2 billion annually. Ninez Ponce (University of California at Los Angeles) and economist Laurel Lucia (University of California at Berkeley) estimated that the loss of federal Medicaid and SNAP benefits could reduce economic output in California by as much as \$2.8 billion, leading to a loss of 17,700 jobs. Using a similar approach, an amicus brief submitted the Fiscal Policy Institute and the Presidents' Alliance on Higher Education and Immigration included estimates indicating that the public charge rule could lead to \$14 to \$24 billion in economic output lost across the United States, also leading to substantial job losses.

County prepares for 2020 Census

Census Bureau partners locally to expand reach, awareness of population count



The Watsonville Complete Count Committee informs parents and students of the 2020 Census at a recent Pajaro Valley Unified School District open house. (Contributed: Watsonville Complete Count Committee)

By **ELAINE INGALLS** | eingalls@santacruzsentinel.com | Santa Cruz Sentinel
February 24, 2020 at 5:10 p.m.

SANTA CRUZ — Local organizations and agencies are partnering with the U.S. Census Bureau in preparing for the 2020 Census.

The U.S. Census Bureau, along with the statewide Complete Count Committee and county and city governments are strategizing on how to reach hard-to-count populations and rural and remote areas for when Census questionnaires are released in mid-March.

For the first time, U.S. residents can go online and fill out a 10-question self-response questionnaire for the census, expecting to be active mid-March, according to Josh Green, a media specialist for the U.S. Census Bureau.

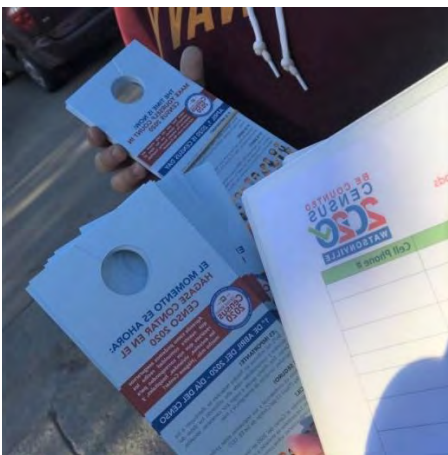
“I think it will improve efficiency and getting a better count,” Green said. People will receive invitations to participate from mid-March to the beginning of April, including bilingual notices for certain areas. They can also submit their census information by phone or by mail through July 31.

To reach rural and remote areas, the Bureau will go door to door to deliver paper questionnaires and/or directly speak with residents. Every person who is missed represents more than \$10,000 in lost community services during the next 10 years, according to County of Santa Cruz spokesman Jason Hoppin.

Tory Del Favaro and Christina Granados are two partnership specialists in the U.S. Census Bureau's Community Partnership and Engagement Program. As someone who lives and works in the county, Del Favaro said the county needs a fair and accurate count to receive a fair share of political representation and federal funding. She said it is critical to partner with local organizations because the census happens locally and because residents need to understand that it is important, safe and easy to participate. The Census Bureau operates under Title 13 and Title 26 of the U.S. Code, which both ensure privacy and protection of the personal data it receives.

To reach hard-to-count populations, the Bureau is working with Dientes Community Dental Care, Community Bridges, Salud Para La Gente, Grey Bears and Encompass Community Services. Hard-to-count populations include households with blended families or multi-generations, people who do not live in traditional housing, do not speak English fluently or have limited English proficiency, high density housing, undocumented or recent immigrants, renters and young children and babies. To account for the homeless population, the Bureau has partnered with the Association of Safe Communities, the Homeless Action Partnership and the Community Action Board of Santa Cruz County.

Media specialist Joshua Green said the Bureau will do a three-day count from March 30 to April 1 to count the homeless population in shelters, soup kitchens, mobile vans and outdoor locations nationwide. "The Census counts everyone here regardless of their status," he said.



The Watsonville Complete Count Committee plans to visit seven hard-to-count neighborhoods within the city's limits by going door to door with Census door hangers. (Contributed: Watsonville Complete Count Committee)

In a Mayor's Message [recently published](#) in the Sentinel, Watsonville Mayor Rebecca Garcia stressed the importance of participating in the 2020 Census. "This count provides the basis for reapportioning the congressional seats, distribution of billions of federal funds, and at the local level the redistricting of city, supervisor school/college and water districts," Garcia wrote in the

column.

Garcia said Monday that tracking the census locally is fundamental on two levels: for the realignment of districts within the county and for funding. She said it is important to identify all residents in an area in order to know what the district needs to look like. On the funding front, when people weren't accounted for in the last census, especially children younger than 5 years old, south county lost millions of dollars in funding, she said.

The city of Watsonville has formed its own Complete Count Committee for a more accurate count of people living in the city. Established in December 2018, the Watsonville Complete Count Committee is comprised of government and community leaders in education, business, health care and other community organizations, according to Elizabeth Padilla, senior administrative analyst for the city of Watsonville. With Watsonville having one of the highest hard-to-count populations in the county, the goal of the committee is to create awareness of the census in the Watsonville area and motivate residents to complete and return their 2020 Census questionnaires, she said.

The committee accounts for seven hard-to-count neighborhoods, within Watsonville's city limits, according to Padilla. In these neighborhoods, the committee puts door hangers on homes to inform them of the census and why it is important. Census coverage areas are broken down into census tracts, statistical subdivisions in the county that average about 4,000 people per tract. The committee also presents information booths at Pajaro Valley Unified School District open houses and plans to cover about 30 of the upcoming open houses, Padilla said. Apart from these events, the committee connects with local banks, agriculture growers and health care providers by leaving census bags with postcards, pens and posters to help spread awareness of the census.

The committee is partnering with the office of 30th District Assemblyman Robert Rivas to host a Census Family Party from noon to 5 p.m. March 29 in the city of Watsonville plaza. Attendees will hear from guest speakers and will have access to census kiosks to submit their census data. On April 1, the U.S. Census Bureau will celebrate Census Day nationwide, encouraging people to participate.

The County of Santa Cruz is also supporting the 2020 Census by coordinating with the state and federal government and local agencies. The county will also hand out census materials at community events and organizations and will set up more than two dozen kiosks throughout the county for people to fill out the census. "It's one way to bridge the digital divide and meet people where they are," said county spokesman Jason Hoppin.

Many other local government agencies and organizations are supporting the 2020 Census, including the Santa Cruz County Office of Education and all four cities in the county. Information: visit 2020census.gov or santacruzcountycount.us or email 2020census@santacruzcounty.us.

Posted: <https://www.santacruzsentinel.com/2020/02/24/county-prepares-for-2020-census/>

Community Bridges WIC going digital with app, new card



SANTA CRUZ COUNTY, Calif. (KION) Participants in the Community Bridges WIC program now have new ways to access their benefits.

Starting Tuesday, participants will be able to access their benefits through a card similar to a debit card and an app that can be used to check food balances and appointments, find stores and find qualifying food.

Clients will start getting their cards at their next appointment, and all current clients are expected to have them by May 15. Those with paper coupons for Feb. 14 through May 14 can still use them until their next appointment.

Pregnant, postpartum or breastfeeding women and children under 5 years old qualify for WIC benefits if they have incomes at 185% or less of the poverty level and/or receive Medi-Cal, CalFresh or cash aid qualify for WIC benefits.

The Community Bridges WIC program serves more than 100 pregnant women, 900 breastfeeding women, 1,600 babies and 5,000 children in Santa Cruz County. Other Community Bridges programs include nutrition and breastfeeding education, food demonstrations and cooking tips.

Money / Santa Cruz County / Technology

<https://kion546.com/lifestyle/technology/2020/02/18/community-bridges-wic-going-digital-with-app-new-card/>



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WIC GOING DIGITAL: Clients will start getting their cards at their next appointment, and all current clients are expected to have them by May 15. Read more: <http://bit.ly/2UZGAzv>



KION546.COM

Community Bridges WIC going digital with app, new card - KION546

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February 18, 2020

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WATSONVILLE

Focus Ag Announces New Class

written by See Below March 2, 2020



Focus Agriculture has announced the 21 community leaders selected for Class 31 to learn about agriculture in Santa Cruz County and the Pajaro Valley.



Stephanie Connor Kent

The class includes: Raymon Cancino, Chief Executive Officer Community Bridges, Stephanie Connor Kent, Chief Nurse Executive, Sutter Maternity & Surgery Center/Sutter Health, Michelle Navarro, Business Development Officer, Santa Cruz County Bank, Anita Aguirre, Chief Compliance Officer & Deputy Director, Salud Para La Gente, John Bargetto, vice president, Bargetto Winery, Belinda Barr, Business Services Manager, Economic Development Coordinator, Workforce Board Development (County of Santa Cruz), Evan Benevento, senior Accountant, Wheeler Accountants, LLP, Chris Bley, entrepreneur, Insight Up Solutions, Edan Cassidy, managing member, Cassidy Insurance Agency, LLC, ...

Manu Koenig, platform partnership lead, Paystand, Mary Maselli, self employed financial advisor & financial planner, Michelle Montalvo, Legal Manager, Driscoll's, Inc., Khalil Moutawakkil, founder & CEO,

KindPeoples, Peter Nell, Government Affairs Manager, CCOF, Gilda Rall,

parliamentarian & member of Governing Board of Directors, Pajaro Dunes North Association, Sergio Parra, attorney, Head of Labor & Employment Department, JRG Attorneys at Law, Joe Serrano, Executive Officer, LAFCO of Santa

Cruz County, Jerry Souza, Director Cardiovascular Services, Dignity Health Dominican, Tiffany Turner, Director of Operations, Dientes Community Dental, Jessica Vaughan, Director of Operations & Grower Consulting, LumiGrow, Inc., Danielle Wong, Healthy Food for Seniors Program, Grey Bears.



Raymon Cancino

The program consists of once-a-month, daylong seminars, over a period of nine months. The first session was March 13.

Speakers ranging from farmers to elected officials to representatives from environmental groups will

address the class. The sessions will cover such topics as ethnic groups in agriculture, new technology and diversity of commodities locally grown. There are many farm tours and hands on experiences, and participants spend one day working on a farm.



Michelle Navarro

In announcing the participants, Agri-Culture President Steve Bontadelli, said, “Community leaders will find this program beneficial and, in turn, growers who present information to the class will learn the public’s current perspective of local agriculture. “

The Focus Agriculture program received a national award for its innovated approach to bringing the public and the agricultural community together.



NONPROFIT LEADERS ARE LOOKING FOR WAYS TO CONTINUE PROVIDING LOCAL SERVICES, LIKE MEALS TO SENIORS, WHILE PAYING EMPLOYEES FAIRLY. PHOTO: GINA ORLANDO

Nonprofit Leaders Push for Workers' Wage Equity

Leaders put pressure on local governments and weigh possible bond measure

BY ALISHA GREENPOSTED ON MARCH 3, 2020

<http://goodtimes.sc/santa-cruz-news/nonprofit-leaders-push-workers-wage-equity/>

Alma Molina knows what can happen when community services are lacking.

Molina, the assistant director of Meals on Wheels for Santa Cruz County, was drawn to work at the nonprofit because her grandfather passed away due to a lack of proper nutrition, she says.

She's worked in the local nonprofit sector for nearly 18 years. To advance to her current position, she attended the University of Phoenix online while working full-time. She graduated in 2016 with a bachelor of science degree in management, but her career advancement came at a steep cost.

"Unfortunately," she says, "with making that leap, it's like you've got to sign your life away to the devil."

She kept her expenses to a minimum in order to pay cash for a portion of her annual tuition, including for most of her final year. She moved into a 300-square-foot studio in Aptos, where she's now lived for eight years. She's still trying to pay off two student loans she took out to help pay for her degree.

Molina is among more than 6,000 nonprofit workers in Santa Cruz County feeling the crunch of trying to make ends meet while dealing with the rising cost of living locally. A survey released earlier this year by the Human Care Alliance, a collaborative of more than 25 Santa Cruz County nonprofits, found that nonprofit workers are three times as likely to be severely housing-cost burdened as other Central Coast residents. It also showed that they are twice as likely as the general public to access social services to meet basic needs, such as food and medical care. Nonprofit leaders say such disparities should be a call to action for the community about what programs people see as worth investing in and how they will ensure those programs can continue serving the community without further squeezing the workers who provide the services.

SQUEEZED OUT

One of the first things Molina did when she started in the assistant director role at Meals on Wheels was to develop and coordinate a six-month process of digitizing all the nonprofit's participant assessment records. It saves the program managers time that they would have otherwise spent dealing with paperwork, Molina says, so they can spend that time with their Meals on Wheels participants.

Moving an entire system from manual to digital records takes skill and on-the-job professional development, she notes. "You need to really value what people with professional degrees are able to offer these programs," Molina says.

Those are exactly the people that the local nonprofit sector is at risk of losing, based on the Human Care Alliance's findings. Some 85% of nonprofit leaders surveyed say they are losing skilled employees to better-paying jobs. Even though nonprofit employees locally tend to have higher levels of education than the overall Santa Cruz County workforce—39% of nonprofit workers surveyed have a bachelor's degree, and 16% have a master's degree—around three-fourths of nonprofit workers reported making less than \$40,000 annually. The average hourly wage in Santa Cruz County is \$26.21, which would come out to \$54,517 for full-time work.

At least wages are on the rise, as the state's minimum wage increases and local nonprofits work to stay ahead of those requirements. Community Bridges is working toward paying all of its workers \$15 an hour or more by July. Those increases require higher pay to salaried workers, too, since state law requires that they make at least double the minimum wage.

Those wage increases could lead to a massive budget shortfall if nonprofits' funding levels don't keep up. Countywide, more than 100 local nonprofits would need an estimated \$5,871,000 in additional revenue to address the required wage increases, according to the Human Care Alliance. "Nonprofits are trying to balance that situation where we don't want to cut services, and at the same time employees are hurting," says Raymon Cancino, CEO of the nonprofit group Community Bridges.

The nonprofit sector has banded together to ask the county government and other funders for a minimum 5% boost annually in their baseline funding for the next three years to help promote wage equity. They're also asking that local government contracts include annual cost of living increases, a move that other local governments like San Francisco have already made. It's a change Santa Cruz County has "been very resistant to," Cancino says.

Nonprofits are making other changes where they can in the meantime to control costs and promote equity, he says. Community Bridges has taken steps such as making sure the highest salary they pay is never more than five times the lowest salary. They bought an office to get out of the rental market's rising costs. They've worked on creating an endowment and are working with donors to put money into the market to stay ahead of inflation, with the gains going to services.

When their options for cutting and stabilizing costs are exhausted, though, "we'll have to start reducing services as a result of these inequities," Cancino says, if additional funding doesn't come through.

Those cuts could be widespread: If there are no funding increases, 65% of nonprofits surveyed say they would cut services by 10-14%, and another 23% would cut services by more than 15%.

WEIGHING OPTIONS

Santa Cruz County decided about a generation ago to contract with nonprofits to provide the social services that the county had once offered directly, says Santa Cruz County Supervisor Ryan Coonerty, so nonprofits have an “incredibly important” role in the community.

He says the new survey captures the struggle that so many workers feel.

When it comes to funding nonprofits and the social services they provide, Coonerty says, the county has to weigh “how to make these investments upstream while also recognizing that we have very real problems we have to deal with right now. So it is about trying to figure out how we can do better with the resources we have.”

In the short run, the county has been trying to be smart about how it provides services by taking steps such as bringing in a group to assess the county’s homelessness programs. The goal is to align programs “to get people the help they need as early and as effectively as we can with the idea of reducing both impacts and long-term costs,” Coonerty says.

The county government funds nonprofits through one pot of what’s known as “core” funding and through contracts for specific services. The total amount of contracts for nonprofits is difficult to tally, the county says, because those are lumped in with for-profit professional services contracts.

The county budgeted nearly \$4.5 million in the current 2019-2020 fiscal year for core funding of community programs. That’s an increase of 20.8% from \$3.7 million in core funding during the 2014-2015 fiscal year. But it’s also an amount that’s remained relatively flat since the 2017-2018 fiscal year, when the county also budgeted around \$4.5 million.

The county projects it will budget \$4.4 million in core funding for the 2020-2021 fiscal year, though the board of supervisors can consider any changes to that amount in June.

Absent any commitments from officials to sufficient funding increases, Cancino foresees nonprofits having to ask county residents at large to help protect levels of local services and nonprofit employees.

Options include a possible social service bond measure or an ongoing request of local governments to allocate 1% of their general fund to providing social services, Cancino says. That would increase five-fold the current social services allotment from most jurisdictions, he says.

A ballot measure would probably be a “harder ask,” Cancino says, since people seem to be “getting to the point of exhaustion” with such requests.

FINDING A WAY

As discussions continue between nonprofit leaders and county officials about how to move forward in the next funding cycle, nonprofit workers are figuring out their own way forward. For 62% of those surveyed, this means taking on more than one job to make ends meet.

Among that group is Claudia Razo, who leads payroll at Community Bridges and has worked in the local nonprofit sector for more than 20 years.

She picked up evening janitorial shifts at her church for a while, taking the bus to and from the job. As a single parent, though, it left her youngest daughter alone at home and didn't allow Razo time to help with homework, chores and after-school activities.

"That just took a toll on my daughter," Razo says. "So I had to give up that job. I couldn't put her through that."

But Razo is again at a point where she feels she needs to take on a second job. After paying all of the bills for the month, there's usually less than \$300 left for other needs. That doesn't even count money for school sports or other activities her teenage daughter may want to participate in.

She's grateful to have a job she loves and for the family-friendly environment at Community Bridges, she says, where she has been able to bring her daughter to work when childcare wasn't available. She's accessed parenting classes and support from Women, Infants and Children.

"You've just got to figure out a way to survive," she adds, "but I just wish there was more opportunity, too."

ABOUT THE AUTHOR

Alisha Green

Alisha is managing editor of Good Times. Before moving to Santa Cruz, she covered policy and politics for CQ Roll Call in Washington, D.C., and for The Associated Press in Michigan, her home state.

NEWSLOCAL NEWS

Coast Line | Events changed amid coronavirus concerns

By **DONALD FUKUI** | dfukui@santacruzsentinel.com | Santa Cruz Sentinel

March 11, 2020 at 4:17 p.m.

SANTA CRUZ

Events changed amid coronavirus concerns

The following events have been rescheduled, canceled or postponed in light of coronavirus concerns:

Rescheduled:

- The Sierra Club's March 19 presentation on Namibia by Barry Bowman has been rescheduled for 7 p.m. May 21 at the Live Oak Grange, 1900 17th Ave. For details, visit sierraclub.org.

Canceled:

- The general meeting of the Monterey Bay Dog Training Club Inc. scheduled for Saturday has been canceled.
- The Lenten Fish Frys hosted by the Italian Catholic Federation Branch 227 of Capitola and scheduled for Friday, also March 20, March 27 and April 3 have been canceled.
- Passport Saturday scheduled for March 21 by The Santa Cruz County Clerk has been canceled. The next Passport Saturday is scheduled May 16, according to County Clerk Gail Pellerin. For information on travel requirements and how to apply for a U.S. passport, visit travel.state.gov, sccoclerk.com or call 831-454-2060.

- The next installment of Calvary Episcopal Church's community forum series All About

- Special Olympics Northern California's Santa Cruz Polar Plunge fundraiser scheduled for March 21 has been canceled. Special Olympics Northern California will monitor the situation and reevaluate the status of future events after April 1, the organization said in a news release.
- Writing for Living Conference to honor Professor Helene Moglen and the first Helene Moglen Lecture in Feminism and the Humanities has been canceled. It will be rescheduled at a future date, organizers said.

Postponed:

- The Pajaro Valley Chamber of Commerce and Agriculture mixer and ag appreciation event scheduled for Thursday has been postponed. For information, visit pajarovalleychamber.com.
- Meals on Wheels for Santa Cruz County Rotary and Community Champions weeks that were scheduled for March 16-20 and March 23-27 has been postponed. Meals on Wheels for Santa Cruz County will notify the community when new dates have been determined for these community service weeks. For information, visit communitybridges.org.
- Meals on Wheels for Santa Cruz County Food from the Heart luncheon scheduled for April 3 has been postponed. The luncheon has been rescheduled to this summer. Anyone that has already purchased tickets to the event, can elect to keep their reservation or receive a refund by emailing info@cbridges.org.
- A climate forum sponsored by Extinction Rebellion Santa Cruz scheduled for March 20 has been postponed. For information, visit xrsc.earth/new-events.

Live stream:

- Twin Lakes Church in Aptos will move its worship services to live stream only for the next two weekends. For details, visit tlc.org.

If you have a previously scheduled event that has been changed due to coronavirus concerns, email newsroom@santacruzsentinel.com. Place "coronavirus" in the email's subject line.

NOWCAST

Watch on Demand



1 55°

BREAKING NEWS: COVID-19 in California: Latest numbers, how to keep your family


HIDE TRANSCRIPT

CENTER WILL SEE CHANGES TO ITS FOOD SERVING POLICY AND ACTIVITY SCHEDULES AMID CONCERNS OF THE SPREAD OF COVID-19 "THE PEOPLE THAT WE'RE SERVING ARE THE HIGHEST AT RISK IN OUR COMMUNITY AND SO WE'RE TAKING EXTRA PRECAUTIONS" THE MEALS ON WHEELS PROGRAM HAS IMPLEMENTED, SOCIAL DISTANCING PLANS. SIXTY SENIORS USUALLY ARRIVE AT THE WATSONVILLE SENI CENTER FOR LUNCH AT THE SAME TIME NOW THERE ARE TW SEPARATE SHIFTS. ONE AT ELEVEN A-M THE OTHER AT NOON BUT BEGINNING FRIDAY ANOTHER LAYER OF PRECAUTION "WE'RE GOING TO STOP SERVING PEOPLE AT A TABLE AND ASKING THEM TO TAKE IT HOME, SO HERE IS NO CONGREGATE EVEN WI SOCIAL DISTANCING." SENIORS COME HERE TO ENJOY A GREAT ME AND SOCIALIZE "I'M NO HAPPY ABOUT IT YOU KNOW, YOU HAVE TO PROTECT THE SENIORS AND EVERYONE AROUND YOU, THERE'S NO PROBLEM." NONPROFIT GROU LIKE, COMMUNITY BRIDGES ARE ALSO FACING A FINANCIAL DOWNTURN FROM HAVING TO CANCEL FUNDRAISING EVENTS UNDER NEW CORONAVIRUS GUIDELINES. THIS WILL IMPACT THEIR ELDER DAY PROGRAM WHICH PROVIDES SERVI FOR THE MOST FRAGILE SENIORS. "AS OF MONDAY, WE'RE HAVING A PARTIAL SHUT- DOWN. SO, WE'LL KEEP 25 OF THE MOST MEDICALLY FRAIL PARTICIPANTS TO CO TO THE SITE. THE OTHERS WILL BE SELF-QUARANTINED AT HOME. WE HAVE MOBILIZED IN THE LAST FEW DAYS THAT WILL GO OUT AND CHECK ON THESE PATIENTS " TRACK 4 FOR NOW, THESE SENIORS WERE ENJOYING VISITING WITH EA OTHER AND LO FORWARD TO REUNITING IN THE NEAR FUTURE "WHEN THEY START DOING IT AGAIN, I'LL START COMING BACK" THESE CHANGES WILL TAKE PLACE BEGINNING TOMORROW AT THE WATSONVILLE SENIOR CENTER AND T LOUDEN NELSON CENTER THE LUNCH PROGRAMS IN SCOTTS VALLEY, LIVE OAK AND BEN LOMOND WILL ALSO SEE A CHANGE EVENTUALLY, SENIORS WIL LHAVE THEIR MEALS HOME DELIVERED WE'LL HAVE MUCH MORE ON THE CORONAVIRUS COMING UP AT 6-30.

SANTA CRUZ, Calif. —

Health experts have said from the beginning the elderly and people with underlying health conditions are the most vulnerable for COVID-19. Now, Community Bridges is taking 'aggressive' steps to protect them while continuing to provide services.

Senior clients at the Watsonville Senior Center will see changes to its food servicing policy and activity schedules amid concerns of the spread of COVID-19.

"The people that we're serving are the highest at risk in our community and so we're taking extra precautions," said Raymon Cancino Chief Executive Officer Community Bridges.

The Meals on Wheels program has implemented a social distancing plan. Sixty seniors usually arrive at the Watsonville Senior Center for lunch at the same time. Now, there are two separate shifts.

One at 11 a.m. and the other at noon, but beginning Friday another layer of precaution will be added.

"We're going to stop serving people at a table and asking them to take it home, so here is no congregate even with social distancing" said Cancino.

Seniors come to enjoy a great meal and socialize.

"I'm not happy about it, you know, you have to protect the seniors and everyone around you, there's no problem," said Mary Lunsford of Watsonville.

Nonprofit groups like Community Bridges are also facing a financial downturn from having to cancel fundraising events under new coronavirus guidelines.

This will impact their Elderly Day Program which provides service for the most fragile seniors.

"As of Monday, we're having a partial shut-down. So, we'll keep 25 of the most medically frail participants to come to the site. The others will be self-quarantined at home. We have mobilized in the last few days that will go out and check on these patients," said Amy Hanley, Community Bridges, Marketing and Communications Manager.

For now, those seniors are enjoying visiting with each other and look forward to reuniting shortly.

"When they start doing it again, I'll start coming back," said Bill Guccia of Watsonville. These changes will take place beginning Friday at the Watsonville Senior Center and The Loudon Nelson Center.

The lunch programs in Scotts Valley, Live Oak, Capitola and Ben Lomond will also see a change.

Eventually, seniors could see their meals home delivered during this crisis.

NEWSLOCAL NEWS

Many closed schools still serving meals

More than two dozen county schools offer students meals for pickup



Watsonville High students and their parents pick up their free lunches on the campus Monday morning while the school is closed. (Dan Coyro — Santa Cruz Sentinel)

By **NICHOLAS IBARRA** | nibarra@santacruzsentinel.com | Santa Cruz Sentinel

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Support local journalism

SANTA CRUZ — Schools across Santa Cruz County were shuttered Monday, the first day of what will be — at least — a week without class to mitigate the further spread of the new coronavirus.

But food is still being served at numerous school sites for the many students who rely on their schools for breakfast and lunch.

Gault Elementary, in Santa Cruz, is one of more than two dozen schools across the county offering meals to students, with pickup times varying by school site.

Early Monday afternoon, a slow stream of families drove by the school's curbside pickup site where each child was offered breakfast and lunch packed in brown paper bags.



Watsonville High students and their parents were able to pick up the free lunches for students Monday on the campus while the school is closed. (Dan Coyro — Santa Cruz Sentinel)

On the menu: packaged muffins or a bar with fruit and milk for breakfast, and a sandwich, cookie, apple, carrots and milk for lunch.

Santa Cruz resident Maria Reyes Gomez stopped by with her grandson, fifth grader Christopher.

“It’s helpful for his mother,” Reyes Gomez said of the food program, speaking in Spanish.

Santa Cruz resident Sumi Vazquez stopped by with his first grade daughter. He said the food program is a help for his family, which is preparing for schools to possibly stay closed for weeks ahead.

Another father who stopped by with his child asked not to be identified by name. He said his family relies on the school-provided meals to make ends meet.

“It helps out a lot, because our income is limited,” he said. “It would be two more meals you have to worry about, and we’re barely making it.”

As of last year, more than 53% of Santa Cruz County students qualified for free or reduced price lunch.

“Schools play an essential part in food security for our families,” said Edgar Landeros, program manager at Nueva Vista Community Resources. The nonprofit community center serves predominantly low-income, Latino families in the Santa Cruz’s Beach Flats and Lower Ocean neighborhoods.

“With our working families trying to make ends meet all the time, and now the possibility of some furloughs or being laid off, it’s going to be very important that the schools continue to partner up and continue to offer those meals to the children that typically would receive a meal during the school year,” Landeros added.

School districts have sent families information on where and when the meals can be picked up, and the Santa Cruz County Office of Education was working Monday to prepare a master list.

Nonprofit United Way of Santa Cruz had compiled a list of school sites, available online at unitedwaysc.org.

Enrollment at the school is not required. According to district announcements, any child under the age of 18 is eligible for meals at the open schools.



→ [Back to Blog](#)



UPDATES

Fri, Mar 13, 2020

Ashley Holmes



Ways to Stay Connected Despite Social Distancing

At the MAH community is at the heart of everything we do. As we witness the impact of COVID-19 unfold and see mandated **social distancing** within Santa Cruz County, we've rounded up a few ways for our community to continue to support one another.

This blog post will stay updated with ways we can all continue to feel connected and help our community get through this trying time even as we must physically distance ourselves.

If you are able-bodied and have the time or means to help here is a running list of ways to get involved in Santa Cruz County.

- **Volunteer** to assemble or deliver shopping food for **Grey Bears** or **Meals on Wheels**.
- **Donate money (not canned goods)** or **volunteer** at the Second Harvest **Food Bank**.
- **Donate to the Local Response Fund.** The Community Foundation's COVID-19 Local Response Fund has deployed \$100K in disaster-related grant funds to local community-based organizations at the frontlines of the coronavirus outbreak in Santa Cruz County. Learn more **here**.
- **Support your favorite nonprofit** staff with unrestricted gifts. Arts organizations are facing loss of revenue from cancelled events; human services organizations will need to meet increased demand, health organizations may need overtime for staff, and safety nets will be stretched thin in the coming weeks.
- **Shop online.** Check to see if your favorite local store has a website or are taking phone orders. **Bookshop Santa Cruz** is offering 99¢ shipping.
- **Buy gift cards** to your favorite restaurant or local store to use when you can go out again.
- **Turn tickets into donations.** If you've bought a ticket to a canceled arts performance, think about letting the arts organization or nonprofit keep your money as a donation.
- **Send a care package or call** someone in quarantine, working in the health care system, or a friend in need of a happy surprise.

Social distancing is said to help significantly reduce the transmission of COVID19. If you have recommendations, revisions, or new opportunities to add to this list please email us at info@santacruzmah.org.

Read more about the MAH & COVID-19 Updates [here](#).

What is social distancing?

Basically, it is avoiding or limiting interactions with other people.

- Stay home as much as practical, limit contact with people when outside the home, and avoid crowded spaces
 - Avoid hugging or kissing or shaking hands when greeting people who do not live with you or who do but returned from outside the house and have yet to wash their hands
 - Avoid gatherings where the space between people will be less than 3 feet
 - Avoid eating in restaurants, going to crowded bars, attending church services, commuting on public transportation during peak crowded hours
 - Wash hands after being outside of the house and before touching places in your home
 - Wash hand towels frequently or switch to disposable paper towels
 - Try to avoid touching your face when outside of the home
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OPINIONCOMMENTARY

Guest Commentary | A healthy response to COVID-19

By **RYAN COONERTY** and **ZACH FRIEND** | Guest Commentary

March 17, 2020 at 5:00 a.m.

In the interest of public safety, all coronavirus coverage is being provided free to all readers. Please consider supporting your local reporting team with a subscription to Santa Cruz Sentinel.

Support local journalism

By Ryan Coonerty & Zach Friend

Santa Cruz County residents have shown our resilience through natural disasters before — earthquakes, fires, tsunamis, just to name a few — and the coronavirus, COVID-19, is no different. It is going to require smart policy and the community working together to respond. After speaking with our public health experts, here are some guidelines that will help save lives, preserve public health and assist our community:

- Know that it is going to get a lot worse before it gets better. Because of a delayed national response including a slow rollout of testing, we are going to see the number of cases grow significantly. It will be cause for concern, but not panic.

- Follow the guidelines set forth and updated daily

^r at www.santacruzhealth.org/coronavirus. Guidelines for a variety of situations, including

- These recommendations mean that our senior and vulnerable populations will be increasingly isolated. If you know seniors, check in on them. Offer food, supplies and friendship. If you can help, Meals on Wheels needs funding and volunteers to bring food to vulnerable seniors. Volunteer at <https://communitybridges.org/mealsonwheels/> or 831-464-3180
- One-third of our population lives in poverty. Reduced hours at work and canceled school will have the biggest impact on this population. We are grateful that schools will continue providing essential meals even while closed. Please give to Second Harvest Foodbank to ensure that everyone in our community has food.
<https://www.thefoodbank.org>
- Small businesses and their employees are at risk of losing their livelihoods. You can support local restaurants by ordering food for take-out and delivery. Please allow the food delivery to be non-contact by knock and leaving the food at the door. Ordering gift certificates from your favorite local retailers could allow them to stay in business until after restrictions are lifted.
- Healthcare providers are running a grueling marathon to combat this pandemic. It's going to push our system and providers to beyond their limits. If you know a provider, make sure you are doing everything you can to support them so they can care for us.
- Call your healthcare provider if you have fever, cough and respiratory difficulties. Healthy persons do not need COVID-19 testing, and our healthcare system could soon be overburdened meeting the challenge of this pandemic.
- Finally, health is not determined by a single disease. Take time away from news to walk, sleep and care for yourself and your loved ones. Be kind. It does not do you or our healthcare system any good to replace one healthcare threat with others.

We love this community because we've seen how we've chosen to care for each other again and again. Our values are strong. Let's put them to work combating COVID-19.

Ryan Coonerty and Zach Friend are Santa Cruz County Supervisors.