



BOARD OF DIRECTORS
Wednesday, November 18, 2020

5:00 PM to 7:30 PM

<https://us02web.zoom.us/j/613973795>

Meeting ID: 613 973 795

DRAFT AGENDA

5:00 1. CLOSED SESSION

6:00 2. Adjourn Closed Session

6:00 3. Call to Order/Establish Quorum

6:00 4. Agenda Review (5 min)

6:05 5. Announcements/Program Updates (5 min)

6:10 6. *CONSENT AGENDA – Action Items (5 min)

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

6.2 Draft Minutes of the September 10, 2020 Governance Committee Meeting*

6.3 Draft Minutes of the September 18, 2020 Board Meeting*

a) Jack/Michael moved to accept the updated 20/21 FY Budget. MSP.

6.5 Draft Minutes of the October 8, 2020 Governance Committee Meeting*

6.6 Draft Minutes of the October 14, 2020 Development Committee Meeting*

a) Michael/Lee moved to recommend that the Board continue to discuss acceptance of donations from legal cannabis entities with consideration of the industry's effects on youth and people of color, along with the possible negative perception from any sector of the community. MSP.

6.7 Draft Minutes of the November 11, 2020 Development Committee Meeting*

6.8 Draft Minutes of the November 12, 2020 Finance Committee Meeting*

6.9 Draft Minutes of the November 12, 2020 Governance Committee Meeting*

a) Sara/Jack moved to approve utilization of agency funds for the purchase of Ecolane scheduling software for Lift Line. MSP.

6:15 7. Receive comments from members of the public on "Items not on the Agenda"
(5 min)

6:20 8. BOD Chair Report (15 min)

8.1 BOD Member Program Liaison – Discussion

8.2 Committee Updates

a) Governance – Nicolette Lee

b) Development – Katy King

c) Advocacy

- 2020 Election

d) Finance – Lee Slaff

- 6:35 9. CEO Report – Ray Cancino** (25 min)
9.1 *Health Benefit Renewal - Update*
9.2 *COVID and CZU – Update*
9.3 *Cannabis Funded Donations – Discussion*
- 7:00 10. Development Report– Anna Vaage / Amy Hanley** (15 min)
10.1 *Progress Report for October 2020*
10.2 *Board Giving Goals & Activities*
10.3 *Committee Chair & Membership*
- 7:15 11. Finance Committee Update – Doug Underhill** (10 min)
a) *Financial Report from the November 12, 2020 Finance Committee Meeting*
- 7:25 12. Newspaper Articles**
- 7:25 13. Items for Next Agenda** (5 min)
- 7:30 14. Adjourn Regular Meeting**

Next Meeting:
Wednesday January 2020, 2020, by Zoom



Governance Committee Meeting

Thursday September 10, 2020

11:30 pm-12:30 pm

<https://us02web.zoom.us/j/326410777>

Meeting ID: 326 410 777

Draft Notes

Members Present: Shannon Brady, Lee Slaff, Pam Fields, Nicolette Lee, Michael Babich, Sara Siegel.

Staff Present: Ray Cancino, Doug Underhill, Seth McGibben

Notes: Tonje Switzer

11:30 1. Meeting to order/Establish Quorum

11:30 2. Agenda Review (1 min)

11:31 3. CZU Fire Response – Update

The CB team has been activated, and have set up a relief fund for staff while distributing gift cards for those that lost their homes. We have received close to \$55K in donations and \$100K in foundation grants. Fire response recovery is primarily operating out of Mountain Community Resources (MCR) who has 2000 pieces of new Patagonia clothing available and is serving 5-7 times as many people as usual. Staff have been working weekends with this added workload. We gave last Friday off to allow staff to gather belongings as they were being evacuated. Around 20% of staff are impacted. There are ample volunteer opportunities. There is a lack of coordination between county finances and direct services, as no nonprofits are invited to the table.

11:45 4. Elderday Capital Project - Update

The subcommittee has been working with Swenson who feel confident that the current \$2.7MM renovation budget is feasible. We are looking at having \$750K of reserves built in for Elderday based on the PPP loan, and we are looking at a very conservative level \$2200 per month net positive change. The PPP funding will be realized at the end of this year, while CCAH grant is 1-time only opportunity. How do we quantify risk assessment, and what information would the Board like to hear before making a decision? The main concern is sustainability of the program, and whether accepted funds can be rejected in the future if needed. The CCAH grant has to be used within 5 Years. Doing nothing means rent will continuously increase 3% per year for ELD at the current location. There were concerns that renovation is for a very specific use that does

not necessarily transfer to equity if there is a need to sell. CEO noted that the site could be used for MOW with some modifications, and that it is right next to Admin which is adding to the overall value. The market value is closer to \$1.8-1.9MM while the seller wishes to receive 2MM.

11:50 5. PSPS Statewide Program (5 min)

We created a program that is now replicated throughout the state, making it possible to distribute shelf stable meals during power outages.

11:55 6. CORE/County Funding – FY 1920 (10 min)

CORE funding was reduced by 10%, and CARES Act funding is being added to make programs whole but requires a separate application and claimed expenses must be COVID related and accrued during the last two months of the FY. This is slowing down the start of the audit some and adding secondary review to achieve the necessary requested allocation.

12:09 7. Items for next GC Agenda/BOD Agenda

Add BOD development

12:10 8. Closed Session

12:30 9. Adjourn

Next Meeting: Thursday October 8, 11:30am-12:30pm

Zoom: <https://zoom.us/j/326410777>, or call +1 669 900 6833

Meeting ID: 326 410 777



BOARD OF DIRECTORS
Wednesday, September 16, 2020
5:00 PM to 7:30 PM
Zoom Meeting

Draft Notes

Members Present: Shannon Brady, Pam Fields, Lee Slaff, Jack Jacobson, Nicolette Lee, Sara Siegel, Katy King, Stephanie Connor Kent, Michael Babich, Martin Bernal, Amy McEntee, Steve McKay

Staff Present: Ray Cancino, Roxanne Moore, Lisa Berkowitz, Leslie Telles, Lisa Hindman Holbert, Joyce Rodriguez, Anna Vaage, Amy Hanley, Doug Underhill, Kirk Ance, Lois Sones

Notes: Tonje Switzer

Guests: Benda Griffin, Silvia Morales

5:00 1. CLOSED SESSION

6:20 2. Adjourn Closed Session

6:20 3. Call to Order/Establish Quorum

6:20 4. Introductions of Potential Board Members – Brenda Griffin and Silvia Morales

6:30 5. Agenda Review

6:30 6. Announcements/Program Updates

Elderday (ELD) is open and providing alternative services, with only two participants attending the program in person. Nurses are checking blood pressure and glucose levels remotely. Half of ELD's participants are now connected through tablets. The pandemic has underscored the importance of congregate services, and there is widespread depression among seniors due to isolation. At Meals on Wheels (MOW), all congregate diners are now eligible for home delivered meals, and MOW has seen a growth of home delivered meals participants from 395 at the end of February to currently over 700. In the San Lorenzo Valley, where 82 seniors were evacuated, over 40 are now back in their homes. MOW is working with the Volunteer Center to spread information about the senior readiness program and are distributing emergency-to-go backpacks for seniors that contain food, water, flashlights, a hand crank radio, phone charger, gloves and mask. Child Development Division (CDD) is noting the added hardship of the air quality, making it impossible to spend any significant time outside. Family Resource Collective staff has been on the forefront of the COVID and CZU Fire response, work that is physically and

emotionally taxing. The HEAP funded renovation project was completed the same week as CZU broke out, and the Felton Fire Department was using the showers as they were fighting the fires. In addition, we are providing the opportunity for survivors to wash their clothes in a mobile laundromat trailer for the next three months, after which it will become part of FRC's programming. COVID and CZU response has affirmed FRC's role in the community. WIC is seeing many clients virtually, and are training staff on video counseling.

6:35 7. Receive comments from members of the public on "Items not on the Agenda"

6:35 8. BOD Chair Report – Moved to Closed Session

6:35 9. CEO Report

a) CZU - Update

CB provided evacuation support by triaging evacuees and making sure people coming to Kmart knew where they could go. County, Cal fire, and municipalities did good job, but people were not necessarily receiving the information, so we consolidated this on a handout. Lift Line (LL) supported evacuees that needed transportation. Now we have moved into recovery phase. Of CB staff, 15% were impacted by the evacuations and one staff member lost their home. The area was one of the most affordable enclaves in North County leading to long-term displacement for residents. Boulder Creek is facing major water contamination issues.

7:05 10. Development Report– Anna Vaage / Amy Hanley (10 min)

10.1 Development Progress Report for August 2020

The monthly report is tracked year over year. This year, due to COVID and CZU relief, it is difficult to plan activities based on prior years. Compared to prior years, the first two months of the Fiscal Year is down almost 50%, but when we add in COVID and CZU related donations and funding we see an increase. Farm to Fork numbers are down, but without spending \$20K on rentals and catering, the final numbers are close to prior years. Each program's goal has been adjusted downward, and disaster relief has been excluded from forward projections.

10.2 Alternative Farm to Fork Event

The Farm to Fork To-Go auction bidding starts this Saturday and stays open through Sunday 9/27. We have an easy to use platform to place bids, and to keep those participating engaged throughout the week to generate interest. We have developed a marketing campaign through social media, email, and paid advertisement to promote the event. Many other nonprofits are doing similar things, and we are working hard to stand out. The event will close out on 9/27 with a live-streamed Facebook event.

7:15 11. Finance Committee Update – Doug Underhill

a) Financial Report from the June 11, 2020 Finance Committee Meeting

CFO noted that CB is a complex agency from a fiscal standpoint, with many different types of funders and requirements attached to the funding. The PPP loan forgiveness period was extended to 24 weeks and, at our auditor's recommendation, we allocated a proportional amount of the 24 weeks to the 20/21 fiscal year. Because of this, there are substantial changes

to the report from last meeting. From a programmatic point of view, there is a projected \$700K gain and with a \$150K endowment and a \$60K donation, we are looking at a \$900K overall gain, much of which is due to the infusion of PPP dollars. LL is projecting a \$632K operational gain, including a \$1MM grant funded asset gain, which includes all of the LL vehicles purchased with TDA funding. In addition, there are other property improvements at CDD and MCR, resulting in a sizable net asset gain for the current year. We have extended the \$2/hour essential worker pay through September, and starting January 1, 2021, the agency's 401K match will increase from 2% to 4%.

b) 20/21 Rollup Budget

The preliminary budget was prepared in June with a great deal of uncertainty. CFO noted changes between the preliminary budget and the current budget, including the addition of \$878K allocated PPP. About \$100K of PPP is left unallocated as a buffer for the event we are not 100% forgiven. The final budget is showing a 0.5% growth over the 19/20 FY budget. Major changes year over year include a \$1MM budget decrease for Lift Line from last year due to vehicles purchases in the 19/20 FY. The initial budget projected use of prior years' funds, where we saw potential funding shortfalls, but those gaps have since closed, and currently we are only looking at the previously approved \$152K for completion of the HEAP project renovation at MCR. The budget is balanced and most programs see growth in size compared to last year, with exception of LL and Child Development Division (CDD). Lift Line saw a 35% drop resulting from downwardly revised TDA and Measure D tax based revenue projection from RTC. CDD, who is in large part funded by the California Department of Education (CDE), is projecting an 11% drop. While CDE is continuously changing direction under COVID, the budget drop is predominantly due to loss of private pay, as CDD cannot claim for privately enrolled children that are not attending. Despite the drops to LL and CDD, we are seeing increases across all other programs, and a very similar budget size to prior year. **Jack/Michael moved to accept the updated 20/21 FY Budget. MSP.** CDE has extended the audit deadline from November 15 to February 15, which is very helpful due to additional work on PPP loan forgiveness.

- 7:40 12. Newspaper Articles**
- 7:25 13. Items for Next Agenda**
- 7:30 14. Adjourn Regular Meeting**
- 7:30 CLOSED SESSION**
- 7:35 Closed Session Adjourned**

Next Meeting:

Wednesday November 18, 2020, by Zoom



Governance Committee Meeting

Thursday October 8, 2020

11:30 pm-12:30 pm

Zoom Meeting

DRAFT NOTES

Members Present: Jack Jacobson, Lee Slaff, Nicolette Lee, Sara Siegel, Amy McEntee, Silvia Morales.

Staff Present: Ray Cancino, Doug Underhill, Seth McGibben

11:30 1. Meeting to order/Establish Quorum

11:30 2. Agenda Review (5 min)

11:35 3. CZU Fire Response – Update

CB has been working with Community Foundation to deliver direct aid to survivors, and has now received \$130K for direct financial assistance to fire survivors. The support from Community Foundation has been significantly higher this year than in the past due to the compounding issues of COVID and now the fires, and we would like to highlight their commitment to stepping up for our community in times of need. BOD members that came out to physically support the Mobile Laundromat, which is heading to Davenport next week where all water must be brought in. This is an opportunity to build bridges with Ryan Coonerty's office by directly impacting his constituents.

11:40 4. CB Stakeholder Survey Results

CEO noted the survey allows a snapshot on what we are perceived to do well and where we can improve. Response rate to the survey is traditionally low at approximately 15%. It is distributed to local elected, power brokers, and community partners. There was a brief discussion about the importance of highlighting client stories through social media and other forms. CEO noted that increased news coverage is an annual CEO performance indicator. Data shows it takes seven exposures for someone to hear a message, and program specific stories are more likely to be viewed by supporters of that specific program. Human-interest stories are balanced with bits of info that we need to disperse such as about the census, voting, disaster relief etc. There was consideration of how PDs can provide content about programs and

clients, and the possibility of rolling this into JDs. It is important that CEO is not the only one representing the agency.

11:45 5. Donation Acceptance: Element 7 (5 min)

Element 7 is a cannabis distribution company proposing to open a distribution location in Watsonville. They are offering \$10K annually to five different nonprofits and they approached CB, asking us to accept by the October 10. This donation cannot be used for any federally funded contracts, and keeping that in mind are we comfortable enough to accept and isolate this funding i.e. is it in alignment with the CB mission and vision? There was discussion concerning how visible CB would be in the planning process and whether it may affect other donations. Potential differential impacts between north and south county communities based on demographics was suggested by some, while others noted what goes in North County should also be okay for South. The comparison of CB receiving donations from vineyards was made paired with the knowledge that alcohol has more negative health impact than cannabis overall. Could be controversial in Watsonville due to conservative population. Discerning ways to gauge for community input when making decisions that may be considered controversial was suggested. CEO noted that the immediate consensus seem to be that CB should refrain, but also that more discussion is needed, and data to ensure stereotypes are not perpetuated. This will be added to the next BOD meeting agenda using gradients of agreement to gauge for support/opposition.

11:50 6. Items for next GC Agenda/BOD Agenda

11/18/2020_BOD: Social Media and Communication plan.

11:55 7. Closed Session

12:30 8. Adjourn

Next Meeting: Thursday November 12, 11:30am-12:30pm
Zoom Meeting



Development Committee Notes October 14, 2020 Final

Present: Lee Slaff, Michael Babich. Staff: Amy Hanley, Anna Vaage, Brenda Romero, Ray Cancino.

Monthly Progress Report

At 25% of the year we have met 25% of our fundraising goal. This year Farm to Fork funds appear in September. We raised \$41K gross. Mountain Affair was held October of last year and this year we are conducting a multi media campaign including restaurant fundraisers and business sponsorship appeals to keep this need top of mind. Monthly giving, online donations, third party fundraisers and payroll matches are growing this year. We have applied for CARES grants for WiFi access and financial assistance to replace some CORE funds lost, however this is not a long-term solution. Decline in Board giving is due to increased giving at 2019 Farm to Fork event, however first quarter board giving is on pace with annual goal. We will present alternative options for board giving at the November board meeting.

Farm to Fork Wrap Up

Gross revenues for Farm to Fork were down along with event expenses. Sponsorships, auction and fund-a-need donations were in line with prior years while slightly down without in-person hospitality. We plan to continue to incorporate online auctions using the electronic tools that allow remote bidding and automated check-in & check-out. We need to work on making livestream presentations more accessible to our audiences on streamlined platforms.

Quarterly Goal Progress Update

Our annual Development Plan goal metrics have been formatted for quarterly tracking.

Year-End Fundraising Campaign

We are conducting a new direct mail appeal for CB this fall, along with Giving Tuesday when we will need peer to peer support from board members. We will offer a matching challenge by a major donor. We can use funds gifted by a major donor in 2019 to leverage name recognition. We are also being featured in Good Times' Santa Cruz Gives for FRC disaster relief, as well as new online news outlet Lookout Santa Cruz funded by Knight Foundation.

Donor Acceptance Board Recommendation

A summary of pros and cons was presented on our potential acceptance of \$10K cannabis funds offered as part of a dispensary's permit application with City of Watsonville. This discussion would normally come to Development committee first but due to the donor's timeline this was discussed at Governance Committee last week. Both board committee members attended that meeting. Since Governance committee was unable to reach a consensus we declined the initial donation offer but would like to reach a resolution on the subject for future occurrences.



Donor Acceptance Board Recommendation, continued

Data was provided in support of cannabis legalization. With funding to the agency being cut in city budgets it is very important to recoup those funds, especially since we are already receiving funds through grants of local cannabis sales tax. The agency also continues to receive major grant funds from tobacco tax funds historically.

We want to consider the views of the community including participants and supporters, whereas currently our major donors are very few in number. Anecdotally we know some donors are invested in the cannabis industry. There are many wider implications of this issue including public health, law enforcement, land use and agriculture, at-risk youth and social equity of the industry.

Board committee members showed willingness to accept cannabis funded donations unless it has potential to significantly negatively impact public perception of the agency or funding for federal programs. Members agreed the decision should be fact-based relying on research and data. We also want to promote inclusivity with a goal of incorporating community input into the decisions.

"Development Committee recommends that the Board continue to discuss acceptance of donations from legal cannabis entities with consideration of the industry's effects on youth and people of color, along with the possible negative perception from any sector of the community."

Committee Chair Transition

Tabled for future agenda.

Next meeting:

Wed, November 11 at 11am

Via Zoom or at Community Bridges



Development Committee Notes November 11, 2020

Present: Brenda Griffin, Katy King, Michael Babich. Staff: Amy Hanley, Anna Vaage.

Monthly Progress Report

Donations are down compared to this time last year due to gross revenue decreases of \$48K from two events. Other activities have grown by \$28K, so the net change is -\$25K which we hope to fill through a successful year-end campaign. Meals on Wheels received a bequest of nearly \$94K from a longtime donor which will be endowed and not counted in year over year. Donations from participants also down slightly due to lack of congregation at MOW and FRCs.

Board Giving Goals and Engagement Opportunities

A history of board giving was shared with goals for engaging board members in fundraising activities. The Board often meets the goal of raising \$20K annually through \$1K donations plus \$1K solicitations per member overall as they're able. Committee members reiterated that twice-annual reminders are needed, prior to the end of each fiscal and calendar year. Development Dept. and committee members should offer personalized support for ways each board member can get involved, matching opportunities to their network capacities.

Committee Chair Transition

The current chair of Development Committee will term off in December and we will need a new chair. Staff will prepare an outline of chair duties and summary of committee activities.

Committee Structure & Outreach

The current meeting time works for members. Staff will develop tools for inviting community members and contacts to join the committee with a goal of adding two additional members.

**Next meeting:
Wed, December 9 at 11am
Via Zoom**



Finance Committee Meeting

Thursday, November 12, 2020, 10:30-11:30 AM

<https://us02web.zoom.us/j/326410777>

Zoom Meeting ID: 326-410-777

Santa Cruz County, CA

Draft Notes

Members Present: Lee Slaff, Jack Jacobson, Michael Babich

Staff Present: Ray Cancino, Doug Underhill, Kirk Ance, Jesus Bojorquez

Notes: Tonje Switzer

10:30 Agenda Review

10:35 CFO Report – Doug Underhill

a) Program Budget Summary / Program Updates & Analysis – September

WIC (Women, Infants and Children) has just completed their FY and did a very good job spending out their full contract. CDD's (Child Development Division) first quarterly report has been submitted, and the program will be able to reimburse the maximum of all eligible expenses up to the full fiscal year (FY) contract, regardless program attendance. Elderday (ELD) is running a positive budget with their alternative services. Until December 31, 2021, ELD will receive supplemental reimbursement, which raises the reimbursement rate from \$103.90 to \$111.53. We are also working to get clarity on potential changes to the Veterans Affairs (VA) reimbursement rates, and we are resubmitting all the claims and pulling those revenues out of the budget until they are received. ELD is projected to end the FY at +\$100K, in addition to a \$750K facility reserve. Meals on Wheels (MOW) is delivering nearly twice the amount of meals as before, matching available funding to needs. MOW received an \$85K addition to their budget from the City of Watsonville CARES Act CDBG funding for South County clients. Overall, for Lift Line there was very little change from last month, and the program is currently projected to end the year -\$13K. Family Resource Collective (FRC) is in a healthy position and continue receiving COVID related funding including an additional \$40K from Sunlight Giving with 50% for direct services and 50% for operations. Community Foundation is instrumental for long-term fire relief and potential housing support, providing \$54K in new funding. Child and Adult Food Program (CACFP) ended their Federal fiscal year,

and shifting salaries from their daycare homes budget to PPP dollars we were able to put them into a very positive situation, with a carry forward of +\$35K, which has been approved from the California Department of Education (CDE). Admin is showing a projected gain for the year and a -\$26K drop between this month and last month due to purchase of program supplies and minor equipment, some of which will be allocated to COVID funding. Development is looking strong with donations dropping off a bit for COVID but picking up for fire relief.

b) Cash Flow and Line of Credit

Ratios are improving and cash flow is strong. The full amount of the PPP loan is showing as liability until it is forgiven, hopefully within the next few months.

c) Investments and Funds – Status Review October 31, 2020

All campaigns have seen strong gains since July.

11:20 Closing items

a) Questions / Answers

b) Items for next agenda

11:30 Adjourn

Next Meeting December 10th, 2020



Governance Committee Meeting

Thursday November 12, 2020

11:30 pm-12:30 pm

<https://us02web.zoom.us/j/326410777>

Meeting ID: 326 410 777

DRAFT NOTES

Members Present: Jack Jacobson, Lee Slaff, Michael Babich, Brenda Griffin, Sara Siegel

Staff Present: Ray Cancino, Seth McGibben, Doug Underhill, Kirk Ance, Jesus Bojorquez

11:33 1. Meeting to order/Establish Quorum

11:33 2. Agenda Review

11:34 3. COVID-19 and CZU Fire Updates

a) City of Watsonville \$85K MOW

This funding was secured through the CARES Act, allowing for continuation of the Meals on Wheels breakfast program.

b) Public Service Announcement (PSA) – Debris Flow Outreach

The County and Community Foundation has contracted with CB to do a PSA regarding the dangers of post-fire debris flows, and we are preparing a mailer. The agency is also preparing emergency readiness in the event of a debris flow emergency.

c) Pajaro Valley Health Trust – COVID

CB has received a specialty grant to do a TV advertisement about COVID awareness for the most impacted demographics, who are monolingual Spanish homes in South County. The ad will air both in Spanish and in Mixtec. The agency is working hard to prepare for next COVID wave, and we are asking staff to do routinely asymptomatic testing.

11:45 4. Lift Line – Ecoline Purchase

Since this purchase is requesting close to \$200K upfront, a Governance Committee approval is needed, and Finance Committee recommended that GC approve. The majority, \$130K, would initially be covered by the agency and paid back from Lift Line's TDA funding over three years. Ecolane is an automated scheduling software that communicates directly with an onboard device, notifying both driver and client about potential changes in the schedule, arrival time

etc. Clients can use a phone app to schedule rides and receive notification with real-time maps. Purchase of the software will not impact staffing levels.

Kirk noted that Ecolane is best posed to meet Lift Line's needs compared to the other available products. Metro use Ecolane already and Lift Line noted opportunities for expansion into San Benito County and to MSP services that this product would help facilitate.

Sara/Jack moved to approve utilization of agency funds for the purchase of Ecolane software for Lift Line. MSP.

11:51 5. Items for next GC Agenda/BOD Agenda

11:55 6. Closed Session

12:30 7. Adjourn

Next Meeting: Thursday December 10, 11:30am-12:30pm
Zoom: <https://zoom.us/j/326410777>, or call +1 669 900 6833
Meeting ID: 326 410 777

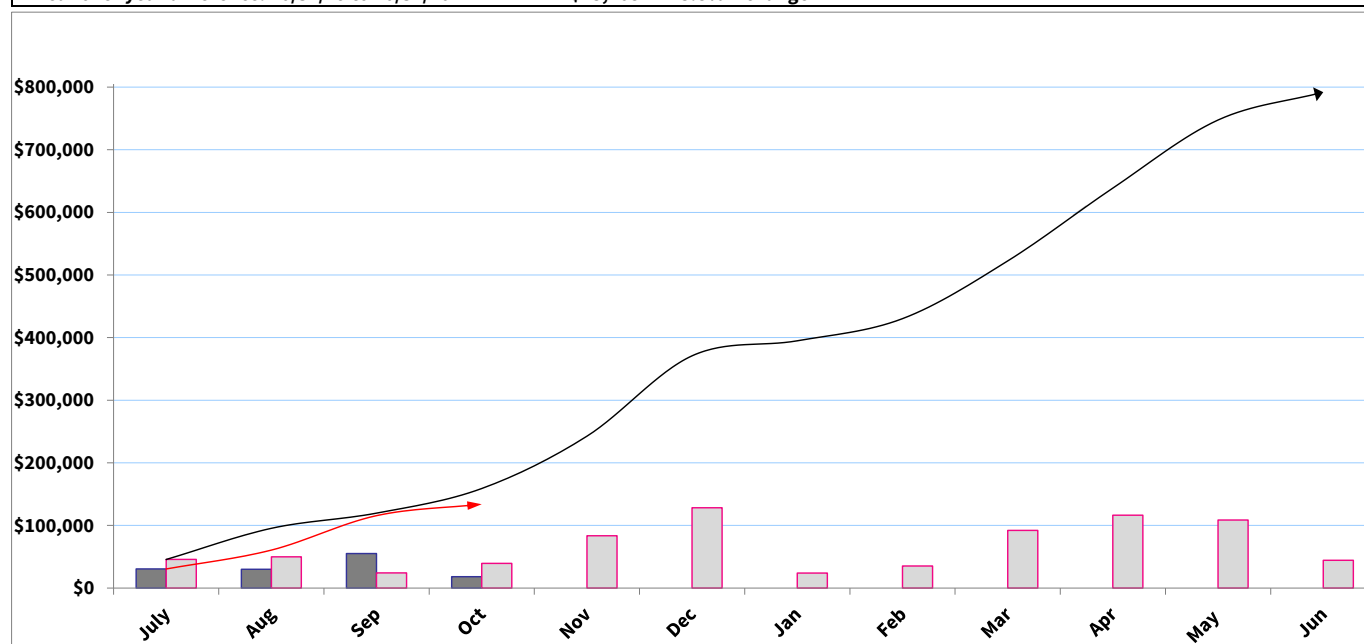
Development Progress Report

Fiscal Year 2020-21

October 31, 2020

Donation Revenue (Excluding Grants and COVID-19 & CZU Fire Relief donations)

	Fiscal Year	July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
Total	Current Year 20/21	\$30,521	\$30,147	\$55,038	\$18,218									\$133,925
	Previous Year 19/20	\$45,654	\$49,811	\$24,246	\$39,321	\$83,533	\$128,405	\$23,933	\$35,366	\$92,165	\$116,354	\$108,719	\$44,406	\$791,913
Year over year difference: 10/31/19 to 10/31/20 -\$25,108 -15.8% change														



Key highlights through October 2020

- Decrease of \$48K gross event revenue since last year is offset by \$28K growth in other campaigns described below.
- Monthly giving, online outreach, workplace giving, community fundraisers and fire recovery appeal grew by \$28K.
- Meals on Wheels received a bequest of nearly \$94K that will be endowed. MCR is also awaiting the results a bequest.

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

- 20/21 Donation Goal \$462,106 -10.1% Goal Change over Prior Year
- 20/21 Donations YTD \$133,925 29% Portion of goal met at 33% Portion of year lapsed

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

- 20/21 Grants Awarded \$664,332
- Prior Year Awarded \$1,319,007 -50% Growth over prior year
- 20/21 New Funds Added \$107,500 16% Portion of YTD Grant Funds New

C. Relief Funds Received & Awarded - See COVID-19 & CZU Fire Relief Donations & Grants

- 20/21 COVID Relief Total \$69,400 Total of Donations & Grants
- 20/21 Fire Relief Total \$321,177
- Prior Year COVID Total \$674,545

D. Grand Total Donations & Grants, incl. COVID & Fire Relief Funds

- 20/21 All Donations YTD \$147,502 \$13,577 Relief funds portions
- 20/21 All Grants YTD \$1,041,332 \$377,000
- Prior Year All Donations \$981,615 \$189,702
- Prior Year All Grants \$1,803,850 \$484,843

Fundraising Campaign Report Through October 31, 2020

Excluding COVID-19 and CZU Fire Relief Funds

Donations to Programs	20/21 Goal	20/21 YTD	% Goal Met	19/20 Final
CB General Funds	\$102,914	\$60,587	59%	\$216,666
Child and Adult Care Food Program	\$2,350	\$3,494	149%	\$4,245
Child Development Division	\$7,112	\$4,524	64%	\$7,860
Elderday	\$5,773	\$3,035	53%	\$8,322
La Manzana Community Resources	\$3,252	\$1,106	34%	\$4,376
Lift Line	\$12,209	\$2,383	20%	\$16,124
Live Oak Community Resources	\$24,508	\$1,973	8%	\$28,643
Mountain Community Resources	\$54,549	\$8,467	16%	\$88,931
Meals on Wheels	\$243,000	\$40,027	16%	\$407,015
Nueva Vista Community Resources	\$4,890	\$1,644	34%	\$6,711
Women, Infants & Children	\$1,550	\$1,788	115%	\$2,824
Total Program Revenue	\$462,106	\$129,029	28%	\$791,718

Fundraising Appeals & Campaigns	20/21 Goals	20/21 YTD	YTD 19/20 To Date	20/21 \$ change
Donates Monthly		\$11,508	\$4,965	\$6,543
Email, Online, Social Media		\$9,805	\$1,739	\$8,066
Endowment Funds (CB, MCR, MOW)		\$400	\$400	\$0
Farm to Fork Gala	\$8,000	\$41,088	\$72,980	(\$31,892)
Honor/Memorial		\$2,210	\$2,115	\$95
Major Gifts \$5K+	\$75,666	\$10,000	\$10,000	\$0
MCR Fundraiser		\$4,895	\$21,565	(\$16,670)
MOW Meal Donation	\$5,000	\$1,788	\$2,595	(\$807)
MOW Spring Mailer 19/20		\$7,486	\$4,254	\$3,232
Outside Fundraisers of behalf of CB		\$7,603	\$2,537	\$5,066
Other Miscellaneous		\$29,272	\$30,071	(\$799)
Payroll & Matches		\$7,675	\$4,484	\$3,191
Program Donation Box		\$194	\$1,327	(\$1,133)
Total Campaign Revenue		\$133,924	\$159,032	-\$25,108

Board member contributions (incl above)	\$10,000	\$2,810	\$12,590	-\$9,780
Board member solicitations (incl above)	\$10,000	\$5,650	\$25,638	-\$15,125

COVID-19 & CZU Fire Relief Donations & Grants

Through October 31, 2020

Relief Donations Received	20/21 FIRE	20/21 COVID	19/20 COVID
CB General Funds	\$4,367	\$1,650	\$111,345
Child and Adult Care FP	\$5		\$3,365
Child Development Dept			\$550
Elderday		\$650	\$9,995
La Manzana			\$600
Lift Line			\$570
Live Oak			\$1,775
Mountain Community	\$5,505		\$6,576
Meals on Wheels	\$300		\$52,671
Nueva Vista			\$1,350
WIC		\$100	\$905
Total Donations Received	\$10,177	\$3,400	\$189,702
Relief Funds Awarded	20/21 FIRE	20/21 COVID	19/20 COVID
CDBG/CARES ACT City of Santa Cruz (MOW, ELD)			\$76,394
Central CA Alliance for Health (CB) COVID Relief			\$29,400
Community Foundation Monterey County (LMCR)			\$10,000
Community Foundation SCC COVID (ELD, MOW, FRC)			\$90,000
Community Foundation SCC Fire Relief Fund (MCR) Operations	\$15,000		
Community Foundation SCC Fire Relief Fund (MCR) Direct Assistance	\$119,000		
Community Foundation SCC Repass - Rodgers Fund (MCR)	\$15,000		
Driscoll's Direct Food Support Aid (FRCs)			\$20,000
FEMA Emerg Food & Housing via United Way (MOW & FRC)			\$30,349
Meals on Wheels America (MOW) COVID Relief Funds		<i>Applying \$50K</i>	\$100,000
PG&E Fire Relief (MCR) Operating & Direct Assistance	\$30,000		
Pajaro Valley Health Trust (CB) COVID/Fire Relief	\$40,000		
Pajaro Valley Health Trust (CB) COVID Messaging		\$10,000	
Pinpoint Foundation (CB)			\$5,000
Pittsburg Foundation (MCR) Fire Relief	\$1,000		
Santa Cruz Community Ventures (FRC) Undocufund			\$53,500
Santa Cruz Community Ventures (FRC) Cash Assistance			\$40,200
Santa Cruz County CARES (ELD SCWOL) Financial Assistance		\$50,000	
Silicon Valley CF (FRC) Direct Relief Financial Assistance	\$10,000		
Simpson Thacher & Bartlett LLP (MCR) Fire Relief	\$20,000		
Sunlight Giving Rental Assistance (CB)	\$25,000		\$35,000
The Ardea Fund			\$25,000
United Way 211 Disaster Funds (MCR) Mobile Laundry Trailer	\$26,000		
United Way 211 Disaster Funds (MCR) Direct Assistance	\$10,000		
United Way First 5 (CDD)		\$6,000	
Total Grant Funds Awarded	\$311,000	\$66,000	\$484,843
Relief Gifts & Grants Received to Date	\$321,177	\$69,400	\$674,545

Grant Application Report

Excluding COVID-19 and CZU Fire Relief Grants

Through October 31, 2020. Changes this month shown in **bold**.

Grants Awarded: Government Funded	FY 20/21	FY 19/20
California Public Utilities Corp (FRC)		\$32,174
Low Carbon Transit Operations Program LCTOP (LL)		\$275,309
Santa Cruz City Set-Aside (CDD Sycamore)		\$13,642
State Transit Assistance STA 3 Yr Supplemental (LL)	\$100,000	\$100,000
Total Government Grant Funds Awarded	\$100,000	\$421,125

Grants Awarded: Foundation & Private	FY 20/21	FY 19/20
Alliance Capital Campaign Grant (Elderday)	<i>To apply \$2.5M</i>	\$150,000
Alliance Partners for Healthy Food Access (FRC)	\$10,000	\$15,600
California Emergency Solutions and Housing (MCR)		\$240,478
Caroline's Nonprofit Thrift Store (LMCR)	Applying \$20K	\$20,000
Community Action Board Immigration Services (FRC)	\$11,832	\$8,000
Community Foundation Monterey (LMCR)	\$15,000	\$12,000
Community Foundation Santa Cruz County (CB)	\$50,000	\$60,000
Dudley-Vehmeyer-Brown Foundation (MCR)	Applying \$10K	\$5,500
Joseph & Vera Long Foundation (ELD or LL)	\$25,000	
Kaiser Foundation for At Risk Youth (CB)	Applied \$150K	\$15,000
Monterey Peninsula Foundation (Lift Line)	\$40,000	\$40,000
Newman's Own Shelf Stable Meals (MOW)	n/a	\$9,500
Packard Foundation General Operating (FRC)	\$75,000	
Packard Foundation Capacity Building (FRC)	\$12,500	\$12,500
Packard Foundation Youth Activities (NVCR)	\$45,000	\$45,000
Pajaro Valley Community Health Trust (LMCR)	\$15,000	\$15,000
Palo Alto Medical Foundation (MOW)	\$7,500	\$7,500
Silicon Valley CF 1440 Foundation (CB) General	\$30,000	
Subaru Share the Love Vehicle Sales Proceeds (MOW)		\$6,804
Sunlight Giving (CB) Operating Support multi-year	\$225,000	\$150,000
Sutter Health North County Homeless Services (MCR)		\$25,000
United Way Youth Well-Being (LOCR)		\$30,000
Volunteer Center Emergency Prep (FRC, MOW)		\$30,000
Watsonville Rotary Mental Health (LMCR)	\$2,500	
Total Foundation & Private Funds Awarded	\$564,332	\$897,882

Total Grant Funding Applications Awarded	\$664,332	\$1,319,007
-------------------------------------------------	------------------	--------------------



Board Giving Goals & Pledge Form 2020/21

Recommended Board Fundraising Goals:

- A total \$20,000 donations, event tickets, auction items, sponsor solicitations raised by the Board.
- A \$1,000 personal contribution plus \$1,000 solicitation is recommended for each Board member.
- 100% of Board Members make a significant personal gift demonstrating their commitment to CB.
- Program support is welcome but the majority of Board gifts are recommended to be unrestricted.
- Each Board member participates in at least one fundraiser and/or solicitation activity each year.

Board Giving History

Board member participation in agency fundraising is requested by some grant funders, and helps members engage in outreach, activities and events to gain more involvement and understanding.

	20/21 Jul-Oct	19/20	18/19	17/18	16/17
Board Giving Participation	66%	100%	82%	100%	100%
Annual Board Donations	\$2,810	\$12,590	\$9,139	\$4,810	\$13,375
Annual Board Solicitations	\$5,650	\$25,638	\$10,665	\$10,830	\$20,648
Total Board Contributions	\$8,460	\$38,228	\$19,804	\$15,640	\$34,023
Change from prior year	tbd	93%	27%	-46%	15%

Board Member's Contributions

Thank you for your support and dedication to Community Bridges! For your reference, our records show your recent giving is as follows. Please let us know if you have any questions or corrections.

[Board Member Name]	20/21 Current Year	19/20 Prior Year
Cash donation		
Sponsorship		
Events Tickets and/or Auction items		
Solicitations		
Thank you phone calls, emails, notes/cards		
Volunteer, fundraising		
Total Contributions		

For questions, please contact Anna Vaage at annav@cbridges.org, or 831-688-8840 x205. **Thank you!!**

Community Bridges Board Member Ways to Give Fiscal Year July 1 – June 30

Ways to Contribute	Month It is needed
Make a cash donation. It is easy, fun, and helpful! <i>Sign up for monthly giving at communitybridges.org/donate.</i>	By June 30
Ask your employer to match your donation	
Add Community Bridges as a beneficiary of your retirement account, will or trust.	
Participate in an Event or Campaign	
Phone-a-thon –Mountain Community Resources	February
Food from the Heart –Meals on Wheels	March
Fiscal Year End Campaign (Annual Report)	June
Farm to Fork –Community Bridges	September
Mountain Affair –Mountain Community Resources	October
Buy a Calendar ad for your business \$500	October
Contribute a match for Giving Tuesday. \$500	November
Calendar Year End Campaign (Calendar)	December
Donation opportunities	
<ul style="list-style-type: none"> • Donate to a campaign email or mail appeal 	
<ul style="list-style-type: none"> • Buy event tickets for self, family, friends 	
<ul style="list-style-type: none"> • Sell event tickets to friends, family, friends 	
<ul style="list-style-type: none"> • Contribute an event sponsorship 	
<ul style="list-style-type: none"> • Contribute an auction item 	
<ul style="list-style-type: none"> • Buy auction items at event 	
<ul style="list-style-type: none"> • Make a lead gift at a Fund-A-Need 	
<ul style="list-style-type: none"> • Attend a restaurant fundraiser 	
Volunteer opportunities	
<ul style="list-style-type: none"> • Serve on the Development Committee and/or invite others 	
<ul style="list-style-type: none"> • Serve on an event or fundraiser campaign committee 	
<ul style="list-style-type: none"> • Solicit donations or auction items from individuals 	
<ul style="list-style-type: none"> • Solicit sponsorships or donations from businesses 	
<ul style="list-style-type: none"> • Provide introductions to major donor prospects 	
<ul style="list-style-type: none"> • Attend a meeting or call with a major donor 	
<ul style="list-style-type: none"> • Sign up to Thank New/Increased Donors – cards 	
<ul style="list-style-type: none"> • Sign up to Thank New/Increased Donors – phone calls 	
<ul style="list-style-type: none"> • Like CB on Facebook, Instagram or Twitter 	
<ul style="list-style-type: none"> • Share a CB event or fundraiser post on social media 	

2020/21 Board Intent to Participate Form

I WANT TO PARTICIPATE. Please contact me about:

- ☐ Adding CB as a beneficiary of my retirement account, will or trust.
- ☐ Serving on the Development Committee.
- ☐ Serving on an event or campaign committee.
- ☐ Soliciting event sponsorships or auction items.
- ☐ Buying or soliciting a Calendar sponsorship ad.
- ☐ Making a match gift for Giving Tuesday.
- ☐ Thanking donors by phone or mail.
- ☐ Promoting CB on social media.

I INTEND TO CONTRIBUTE \$_____.

- ☐ By June 30, 2021 for FY 20/21

This gift will be paid as follows:

- ☐ Online at communitybridges.org/donate (choose monthly or one time)
- ☐ By Check
- ☐ Please send me an invoice for the above amount, by _____ (preferred date)
- ☐ Please keep track, I will give through a variety of ways throughout the year.

☐ Please charge the amount to my credit card:

NAME ON CARD

CARD NUMBER

EXP. DATE

CVC

Recognition Name (or write *anonymous*)

Signed by (Please Print)

Signature

Date

PLEASE RETURN YOUR COMPLETED FORM TO:

Community Bridges, 519 Main Street, Watsonville, CA 95076

By email to annav@cbridges.org, or donate online at www.communitybridges.org/donate

Thank you for supporting Community Bridges, for leading by example,
and for making a difference for local children, families and seniors.

Please return your completed pledge form by December 31, 2020.

2020 Ambassador Guide



#GivingTuesday happens on December 1, 2020. **#GivingTuesday** is a global day for giving back—to encourage us to take a break from the commercialism of the holidays to show up for our neighbors who are most in need.

#GivingTuesday is one of Community Bridges' largest agency fundraisers and monies raised support ALL 10 Community Bridges programs. This year we hope to raise \$6,700 and YOU are what makes this day a success. Please use your voice for our community on **#GivingTuesday!**

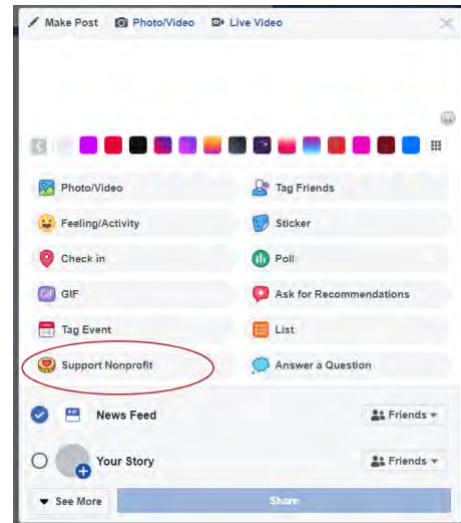
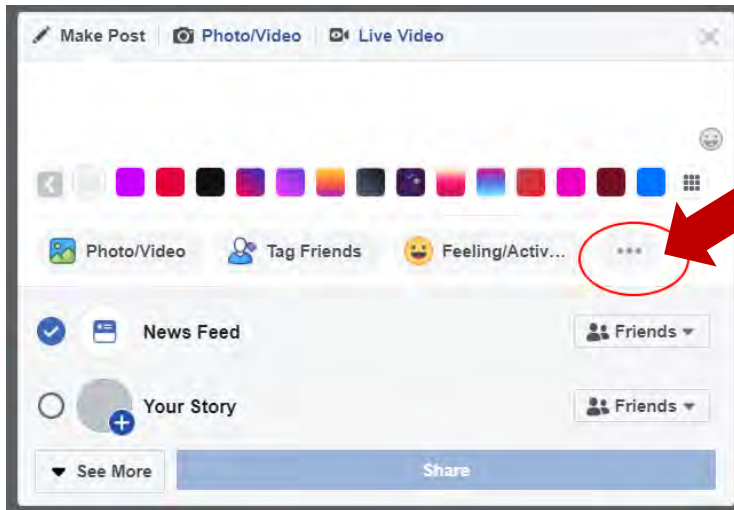
3 Easy Ways You Can You Support Community Bridges this #GivingTuesday:

1. **Start your own Facebook fundraiser:** It's easy to bring your friends together for a Facebook fundraiser! Follow our step-by-step instructions to make your own Facebook campaign for Community Bridges (see page 2).
2. **Share, Retweet and Post to Stories:** On December 3, please share CB's **#GivingTuesday** posts on Facebook, Twitter and Instagram to help spread the giving movement!
3. **Send a text or email to your friends:** See pages 3 and 4 for sample text.

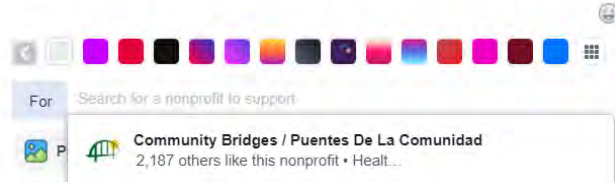
1. How to start your own Facebook Fundraiser

Step 1: Log into your Facebook account.

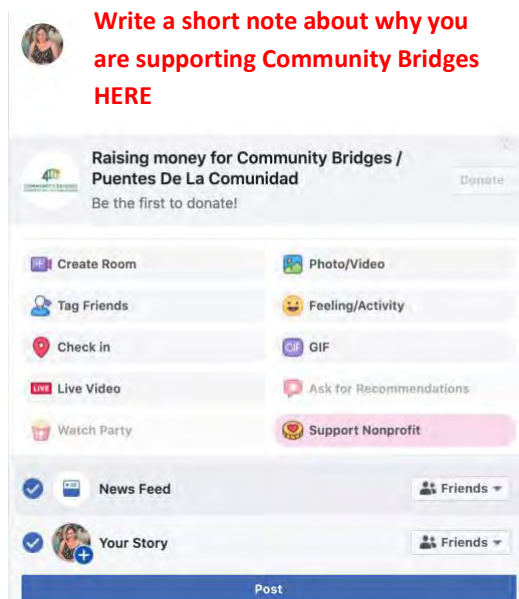
Your status update box will appear at the top of your home page. On the bottom right of the white box, click the button with the three gray dots for more options. A dropdown menu will appear. **Click “Support Nonprofit”**. A search bar will appear that allows you to search for organizations by name.



Step 3: In the search bar, type in “Community Bridges.” Look for our name and green bridge logo to pop up. Click on our name to select CB as your nonprofit of choice.



Step 4: After you select Community Bridges, a gray box will appear under the white status text box that says, “Raising money for Community Bridges / Puentes De La Comunidad.” Click the white box to type a note about why you’re supporting Community Bridges on #GivingTuesday. Once you add your note, click “Post” and you’re all set!



2. Share, Retweet and Post to Stories.

Here's where to find us on the web:



Facebook @CommunityBridgesSC: Our Facebook URL is:

www.Facebook.com/CommunityBridgesSC. To tag our page, please include @Community Bridges/Puentes De La Comunidad



Twitter @Puentes_SC: Our Twitter URL is www.Twitter.com/Puentes_SC. To tag our page, please include @Puentes_SC



Instagram @Puentes_SC: Our Instagram URL www.instagram.com/puentes_sc. To tag our page, please include @Puentes_SC

Donate online at: <http://www.communitybridges.org/giving-tuesday>

3. Send a text or email to your friends.

Sample texts:

- Thousands of people around the world are coming together TODAY to help their local communities as part of Giving Tuesday. I'm giving back to Santa Cruz County by making a donation to Community Bridges to invest in children, families, and seniors. Will you join me?
www.communitybridges.org/giving-tuesday
- I've joined Community Bridges for Giving Tuesday. Together we can make a lasting difference in the lives of over 17,000 children, families and seniors. How are YOU giving back this year?
www.communitybridges.org/giving-tuesday
- Check out what Community Bridges is doing this Giving Tuesday at www.communitybridges.org/giving-tuesday. I have seen how Community Bridges is making an impact in our community and hope you will join me in supporting it's vital work with children, families and seniors.

Sample emails:

- On Giving Tuesday the world comes together to unleash generosity and transform our communities. Will you join me in transforming our shared beliefs and hopes into action? This has been a year of adversity in our country that we have never seen in our lifetimes. Children in our county are going to bed hungry; jobs, businesses and homes have been lost; families are struggling to provide basic needs; and seniors need access to nutrition and social connection.

Will you join me on Giving Tuesday to help provide the solutions that our community needs? Learn more about Community Bridges and donate at: CommunityBridges.org/giving-tuesday.

- Giving Tuesday is a global day of generosity and I am inviting you to participate! This year, I am supporting Community Bridges as they have been on the frontlines supporting community members impacted by the hard days of the pandemic and the catastrophic fires in the Santa Cruz mountains. The agency has provided direct financial assistance to people that lost wages or homes, used technology to connect seniors to care and social connection and fed thousands of families and seniors every week. Funds raised on Giving Tuesday will allow Community Bridges to continue these programs and services as we move into recovery in 2021. We really are stronger together and on this day where we look for ways to give back, I encourage you to give to Community Bridges. Learn more about Community Bridges and donate at: CommunityBridges.org/giving-tuesday.

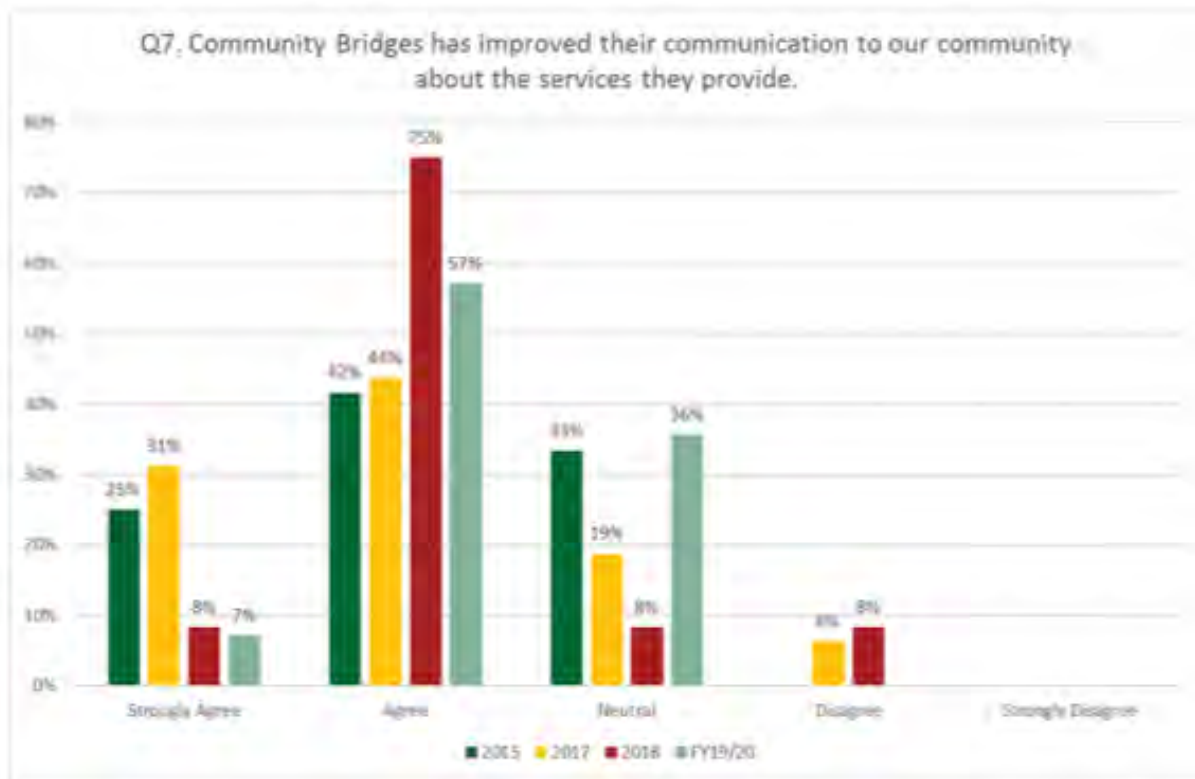
Questions?

Please contact Amy Hanley at amyh@cbridges.org or 831-688-8840 x285.

Stakeholder Survey: Analysis of Communications Responses

November 18, 2020

Q 7 – Community Bridges has improved their communication to our community about the services they provide.



	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
2015	3	5	4	0	0	12
2017	5	7	3	1	0	16
2018	1	9	1	1	0	12
2019/2020	1	8	5	0	0	14

More survey respondents reported a “neutral” response than in the past years. Additionally, those that “strongly agree” have declined since 2017. Given the small sample size, the number of people that “agree” that they have seen improvement has remained relatively stable.

These results indicate more people may not be receiving or assimilating CB communications via hard copy mail, email or social media. This offers an opportunity to explore new communication channels relevant to specific program audiences, as well as continue to build

the CB brand through coordinated messages. As the survey was conducted in July of 2020 in the midst of COVID-19 crisis, there was significant competition for people's media attention.

Additional survey responses and Community Bridges' actions listed below:

Q16 - What can Community Bridges do to enhance and improve services?

Survey Responses: Create more visibility of CB services to attract funding during crisis moment; more visibility in the community; Increase outreach

2020 Action:

- Created COVID-19 and CZU Fire resources web pages and drove traffic to pages via email and social media
- 13 COVID-19 or CZU Fire press releases
- FY 19/20 increased media coverage by 59%
- Increased email touches by 19% (2019 vs 2020). Higher than industry average Open and Click rates.
- Added additional direct mail appeal to solicit new donors

Survey Response: Stronger presence on social media

2020 Action:

- Contracted for additional social media support and started tracking social media metrics to respond and adjust messaging to increase reach and engagement
- FY 18/19 instituted Instagram account and have increased followers over 300%
- Measuring social media engagement in FY 20/21 Development Goals
- FY 19/20 posted an average of 35 posts per month

Q17 - How can community Bridges improve their impact?

Survey Response: Use storytelling to share more widely how you connect with clients

2020 Action:

- Implementing monthly video program spotlights to showcase services and CB staff (email and social media).
- Incorporating client video testimonies into appeals and advertising.

COMMUNITY BRIDGES Program Budget Summary September 30, 2020 Projections for Year Ending 6-30-2021											
A	B	C	D	E	F	G	H	I	J	J	K
PROGRAM NAME:	6/30/20 Projected Balance	Annual 20/21 Projected Budget	Current Projected Expenses	Current Projected Revenues	As Yet Unsecured Revenues	(E-D) Net 2020-2021 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)	191,844	2,401,683	2,378,353	2,381,269	0	2,916	194,760	8.2%	(1,218)	-0.1%	345,608
Child Development Div	295,464	2,047,702	1,995,791	2,031,251	400,000	35,460	330,924	16.6%	14,883	0.7%	289,311
Elderday	235,881	2,265,643	2,239,425	2,285,624	270,000	46,199	282,080	12.6%	23,077	1.0%	198,842
Meals on Wheels	675,325	2,383,534	2,370,848	2,362,413	390,994	(8,435)	666,890	29.4%	(90,326)	-3.8%	342,513
Lift Line	(207,545)	1,969,592	2,048,756	2,035,273	300,000	(13,483)	(221,028)	-13.1%	(4,998)	-0.2%	277,359
La Manzana Commtty Res	169,977	702,137	731,210	753,547	122,018	22,337	192,314	26.8%	(6,077)	-0.8%	93,840
Mountain Commtty Res	146,961	715,114	804,295	804,295	112,000	-	146,961	18.5%	-	0.0%	88,042
Nueva Vista Commtty Res	89,601	409,768	422,347	424,708	51,000	2,361	91,962	22.0%	(2,639)	-0.6%	55,092
Live Oak Commtty Res	129,043	391,398	402,632	412,107	45,000	9,475	138,518	34.4%	13,767	3.4%	58,508
CACFP (Oct-Sept FFY)	27,191	4,178,223	3,825,796	3,845,116	90,000	19,320	46,511	6.3%	12,293	0.3%	76,259
Administration	43,620	2,085,124	2,080,748	2,102,192	0	21,444	65,064	3.1%	(26,882)	-1.3%	15,991
Philanthropy	162,415	235,479	213,346	221,086	106,628	7,740	170,155	79.8%	6,624	3.1%	29,353
TOTAL PROG OPERATIONS	1,959,777	19,785,397	19,513,547	19,658,881	1,887,640	145,334	2,105,111	13.95%	(61,496)	-0.3%	1,870,718
LOCR-Capital Campaign	443,594	27,240	23,570	28,463	0	4,893	448,487	NA	(3,402)		0
CBHQ FY 20/21 Activity		-	66,689	72,384	0	5,695	5,695	NA	3,744		0
Fixed Assets & Gen'l Agy	1,916,838	-	3,000	65,920	0	62,920	1,979,758	NA	62,920		0
TOTAL AGENCY	4,320,209	19,812,637	19,606,806	19,825,648	1,887,640	218,842	4,539,051	13.95%	1,766	0.0%	1,870,718

Notes: MOW : \$350,000 of MOW reserve revenue shown on Fixed Assets & General Agency 6/30/20 Fund Balance.

Fixed Asset purchases and Pass-Thru expenses exempt from Indirect; Revenues and Expenses include all pass-through

Program Budget Summary
September 30, 2020

PROGRAM NAME:

WIC	Slight increase in Rev/Exp, FFY close, +5K personnel
Child Development Div	19K reserve, -13K revenue, - reduced parent fees HP, -27K personnel, less G.A.
Elderday	21K program 750K facility reserve- TAS profitable -Write down V.A. -90K, -11K PPP, +118K CCAH
Meals on Wheels	+70K exp, Increased Food and Breakfast services. -11K PPP
Lift Line	+63K measure D projection, + 53K facility reserve, +5K prop, +8K personnel
La Manzana CR	10,800 reserve - -48K personnel, -27K revenue
MCR	+36K United Way, +15K fire donation, Shift back of Triple P, -14K PPP, +11K personnel +hrs coord. x2
Nueva Vista CR	5K reserve, minimal changes, +non cash incentive, + CF funding to match
Live Oak CR	Shift back of Triple P revenue from LMCR, Increased non cash incentives
CACFP	DCH count 400, Centers still very low, created 35K FFY carry forward for FY 2021
Administration	+45K exp +21K rev, +Minor Equip, +Prog Supplies, +Personnel (lack of vacation)
Philanthropy	Favorable donations, operating on some PPP allocation and donations
LOCR-Cap Campaign	Actual YTD less proj FY 20/21 expenses, 9/30/2020 \$472,057 - Current 10/26/2020 \$484,960
La Manzana Property	Actual Revenue/Expense through August 31, 2020
FAs & Agy Unrestr.	Includes grant funds, Does not include proj endowment donation - note: \$94K received in October
Total Agency	Proj Program +145K, proj Agency +219K

Total PPP Funding FY 2021	814,770	
One-time CARES (CORE)	112,700	
One time Deferred/COVID/FIRE	800,000 estimate	
Total One-time FY 2021 Funding	\$1,727,470	12.09% of FY 2021 program expenses (less CACFP pass-through and G.A.)

Community Bridges
Agency-Wide Revenue and Expenses
September 30, 2020
Pro Forma Projected with PPP Forgiveness

DESCRIPTION	RECEIVED YTD 9/30/20	EARNED YTD 9/30/20	% OF TOTAL	A/R YTD 9/30/20	UNEARNED YTD 9/30/20	DESCRIPTION	ACTUAL YTD 9/30/20	% OF TOTAL
REVENUE						EXPENSE		
County of Santa Cruz	281,750	312,461	5.9%	30,711		Salaries & Wages	1,765,451	36.1%
City of Santa Cruz	4,250	97,099	1.8%	92,849		Payroll Taxes	183,247	3.7%
City of Capitola		1,475	0.0%	1,475		Health Insurance/Retirement	214,404	4.4%
City of Scotts Valley		0	0.0%	-		Contracted Services	172,178	3.5%
City of Watsonville		2,125	0.0%	2,125		Transportation Services	16,448	0.3%
AAA-Title IIIB/C	264,674	271,858	5.1%	7,184		Staff Travel	2,844	0.1%
USDA-AAA / CAFB / SL		95,274	1.8%	95,274		Occupancy Expense	322,874	6.6%
Dept of Health Svcs-WIC / Snap Ed		658,000	12.5%	658,000		Office/Program Expense	131,839	2.7%
Dept of Educ-CACFP Admin	99,988	95,000	1.8%		4,988	Staff Training	17,198	0.4%
Dept of Educ-CACFP Homes Passthru	1,045,915	1,045,206	19.8%		710	Insurance	34,600	0.7%
Dept of Educ-CACFP Ctrs CCC / CBAS		9,539	0.2%	9,539		Taxes, Licenses, Interest & Fees	75,024	1.5%
Dept of Education-CDD	531,613	399,109	7.6%		132,505	Equipment Expense	112,305	2.3%
Transportation Development Act	206,468	154,744	2.9%		51,725	Raw Food and Related	249,989	5.1%
EFSP (FEMA)	15,175	9,927	0.2%		5,248	Vehicle Operations/Maintenance	17,356	0.4%
Covered CA-Navigator		0	0.0%		-	Payments to CACFP Homes/Ctrs	1,045,206	21.4%
FTA Section 5310 - Cal Trans Veh			0.0%	-		Payments to Other Agencies	128,017	2.6%
FTA Section 5310 - Cal Trans Ops		55,612	1.1%	55,612		Fixed Asset Purchases	26,620	0.5%
First Five	25,120	67,533	1.3%	42,412		Vehicle Related Purchases		0.0%
TDA - Measure D	151,360	151,360	2.9%		-	Real Property Purchases / LHI	203,381	4.2%
CARB / LCTOP		0	0.0%	-		Depreciation/Amortization	9,898	0.2%
Foundations & Other Grants	767,025	366,290	6.9%		400,736	Measure D Facility Reserve		
Donations/Fundraising	189,904	189,904	3.6%	-		Non Cash Incentives	161,596	3.3%
Participant Contributions	20,559	20,559	0.4%	-				
Client Fees	15,186	15,186	0.3%	-				
Medi-Cal Fees	226,908	430,287	8.1%	203,379				
Program Income-Other	70,489	120,482	2.3%	49,992				
Transportation Fees/Scrip	779	779	0.0%	-				
Outside Contracts	2,500	2,500	0.0%	-	-			
Uncollectible Revenue		0	0.0%	-				
Interprogram Revenue	55,566	55,566	1.1%	-				
PPP Loan Forgiveness	654,000	654,000		-				
TOTAL REVENUE	4,629,229	5,281,870	87.6%	1,248,552	595,911	TOTAL EXPENDITURES	4,890,473	100.0%
				1,213,347	508,858	Operational Gain (Loss) **	392,140.92	
Operational Change from last month	396,331					Grant Funded Asset Gain	230,001	
Total Change from last month	448,737					Prior Yr Net Assets	5,166,856	
						Net Assets:	5,788,997	

Community Bridges Statement of Financial Position September 30, 2020					
ASSETS			Restricted Net Assets	Current Month Total	Prior Period Total
	Unrestricted				
Cash and cash equivalents	3,146,925	-	-	3,146,925	3,456,999
Cash reserved for LOFRC Facility Maint	-	-	472,057	472,057	475,459
Accounts/Grants receivable	3,282,745	-	-	3,282,745	2,338,071
Prepaid expenses	315,644	-	-	315,644	297,977
Inventory - Raw Food & Supplies	30,000	-	-	30,000	30,000
Refundable Deposits	95,849	-	-	95,849	95,849
Property and equipment	7,299,650	-	-	7,299,650	7,250,543
Leasehold improvements	908,882	-	-	908,882	908,882
TOTAL ASSETS	15,079,695	-	472,057	15,551,751	14,853,779
LIABILITIES					
Accounts payable	485,436	-	-	485,436	442,298
Salaries and wages payable	373,947	-	-	373,947	367,855
Payroll taxes payable	246,352	-	-	246,352	231,929
Retirement (401k) benefits payable	(16,554)	-	-	(16,554)	20,971
Accrued vacation salaries and wages	411,086	-	-	411,086	406,188
Health insurance payable/withheld	10,950	-	-	10,950	(5,078)
Short term debt (includes LOC)	206,130	-	-	206,130	206,130
Long term debt	6,256,474	-	-	6,256,474	6,262,455
Volunteer Center liability	3,361	-	-	3,361	3,361
Capitalized leases payable	3,161	-	-	3,161	3,161
Due to fixed asset fund (Measure D)	131,584	-	-	131,584	131,584
Unearned revenue/advances	833,145	-	-	833,145	1,069,501
Other debts	(212)	-	-	(212)	(2,449)
Other liabilities	817,895	-	-	817,895	375,615
TOTAL LIABILITIES	9,762,755	-	-	9,762,755	9,513,519
Fund Balance June 30, 2020	4,723,856		443,000	5,166,856	3,775,942
Current Year Income (Loss)	593,084	-	29,057	622,141	1,660,992
TOTAL NET ASSETS	5,316,940	-	472,057	5,788,997	5,436,934

	Old			
	G M	Current Month	Last Month	Goals
Cumulative Net Gain (Loss):	↑ ↑	622,141	173,404	\$200,000
Liquid Unrestricted Net Assets (LUNA)/Avg Mo Exps	↓ ↑	2.63	2.32	3.0
Current Ratio (Current Assets/Current Liabilities):	↑ ↓	2.9	3.3	2.8
Modified Current Ratio (Liabilities include advances):	↓ -	2.2	2.2	2.5
Net Asset Ratio (Total Assets/Total Liabilities):	↓ -	1.6	1.6	1.9
Debt to Equity (Total Liabilities/Total Fund Bal):	↓ ↑	169%	178%	116%
Debt to Assets (Total Liabilities/Total Assets):	↓ ↑	63%	64%	54%
Return on Reserves:	↑ ↑	10.7%	3.2%	3.5%
Current Assets (excludes property/fixed assets):		7,343,220	6,694,354	2,100,000
Current Liabilities (excludes long term/unearned):		2,535,030	2,043,457	755,000
Modified Current Liabilities (adds in unearned):		3,368,174	3,112,958	855,000

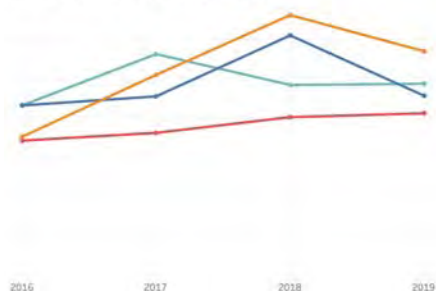


Live Oak Cradle to Career (C2C) is a cross-sector place-based collaborative with a mission to work collectively to empower families, deliver resources, and advocate for equitable and inclusive support systems to eliminate disparities and ensure all Live Oak children thrive in their education, health, and character.



Good Education

t in English/Language Arts Literacy



See More Data

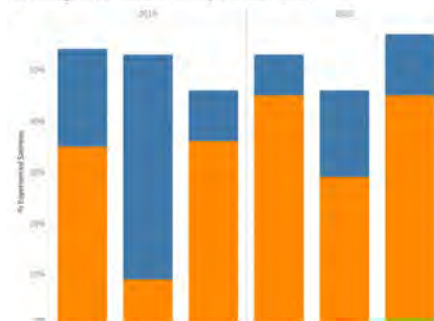
Good Character

e Positive, Caring Relationships with Adults

[See More Data](#)

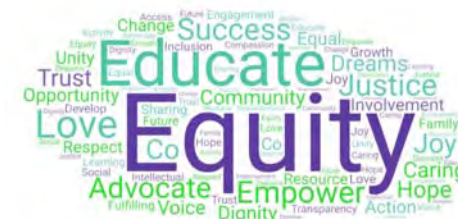
Good Health

Good News



See More Data

Community Power

[See More Data](#)

Steering Committee





BY GT STAFF

POSTED ON SEPTEMBER 23, 2020

COMMUNITY

FARM TO FORK GALA The fifth annual Farm to Fork Gala, benefiting human services nonprofit Community Bridges, will be held virtually from Sept. 19-27. The public is invited to get comfortable at home, grab their favorite snack and log in to Community Bridges first online auction, Farm to Fork “To-Go.” The weeklong event culminates in a Facebook livestream on Sunday, Sept. 27 at 4pm and will feature surprise guest stars and a Mystery Treasure Chest prize. All proceeds from the auction benefit Community Bridges’ 10 programs that serve over 17,000 children, families and seniors throughout Santa Cruz County. Demand for services, like meals for seniors, youth tutoring, food distributions and grocery gift cards, unemployment and rental assistance, has multiplied. Funds raised from Farm to Fork “To-Go” will ensure that we can continue to meet the needs of those who have been most impacted by Covid-19 and the CZU Lightning Complex fire.

By **Avery Johnson**

Published [September 25, 2020](#) 5:19 pm

Mobile trailer provides laundry services for fire evacuees



KION

SANTA CRUZ COUNTY, Calif. (KION) Victims of the CZU Lightning Complex Fires can still do laundry with the help of Community Bridges.

The organization is running a mobile laundry trailer for fire victims, and this week it is in Felton. Soap is provided to people who were evacuated and are still without water.

The organization said there are a couple thousand people who are in need of the services, and the idea to run a mobile laundry trailer came from talking to evacuees.

ADVERTISING

"When you have bad smoke damage, it's terrible. You need to wash your stuff a bunch of times, and it can get expensive doing that at a laundromat. That's when we came up with the idea," said Roxanne Moore with Community Bridges.

The trailer is expected to move to Bonny Doon Elementary next week and Boulder Creek the following week.

Santa Cruz County / Top Stories / Wildfires

Community Bridges supporting fire victims

SANTA CRUZ COUNTY—Community Bridges is aiming to support the recovery of Santa Cruz mountain residents impacted by the CZU August Lightning Complex.

To meet immediate needs for families, Community Bridges is providing direct financial assistance to eligible families. Available due to funding from the Community Foundation of Santa Cruz County and donations from the community, they have distributed grocery and Visa gift cards to over 75 households.

The agency has also launched a new mobile laundry service that offers free access to washers and dryers to households that have been impacted by losing their home, been displaced or suffered significant smoke damage. The trailer will be located at rotating locations in the Santa Cruz mountains each week.

Funding from the Pajaro Valley Health Trust assisted in the purchase of the trailers and machines. Pleasure Point Electric donated the electrical work and equipment for the installation of the machines. The trailer opened on September 21 at Mountain Community Resources, a program of Community Bridges, in Felton.

Community volunteers are needed to help sustain the program.

For information visit <https://communitybridges.org/czu-resources/>.

LOCAL NEWS

Coast Line | Community Bridges plans Oct. 20 virtual open house

By **DONALD FUKUI** | dfukui@santacruzsentinel.com | Santa Cruz Sentinel
October 13, 2020 at 12:00 p.m.

SANTA CRUZ

Community Bridges plans open house

Community Bridges will host a virtual open house at 2 p.m. Oct. 20 to showcase the newly renovated playground at the Sycamore Street Child Development Center.

The community is invited to join Santa Cruz Mayor Justin Cummings, Community Bridges CEO Ray Cancino and the children enrolled at Sycamore Street Development Center for a socially distanced playdate on the new playground. The event will be livestreamed on the Community Bridges Facebook page.

Community Bridges was awarded \$13,600 in support from the City of Santa Cruz to make necessary renovations to the worn out play structure at the center. Additional funds came through Community Bridges, allowing for the completion of the ADA accessible playground.

Being Grateful for Food

written by See Below November 3, 2020



Editor's Note: This report comes from Second Harvest Food Bank and its food distribution partner agencies.

People suffering from the pandemic, its economic effects and the wildfires are finding help from an amazing team of support agencies delivering food to the needy.



Robin Spurlock

Here are some uplifting personal anecdotes from people at just some of our 100+ partner agencies working hard to deliver the Second Harvest.

Robin Spurlock, at Twin Lakes Church People's Pantry in Aptos, shared reports from two individuals.

One said, "I just lost my job teaching, and am now supplementing my pantry with food from the church. Thanks to all the volunteers, we have wonderfully packed baskets."

Another said, “I am a senior and on a fixed income. Being able to receive food from People’s Pantry every week is a huge blessing. Thank you for providing fresh produce and dry goods every week.”

Paul Machlis, pantry manager at Community Bridges Mountain Community Resources in Felton, said, “Second Harvest supplies about 98% of our food, so we have been completely dependent on its ability to provide food to us.

Agencies like ours (pantries, soup kitchens, etc.) are helpful to their communities on little or no money, as long as we have willing volunteers and some minimal supplies and space. In other words, money donated to the food bank makes use of community organizations and volunteers really effectively.”

He added, “Even with drive-through, our clients share how they are doing. One family last week (three adults, two children) got one stimulus check, no unemployment insurance, and none of the adults has a job.

They are extremely grateful for the food. Other people have said similar things — that without the pantry they would be having trouble feeding themselves.

Machlis also shared this story: “We had a woman who came regularly to our pantry for her family of four. Both she and her husband were out of work, the husband struggled with alcohol, and the teenage daughter was presenting problems.

Each week she thanked us for helping her keep the family afloat until things turned around. Which they did — both adults eventually found jobs, the daughter got through a bad stage, they kept the house — and one day she proudly arrived with a donation of \$20 for the weekly pantry.



Food distribution by Second Harvest Food Bank at Mountain Community Resources in Felton.

They don’t need assistance these days, but when we see her around town, she always takes a moment to say that without Mountain Community Resources, they wouldn’t have made it.”

Ashley Bridges, director of Pajaro Valley Loaves & Fishes in Watsonville, shared comments from two people who came in.

One said, “I really like how you guys give fresh produce, rather than just canned items. You are so quick to hand out groceries.”

The other said, "Words don't do justice to what your help and care have given me! May God bless you and your families for your service! Thank You!"

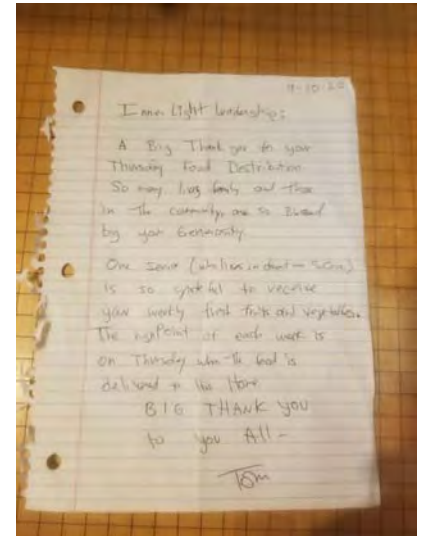
And a volunteer told Bridges, "I love volunteering at Loaves & Fishes. Everyone is so nice. When I'm here I feel like I am part of a family that really cares about each other."

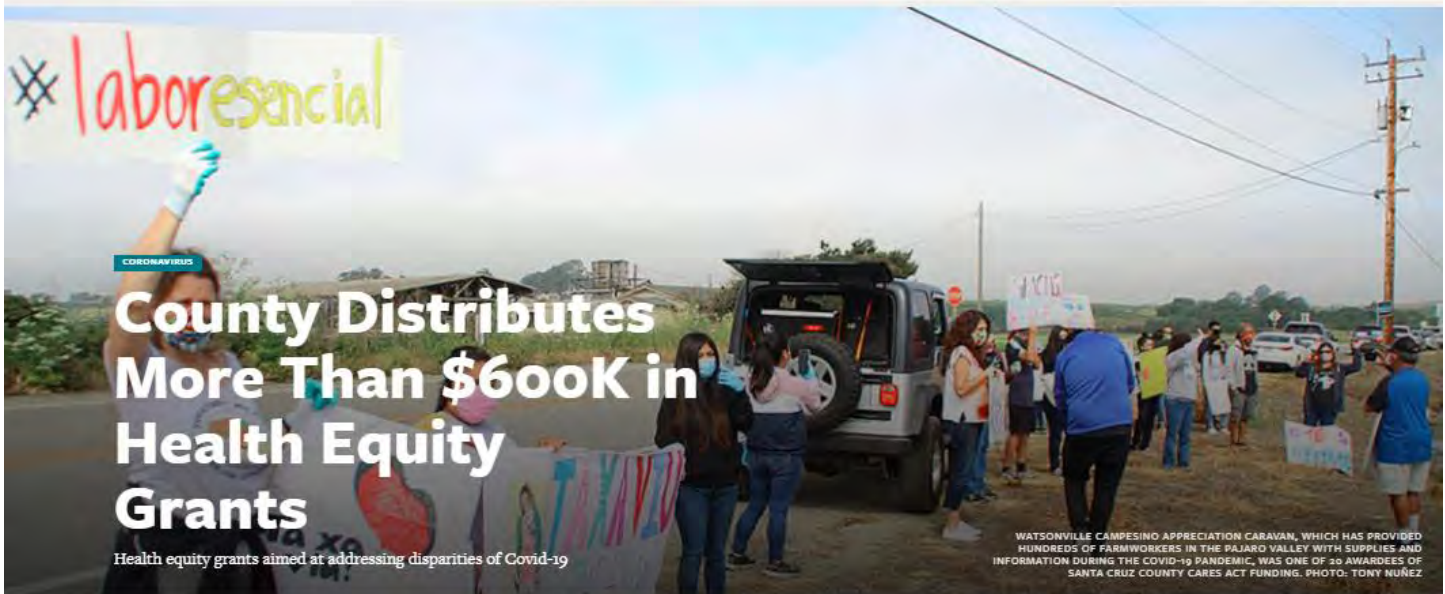
Al Richardson, director of food operations at Holy Cross Church in Santa Cruz, said, "We could not operate without Second Harvest. The food bank has provided the increase we need to serve our increase in population, which is more than four times as many people today. We have normally seen 300 (food recipients) now 1200+."

He added, "Normally clients are people who hold down jobs but can't afford it because of rent and cost of living. Totally different situation today for people who were self-sufficient, but can no longer do it. Huge increase is due to people being out of work. "

There are hundreds of similar stories from all around Santa Cruz County. We will capture more of those for future articles.

www.thefoodbank.org





County Distributes More Than \$600K in Health Equity Grants

Health equity grants aimed at addressing disparities of Covid-19

WATSONVILLE CAMPESINO APPRECIATION CARAVAN, WHICH HAS PROVIDED HUNDREDS OF FARMWORKERS IN THE PAJARO VALLEY WITH SUPPLIES AND INFORMATION DURING THE COVID-19 PANDEMIC, WAS ONE OF 20 Awardees OF SANTA CRUZ COUNTY CARES ACT FUNDING. PHOTO: TONY NUÑEZ

BY **TODD GUILD**

POSTED ON NOVEMBER 5, 2020

The Santa Cruz County Public Health Division announced last week that it has awarded \$619,900 in health equity grants to 20 organizations to help address disparities among populations [impacted by Covid-19](#).

The funds come from the federal Coronavirus Aid, Relief, and Economic Security (CARES) Act.

“Although the virus that causes Covid-19 does not discriminate, inequitable access to health and social resources can impact some communities more than others,” Mimi Hall, director of the Health Services Agency, said in a press release. “The effects of poverty, unemployment and inadequate access to affordable housing and other basic needs makes it more difficult for communities to seek healthcare, stay home from work, quarantine when needed, and sustain resiliency for themselves and their families.”

The awards range from \$5,000-\$70,000 depending on the scope of the organization’s work.

Grantees were chosen based on their plans to support those most impacted by the Covid-19 pandemic and address issues that contribute to health inequities, County Health Department spokeswoman Corinne Hyland said.

According to Hyland, Covid-19 has revealed stark inequities in the health and economic security of California's communities, with particularly alarming disparities based on race and ethnicity. In Santa Cruz County, the Latinx population makes up more than half of all Covid-19 cases, while only being one-third of the overall population.

Awards are representative of the geography of the virus, with the majority of funds going to South Santa Cruz County.

CARES Act Health Equity Grant Awardees:

- Cabrillo: Student Health Services
- City of Watsonville: Watsonville Campesino Appreciation Caravan
- Coastal Watershed Council: Watershed Rangers
- Community Bridges: Elderday & Family Resource Collective
- Dientes Community Dental Care: Integrated Dental Care for Our Community
- Easter Seals Central California
- Encompass Community Services (PPE4CC)
- Family Services Agency of the Central Coast
- HOPE Services: Multiple programs
- Jacob's Heart
- Janus
- Pajaro Valley Prevention & Student Assistance, Inc.
- Physicians for a Healthy Central Coast
- Salud Para La Gente: Community Health Center
- Santa Cruz Community Health Centers: Cradle-Career
- Santa Cruz Community Ventures: Familias Con Mas: SEEDS
- Second Harvest: Esperanza Community Farms
- Tannery World Dance and Cultural Center: Community Programs/Diaspora Project + Community Connection thru COVID
- Teen Kitchen Project
- Watsonville Law Center



Outdoor Mural at La Manzanita Center Gets New Life, Larger Footprint

Muralist Guillermo “Yermo” Aranda is the creative drive behind scores of murals around Santa Cruz County

YERMO ARANDA HEADS UP A MAJOR RESTORATION PROJECT OF A 1993 MURAL ON THE WEST LAKE AVENUE SIDE OF LA MANZANITA CENTER IN WATSONVILLE. PHOTO: TARMO HANNULA

BY [TARMO HANNULA](#)

POSTED ON NOVEMBER 9, 2020

Work began in late October on a major restoration of a long-standing outdoor mural at the La Manzanita Community Resources center.

Muralist Guillermo “Yermo” Aranda, who is the creative drive behind scores of murals around Santa Cruz County, Salinas and San Diego, said it was time to refresh the paint on the 1993 Mural along 18 West Lake Ave. in Watsonville.

Scads of young people and adults joined Aranda on the scaffolding to bring new life and color to the mural as well as add two new panels, making the overall piece more than 70 feet by 12 feet.

“We had a great showing of people working out here,” Aranda said. “We’ll probably be out here, on and off, for about eight weeks. It will look great when it all comes together.”

The Parks and Recreation Commission approved the project, which was submitted by Community Bridges.

Aranda created the mural concept design and painted the original work. He is originally from San Diego and comes from a family of musicians, painters and craftsmen. He completed his bachelor’s degree at Cal State Monterey Bay in 2010 where he majored in integrated studies with a focus on fine arts and communication design.

The mural is comprised of five panels, each with its own set of meanings:

- The Sacredness of Mother and Child
- The Empowerment and Sacrifices of Women and Mothers
- Education and Resiliency
- The Spirit and Celebration
- The Lord of Light and the Abundance of the Earth Project Timeline



Construction workers build new decks for outdoor dining in downtown Santa Cruz at Soif Restaurant & Wine Shop in September. The City of Watsonville will look to get into the trend of outdoor dining with its new pilot parklet program, which could start in early 2021. —Tarmo Hannula/The Pajaronian

[Business](#)[Local News](#)[COVID-19](#)

Council approves parklet pilot program

PROGRAM PITCHED AS ‘SEED’ FOR LARGER MOVE OUTDOORS

By: **TONY NUÑEZ** November 11, 2020

0 963

WATSONVILLE—With the Covid-19 pandemic—and the restrictions on businesses that have come with it—sticking around for the foreseeable future, the City of Watsonville is hoping a new program will allow restaurants and shops to better handle the hurdles currently in front of them.

- Advertisement -The Parklet Program in Downtown Watsonville will fund the construction of two parklets in the downtown corridor that would allow nearby businesses to extend their services outdoors—a must for most restaurants trying to survive the Covid-19-era.

The City estimates the parklets will cost \$10,000 apiece. In total, the City devoted \$65,000 of Community Development Block Grant funding to the program. The remaining funds after the construction of the two pilot parklets could be distributed to interested businesses and property owners via a grant program that has not yet been established, according to Director of Public Works & Utilities Steve Palmisano.

The City Council unanimously approved the program Tuesday and also established an ordinance in the municipal code on parklets that lays out the blueprint of how and where they can be constructed.

A parklet is an outdoor temporary sidewalk extension that includes a small seating and gathering area. They are typically constructed over one or two street parking spaces.

They are not new concepts, Palmisano said. Other cities such as San Francisco have used the outdoor seating as a natural traffic calming measure that also tends to spark an uptick in business, he said.

"While they're not a new concept, with Covid-19 coming into our lives, there's a much greater need for outdoor eating and gathering areas," Palmisano said.

It will return to the council for a final reading next month. If approved, the parklets could be constructed sometime in early 2021.

The council was set to review the program at an Oct. 27 meeting but the item was pushed because that meeting ran too long.

Palmisano said the City has not yet selected where the two pilot parklets will be constructed, but that it has been in contact with the Slice Project pizza shop at the corner of Main Street and Maple Avenue. Its proximity to a large, rounded curb at the intersection would give a proposed parklet natural protection from traffic, Palmisano said.

The City would also like to construct another on the 300 block of Union Street, though Palmisano said it has not yet reached out to other businesses.

Multiple council members said there would be several businesses in the corridor that would be interested in the program, most of which would be on the portion of Main Street under Caltrans control, which runs from the Highway 1 exit to the East Beach Street intersection.

Palmisano said that agency has traditionally been slow to respond to the City on similar issues, but Community Bridges CEO Raymon Cancino said Caltrans has been "responsive" and "supportive" of the nonprofit's efforts to construct a parklet in front of its location on the 500 block of Main Street.

"I'm so excited to see that the City of Watsonville is getting on board with this because that was always one thing we had issues with: identifying the construction and the construction development portion of the project in order to move forward," Cancino said.

Cancino said he hoped the City would prioritize low-income business owners in its pilot program, as the funding it used to establish it came from its CDBG funds, which municipalities are supposed to use to fight blight, poverty and homelessness and support low- to moderate-income residents.

Councilman Lowell Hurst said he hoped the parklets would help change the atmosphere downtown and make the area more walkable.

"This might give us an opportunity to showcase what we can do in a novel way, and add some pop to the downtown and give it some vibrancy that doesn't exist," Hurst said.

Watsonville City Manager Matt Huffaker echoed Hurst, and added that parklets could be constructed in unconventional locations such as parking lots.

"Our hope is that the demonstration projects will increase interest and excitement in the community around what the parklet could offer for our businesses that are struggling to serve their customers indoors, and I think there's a lot of applications and different ways they could be used," he said. "Our hope is that this will just plant the seed to be able to grow a larger program."

Council members Trina Coffman-Gomez and Ari Parker both had concerns about the impact the parklets would have on traffic in the heavily-traveled section of the city. Parker also said she was concerned about collisions that could occur during rush hour traffic.

"I think it's an interesting idea, I just think we need to be judicious about where we place them," she said.

Those interested in applying for the pilot program should call the Public Works & Utilities Department at 768-3100.



Local News

COVID-19

City using more than \$320k for emergency housing assistance

By: **TONY NUÑEZ** November 11, 2020

0 748

WATSONVILLE—The Watsonville City Council on Tuesday approved several changes to its Community Development Block Grant funding plan from the previous fiscal year and accepted an early funding plan for the 2020-21 fiscal year.

- Advertisement -The amendments to the 2019-20 fiscal year were needed because the City received an additional \$506,260 of CDBG funding thanks to the Coronavirus Aid, Relief and Economic Security (CARES) Act. That cash, however, can only be used to address the fallout of the Covid-19 pandemic.

CDBG is a pool of federal funds provided to municipalities from the Housing and Urban Development department that are used to benefit low- and moderate-income housing, prevent and eliminate blight or address urgent community needs.

The City will use \$320,947 for emergency housing assistance, and \$160,000 for food distributions—\$75,000 will go to the Second Harvest Food Bank and Meals on Wheels will receive \$85,000. The rest (\$25,313) will be used for administrative fees and planning.

Meals on Wheels Director Lisa Berkowitz said the program, which is a part of Community Bridges, has served more than 68,000 meals to 341 senior residences in Watsonville since the pandemic began. Community Bridges CEO Raymond Cancino added that the program has also has started serving breakfast to local seniors, arguably the most vulnerable population during the pandemic.

“The seniors depend on us to provide meals,” Berkowitz said.

It is the second time the City has received CDBG funds from the CARES Act. The first round of funding, [a \\$443,984 disbursement](#), came in April. The City used that money to help the food bank, renters and businesses owners.

The council also approved the action plan for the 2020-21 fiscal year of CDBG funding. It will use its \$859,617 of federal funding as follows:

- Section 108 Loan Repayment – Civic Plaza Parking Structure: \$153,683
- Youth Center Staffing (15% cap; proposed amount is 15%): \$133,859
- Code Enforcement: \$100,000
- Program Administration (20% cap; proposed amount is 10%): \$84,190
- Micro/Small Business Assistance Program (El Pajaro CDC): \$75,000
- Fiber optic cable for Callahan Park: \$45,000
- Parklets Pilot Program: \$65,000
- Senior Center Kitchen ADA & Other Improvements Phase I: \$150,000
- Davis Ave. Park Basketball Court Resurface: \$35,000
- City Plaza New Waste Receptacle: \$18,000

City Manager Matt Huffaker said the list of projects fell in line with the council’s recent requests to provide funding to the Parks and Community Services Department.

“I do think [the list is] reflective of feedback from the council,” he said.

The council will also approved the City’s 2020-2024 CDBG Consolidated Plan, a broad blueprint of issues the City plans to address with its CDBG funding over the next five years. The plan identifies affordable housing, economic development, public services and public facilities as its priorities.

Rotary grants

The Rotary Club of Santa Cruz Board of Directors awarded \$5,750 in grant funds to five area nonprofit organizations through its Benevolence and Grants Committee. Funded grant amounts ranged from \$500 to \$2,000.

The list of recipients includes:

- Community Bridges to support programs for child and adult care, food distribution and others.
- Friends of Santa Cruz Public Libraries to fund work with school districts in providing better access to more online e-books and audio books.
- Hope's Closet to support this all-volunteer organization that distributes baby, toddler and youth clothing, blankets, shoes, and more to families in need.
- Santa Cruz Symphony Education Programs to fund music education in Santa Cruz education and outreach programs including classroom visits, youth concerts, classical music in classrooms and more.
- Volunteer Center/Youth Serve to fund Youth Serve, a program dedicated to connecting youth in Santa Cruz, ages 11-17, with rewarding volunteer projects including food distribution, shelters and other essential services.

The committee awards grants on a quarterly basis throughout the year. Local nonprofit organizations are encouraged to apply. For details, visit bit.ly/SCRotary_Grants.

Rotary brings together a global network of volunteer leaders dedicated to tackling the world's most pressing humanitarian challenges. Due to the COVID-19 pandemic, the Rotary Club of Santa Cruz meets from noon to 1 p.m. Fridays via Zoom. For information, visit santacruzrotary.com.