

LIVE UNITED

Be part of the movement to advance the common good right here in Silicon Valley.

GIVE.

United Way Silicon Valley's Community Action Fund is an easy and powerful way to create lasting change in your own community. By giving to the Community Action Fund, you will help address the underlying causes of the most pressing community problems. Because everyone deserves opportunities for a good life: a quality education that leads to a stable job, enough income to support a family through retirement, and good health.

ADVOCATE.

You can make change happen with your voice. Get informed. Tell your friends. Write a letter to the editor. United Way needs people who are passionate about advancing the common good to make their voices heard.

VOLUNTEER.

United Way Silicon Valley links volunteers from local companies with local nonprofits to develop and implement volunteer projects which easily fit everyone's schedule and leave a lasting positive impact at agencies that serve children, youth, families and seniors.

For volunteer opportunities or to learn about other ways to get involved, go to www.uwsv.org or call 408.345.4300.

UNDERNEATH EVERYTHING WE ARE,
UNDERNEATH EVERYTHING WE DO,
WE ARE ALL PEOPLE.

CONNECTED, INTERDEPENDENT, UNITED.
AND WHEN WE REACH OUT A HAND TO ONE, WE

INFLUENCE
THE CONDITION OF ALL.
THAT'S WHAT IT MEANS TO
LIVE UNITED



Sobrato Center for Nonprofits – San Jose
1400 Parkmoor Avenue, Suite 250
San Jose, CA 95126-3429
408.345.4300 tel 408.345.4301 fax

Learn how to LIVE UNITED

www.uwsv.org



REPORT TO THE COMMUNITY
SEPTEMBER 2009

Advancing the Common Good **Creating Opportunities for a Good Life**

WELCOME

Everyone deserves opportunities to have a good life: a quality education that leads to a stable job, enough income to support a family through retirement, and good health. With our economy in such turmoil, for too many families, a good life seems harder than ever to achieve. But just as before the recession, United Way Silicon Valley's work continues to focus on:

INCOME – Promoting Financial Stability and Independence

EDUCATION – Helping Children and Youth Achieve Their Potential

HEALTH – Improving People's Health

Advancing the common good is less about helping one person at a time and more about changing systems to help all of us. Because we are all connected and interdependent, we all win when a child succeeds in school, when families are financially stable, when people are healthy. Bringing stability to people in need and helping local families reach financial independence requires financial investment, partnerships, and advocacy. Progress is best achieved through the alignment of community resources, which is why partnerships and collaborations are keys to United Way's work.

Too many of our neighbors, co-workers and friends are living on the edge – some for the first time. Trapped between layoffs, foreclosures and skyrocketing costs for basic needs, local families are struggling. This is the time for Silicon Valley to come together. To LIVE UNITED. To be part of the United Way solution and help those hit hardest by the economic crisis get on the road to recovery.

This 5th edition of United Way Silicon Valley's Community Report examines how current community conditions have changed – and highlights many of the community efforts successfully making a positive impact on local lives. Strengthening the foundation of our community is critical, especially in these troubled economic times. Even during the most difficult of recessions, families still dream of achieving a better life for themselves and their children.

Building a stronger and healthier community means more than simply investing financial assets; it requires a multi-dimensional approach. That's why United Way Silicon Valley:

- › invests in programs it delivers directly, as well as delivered by partner agencies,
- › reaches out strategically to develop and/or join community partnerships and coalitions,
- › advocates as champion for causes that affect key public policy arenas.

Together, these strategies can overcome barriers hindering our community's ability to achieve its goals and realize United Way's vision: "Every person is fully capable of participating and flourishing in his/her family, neighborhood and community."

In the coming year, United Way Silicon Valley has committed to an aggressive agenda, which will demonstrate its contribution to strengthening the foundation of our community:

DEVELOPING NEW RESOURCES

Implement structural and operational changes to build new revenue streams and enhance the effectiveness of staff and volunteers in the resource development that makes Community Impact possible.

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.

OUR COMMITMENT

United Way Silicon Valley creates lasting and measurable change in Silicon Valley by focusing on the three key building blocks of life: Income, Education and Health. We bring stakeholders together to generate philanthropy from all segments of our community, marshal resources, forge community consensus, and build coalitions and partnerships. The combined result is far greater than the sum of each individual component.

United Way's focus is to improve the *Education, Income and Health* of every Silicon Valley resident:

- › Enable everyone to *give* and invest the funds where they are needed the most and have shown measurable results,
- › Engage people to *advocate* to change systems on behalf of those whose voice may not otherwise be heard,
- › Empower everyone to *volunteer* to maximize their impact on the lives of others.

IMPACT 2.0

Consistent with current Community Impact goals and outcomes, narrow the focus and heighten the effectiveness of that work. An increased emphasis on the Income and Education building blocks will advance the organization's impact by creating and building on internal programs and strategic investments in those areas.

CONSTITUENT RELATIONSHIP MANAGEMENT (CRM)

Develop and launch strategies and processes in the five pillars of CRM (Organization/Culture, Operations/Process, Data, Marketing/Communications and Technology) to increase United Way's resource development success and community impact effectiveness.

RAISE THE PROFILE

Implement key recommendations from the Board of Directors on strategies for improving the organizational profile as community leader/ thought leader/ needs expert to increase the benefits of United Way's work to residents of Silicon Valley.

FINANCIAL OBJECTIVES

Meet or exceed all financial objectives, including achieving budgeted revenue goals in all categories and remaining within budgeted expenditures.

Investing in United Way Silicon Valley's Community Action Fund means improving life for thousands of our local families and individuals. We help people to be able to help themselves by identifying critical needs, mobilizing the caring power of the community, and aligning resources to achieve the best outcomes.

Local people — working on local solutions — achieving local results that create long-lasting change. To LIVE UNITED means to be a part of the change. It takes everyone in our community working together to create a brighter future.

GIVE. ADVOCATE. VOLUNTEER. LIVE UNITED.

Dick Levy
Chair Board of Directors

Carole Leigh Hutton
President & CEO

INCOME

Helping Families Become Financially Stable and Independent

What does this mean?

- › Supporting basic needs while increasing financial education
- › Helping hard-working local people obtain job training and family-sustaining wages
- › Reducing homelessness and increasing affordable housing

CURRENT SITUATION

Families affected by the economic crisis need access to a combination of services to weather the storm. They need food, health care and foreclosure counseling. They need short-term income relief such as subsidized day care, food stamps and unemployment insurance.

The effects of this recession will be felt for years to come. Even before this recession, the Insight Center's research indicated only 76% of the county population was living at/above self-sufficiency standards - and only 6/10 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, health-care, childcare or food - due to lack of income. Families who have suffered major financial setbacks often need 21 months to become financially independent. United Way Silicon Valley is committed to staying beside families along the road to recovery - no matter how long it takes.

No single solution can definitively change a family's future and keep it from sliding back into poverty. Finding the right combination of services is tricky and time consuming. For the community to recover as quickly as possible, new approaches that combine proven strategies with innovative ideas are needed. Families and individuals need a long-term recovery road map that contains career guidance, financial education and life coaching. United Way is acting in alignment with

critical nonprofit and government service providers in working together to guide local people along the road to recovery.

Furthermore, this recession has meant the bottom "falling out" for a new group of people who were previously economically secure. Across Silicon Valley, service providers are now seeing as clients people who were formerly donors. Providers are unsure about how to anticipate the problems and plan for them. With limited resources, whom do you help first? Families at the beginning of their fall? Or families already at the bottom and most classically considered to be "at risk"?

While needs continue to skyrocket, the community is facing the current crisis with a reduction in funding from many sources, including private funding, local governments, and the state.

The recession has exacerbated the local employment trends where a growing percentage of jobs are at the low-wage level. Mid-wage level jobs (\$30,000 and \$80,000 annual wage) continue to represent a shrinking share of overall employment in Silicon Valley. Low-wage level jobs are generally inadequate for families to make ends meet. The Insight Centers' 2008 study showed that an annual wage needed to be considered self-sufficient in Santa Clara County ranges from \$28,240 for a single adult renter, to \$59,242 for a household consisting of two adults and two school-aged children.

INCOME

HOW UNITED WAY SILICON VALLEY HELPS

Impact Investments

United Way Silicon Valley invests in programs that provide employment advancement, English education, microfinance funding, access to tax credits/public benefits, financial education, and personal finance management. Efforts are building adult living skills, which results in more households having the opportunity to live above the economic self-sufficiency level, particularly in high-need areas. Other investments focus on basic needs, which lead to an increased number of residents having stable housing, adequate food, and quality dependent care for children, seniors, or the disabled.

Impact Partnerships

Emergency Assistance Network (EAN) was established 30 years ago as a way to best serve people in Santa Clara County. United Way Silicon Valley formed a network of service providers that are located in areas close to where clients live, each agency serving as a nearby safety net providing emergency financial assistance for families that fall on hard times. It was always a goal that the community would be thriving and the network would no longer be necessary. However, the economic disruption facing many families is relentless, and the need for basic needs assistance is at an all time high. The Network is a collaborative between United Way Silicon Valley, eight service agencies and seven law enforcement agencies, located throughout Santa Clara County — providing emergency financial assistance for housing, utilities, food, medications and more.

Financial Stability Partnership (FSP) is a multi-component initiative focused on realistic solutions that increase financial stability and long-term economic independence for local individuals and families. It is designed around three steps: *Increase Income, Build Savings & Gain/Sustain Assets.*

Adult Workforce Training & Retraining – Investment in local programs help people gain up-to-date skills needed to move up or get back in the workforce through technical job skills training, English language proficiency, computer literacy, job search assistance, job placement and job retention services.

EarnIt! KeepIt! SaveIt! (EKS) – VITA Free Tax Program – For the past two tax seasons, United Way Silicon Valley has led a county-wide coalition in partnership with the Internal Revenue Service (IRS) and community groups to help serve individuals and families through free tax preparation at more than 25 VITA (Volunteer Income Tax Assistance) sites. United Way efforts center on volunteer recruitment and training, expanding the number and capacity of VITA sites and increasing public awareness. The IRS estimates that thousands more families in Santa Clara County could benefit from these tax credit benefits. The Earned Income Tax Credit (EITC) was created by Congress to reduce the tax burden on low income workers, supplement their wages, and encourage greater participation in the workforce. For many eligible families, the EITC can increase their family's annual income by as much as 10 to 15 percent. During tax season, 2-1-1 Santa Clara County serves as the up-to-date resource for information on VITA locations, hours of operations and language capabilities connecting the community to the VITA sites.

INCOME

HOW UNITED WAY SILICON VALLEY HELPS (continued)

Financial Education & Access to Mainstream Financial Products and Services – The purpose of the program is to provide families with practical money-management skills that help them use their income wisely, manage their debt, increase their access to needed resources, and create positive relationships with financial institutions. Access and knowledge of basic financial products (e.g., checking or savings accounts) is an important component of helping local families to become financially stable. San Jose is part of the Governor’s Bank on California initiative, a ‘banking the unbanked’ effort. Research shows that families with access to basic banking products are more likely to have assets and avoid using costly services, such as refund anticipation loans, check cashing services, and high-interest payday loans. Bank on San Jose provides local non-profits with Financial Education Partnership Grants to develop their capacity to provide basic financial education as part of their normal service delivery. The aim of Bank on San Jose is to assist more than 7,500 local families in becoming part of the financial mainstream.

Microfinance & Individual Development Accounts (IDAs) – Microfinance provides entrepreneurs with small loans along with technical business assistance (marketing, inventory management, and technology) in order to facilitate small business creation and expansion. These small loans are made to those unable to secure financing through conventional lenders. Individual Development Accounts (IDAs) programs provide incentives such as 2:1 matched savings for low-income parents to learn about money management, credit repair, and general finance. The matched savings component facilitates acquisition of long-term assets, such as a house, post-secondary education, or launching a small business.

Destination: Home works with service providers and other public and private sector partners to implement a “housing first” program that offers supportive housing and more efficiently delivered services than have existed to end homelessness in Santa Clara County. In FY 2008-09, 299 chronically homeless people achieved stability and secured housing through programs supported or created by Destination: Home. United Way executive staff serves on the leadership and steering committees and United Way acts as fiscal sponsor. Their long range goal is to eliminate homelessness in Santa Clara County by 2017.

Step Up: Silicon Valley! (The Campaign to Cut Poverty in Santa Clara County) This initiative is sponsored by Catholic Charities of Santa Clara County as part of the national Campaign to Reduce Poverty in America launched in 2007 by Catholic Charities USA. Locally, more than 90 organizations representing all sectors of our community have joined forces to develop strategies to cut poverty in our county. This year saw the public launch of the comprehensive action plan, including vehicles for mobilization and development of a robust communication network. United Way Silicon Valley is an active member of the Executive Committee.



INCOME

MAKING INCOME IMPACT: FY 08-09 RESULTS

- › 32,906 people - half of them children - received healthy, balanced groceries, nutritional guideline education, and family support helping to keep them stable; this represents an increase of 23% more people seeking help from last year.
- › The Emergency Assistance Network served 17,346 people: 16,388 with food, 601 with rental assistance, 210 with utility assistance, and 147 with medicine or transportation — helping to keep them from losing their homes. This compares to 14,866 people served last year.
- › Additionally, financial assistance prevented many families from being evicted or losing their utilities: 958 households in Sunnyvale, 356 households in greater Mountain View/ Los Altos, 2,091 households in San Jose, and 160 households in the West Valley area.
- › 4,657 lower-income taxpayers received free tax assistance, bringing \$4.1M in refunds into the local economy, including \$1.3M in Earned Income (EITC) and \$800K in Child Care Tax Credits.
- › 3,081 people opened starter/second chance bank accounts to enter the financial mainstream as part of the Bank on San Jose initiative.
- › 478 low-income people living with medical complications from HIV/AIDS received housing, utility and transportation assistance, helping them to live independently.
- › 270 adults acquired literacy and basic computer skills in job training programs to obtain gainful employment to help them become financially independent.
- › 257 low-income entrepreneurs received small business technical assistance and \$394,000 in microfinance loans to expand their businesses. They created 49 new jobs.
- › 144 adults completed training and have secured jobs putting them on the road to financial independence.



A Personal Story:

Sabrina and her husband Raul were both hard-working parents, who found themselves both losing their jobs within 30 days of each other. Raul was able to get a new job fairly quickly, but there was still a five week gap between the last paycheck and the next. Sabrina has had more trouble finding employment. She filed for unemployment benefits, but it will take six weeks before her first check will arrive. A partner agency in United Way Silicon Valley's Emergency Assistance Network assisted with their rent payment during this gap which made the difference between keeping Sabrina, Raul, and their 2 year-old daughter Jasmine in their home and being out on the street.

77 of 95 single mothers who learned financial management skills are on track to complete a matched savings program for long-term assets such as a house, post-secondary education, or launching a small business. 28 mothers have completed the program, and 49 more mothers are nearing their graduation. In 2½ years, these 95 participants in the Individual Development Account (IDA) program have saved more than \$415,000.

INCOME

INCOME PROGRAMS

JOB PLACEMENT & TRAINING -

Programs that assist clients to improve their existing job skills, build vocational literacy and provide placement assistance for long-term employment success.

- › Building Adult Living Skills (Friends of Vision Literacy)
- › Connections to Work (Jewish Family Services of Silicon Valley)
- › Enhancing Self-Sufficiency for Adults with Disabilities (HOPE Services)
- › Employment Services for Persons with Disabilities (Silicon Valley Independent Living Center)
- › Family Self-Sufficiency through Career Development (Center for Employment Training)
- › Hired Direct (Project HIRED)

IMMIGRATION AND CITIZENSHIP -

Programs that provide outreach and legal assistance to obtain U.S. citizenship.

- › Community Education (Santa Clara County Asian Law Alliance)
- › Empowerment for Life Enrichment (Self-Help for the Elderly)
- › Increasing Economic Self-Sufficiency with Low-Income Immigrants (Services, Immigrant Rights & Education Network)

EMERGENCY ASSISTANCE -

Programs that provide financial aid, shelter and food to help prevent homelessness.

- › Direct Assistance Program (West Valley Community Services)
- › Emergency Assistance (Sunnyvale Community Services)
- › Emergency Assistance Network - United Way Silicon Valley
- › Emergency Assistance Program (Community Services Agency of Mt. View/Los Altos)

- › Essential Services Program (Sacred Heart Community Service)
- › Family Harvest Program (Second Harvest Food Bank)
- › La Isla Pacifica Shelter for Battered Women (Community Solutions for Children, Families & Individuals)
- › Stable Housing for People with HIV (The Health Trust)

Emergency Assistance Network Partners are:

- › Community Services Agency of Mt. View/Los Altos
- › InnVision the Way Home
- › Sacred Heart Community Service
- › Salvation Army
- › Sunnyvale community Services
- › West Valley Community Services

FINANCIAL EDUCATION

Bank on San Jose - United Way Silicon Valley

Bank On Partners include:

- › ACORN Institute
- › Catholic Charities of Santa Clara County
- › Center for Employment Training
- › Day Worker Center of Mountain View
- › Momentum for Mental Health
- › Sacred Heart Community Service
- › San Jose Cathedral Foundation
- › Sunday Friends Foundation
- › Women's Initiative

MICROFINANCE

- › Santa Clara Microfinance Fund (Opportunity Fund)

TAX PREPARATION ASSISTANCE

- › Earn It, Keep It, Save It (United Way Silicon Valley & Internal Revenue Service)
- › Volunteer Income Tax Assistance (Catholic Charities of Santa Clara County)

EDUCATION

Helping Children and Youth Achieve Their Potential

What does this mean?

- › Improving access to quality, affordable child care and early learning opportunities
- › Partnering with parents, community-based organizations and schools to improve graduation rates
- › Providing after-school and mentoring programs for at-risk youth



CURRENT SITUATION

Public education is facing its biggest crisis in years. After years of slipping achievement among many youth, severe budget cuts being implemented will exacerbate the problem greatly by increasing classroom size and eliminating a myriad of support services to assist struggling youth.

Too few children come to school prepared. According to the Partnership for School Readiness research, less than half of local children come to kindergarten fully ready to learn.

Children who are underperforming by third grade have a difficult time catching up to their peers and eventually become at-risk for dropping out. The most recent Santa Clara County Children's Report indicated that only half of local 3rd graders are proficient in reading.

That report showed that fewer than 60% of local 8th graders are proficient in math. 1 in 5 Santa Clara County youth do not complete high school, including $\frac{1}{3}$ of Latino youth. Even among those local youth who do graduate, a majority leave high school without the necessary skills to meet the University of California/ State California University system eligibility requirements.

National research has shown that the transition points from elementary to middle school and from middle school to high schools are crucial moments for a child's

scholastic success. The need for supportive services at schools and in the community (including mental health and case management, gang prevention/intervention work) to recognize the developmental issues and provide support for young people's success is critical and ongoing.

And now, in these difficult financial times, because of household unemployment, too many families are being forced to make financial choices between meeting their basic needs and being able to send their kids to pre-school. Teens must choose to either stay in high school or drop-out to earn money to help support the family.

Given the state budget crisis and its effects on local school districts, support for public education and social services that provide underlying support for families and schools are being reduced. Yet, it is essential to maintain direct and indirect support for education, such as tutoring programs, after-school activities, supplemental food/nutrition programs, etc. – services that improve a child's chances at success.

If the community loses infrastructure and capacity to effectively serve youth now, in the long term we may never rebuild the education and support system. The "intervention vs. prevention" dichotomy is re-emerging strongly at school districts across Silicon Valley as they struggle to balance their budgets. While prevention is more cost effective in the long term, it usually is first to be cut in dire economic times.

EDUCATION

HOW UNITED WAY SILICON VALLEY HELPS

Impact Investments

Impact grants in the Education building block support children and youth to be successful in school through early childhood education, help students graduate from high school, and help youth make healthy life choices.

Impact Partnerships

Alternative Education Collaborative (AEC) United Way Silicon Valley leads an effort to improve the educational options and outcomes for at-risk (for dropping-out) and out-of-school youth. The Greater San Jose AEC promotes multiple pathways to high school graduation by working to:

- › provide more alternative classroom options,
- › launch small-scale innovative pilot programs in partnership with local school districts,
- › build skills and provide resources for parents, teachers and caregivers, and
- › improve the classroom experience with mini-grants for special projects.

Kids in Common advocates for policies, partnerships and investments that improve the lives of children in Santa Clara County. The Kids in Common coalition developed the Children’s Agenda which provides a blueprint for acting together on behalf of children who need a strong public voice – a voice that promotes and protects their best interests. United Way is an active partner in the coalition to be that voice, and joins the challenge made to our community to always act in the best interest of local children.

Partnership for School Readiness is a collaboration of early childhood organizations conducting research and linking the needs of young children with community resources to improve their health and increase their reading readiness and school preparation. The work provides practical tools for parents, and early childhood educators to enhance child development. United Way is an active member of the collaborative and has provided financial oversight as its fiscal sponsor.



A Personal Story:

By empowering students, parents, and teachers to create a caring school climate that values all students, youth programs (supported by United Way Silicon Valley) reduce the incidence of bullying – the most prevalent form of school violence, and make a significant contribution to reduce drop out rates.

Says one parent, “My child feels safe and confident now on how to deal with a bully and look for a caring adult during the school hours. She is still a victim on occasion. However, the good part is that I don’t see any tears. She talks it out with me and we try to solve it together. The other students have also expressed their experiences when bullied and how they have stood up for themselves and others.”

EDUCATION

MAKING EDUCATION IMPACT: FY 08-09 RESULTS

- › 91% of the 1,000 students in 33 elementary and middle school classrooms from disadvantaged communities, where trained volunteers served as role models, demonstrated improved skills in decision-making and life goal-setting, helping these youth see a positive future after high school.
- › 860 youth who participated in after-school programs improved their skills in math and literacy, physical fitness and social cooperation – helping them to stay on track to finish high school.
- › 93% of 675 teachers, parents and school staff who received training built stronger relationships with their own children and students, resulting in improved support for the success of these youth.
- › 388 kids received specialized child care with instruction for parents on how to get their kids socially and emotionally ready for kindergarten.
- › 323 at-risk teens received emotional and family support keeping them on track to finish school and be prepared for success after high school.
- › As part of the Alternative Education Collaborative efforts, 317 parents, teachers and youth workers learned skills to improve their work with at-risk youth and reduce the influence of gangs in our community.
- › 167 kids with learning disabilities attended preschool, received therapy (occupational, developmental, language) and acquired skills to prepare them for entry into kindergarten.
- › 110 of 122 court-involved teens who received counseling and support on making healthy life choices have learned needed skills and are committed to living within the law.

EDUCATION PROGRAMS

EARLY CHILDHOOD EDUCATION -

Programs that assist in preparing children for Kindergarten and providing support for parents.

- › Birth and Beyond (Grail Family Services)
- › Early Education and Child Development Program (Kidango)
- › Early Intervention for Infants and Youth with Disabilities (HOPE Services)
- › Early Intervention Program (Pacific Autism Center for Education)
- › Ready to Learn Preschool Program (Estrella Family Services)

AFTER SCHOOL AND INDEPENDENT LEARNING -

After-school study enhancement programs and independent living skills programs to assist youth for college preparation.

- › Independent Living Skills Program (Bill Wilson Center)
- › Legal Eagle Program (Fresh Lifelines for Youth)
- › Prevention and Education Services (Rebekah Children's Services)
- › Project Cornerstone (YMCA of Silicon Valley)
- › The Community Classroom Visit Program (The Role Model Program)
- › YMCA After School (YMCA of Silicon Valley)

AT RISK YOUTH -

Programs that assist youth to stay in school re-enter school and gang prevention.

- › Alternative Education Collaborative - United Way Silicon Valley

Alternative Education Collaborative funded partners include:

- › California Youth Outreach
- › Catholic Charities of Santa Clara County
- › Community Crime Prevention Associates
- › More than 40 middle/high school education programs and classrooms

Improving People's Health

What does this mean?

- › Advocating for children's healthcare coverage
- › Increasing access for children and adults to critical healthcare services
- › Addressing substance abuse, child abuse and domestic violence

Obesity and being overweight are significantly associated with diabetes, high cholesterol, high blood pressure, asthma, arthritis and poor health status. Obesity has large economic consequences. Obesity is often a warning or a marker for all of the social, economic, and medical results that will predictably accompany this epidemic. Diabetes, particularly Type 2, is a significant and growing health problem causing serious complications such as blindness, kidney disease, cardiovascular disease, limb amputations and death.

CURRENT SITUATION

The downturn in the economy has had and will continue to have negative implications in a variety of inter-connected ways and all systems – education, health and social services – are being stretched and stressed. Historically, in bad economic periods, American society experiences an increase in substance abuse. Inversely, as economy goes down and stress goes up so do substance abuse, family violence, and need for mental healthcare. With rising unemployment comes an increase in new clients needing free/reduced-cost health care services. However, capacity for such services is shrinking due to decline in government funds.

Income and education are key social determinants of health – reinforcing the belief that all of three building blocks (Income, Education and Health) are inter-connected. National health researchers state that life expectancy is determined by a person's education and income. One of the best ways to improve a community's overall health status is to increase educational attainment levels and enable more people to hold good paying jobs.

Having health insurance does not necessarily equal access to quality health care. Access to health care means having the ability to obtain the necessary and preventive health services (e.g., medical, dental, vision, mental, etc.) for one's age and gender in a timely manner. Factors that limit access to health

care include the following:

- › financial barriers
- › lack of facilities
- › lack of capacity in existing facilities
- › lack of health care providers
- › limited focus in areas such as mental health
- › lack of transportation
- › language barriers and cultural customs

In Santa Clara County, while 97% of children are covered with health insurance, only 84% of adult men and only 89% of adult women are covered. Compared to the overall adult population in the County, fewer young adults and Hispanic adults report having insurance.

It is essential to continue to support prevention efforts in healthcare while responding to emergencies. With scarce resources, providers are moving to triage services to those most desperately in need. This will have long term implications on our population's health as people without financial means and access to prevention/early intervention care, must first get sicker before they can be treated. Providing medical care after someone becomes quite sick is less successful and more costly. If the community abandons its commitment to prevention efforts, the existing infrastructure for health, education and social welfare will dissolve. It is important to think strategically. Thus, prevention and early intervention efforts must be maintained even now through this current economic crisis to avoid more serious and more expensive treatment.

HOW UNITED WAY SILICON VALLEY HELPS

Impact Investments

Investments increase supportive services for individuals and families dealing with issues related to violence, substance abuse, grief and immigration. They also improve access to physical, mental and dental care for uninsured persons.

Impact Partnerships

Covering California's Children Health Initiative -

Covering all of California's uninsured children is a primary objective in creating and sustaining healthy, productive people and communities. Even with the successes of the Santa Clara Children's Health Initiative effort, it is estimated that (for a variety of reasons) more than 25,000 local children still do not have health coverage. And now, due to State government budget decisions, it is expected that thousands of local children will be eliminated from or denied entry into the program over the next few years. United Ways across the state have mobilized and engaged the business community in support of expanding children's health insurance in California.

The **Santa Clara County Community Benefits Coalition** identifies challenges and opportunities for government agencies, community organizations, and health care organizations to improve the health and quality of life in Santa Clara County, through production and distribution of the tri-annual Community Health Assessment. The goal of the report is to stimulate collaboration and collective community action on health matters. The next report is due out in spring 2010. United Way serves as an active coalition member helping to guide the research efforts.



A Personal Story:

46 year old Frances has always worked, often at two jobs. However, health insurance coverage for her has been inadequate and inconsistent. Frances received health clinic services when timely screening helped to provide an early diagnosis of diabetes. For two years she has effectively controlled it with diet and exercise. She exercises on a treadmill 30 minutes a day and eats "napales" a traditional South American prickly pear known to benefit people with diabetes. Six months ago Frances developed hypertension, which required additional treatment. Timely treatments, including oral medications, to control these chronic diseases will prevent complications: blindness, stroke or heart disease – helping her to remain a productive member of the community. Access to treatment at the local community clinic supported by United Way has made all the difference.

HEALTH

MAKING HEALTH IMPACT: FY 08-09 RESULTS

- › 16,179 people without health insurance or the ability to pay for their care received primary health care focused on prevention-oriented treatments, helping to keep them out of emergency rooms.
- › 75% of 1125 teens who received counseling and support reduced their drug and alcohol abuse, helping them to stay in school, avoid gang activity and make healthy lifestyle choices.
- › Family caregivers of 371 frail seniors received health and well-being support allowing them to keep their senior loved ones independent, at home and out of institutions.
- › 310 people with diabetes were provided with appropriate care for their condition, allowing them to maintain a full life.
- › 299 mothers and children were provided with safe haven from domestic violence. Counseling and ongoing case management helped ensure their long term safety.
- › 223 pre-school aged children without health insurance received free/low cost dental care, while their parents learned dental hygiene practices to prevent tooth decay, helping to keep these children on track for kindergarten readiness.
- › 142 of 163 low-income people without mental health insurance, who received counseling and support after a serious life crisis, regained their previous level of functioning in society.

HEALTH PROGRAMS

IMPROVING PEOPLE'S HEALTH -

Programs that provide assistance to obtain health insurance, or physical and mental health care.

- › Access to Health Care for the Uninsured Population (Gardner Family Health Network, Inc.)
- › Counseling Services (Family & Children Services)
- › Community Health Center (MayView Community Health Center)
- › Covering California's Children Health Initiative (United Way Silicon Valley)
- › Pathway Community Health Services (Pathway Society, Inc.)
- › South County Oral Health Access for Children (Gardner Family Health Network, Inc.)

COUNSELING AND SUPPORT SERVICES -

Programs that provide counseling services for domestic violence, family reunification, and respite care for the elderly.

- › Adult Day Care Services (Live Oak Adult Day Services)
- › Immigration Legal Services (Catholic Charities of Santa Clara County)
- › No One Deserves Abuse (Support Network for Battered Women)

ADVOCACY

In FY 08-09, the United Way Silicon Valley Board asserted advocacy as a crucial strategy to change community conditions and launched a new Advocacy/Public Policy Committee. A committee of Board members and community volunteers began guiding advocacy efforts and creating an Annual Policy Agenda. The work will develop over the course of FY09-10. Advocacy is a critical strategy to promote long-term solutions for our community's most critical local health and human service needs:



Measure A

The Board unanimously voted to endorse Measure A (an \$840 million bond measure that would fund the seismic retrofits for Santa Clara Valley Medical Center that are required by law) on the November '08 ballot. By helping to educate the community on this critical issue, United Way played a part in preventing Santa Clara County's only public hospital from closing over half of its hospital beds. The Valley Medical Center's commitment to provide care for ALL who seek health services, regardless of ability to pay, aligns with the health impact priority of increasing access to critical healthcare services for all our community members.

SCHIP Reauthorization

In February '09, President Obama signed landmark legislation which reauthorized the State Children's Health Insurance Program to continue to provide low-cost insurance coverage to hard working families. United Way advocated for a robust reauthorization for over two years, and celebrated the legislation which provides the federal match for more than 32,000 Santa Clara County children to have health insurance. Advocacy continues for the state of California to take advantage of these federal funds and insure our children amidst the budget crisis.

National United Way Day on the Hill & California United Way Day at the Capitol

Meetings with our local Federal and State elected officials to advocate for community needs. Our core policy priorities were to assure that all children have access to health care and that all Californians can access community services through 2-1-1. Representatives advocated for passage of key 2-1-1 legislation in Washington, DC and Sacramento that would build-out the 2-1-1 system and sustain funding for the crucial service.

2-1-1 SANTA CLARA COUNTY



"2-1-1 saved my life. Because of you I was able to find an emergency safe-house and I've since moved into my own apartment. I never went back. I always call you guys when I can't find a number. I wish I could tell everyone about it, I'm so grateful - God bless you and thank you for everything."

This quote is from a San Jose caller describing how 2-1-1- helped her last December when she was in the hospital over the holidays for eleven days including five days in intensive care due to domestic violence. A hospital nurse referred the woman to 2-1-1. The Call Specialist who helped the woman listened to her, assessed her needs, and gave her a variety of referrals, including domestic violence shelters and other services.

With thousands of calls each year, an individual call can pass by quickly, but the impact made each time someone is helped can have a long-lasting effect.

**For Everyday Needs and in Times of Crisis,
Dial 2-1-1 or go to: www.211SCC.org**

**24 Hours a Day, 7 Days a Week
in Over 170 Different Languages**

- › This past year 2-1-1 SCC answered more than 26,000 calls for assistance, representing a 35% increase over the previous year.
- › Top three reasons people called were Housing, Legal Services, and Food.
- › More than 434,000 searches were conducted on www.211scc.org.
- › As part of the Santa Clara County Emergency Operations Center team, 2-1-1 SCC supported the public dissemination of information for services such as shelter, and served as an aid during the following three community emergencies:
 - 2008 Summit Fires in the Los Gatos Mountains in July 2008
 - South County Phone Line outage in April 2009
 - H1N1 Flu from May 2009 to present

When you don't know who to call...



Get Connected. Get Answers.

United Way Silicon Valley

UWSV SUPPORTS SAN BENITO COUNTY

In 2008, at the request of United Way of America, San Benito County became part of the United Way Silicon Valley service area. Over the next year, funds will be solicited from workplace campaigns and individuals to support local work in San Benito County. Longer range efforts will include bringing 2-1-1 service to the residents of this community. In partnership with the Community Foundation of San Benito County, grants in the amount of \$43,000 were distributed to local agencies in FY 08-09. United Way funds generated by San Benito residents were allocated consistent with current Impact goals and outcomes in support of the following programs:

Hollister Youth Alliance, Youth JobZONE – training and employment programs targeting at-risk youth and young adults.

Baler Education Foundation, Challenge Days – series of one day workshops that target high at-risk youth for gang intervention and high school retention.

YMCA, Youth Development programs – serving approximately 800 youth in after school activities.

Chamberlains Mental Health Services, Preschool Intervention – expand this program to Hollister, which will identify at-risk children with developmental/autistic needs to mainstream them into regular preschool for Kindergarten readiness.

A NATIONAL PERSPECTIVE

THE CHALLENGE TO AMERICA

Getting and keeping a job with a livable wage and health benefits typically requires having a solid education. An income adequate to pay for today's necessities and save for the future provides individuals and families some sense of financial stability. Access to quality health care keeps children on track in school and adults productive at work. As we have seen for countless families during this recession, remove any one of these building blocks and the other two topple.

Across the country, United Way and its partners seek the most effective ways to help people gain access to educational, economic, and health-related opportunities. Three 10-year goals reflect a national agenda for more than 1,300 local United Ways across America:

Cut by half the number of financially unstable working families - requires strategies to help people increase income, save, and grow long-term assets.

Cut by half the number of students who drop-out of high school - requires improved readiness for kindergarten and closer attention to students as they move through the school system.

Increase by one-third the percentage of healthy youth and adults - requires that more Americans have access to health insurance coverage and to good primary care from throughout life, as well as the resources needed to avoid or stop substance abuse and other risky behaviors.

United Way Silicon Valley believes in and supports the national 10 year goals and strives to meet the needs and challenges of our local community in the national context.

LIVE UNITED COMMUNITY PARTNERS

Pinnacle Level (\$500K-\$999,999)

Intel Corporation

Summit Level (\$175K-\$274,999)

LifeScan, Inc.

Vista Level (\$100K-\$174,999)

Agilent Technologies, Inc.
City of San Jose
County of Santa Clara
FIRST 5 Santa Clara County
Silicon Valley Community Foundation
Space Systems/Loral
Varian Medical Systems, Inc.

Foothill Level (\$50K-\$99,999)

Bank of America
Microsoft Corporation
The Walter S. Johnson Foundation
Wachovia

Valley Level (\$25K-\$49,999)

Applied Materials, Inc.
BAE Systems
Costco Wholesale Corporation
IBM Corporation
Intersil
Kaiser Permanente San Jose
Macy's West, Inc.
United Parcel Service
Western Digital Corporation
Xerox Corporation

Peninsula Level (\$10K-\$24,999)

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Best Buy
Citi
City of Mountain View
General Electric
Hewlett-Packard Company
Kaiser Permanente Santa Clara
Kellogg's USA
Lockheed Martin Corporation
Nordstrom, Inc.
Pacific Gas & Electric Company
San Jose Unified School District
San Jose Water Company
SanDisk Corporation
Save Mart Supermarkets
Target Stores
Texas Instruments
The California Endowment
The David & Lucile Packard Foundation

Corporate/Foundation/Grant Gifts between July 1, 2008 and June 30, 2009, invested in United Way Silicon Valley Community Action Fund and/or a United Way Silicon Valley program.

FY 08-09 AFFILIATED AGENCIES

Abilities United
 ACHIEVEkids
 Addison-Penzak Jewish
 Community Center
 Alum Rock Counseling Center, Inc.
 American Cancer Society
 Asian Americans for Community
 Involvement of Santa Clara County, Inc.
 Asian American Recovery Services
 Big Brothers/Big Sisters of the Bay Area
 Big Brothers/Big Sisters of the Bay Area
 - South Bay Chapter
 Boys & Girls Clubs of Silicon Valley
 Breathe California
 Bring Me A Book Foundation
 California Community Partners for Youth
 City Year
 Community Health Partnership
 Community Technology Alliance
 Deaf Counseling, Advocacy &
 Referral Agency
 EMQ Children & Family Services
 Ethiopian Community Services, Inc.
 Go Kids, Inc.
 Hospice of the Valley
 Housing for Independent People
 International Children Assistance
 Network

KARA
 Law Foundation of Silicon Valley
 Martinson's Child Development Center
 Mexican American Community Services
 Agency, Inc.
 Momentum for Mental Health
 (ALLIANCE
 for Community Care)
 Next Door, Solutions to Domestic
 Violence
 Outreach & Escort Service
 Parents Helping Parents
 People Acting in Community Together
 (PACT)
 Pro Bono Project of Silicon Valley
 Project Sentinel
 Respite & Research Alzheimer's
 Disease
 San Jose Conservation Youth Corps
 San Jose Day Nursery, A Child
 Development Center
 Silicon Valley Education Foundation
 Senior Adults Legal Assistance
 Senior Housing Solutions
 Silicon Valley Habitat for Humanity
 TransAccess
 Vietnamese Voluntary Foundation
 Vista Center for the Blind and
 Visually Impaired

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In addition to funded programs at partner agencies listed elsewhere in this report, United Way Silicon Valley is proud to be associated with the above listed health and human service organizations that met annual financial review requirements.