



Creating a Future of Opportunity

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UPVALLEY FAMILY CENTERS SELECTED AS A GRANTEE FOR NEW YORK LIFE AND ALLIANCE FOR STRONG FAMILIES AND COMMUNITIES "BUILDING RESILIENCE IN THE FACE OF DISASTER" PROGRAM

UpValley Family Centers is one of sixteen nonprofits from across the country to receive funding to provide trauma and grief support to those who have experienced devastation or loss

Calistoga, CA, November 8, 2018 - Recognizing the need for long-term local assistance for those who have experienced a natural disaster or act of mass violence, New York Life and the Alliance for Strong Families and Communities have announced the selection of UpValley Family Centers as one of 16 nonprofit, community-based organizations to receive grants to continue their work in communities affected by disasters in 2017 and early 2018. These grants are part of a new program, Building Resilience in the Face of Disaster, jointly operated by New York Life and the Alliance for Strong Families and Communities that seeks to provide long-term emotional and mental health services and support for communities that have faced large-scale tragic events.

UpValley Family Centers was selected for its provision of long-term case management services to support upvalley households with recovery and rebuilding following the October 2017 Northern California wildfires. The grant will also support collaborative efforts with the Napa Valley Community Organizations Active in Disaster (COAD) and Resilient Napa to strengthen the capacity of local providers and community organizations to build resilience and support recovery across the county.

"We know our community faces a long road to full recovery," says Jenny Ocón, Executive Director of UpValley Family Centers. "UpValley Family Centers is committed to assisting impacted households every step of the way, and we are proud to work alongside our partners, Resilient Napa and the Napa Valley Community Organizations Active in Disaster (COAD), to achieve a full recovery for Napa County. We are deeply grateful to New York Life and the Alliance for Strong Families and Communities for supporting this important work in Northern California."

Each grantee will receive up to \$50,000 as part of the \$750,000 available through the program. Recipients were selected based on their level of experience and knowledge in trauma-informed care and/or grief support services; level of experience in providing support to individuals who have experienced tragedy; and plans to measure success, effectiveness, and



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impact. More than 90 organizations applied to the program.

"This program aligns closely with New York Life's commitment as a company, which is to be there for people for the long-term, even when the unthinkable happens," said Heather Nesle, vice president, corporate responsibility, New York Life. "After a disaster, the response is typically focused on addressing immediate needs or physical losses. The 16 grantees will help those traumatized by disaster, violence or loss to cope with long-term, 'invisible' grief, which can be detrimental if it's not addressed."

"This program reflects our continued focus at the Alliance to accelerate and integrate the latest in brain science research and trauma-informed care into social sector practice, policy and systems," noted Susan N. Dreyfus, president and CEO of the Alliance for Strong Families and Communities. "By building resilience in the face of disaster, we can strengthen the capabilities of community-based organizations to promote the health and well-being of individuals, children, and families in the communities they serve."

The grants, provided by New York Life, will be administered by New York Life in partnership with the Change in Mind Institute at the Alliance for Strong Families and Communities. For a complete list of grantees, go to <https://www.newyorklife.com/newsroom/2018/building-resilience-in-face-of-disaster-program/>.

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About UpValley Family Centers

The UpValley Family Centers of Napa County (UVFC) provides guidance, support, and resources in the community, in the home, and for the individual, so that everyone can achieve a better life. UVFC envisions that through healthy relationships and networks of support, all people are safe, valued, and prepared to create the future they want for themselves, their families, and their community. The organization's guiding principles are trust, dignity, respect and cultural sensitivity, equity and collaborative action.

UVFC operates Family Resource Centers in Calistoga and St. Helena, including offices at local public schools. The agency serves children, youth, adults, and seniors who live and/or work in the rural communities of Calistoga, St. Helena, Deer Park, Angwin, Pope Valley, Lake Berryessa, Oakville, and Rutherford. Taking a prevention-focused, community-responsive approach, UVFC's broad scope of services and programs are offered in English and Spanish and include: guided information and referrals, access to health services and other resources, education and mentorship opportunities for all ages, disaster relief case management and emergency preparedness services, civic engagement, and more. UVFC is the primary trusted resource for low-income communities in the northern Napa Valley, providing a one-stop shop for access to the resources people need to survive and thrive, and serving over 3,000 individuals per year.

About COAD

Napa Valley COAD is a coalition whose mission is to develop and enhance partnerships for communication, coordination, and collaboration amongst the Napa Valley community - including nonprofit and faith-based organizations, government agencies, and the private sector - during all phases of a disaster. UpValley Family Centers has been an active member of the COAD since its founding.



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About Resilient Napa

Resilient Napa is a community initiative which aims to prevent, address, and heal trauma and adverse childhood experiences, and build resilience. It is spearheaded by Cope Family Center, a family resource center in Napa whose mission is to empower parents, nurture children and strengthen communities. They provide parents with the education, resources and support they need to raise children who thrive.

About New York Life

New York Life Insurance Company (www.newyorklife.com), a Fortune 100 company founded in 1845, is the largest mutual life insurance company in the United States* and one of the largest life insurers in the world. Headquartered in New York City, New York Life's family of companies offers life insurance, retirement income, investments and long-term care insurance. New York Life has the highest financial strength ratings currently awarded to any U.S. life insurer from all four of the major credit rating agencies**.

*Based on revenue as reported by "Fortune 500 ranked within Industries, Insurance: Life, Health (Mutual)," Fortune magazine, 6/1/18. For methodology, please see <http://fortune.com/fortune500/>

**Individual independent rating agency commentary as of 7/30/2018: A.M. Best (A++), Fitch (AAA), Moody's Investors Service (Aaa), Standard & Poor's (AA+)

About the Alliance for Strong Families and Communities

The Alliance for Strong Families and Communities is a strategic action network of thousands of committed social sector leaders who through their excellence, distinction, and influence are working to achieve a healthy and equitable society. We serve as an incubator for learning and innovation to generate new solutions to the toughest problems and aggregate the very best sector knowledge. We accelerate change through dynamic leadership development and collective actions to ensure policies and systems provide equal access and opportunity for all people in our nation to reach their fullest potential through improvements in health and well-being, educational success, economic opportunity, and safety and security. Go to alliance1.org for more information.

In January of 2018, the Alliance and the American Public Human Services Association released a groundbreaking report that offers an important cross-sector call to action to address the challenges facing human services community-based organizations, which play a vital role in the human services ecosystem, comprised of the nonprofit sector, government agencies, and the philanthropic sector. [A National Imperative: Joining Forces to Strengthen Human Services in America](#) was commissioned by the Alliance and APHSA and was conducted and written by Oliver Wyman and SeaChange Capital Partners. The report was supported by a national advisory council with members from non-profit human services, government, private sector, and academia. Funding was provided by The Kresge Foundation and the Ballmer Group, with additional support from the Health Foundation for Western & Central New York, Mutual of America, Selective Insurance Company of America, and the U.S. Chamber of Commerce.

About the Change in Mind Institute

The Change in Mind Institute at the Alliance for Strong Families and Communities aims to increase the common understanding of the core story of brain development and intensify this



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knowledge into the social and public sectors. We believe through continuous innovation and alignment of practice and policy with knowledge, research, and evidence on how the brain develops, we will enhance the skills and capacities we all need to be healthy, happy, and contributing citizens. The Change in Mind Institute operates as a hub for disseminating knowledge, provides training and technical assistance on the integration of brain science research, and engages in cross-sector innovation on the transformation of organizations, sectors, and systems as they adapt to the new applications of the science.