COMMUNITY IMPACT REPORT 2020

UP VALLEY FAMILY CENTERS
Creating a Future of Opportunity

Celebrating 20 Years
For our community, our nation, and the world, 2020 was a year filled with unthinkable challenges. In the upvalley region, the combined impact of the pandemic and two wildfires tested the limits of what we thought we could bear. Families faced job loss, home loss, isolation, and illness - and whether young or old, everyone’s daily routine was altered in significant ways.

The role of community cannot be understated in times like these. The notion that we are in this together - and that if some are not well, the entire community is not well - is important. Our futures are intertwined.

You have reminded us of the power of community. Our clients, our staff, our volunteers, our partners, our donors - each of us has moved out of comfort zones in order to help and care for others. Each of us adapted, got creative, and found ways to stay connected, to sustain our networks of support.

How we recover from the challenges of this year is also important. As the trusted social service organization upvalley, UpValley Family Centers is committed to elevating the diverse needs of our community, and to identifying solutions that can achieve broad health and well-being for those of us who face the biggest challenges to a full recovery. This moment is an opportunity for the upvalley region to create more equity, stability, and resilience for all.

As we stand here today, the UpValley Family Centers is clear in our knowledge that we are not alone, and we are more resolved than ever to do our part to create a community where all families can thrive. Thank you for standing with us.

Gratefully,

Jenny Ocón, MSW
Executive Director

Our Values and Guiding Principles

Trust | Dignity | Respect & Cultural Sensitivity | Equity | Collaborative Action

Our 2020 Board of Directors

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Pursuing a Just Recovery

As UpValley Family Centers responded to the multiple crises that struck our community this year we witnessed, again, how systemic inequities make it much harder for some than others to weather emergencies. Immigration status, geographic isolation, language barriers, and low income leave some families with few resources or reserves to fall back on, and therefore more vulnerable when the unthinkable happens.

UpValley Family Centers was here for these families. As you’ll read in this report, we provided resources and supports that allowed households to stabilize their immediate needs amidst these crises – so they could keep a roof over their heads, and keep their kids fed and warm.

You’ll also read how, even as we responded to the urgency of these immediate needs, we began to lay the foundation for a just recovery – a recovery that helps every member of our community become stronger than they ever were before. A just recovery addresses the systemic inequities that leaves some families so vulnerable to emergencies in the first place – and builds resilience and stability, so they’ll be better able to weather the next crisis.

Because there are many ways to build resilience, and because there are multiple dimensions to stability, UpValley Family Centers takes a four-pronged approach to pursuing a just recovery.

Our Family and Senior Wellness Programs foster mental and physical wellbeing. We create equitable access to social services, and we build social connections that reduce isolation and improve relationships.

Our Children, Youth, and Schools Programs enable academic success. We ensure that kids – and their families – have the tools and supports they need to do well in school, graduate successfully, and pursue a higher education.

Our Economic Success Programs lay the foundation for economic security. We offer tools that allow families to stabilize their household budget and create opportunities for financial growth.

Our Community Engagement Programs build leadership. We encourage and amplify underrepresented voices, so they can advocate for themselves and contribute to a vibrant community that works for everyone.

This essential, vital work is made possible by our donors and supporters – by your generosity, and by your understanding that an investment in our most vulnerable neighbors builds a stronger community for all of us.

Thank you for your support.
Economic Success

Construction Trades
“The construction training program opened a lot of doors for me. Being an independent contractor working as a plumber, it was hard to get consistent work. After graduation, I was able to obtain more work. It really helped to have the program certificate, as well as the OSHA 10 certification! If it wasn’t for this program, I wouldn’t have made it through this pandemic.”

– Construction Trades Program Graduate

Lending Circles
Lending Circles is a social loan program that helps participants build credit, reduce debt, and/or save for major purchases.

17 participants over 2 Lending Circles each made a monthly payment of $50 or $100, and received a 0% loan averaging $729.40.

“The Lending Circles program really came at the best time. Due to the pandemic, we were out of work for a few weeks – but luckily it was exactly during this time that we were scheduled to receive our loan payment! We aren’t sure how we would have gotten by that month, if it wasn’t for this program.”
– Lending Circles participant

Volunteer Income Tax Assistance (VITA)
After a short suspension, VITA developed an innovative and COVID-safe service delivery model and resumed services in May of 2020.

We processed over 90 applications for an Individual Taxpayer Identification Number (ITIN), which can be used by people without a social security number to file taxes – an important part of the pathway towards US citizenship.

$1,086,613 generated in tax refunds – a crucial income boost for struggling families.

Holiday Assistance
521 families received groceries, holiday gifts, and/or gift cards, thanks to a true community-driven effort that included 19 partners and over 60 individual donors and volunteers.
Community Engagement

**Somos Listos**
Our staff and promotoras help community members better prepare for future disasters by providing culturally sensitive and bilingual information and resources through LISTOS California.

**Napa County’s response rate increased by 2.3% over the 2010 census - compared to a Statewide 1.4% increase.**

**UVFC staff reached 5,772 people through online and socially distanced in-person engagement.**

For Arturo, US citizenship means connection to his family. It means he can visit his wife and 3-year old son in Mexico any time he wants, without having to worry about losing his green card status. His citizenship also opens the door to more stability, and he’s hopeful he might be able to bring his family to the US sooner than he had thought.

**Naturalization Assistance**
When the Trump administration announced naturalization fee increases and new restrictions on fee waivers, we got to work helping as many people as possible to file their applications before the new fees were to go into effect. Between August and September 2020 alone, we filed 22 applications - bringing our annual total to 51 Naturalization applications filed.

**Representation Matters**
UpValley Family Centers and our team of promotoras played a leading role in the Community Leaders Coalition’s initiative to reach out to population groups at risk of being undercounted in the 2020 US Census.

The pandemic arrived just as Census Day (April 1) was approaching. Thanks to innovative shifts in the Community Leaders Coalition’s outreach strategies - including phone banking and texting - UpValley Family Centers still reached 2,496 people with bilingual and culturally sensitive messaging about the importance of participating, and contributed to the CLC’s social media videos and radio announcements that reached thousands more.

**Trusted messengers, armed with accurate information, specific messaging, and tested outreach techniques, played a vital role in increasing Census participation rates. During our phone banking campaign, one of our Promotoras reached a woman who said she’d received a Census form, but couldn’t fill it out because she wasn’t a citizen. The Promotora explained that people can and should participate regardless of immigration status. The woman responded: “Really? I’ve lived in Calistoga for 20 years but never completed the Census because I always thought that it’s only for citizens. I’ll complete the form today!”**
Children, Youth, and Schools

With school moving to the virtual world, it’s easy for students’ needs to go unseen. But the UpValley Family Centers’ new Student and Family Assistance Program is working with local school districts to make sure all students and families in need of extra support get connected to appropriate services. This year 95 students from 53 families were successfully linked with mental health counseling, financial assistance, respite care, and more.

Niños Activos

In lieu of in-person playgroups we distributed take-home activity kits, so young learners could continue working on Kindergarten readiness skills at home – setting them up for a brighter and more successful future. 360 kits were distributed to 72 kids.

Tutoring Program

A new virtual format allowed our successful elementary school tutoring program to expand from St. Helena to Calistoga and Angwin. 18 students now receive an hour of dedicated one-on-one support from a tutor every week.

Youth Services

Though we couldn’t meet with students in person, our CLARA/CLARO and Diversion teams were there to support teens with the unprecedented challenges they faced this year.

“CLARO has been a place where I can fully express myself, and that’s been so beneficial to me, especially during these hard times. CLARO has helped me a lot, and opened my eyes to what’s possible. Jose showed us how to share our feelings as a way to stay mentally healthy, and to keep some motivation alive, and it’s really helping me see how I can achieve my goals.”

- CLARO student

“It was valuable to have an opportunity to grow and learn from my mistakes, instead of just having to pay a fine or go to court. And it was great to receive additional support with school and life.”

- Diversion Student
Family and Senior Wellness

Summary of 2020 Fire and COVID-19 Emergency Financial Assistance Provided

For families who aren’t eligible for government benefits, and didn’t receive a Stimulus payment, the emergency financial assistance provided by UpValley Family Centers made the difference between keeping a roof over their heads and facing eviction. It created a baseline of stability, setting families up for a stronger recovery once the pandemic is over.

*These numbers are over 2020 and EFA is continuing to be distributed in 2021

Employment of Clients Served

<table>
<thead>
<tr>
<th>Industry</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitality</td>
<td>86%</td>
</tr>
<tr>
<td>Farmworker</td>
<td>14%</td>
</tr>
<tr>
<td>Landscaping</td>
<td>8%</td>
</tr>
<tr>
<td>Construction</td>
<td>2%</td>
</tr>
<tr>
<td>Childcare</td>
<td>81%</td>
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Household information

- 86% Renters
- 14% Homeowners
- Only 2% of all households served had a positive score on the CA Self Sufficiency Index

Race/Ethnicity

- 81% Latinx (66% are Spanish speaking)
- 18% White
- 1% Asian

Fire Relief

- $431,548 Total amount of financial aid distributed
- 176 Households served -
  - 75% Economic hardship
  - 16% Renters with loss/damage
  - 9% Homeowners with loss/damage

COVID-19 Relief

- $1,005,012 Total amount of financial aid distributed
- 452 Households served
- 10% of those that applied for economic assistance from the wildfires also applied for COVID-19 relief

Senior Services

Our Senior Services team stayed connected with Calistoga seniors this year, reducing isolation and distributing over 1,000 meals at Calistoga’s mobile home parks.

- 88% of seniors surveyed say they feel more confident about & more comfortable living independently because of UpValley Family Centers’ support.

“As a single mother I don’t have any other support to fall back on, except the Family Centers and the food bank. May God bless you and everyone who makes this program possible. Thanks to you my kids don’t have to be aware of my financial situation; they just get excited when I make good meals with the groceries I buy with support from UVFC.” - Emergency Financial Aid recipient
Our expenses totaled $2,996,887 in 2019-20 and reflected our focus on meeting diverse community needs, as well as an increased demand for emergency response services.

We ended FY20 with a cash reserve of 4.5 months’ operating expenses, strengthening our long-term sustainability. We received a clean, unqualified audit for FY20, the highest level of assurance an audit firm can issue. Our audit is available upon request.

30% of Annual Fund revenue comes from Multi-Year Gifts - a significant source of support for our ability to plan for the long term, and to respond to emerging needs.