

# CONNECTING

A WORLD APART IN SILICON VALLEY

## Health and Human Services Summit Community Building and Impact Report



OCTOBER 2007



United Way Silicon Valley  
[www.uwsv.org](http://www.uwsv.org)

## OUR VISION

*Every person is fully capable of participating and flourishing in his/her family, neighborhood and community.*

## OUR MISSION

*Improving lives by mobilizing the caring power of the community to meet our most critical health and human service needs... doing what matters.*

Ultimately it is through increased connections that we can address our community's critical challenges and bring stability to people in need and help families to attain financial independence. This will require comprehensive strategies of financial investments, partnerships and advocacy. Alignment of community resources does enhance the work of any one institution. Progress can be possible through expanded use of technological resources, more private and public partnerships, and most of all, connecting donors and volunteers with results that matter. With this edition of the report, we hope that sharing these findings will provide the foundation for the United Way Silicon Valley Board-approved strategies and priorities. Those components will be addressed over the next five or more years — with the goal of stimulating further activity towards connecting “a world apart in Silicon Valley” — allowing more people to achieve their dreams of better lives for themselves and their families.

## Strategic Intent

### Economic Self-Sufficiency

Invest an increasing proportion of the Community Action Fund in ways that build capabilities so that people can become financially stable and independent in the longer-term.

### Stability

Continue to play our traditional “safety-net” role by supporting programs that intervene shorter-term to resolve immediate individual and family crisis.

### 2-1-1 Santa Clara County

Provide Santa Clara County with 2-1-1 service as an important foundation to access Health and Human Service Information/Referral through a 24/7 call center and website.

### Working Strategies to Achieve the Five-Year Goals

Building a stronger and healthier community means more than simply investing financial assets. It requires a multi-dimensional approach which includes partnerships, collaborations, and public policy advocacy.

### Investment of Assets Strategy

United Way strategic grant investments will be made in programs delivered by partner agencies that best help us meet our goals and outcomes. Additionally, targeted investments will be made in special programs and initiatives that deliver a unique value towards the achievement of our goals and outcomes. Board directed investments may be made in aligned emerging endeavors and issues that are innovative and strategic in nature.

### Partnership/Collaboration Strategy

United Way will continue to reach out strategically to develop and/or join community partnerships, collaborations, coalitions and other structures that help us advance our vision, mission and goals.

### Advocacy/Public Policy Strategy

We will use our voice, influence and resources to affect selected public policy arenas and systemic barriers that affect our community's ability to achieve our goals and realize our vision.

As the community needs assessment demonstrated, no single approach will be adequate to support and stabilize individuals and help families attain self-sufficiency and financial independence. The research and evaluation work of the Stability and Self-Sufficiency Impact Councils made evident that United Way Silicon Valley must implement a multi-faceted, coordinated and targeted program strategy. Such a strategy will include playing a specific role or in combination with others, as an intermediary, a service provider, and/or network connector. This will be done using assets, partnerships, and influence for our highest priorities.



## Highest Priorities for 2007-2012

### Building Adult Living Skills

Increase the number of households living above the economic self-sufficiency level particularly in high-need areas focusing on programs such as advancing employment, learning English and managing finances.

### Developing Children and Youth

Increase the number of children and youth who are successful in school through early childhood education, helping students graduate from high school and making healthy choices.

### Supporting Basic Human Needs

Increase the number of residents who have stable housing, adequate food, and quality dependent care for children, seniors or the disabled.

## Other Focus Areas for 2007-2012

### Offering Counseling and Support

Increase supportive services for those persons and families dealing with issues, especially related to violence, substance abuse, grief and immigration.

### Providing Access to Healthcare

Improve access to physical, mental and dental care for uninsured persons.

### Broadening Leadership Capacity

Increase impact and influence of grassroots leaders in high-need areas on public resource allocation, service delivery and community decision-making.

# The Importance of Building Adult Life Skills

This work will focus on strengthening the income earning potential, financial management skills, and the social and economic asset building capacity of low-income households. Over 400,000 residents in geographically concentrated neighborhoods have not attained the prerequisite education and job skills to achieve self-sufficiency across Santa Clara County.

## Outcomes & Changes to be Achieved

- › More unemployed and underemployed adults will gain skills to obtain, retain and advance in their employment to attain economic self-sufficiency.
- › More adults will increase their ability to manage their finances.
- › More immigrants will have knowledge of services, benefits, civic processes or educational opportunities – including their ability to speak, write, and understand vocational English.

## Key Community Indicators Driving the Outcomes

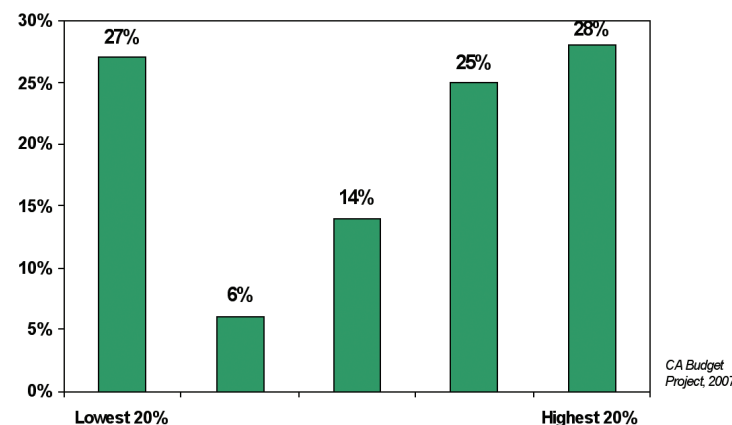
Only 76% of the county population lives at/above Self-Sufficiency standards and only 61% of female headed households meet this level of financial independence. Achieving economic self-sufficiency means not having to forgo one basic need over another — such as housing, healthcare, childcare or food — due to lack of income. (National Economic Development Law Center, 2003)

While the overall unemployment rate in Santa Clara County (SCC) is relatively low at 4.9%, job growth is greatest at the ends of the income spectrum, further widening the divide between classes. (California Labor Market Info, 2007)

Job growth has been disproportionate across the income spectrum with high job growth for lower paying work. In Santa Clara County, 26.9% of jobs created between 1979 and 2005 had typical hourly earning in the bottom fifth of earning distribution, while 28.1% of jobs created had earnings in the top fifth of the distribution. (California Budget Project, 2007)

Adults without a high school degree in the county have a median annual earning of \$21,715 compared to \$41,360 for someone with a two-year degree and \$65,494 for someone with a four-year degree. In the county, 14.3% or 200,000 Santa Clara County adults (over the age of 25) are without a high school diploma. (US Census, 2005; US Census American Community Survey 2007)

Job Growth in California, by Earning Quintile  
1979-2005



# The Importance of Developing Children & Youth

Starting with pre-natal care and kindergarten readiness, and extending into and beyond adolescence, healthy development can increase a child's chances of graduating high school, entering into a vocational program or postsecondary institution, and obtaining self-sufficient wage employment.

## Outcomes & Changes to be Achieved

- › More parents, caretakers and other adults will effectively support children's development, including children with challenging behaviors and special needs.
- › More children will be socially and emotionally ready to learn when they reach kindergarten.
- › Increase the number of middle and high school students prepared for post-secondary success.
- › More parents will make informed lifestyle choices regarding diet, exercise, and chronic disease prevention for their families and will increase usage of affordable health and dental care services.

## Key Community Indicators Driving the Outcomes

### YOUNGER CHILDREN

Over 192,000 children are in need of child daycare services. However, there are fewer than 51,000 seats available in licensed facilities. (Child Care Resource & Referral Network, 2005)

Fully 27% of children in the county are not ready to learn when they start kindergarten. (Partnership for School Readiness, 2005)

In 2006, only 49% of 3rd grade students could read at or above the 50<sup>th</sup> percentile on the CAT/6 test. (KIDSDATA, 2006)

25.6% of public school students are English language learners. (KIDSDATA, 2006)

72% of 4th-6th graders reported that they lack the adult relationships, opportunities, positive values, and social competencies that they need to thrive. (Project Cornerstone, 2004)

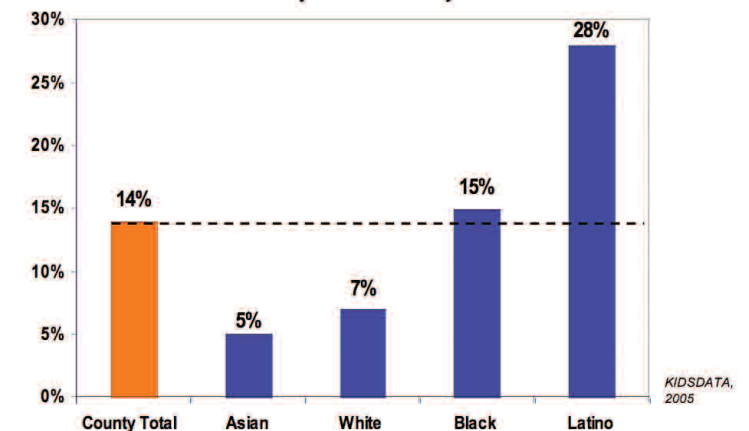
### OLDER CHILDREN

The official annual high school drop-out rate is rising, going from 8.4% in 2004 to 14.3% in 2005. However, significant disparity exists among youth of different ethnic groups. (KIDSDATA, 2005)

Overall 45.5% of high schools students have completed post high school/college preparatory classes in 2005. However, ethnic and racial disparity is evident as only 21% of Hispanic youth and 25% of African-American youth are academically prepared. (KIDSDATA, 2005)

92% of middle and high school students lack the adult relationships, opportunities, positive values and social competencies that they need to thrive. (Project Cornerstone, 2004)

Santa Clara County High School Dropout Rates in 2005,  
by Race/Ethnicity



## The Importance of Supporting Basic Needs

United Way will continue to play its traditional “safety net” role by supporting efforts that intervene shorter-term to resolve immediate individual and family crisis. Families must first reach stability before self-sufficiency.

### Outcomes & Changes to be Achieved

Families, seniors, and single adults will:

- › avoid evictions, utility shutoffs, and transportation issues due to financial emergencies.
- › have access to an adequate quantity of quality food.
- › have access to emergency supportive housing and attain stable housing.

United Way Silicon Valley will continue to insure that dependents are cared for properly to keep families whole.

### Outcomes & Changes to be Achieved

- › Frail and/or homebound seniors & persons with physical, mental, and developmental disabilities and their caretakers will have a range of supportive services.
- › Children will receive childcare services in age-appropriate, quality, affordable, licensed childcare facilities or family childcare homes.



### Key Community Indicators Driving the Outcomes

It is estimated that at any given time there are 7,202 homeless individuals in Santa Clara County. (Santa Clara County Homeless Census and Survey, 2007)

Over 59,000 people in the county struggle to find enough food to eat. Of these people, over 21,000 are children. (Second Harvest Food Bank Report, 2005/06)

At any point in time approximately 2,100 individuals are living in shelters. (Santa Clara County Homeless Census and Survey, 2007)

An estimated 76,119 children were considered eligible for free/reduced price school breakfast, but over 2/3 of these children were not receiving one. (The Health Trust, 2004)

### Key Community Indicators Driving the Outcomes

Each month there are over 460 active cases in the county of elder abuse, neglect, abandonment and isolation. (Santa Clara County Dept Aging/Adult Services 2007)

Unsafe, unsupervised and uncared for dependent relatives — both young and old — creates a huge cost to employers. The average cost of care giving in lost productivity to U.S. business may exceed \$29 billion per year. (United Way Stability Narrative, 2007; MetLife Study, Family Caregiver Alliance)



## The Importance of Counseling and Support

### Outcomes & Changes to be Achieved

- › Individuals subjected to family violence will have access to adequate support services.
- › Families, children and individuals will receive drug and alcohol education, intervention, and counseling.
- › Individuals subjected to violence or discrimination will receive legal, counseling, and support services.

### Key Community Indicators Driving the Outcomes

In the county over 5,800 domestic violence calls are reported each year. (State of California Dept of Justice - Crime Prevention Profile, 2007)

It is estimated that 40% of crimes involving domestic & spousal abuse involve children ages 6 and under. (United Way Stability Narrative, 2007)

The rate of domestic violence in SCC county is 357 per 100,000 residents; with highs of 541 in Campbell, 512 in Gilroy, and 428 in San Jose. (United Way Stability Narrative, 2007)

More than 1 in 3 teens in the county report alcohol use. (KIDSDATA, 2006)

## The Importance of Access to Healthcare

### Outcomes & Changes to be Achieved

- › Uninsured single adults, seniors and families will have access to age appropriate and coordinated physical health care, mental health care and dental care.

### Key Community Indicators Driving the Outcomes

In California, only 6% of insured children had a health need that was unmet over the course of a year, as compared to more than 20% of uninsured children. (Kaiser Commission on Medicaid and the Uninsured, 2002)

The health status of previously uninsured children improved 25% after being enrolled in Health Families for one year. (Managed Risk Medical Insurance Board, 2004)

71% of uninsured kids are in families where the head of household works full-time all year. (California Health Care Foundation, 2006)

These 210,000 uninsured residents cost an estimated \$396 million to the county, while the cost of insuring all county residents would cost \$76 million per year. (UCLA Cost of Insuring California's Uninsured, 2005)

## The Importance of Broadening Leadership

### Outcomes & Changes to be Achieved

- › Increase the participation and impact of grassroots leadership from high need areas as collaborative partners in UWSV's Stability and Self-Sufficiency strategies.
- › Residents, including youth, from high need areas will develop leadership skills.

### Key Community Indicators Driving the Outcomes

Developing committed leaders in selected neighborhoods and in various community organizations provides continuity of local leadership, increasing the likelihood of creating stronger networks, with the desired end result being the mobilization of the larger community around cross-cutting issues.

Proven strategies include working with leaders to form local organizing committees in trusted community locations. Preparing immigrant community members has resulted in engagement in activities to result in better conditions for immigrants, such as comprehensive immigration reform, universal health care, or access to public benefit programs and interactions with issue experts and local or regional decision-makers.

# United Way Silicon Valley Salutes Our Volunteers

The following volunteers provided subject matter expertise and committed countless hours of their time and talent to help focus our efforts resulting in establishing priorities and identifying our community partners.

## Community Impact Committee

**Luba Kipnis, Chair**  
Intel Corporation

**Bob Campbell**  
Senior Housing Solutions (AUWA Rep)

**Autumn Gutierrez**  
InnVision...the Way Home

**Patricia Lee**  
The State Bar of California

**Philip Ma**  
McKinsey & Company

**Webb McKinney**  
Community Volunteer

**Teresa O'Neill**  
Hewlett-Packard Company

**Monica Toumani**  
Arts Council Silicon Valley

**Don Watters**  
Community Volunteer

## Stability Impact Council

**Patricia Lee, Chair**  
The State Bar of California

**Sally Adelus**  
Hospice of the Valley

**Tammy Bigelow**  
Advanced Micro Devices/Spansion

**Jim Friedrich**  
Prince of Peace Lutheran Church

**Rich Garcia**  
Community Volunteer

**Richard Hobbs**  
Santa Clara County Office of Human Relations

**Tasneem Ismailji**  
Community Volunteer

**Yoko Karajola, Ph.D.**  
College of Social Work/San Jose State University

**Sabby Kaur**  
Silicon Valley Workforce Investment Network

**Jeanne Labozetta**  
Community Volunteer

**Michele Lew**  
Asian Americans for Community Involvement

**Marjorie Matthews**  
Santa Clara County Office of Affordable Housing

**Candace Roney**  
Lucile S. Packard Children's Hospital

**Elizabeth Sills**  
Kaiser Permanente San Jose

**Jennifer Sweeney**  
Kids in Common

**Buu Thai**  
Community Volunteer

## Self-Sufficiency Impact Council

**Rosa Perez, Chair**  
San Jose/Evergreen Community College District

**Marybeth Affleck-Nacey**  
The Role Model Program

**Jaime Alvarado**  
Mayfair Improvement Initiative

**Mindy Berkowitz**  
Jewish Family Services of Silicon Valley

**Mike Curran**  
NOVA

**Cindy Ho**  
Strong Neighborhoods Initiative/City of San Jose

**Bob Kirkwood**  
Bella Vista Foundation

**Mary Patterson**  
Project Cornerstone

**Mary Ellen Peterson**  
Parents Helping Parents

**Jeff Ruster**  
Silicon Valley Work2Future

**Cora Tomalinas**  
Community Volunteer

## COMING IN 2008: Community Care Index

As part of our efforts in advocacy and thought leadership, we will be engaging many partners to develop a report card on critical indicators that reflect the quality of life in Santa Clara County. Indicators will help assess UWSV success in achieving our five year goals, as well as identify other key community conditions important for the overall view on the county. Our community will be most successful when there is alignment of public, private and non-profit sector resources focused towards agreed upon 'community caring indicators'.

This approach to measuring status and progress on pressing social, economic, and environmental issues in the community will analyze social and economic indicators in the following key areas: economic and financial well-being, education, health, civic engagement, public safety, natural environment and other relevant factors.



Contact us to learn more about community building and impact.

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