SERVING FAMILIES & CHILDREN IN NEED:
FOCUS ON NORTH SAN MATEO COUNTY
Tuesday, February 26, 2019 - South San Francisco Council Chambers
Welcome to North San Mateo County
Meet the organizing team
Event goals

- **Raise awareness** of challenges and opportunities facing NSMC
- **Connect** with each other
- Leave with concrete ideas on **how to better support the region**
## Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30 am</td>
<td>Breakfast and networking activity</td>
</tr>
<tr>
<td>10:00</td>
<td>Welcome</td>
</tr>
<tr>
<td>10:10</td>
<td>Needs of NSMC families and nonprofits that serve them</td>
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<tr>
<td>10:45</td>
<td>Expert panel discussion</td>
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<tr>
<td>11:30</td>
<td>Q&amp;A with panelists</td>
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<tr>
<td>11:50</td>
<td>Next steps</td>
</tr>
<tr>
<td>12:00 pm</td>
<td>Adjourn</td>
</tr>
</tbody>
</table>

**#ConnectNorthSMC**
Ground rules

In this room, at this time, we are all equal

Each of us is mindful of confidentiality and conflict of interest

We will listen to each other and suspend judgments

We will question our own assumptions and those of our colleagues in order to think creatively

Adapted from "Ground Rules for Our Meetings" by Simone Joyaux
North San Mateo County is home to 322,579 people

<table>
<thead>
<tr>
<th>Total population</th>
<th>322,579</th>
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<tbody>
<tr>
<td>Children under 18</td>
<td>61,013</td>
</tr>
<tr>
<td>Total households</td>
<td>106,071</td>
</tr>
<tr>
<td>Households with children</td>
<td>30,052</td>
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<tr>
<td>Average household size</td>
<td>3.01</td>
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</tbody>
</table>

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-year Estimates
North San Mateo County is home to diverse communities

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-year Estimates
Over 58K people in NSMC live below the SMC poverty level

Needs of NSMC families and nonprofits that serve them
Study overview

**Step 1**
Survey to nonprofit leadership staff

**Goal**
Understand the needs, challenges, and priorities of NSMC communities, especially families with children who live in poverty, and the nonprofits that serve them

73 respondents

**Respondent Demographics**
*Title:* Nonprofit leadership staff  
*Service area:* Serve NSMC communities  
*Issue area:* Provide services for children and families

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**Step 2**
Landscape analysis

**Goal**
Assess the most urgent unmet needs for NSMC communities and determine key local initiatives for addressing them

**Key Sources**
U.S. Census Bureau, 2013-2017  
American Community Survey  
Regional Housing Need Plan, 2014-2022  
2017 SMC Child Care and Preschool Needs Assessment  
SMC All Together Better Data  
Get Healthy SMC Data
Survey & Respondent Demographics

- 73 Nonprofit leadership staff
- NSMC Serve NSMC
- All issue areas Represent all issues areas and all budget sizes
Basic Needs & Safety Net

Opportunities and challenges
Current initiatives

- CAFF Breakfast Grant & SHFB
- Census 2020 San Mateo County
- Nonprofit Displacement Project
- TEAMC Transportation Equity Allied Movement Coalition
The most urgent unmet needs within Basic Needs & Safety Net:

<table>
<thead>
<tr>
<th>Access to:</th>
<th>%, nonprofit leaders who responded to the survey and identified this as one of the most urgent unmet needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable and adequate housing</td>
<td>90%</td>
</tr>
<tr>
<td>Emergency financial assistance</td>
<td>42%</td>
</tr>
<tr>
<td>Nutritious food</td>
<td>36%</td>
</tr>
<tr>
<td>Affordable and adequate transportation</td>
<td>36%</td>
</tr>
<tr>
<td>Legal services to protect basic needs</td>
<td>32%</td>
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<tr>
<td>Safe spaces</td>
<td>13%</td>
</tr>
<tr>
<td>Emergency shelters</td>
<td>11%</td>
</tr>
<tr>
<td>Domestic violence support services</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: Survey to nonprofit leadership staff “Needs of North San Mateo County families and nonprofits that serve them,” 72 nonprofit leaders surveyed.
50% of households in NSMC are rent burdened

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-year Estimates
Gross rent as a percentage of household income in the past 12 months – 30% or more
Over 6K new homes are needed in NSMC

Source: Regional Housing Need Plan for the San Francisco Bay Area: 2014-2022
Affordable housing includes very low (up to 50% of area median income) and low (between 51 and 80% of area median income)
*https://goo.gl/ksvYiw
At least 6K households that live below poverty are not receiving SNAP

Receipt of food stamps/SNAP (Supplemental Nutrition Assistance Program)

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-year Estimates
Receipt of food stamps/SNAP (Supplemental Nutrition Assistance Program)
Children & Education
Opportunities and challenges
Current initiatives

- The Big Lift
- Community Collaboration for Children’s Success initiative (CCCS)
- Early Learning Quality and Inclusion Partnership
- Build Up for San Mateo County’s Children
The most urgent unmet needs within Children & Education:

Access to:

- After-school care: 52%
- Infant and toddler care programs: 44%
- Preschool & kindergarten programs: 37%
- K-12 education: 30%
- Summer learning programs: 27%
- Youth development programs: 27%
- Special education services: 25%
- Education for English learners: 14%

Source: Survey to nonprofit leadership staff “Needs of North San Mateo County families and nonprofits that serve them,” 63 nonprofit leaders surveyed. December 2018 – February 2019.
Need nearly 4K additional after-school care spaces to meet the demand in NSMC

Source: 2017 San Mateo County Child Care and Preschool Needs Assessment.
San Mateo County Office of Education
Need over 1K additional infant spaces to meet the demand in NSMC

Source: 2017 San Mateo County Child Care and Preschool Needs Assessment. San Mateo County Office of Education
Need 2.5K additional preschool spaces to meet the demand in NSMC

Source: 2017 San Mateo County Child Care and Preschool Needs Assessment. San Mateo County Office of Education
Health

Opportunities and challenges
Current initiatives

Whole Person Care Program
The most urgent unmet needs within Health:

Access to:

- Mental health services: 78%
- Health care services: 43%
- Dental care services: 31%
- Services for adults/children with disabilities: 25%
- Substance abuse prevention and treatment: 22%
- Adequate insurance coverage: 22%
- Developmental screenings at an early age: 22%
- Sexual and reproductive health services: 15%

Source: Survey to nonprofit leadership staff “Needs of North San Mateo County families and nonprofits that serve them,” 68 nonprofit leaders surveyed. December 2018 – February 2019.
55% of adults in SMC need and receive behavioral health care services

Source: California Health Interview Survey (2016 – 2017)
www.smcalltogetherbetter.org
15.7% of young adults in SMC have thought seriously about committing suicide

- 18 - 24: 15.7%
- 25 - 44: 8.2%
- 45 - 64: 5.4%
- 65+: 6.7%
- Overall: 7.6%

Source: California Health Interview Survey (2015 – 2016)
www.smcalltogetherbetter.org
Nearly 20K people in NSMC live without health insurance coverage

Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-year Estimates. Selected characteristics of health insurance coverage
7% of people delayed or had difficulty obtaining care in SMC

Source: California Health Interview Survey (2016 – 2017)
www.smcalltogetherbetter.org
Immigrant & Worker's Rights

Opportunities and challenges
Current initiatives

- LIBRE: Linking Immigrants to Benefits, Resources and Education
- CENSUS 2020: San Mateo County
- CALIFORNIA VOTER’S CHOICE ACT
- Immigration Deportation Legal Defense Fund
The most urgent unmet needs within Immigrant & Worker’s Rights:

Access to:

- Immigration legal and administrative services: 69%
- Employment and training services: 43%
- Financial assistance programs: 26%
- Training and advocacy around labor issues: 25%
- Equal opportunities for job advancement: 20%

%, nonprofit leaders who responded to the survey and identified this as one of the most urgent unmet needs

Source: Survey to nonprofit leadership staff “Needs of North San Mateo County families and nonprofits that serve them,” 61 nonprofit leaders surveyed. December 2018 – February 2019.
40% of people in NSMC are foreign born, including 13% non-citizen

5.6K people, ~60% of all unemployed in NSMC live in Daly City and SSF

Nonprofit Landscape
Nonprofits that serve NSMC
309 Health & Human Service Agencies serve NSMC communities

By issue area:

- Health Services: 31.7%
- Children, Teens, Youth & Families: 16.8%
- Senior Services: 8.1%
- Employment and Training: 8.1%
- Housing: 7.8%
- Disability Services: 7.8%
- Legal Services: 6.8%
- Food Programs: 5.5%
- Emergency Services: 5.2%
- LGBTQ Services: 4.2%
- Library Services: 3.6%
- Financial Assistance: 3.2%
- Other: 8.1%

% of nonprofits that provide services within this issue area

Source: Based on Community Information Handbook 2019
Find Community Services in San Mateo County
What makes fundraising challenging for local nonprofits

- Limited opportunities for unrestricted gen. support: 50%
- Limited access to multi-year grants: 37%
- Difficulty securing support from corporations: 37%
- Challenges engaging individual donors: 26%
- Time-consuming application process: 24%
- No development staff: 23%
- No capacity to create marketing materials: 23%
- Board members struggle to raise money: 13%
- Special events don't yield enough $ return: 9%
- No technologies to manage donor data: 7%

Source: Survey to nonprofit leadership staff “Needs of North San Mateo County families and nonprofits that serve them,” 73 nonprofit leaders surveyed. December 2018 – February 2019.
Other nonprofit challenges aside from fundraising

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Serious</th>
<th>Modetare</th>
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<tbody>
<tr>
<td>Hiring/retaining employees</td>
<td>37%</td>
<td>23%</td>
</tr>
<tr>
<td>Spreading the word about our organization</td>
<td>15%</td>
<td>47%</td>
</tr>
<tr>
<td>Staff leadership development</td>
<td>19%</td>
<td>40%</td>
</tr>
<tr>
<td>Recruiting qualified board members</td>
<td>18%</td>
<td>38%</td>
</tr>
<tr>
<td>Obtaining/incorporating technology</td>
<td>14%</td>
<td>36%</td>
</tr>
<tr>
<td>Measuring our impact and reporting it</td>
<td>10%</td>
<td>37%</td>
</tr>
<tr>
<td>Securing adequate office/warehouse space</td>
<td>15%</td>
<td>19%</td>
</tr>
<tr>
<td>Developing strategic plans</td>
<td>7%</td>
<td>27%</td>
</tr>
<tr>
<td>Delivering our programs efficiently</td>
<td>3%</td>
<td>26%</td>
</tr>
<tr>
<td>Connecting to County resources</td>
<td>5%</td>
<td>22%</td>
</tr>
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Source: Survey to nonprofit leadership staff “Needs of North San Mateo County families and nonprofits that serve them,” 73 nonprofit leaders surveyed. December 2018 – February 2019.
Featured initiatives
Pre-K-12
Featured speaker

Shireen Malekafzali
Senior Manager for Health Policy, Planning and Equity,
San Mateo County Health System
Featured speaker

Michelle Blakely
Program and Planning Director,
First 5 San Mateo County
Expert panel discussion
Panel moderator

Kathy Jackson
Managing Director,
Give Local Silicon Valley
Malissa Netane Jones  
Director of Initiatives and Services, PCRC

Aubrey Merriman  
CEO, Boys & Girls Clubs of North San Mateo County

Pat Bohn  
Executive Director, Daly City Partnership

Heather Clery  
CEO, Peninsula Family Service

Leslie Hatamiya  
Executive Director, San Bruno Community Foundation

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Executive Director, Daly City Partnership

Heather Clery  
CEO, Peninsula Family Service

Leslie Hatamiya  
Executive Director, San Bruno Community Foundation
The most urgent unmet needs of North San Mateo County families

<table>
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<tr>
<th>Basic Needs &amp; Safety Net</th>
<th>Children &amp; Education</th>
<th>Health</th>
<th>Immigrant &amp; Worker’s Rights</th>
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<tr>
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<td></td>
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<td>Mental health services</td>
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<td>Preschool &amp; kindergarten programs</td>
<td>Dental care services</td>
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How can we work more effectively together to better reach the most vulnerable children and families?
Nonprofit challenges

Limited opportunities for unrestricted general support

Limited access to multi-year grants

Difficulty securing support from corporations

Fundraising

Aside from fundraising

Nonprofit recruitment and retention

Marketing communications and outreach

Nonprofit leadership development and board recruitment

Source: Survey to nonprofit leadership staff “Needs of North San Mateo County families and nonprofits that serve them,” 73 nonprofit leaders surveyed.
What solutions will help us better serve families and children in need?
Q&A with panelists
Expert panel

Pat Bohm
Executive Director, Daly City Partnership

Heather Cleary
CEO, Peninsula Family Service

Leslie Hatamiya,
Executive Director, San Bruno Community Foundation

Malissa Netane Jones
Director of Initiatives and Services, PCRC

Aubrey Merriman
CEO, Boys & Girls Clubs of North San Mateo County
Opportunities for continued engagement

Attend the next joint TAG meeting on 3/27
Thrive Action Groups (TAGs) within 5 issue areas

Join us for a conversation with Give Local SV at 3/27 Thrive Leadership Circle Luncheon

Key contact for funders and corporations
Catherine Crystal Foster: catherine@givelocalsv.com

Key contact for nonprofits and public sector
Georgia Antonopoulos: georgia@thrivealliance.org

#ConnectNorthSMC
Thank you for your participation!