From the Executive Director

Our need to connect with other human beings is fundamental. Research has found that social connection may be as important to our well-being as food and water. We perceive the world more positively when we feel connected and supported by others. We weather challenges better and are more resilient.

When we face difficulties—such as financial hardship, poor health, or school or work challenges—alone, it takes a greater toll on our well-being than when we face them with support. This means the work of UpValley Family Centers is vital in today’s society—when family members are more likely to live far from one another, disasters have caused trauma, economic disparities have deepened, and racial inequities are stark.

UpValley Family Centers exists as a critical support network for our community. We serve as a catalyst for greater levels of well-being for all those who live and work in the UpValley region, especially youth, families, seniors and immigrants. In 2021, as our community was dealing with the many ramifications of the 2020 fires amidst the evolving challenges of the pandemic, our work to provide a sense of belonging, support, warmth and community for our clients was as critical as meeting their basic needs.

You—our clients, staff, volunteers, partners and donors—have shown your commitment to a strong and interconnected community. You have understood and believed in the essential need for human connection in our community, and in the vital role of the family center. We depend on your partnership as we work to elevate the diverse needs and challenges in our midst, which have deepened during the pandemic. You inspire us to keep engaging in collaborative action to create more equity, stability, and resilience for all. Thank you for standing with us.

With gratitude,
Jenny Ocón, MSW
Executive Director

Our Values and Guiding Principles

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

Our 2021 Board of Directors

- Kristen Georges, President
- Bonnie Schoch, Vice President
- Stephen Isaacs, Secretary
- Fred Hipp, Treasurer
- Claudia Rouas Beck
- Kate Berquist
- Karen Cakebread
- Michael Caldarola
- Patricia Campoy
- Mitch Celaya
- Kathye Citron
- Laurie Claudon
- Nelson Cortez
- Susan Duryea
- Sam Martin
- Genevieve Welsh
Crafting a Strategic Direction for 2022-24

Throughout 2021, UpValley Family Centers engaged in a strategic planning process. Our crafting of this directional strategy was based in recognition that invisible social inequities in the UpValley region add stress to many households, and that the family center is well positioned to leverage our history, reputation as a trusted resource, and capabilities to affect systemic change. Out of this process emerged our new strategic direction, positioning us to respond nimbly to new and emerging opportunities and challenges: foster equitable and just experiences for all UpValley community members through staff and programs that are responsive to community members’ interests and needs.

For young children in Calistoga who missed out on fully experiencing preschool due to the pandemic, we partnered on a Summer Bridge program to develop social-emotional and motor skills for kindergarten readiness. For upvalley students facing academic and social challenges during the transition back to in-person school, we increased dedicated support at our local elementary schools and provided weekly mentoring to teens. For families who struggled to juggle lack of childcare, distance learning, and their own work, we provided emergency financial assistance, tech support for distance learning, and parenting services. For the community as a whole, our volunteer promotoras educated residents about the COVID-19 vaccine in Spanish and English.

Connecting Our Community

In 2021, UpValley Family Centers met our clients’ immediate needs (which grew as a result of the COVID-19 pandemic and recent wildfires), but also increased social connectedness across our community. We provided support and a sense of belonging for those experiencing isolation or hardship - whether socially, geographically, linguistically, culturally, or economically. These services are core to our mission to provide guidance, support and resources in the community, in the home and for the individual, so that everyone can achieve a better life.

In 2021, we provided opportunities for connection for members of our community across all age ranges in our four key program areas: Family and Senior Wellness; Children, Youth and Schools; Economic Success; and Community Engagement.

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Develop operational systems to support program development and better serve our clients

Strengthen emphasis on longer-term client outcomes by addressing root causes and systemic issues

Improve communication and marketing in support of clear messaging related to our client offerings

Establish our disaster preparedness, relief and recovery work as a distinct program area
Family and Senior Wellness

Our team of expert case managers ensured local residents had access to supports and opportunities to foster health, connection and resilience.

Serving Families and Disaster Response

Recovering from a disaster is a long-term process. In 2021-22, disaster-related services (response, relief, recovery) accounted for 20% of our work.

For pandemic aid, case managers facilitated access to resources, including emergency aid for households impacted by loss of wages, and applications for state housing relief. These families were unable to work due to COVID-19 illness or exposure for themselves or their children, and ineligible for other relief. This aid helped to prevent increases in homelessness.

For wildfire recovery, UpValley Family Centers was the designated organization in Napa County providing Disaster Case Management, through a Long Term Recovery Committee, led by Community Organizations Active in Disaster (COAD). Our disaster case managers assessed needs of wildfire survivors, assisted with navigating relocation or rebuilding processes, provided linkages to mental health and insurance resources, and facilitated aid to recover lost wages, belongings, and property.
Children, Youth, and Schools

UpValley Family Centers worked in partnership with Calistoga and St. Helena school districts to ensure students and families had access to safety net resources, mental health services, education supports, and more. A main focus in 2021 was countering the social isolation experienced by children and youth due to the pandemic.

CLARO/CLARA Youth Mentoring Program

Offered in English and Spanish, CLARO/CLARA groups provided a safe social outlet for youth. Students grades 6-12 benefited from a network of support and learned healthy coping strategies. During distance learning, groups were held online, and transitioned back to in-person when school campuses reopened.

174 students participated in CLARO/A in 2021

- 83% had more positive relationships with their family / other students
- 88% felt comfortable talking to their group facilitator if they needed help
- 91% felt comfortable sharing their thoughts in the CLARO/A group meetings

CLARO/A participants are up to 17% more likely to be college-ready at high school graduation than non-participants, and 86% reported having plans for the future.

“I learned to have better relationships with family.”

“CLARA is where I can release stress and talk about my problems to feel better.”

“I learned about healthy relationships and how to put yourself first.”

“I learned about healthy relationships and how to put yourself first.”

Calistoga Community Schools Initiative (CCSI)

In 2021, CCSI, made up of more than 40 community and agency partners with UpValley Family Centers as the backbone organization, leveraged more than $2 million in services for CJUSD students and families. The programs benefited 597 households with children, 22% of Calistoga’s households, and 1,149 children and youth ages 0-17. To meet higher demand, we increased social-emotional learning and therapy services at the elementary and junior/senior high school levels and increased collaborative efforts to help incoming and recent kindergarteners—and their parents—fill gaps in school readiness.
Community Engagement

Promotoras: Health Educators, Community-Builders, and Grassroots Leaders

UpValley Family Centers’ trained volunteer promotoras provided community education and outreach in Spanish and English related to the COVID-19 pandemic, prevention practices, testing information, and vaccines. The promotoras attended 22 community events, reaching 5,143 individuals at health fairs, resource fairs, vaccination clinics and through Spanish radio interviews.

Create forums/continue providing information and education in the community

Listen to the community and work with partners to find solutions to challenges

Build civic engagement and share information with local decision-makers

Throughout 2021, the Promotoras strengthened their leadership - investing time on relationship building, personal leadership development, local and regional networking, and affirming their collective vision, which is to:

What our Promotoras say about themselves:

"We are a bridge between the community and the services available to them"

"We influence community growth"

"For many, we are like a ray of hope and light"

Immigration Services

The goal of our immigration work is to ensure that everyone understands their rights under U.S. law and their qualifications for different benefits. Since 2016, 120 local residents have become US citizens, with many more in the process.

During the pandemic, the backlog of immigration applications increased dramatically and processing times grew longer within US Citizenship and Immigration Services. In 2021, the majority of UpValley Family Centers’ services were provided remotely via phone and online.

Despite these challenges, our staff completed our highest annual service numbers to date:

<table>
<thead>
<tr>
<th>Service</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immigration consultations</td>
<td>204</td>
</tr>
<tr>
<td>Citizenship applications filed</td>
<td>60</td>
</tr>
<tr>
<td>DACA applications filed</td>
<td>25</td>
</tr>
<tr>
<td>Applications filed for other immigration benefits</td>
<td>15</td>
</tr>
</tbody>
</table>
Economic Success

UpValley Family Centers engaged community partners and volunteers in work to increase individual financial preparedness, improve economic mobility for our region’s most vulnerable residents, and provide skills, tools and resources that allow families to build financial security and stability.

Holiday Assistance Program

Our annual Holiday Assistance Program provided 300 households with groceries for a festive holiday meal, toys for their kids, and gift cards to purchase household necessities like winter coats and warm blankets. The family center and many local organization partners and churches came together to spread warmth, light and community at the end of a year that brought financial hardship to many.

Volunteer Income Tax Assistance (VITA)

Our VITA program provided free tax preparation assistance to 660 households. These filings resulted in $1,148,477 in refunds, an average of over $1,740 per family.

70% of filers were Latino
19% worked in the agriculture sector

Financial Coaching

“We came to this country to better ourselves,” says Patricia, recalling her journey to the United States in 2006 with her youngest son. Patricia had a dream to build a business that would provide for her family financially. Without family or friends nearby, she worked independently as a housekeeper. When the pandemic hit, she had difficulty maintaining existing clientele, let alone growing her business.

Through financial coaching sessions with one of UpValley Family Centers' accredited financial fitness coaches, Patricia set short-term and long-term goals. She learned new ways to manage her expenses and promote her business. She was able to save money and grow her clientele to stabilize her family’s income, and learned of the construction training program, where her young adult son is now enrolled.
Total Expenses
Direct Program Expenses $2,948,841
HR, Finance, Admin $345,333
Fundraising $213,752
Total Revenue $4,417,505
Foundations $1,374,863
Government $1,557,105
Annual Fund $1,178,809
Other $306,728
Annual Fund (27%)
Government (35%)
Foundations (31%)

Our expenses totaled $3,507,926 in 2020-21 and reflected our focus on meeting diverse community needs, as well as continued support for pandemic and wildfire relief and recovery.

We ended FY21 with a cash reserve of 4.9 months’ operating expenses, strengthening our long-term sustainability. We received a clean, unqualified audit for FY21, the highest level of assurance an audit firm can issue. Our audit is available upon request.

UpValley Family Centers’ Tax ID: 80-0023012