



SERVING FAMILIES & CHILDREN IN NEED: FOCUS ON NORTH SAN MATEO COUNTY

Atkinson
FOUNDATION

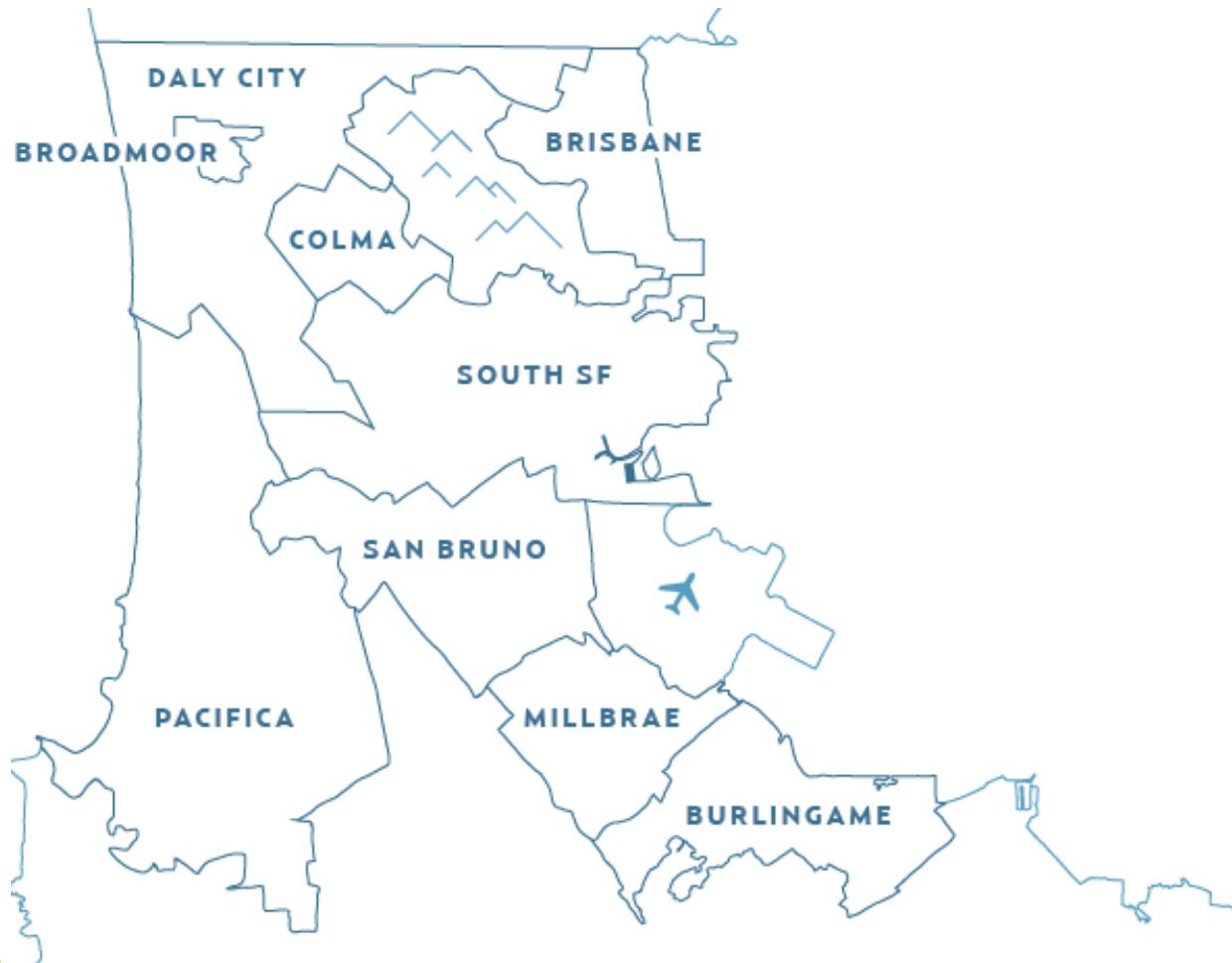
Thrive™
The Alliance of Nonprofits
for San Mateo County

sunlight giving

Sand Hill Foundation

GIVE LOCAL
SILICON VALLEY

Welcome to North San Mateo County



Meet the organizing team



Event goals



Raise awareness
of challenges and
opportunities facing NSMC



Connect
with each other



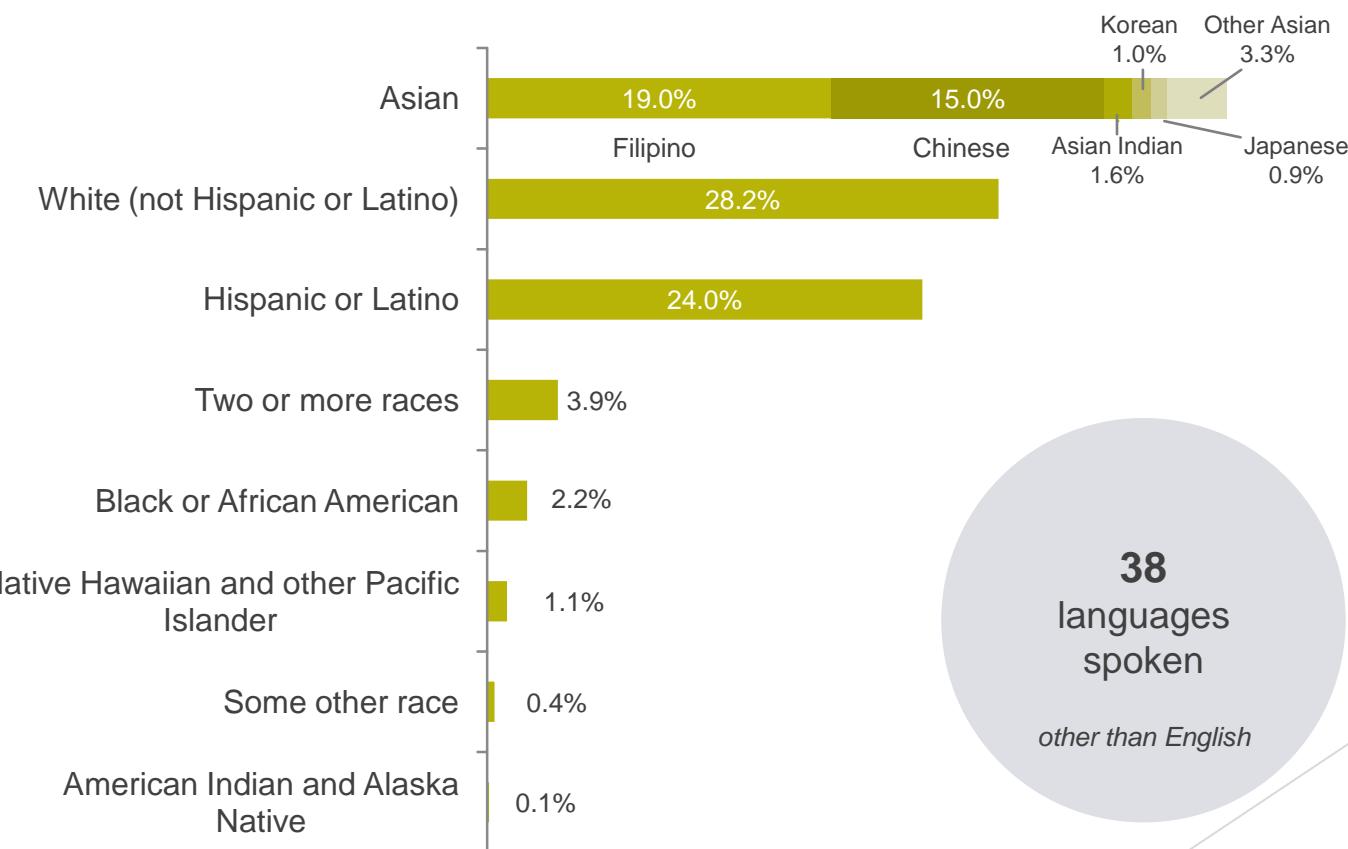
Leave with concrete
ideas on **how to better
support the region**

North San Mateo County is home to 322,579 people

Total population	322,579
Children under 18	61,013
Total households	106,071
Households with children	30,052
Average household size	3.01

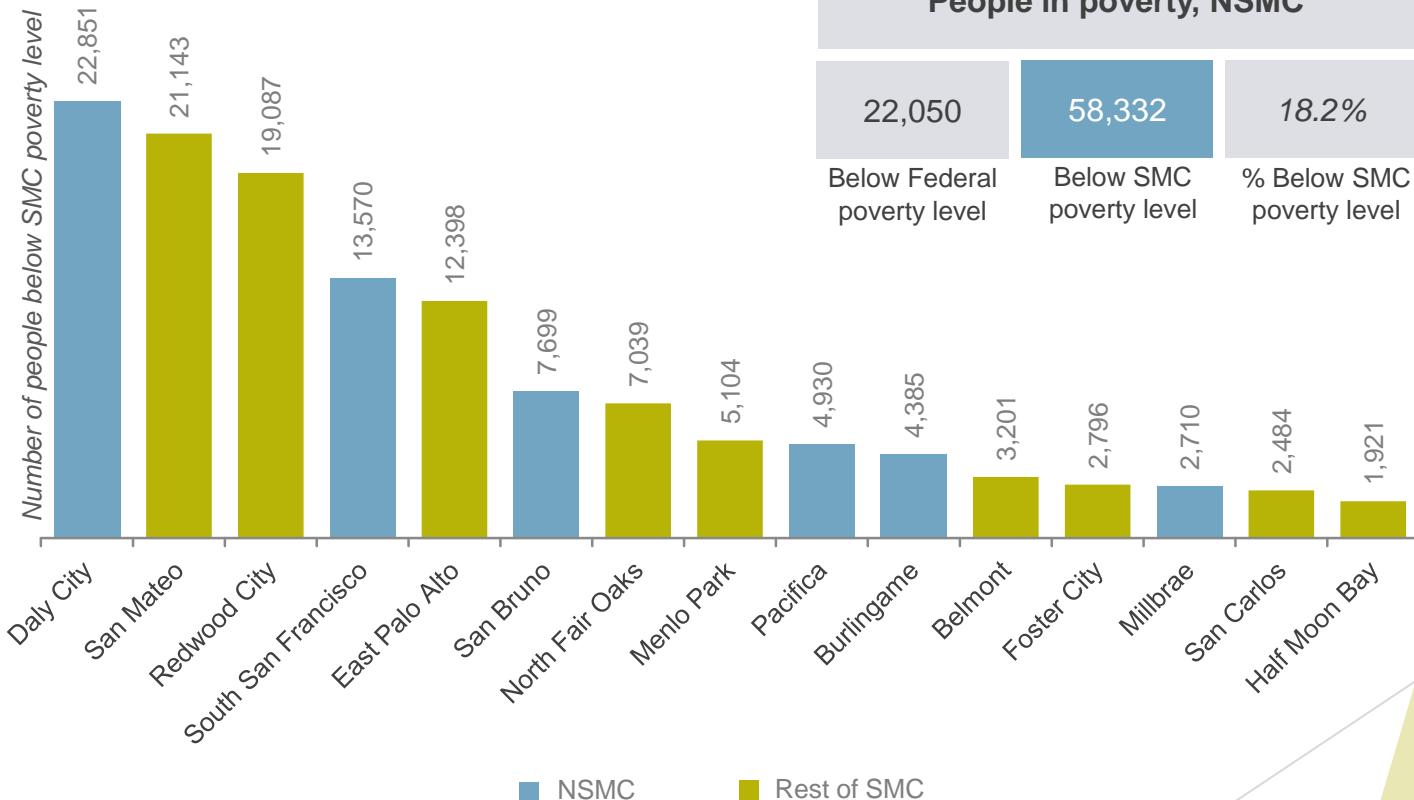
Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-year Estimates

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



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, Poverty Status in the Past 12 Months, 200 Percent of 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

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



Nonprofit
leadership staff



Serve NSMC



Represent all issues areas
and all budget sizes

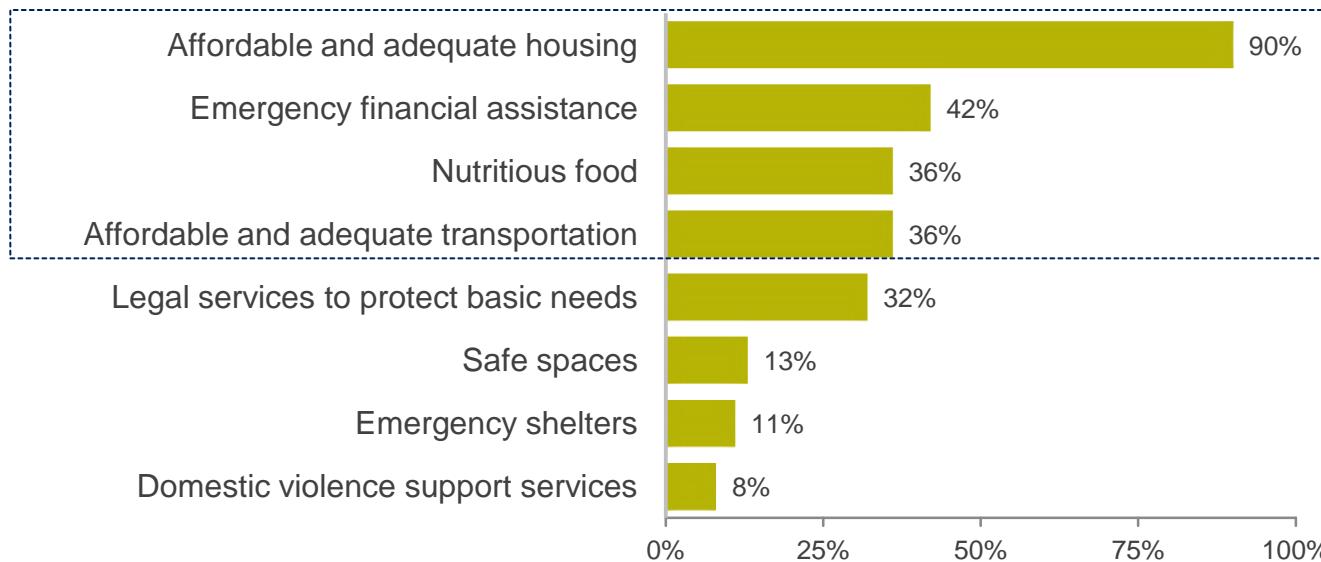
An aerial photograph of a residential area featuring numerous two-story houses with dark, textured roofs. The houses are painted in various colors, including yellow, green, blue, and white. The neighborhood is densely packed, with many houses sharing common walls. Lush green trees and bushes are scattered throughout the area, providing shade and privacy. The overall scene is a vibrant and well-maintained urban or suburban community.

Basic Needs & Safety Net

Opportunities and challenges

The most urgent unmet needs within Basic Needs & Safety Net:

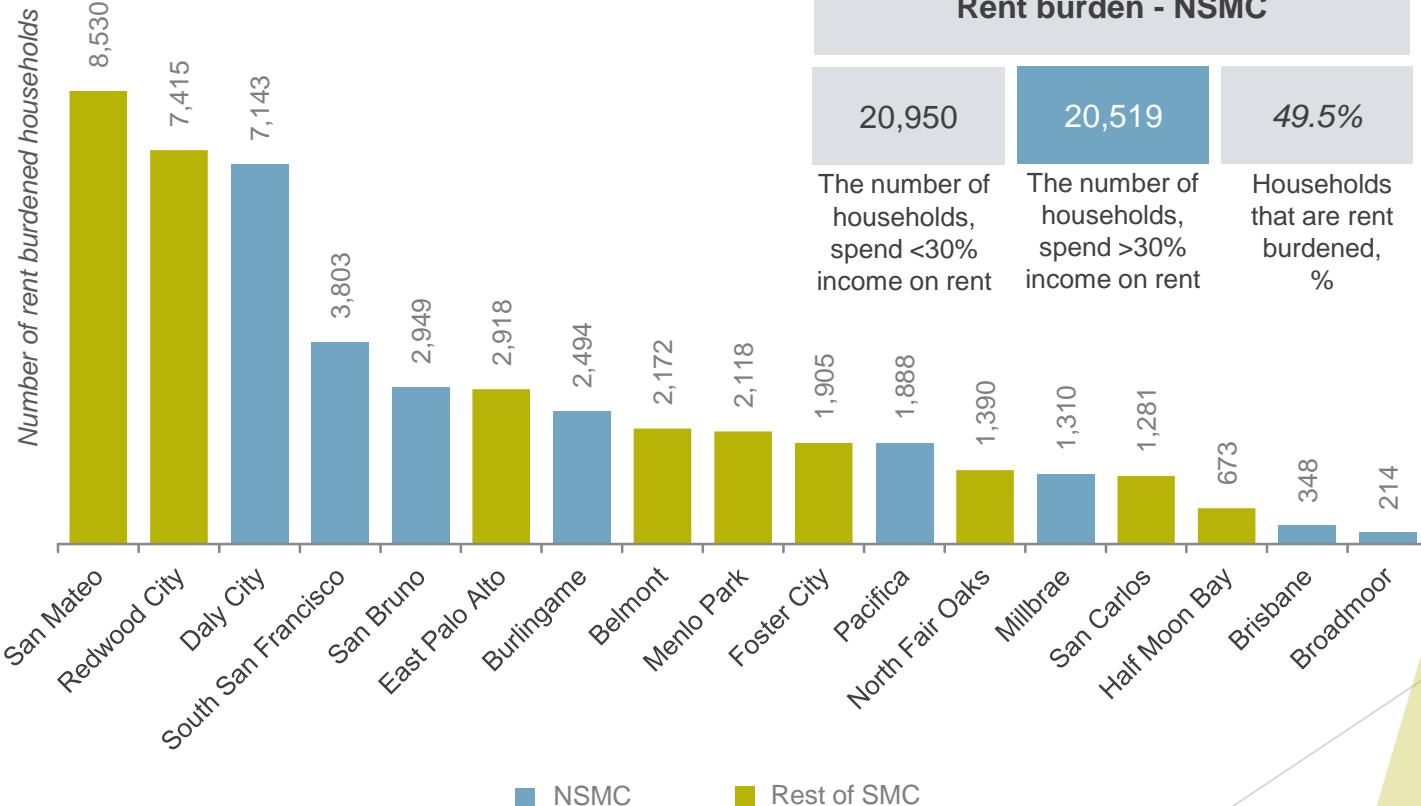
Access to:



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

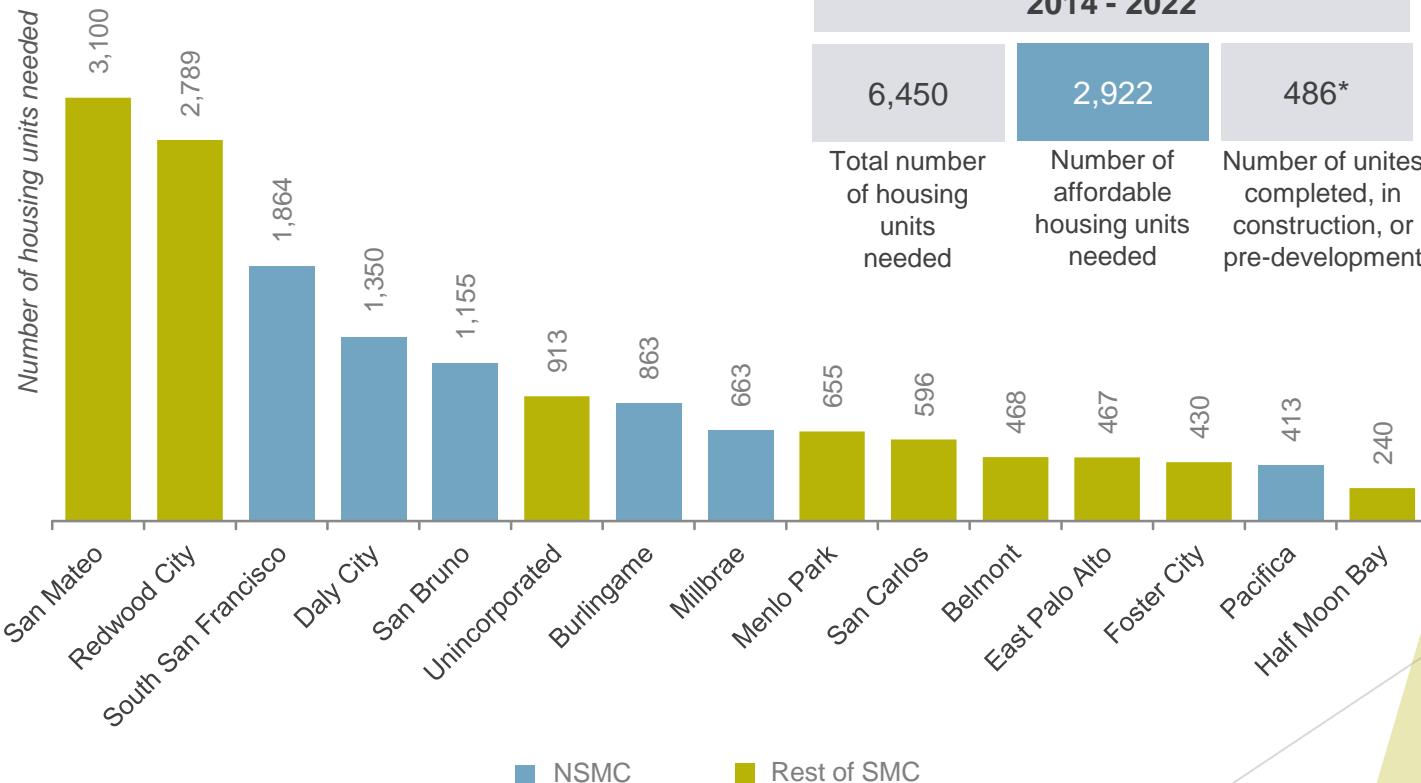
Source: Survey to nonprofit leadership staff "Needs of North San Mateo County families and nonprofits that serve them," 72 nonprofit leaders surveyed.
December 2018 – February 2019.

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

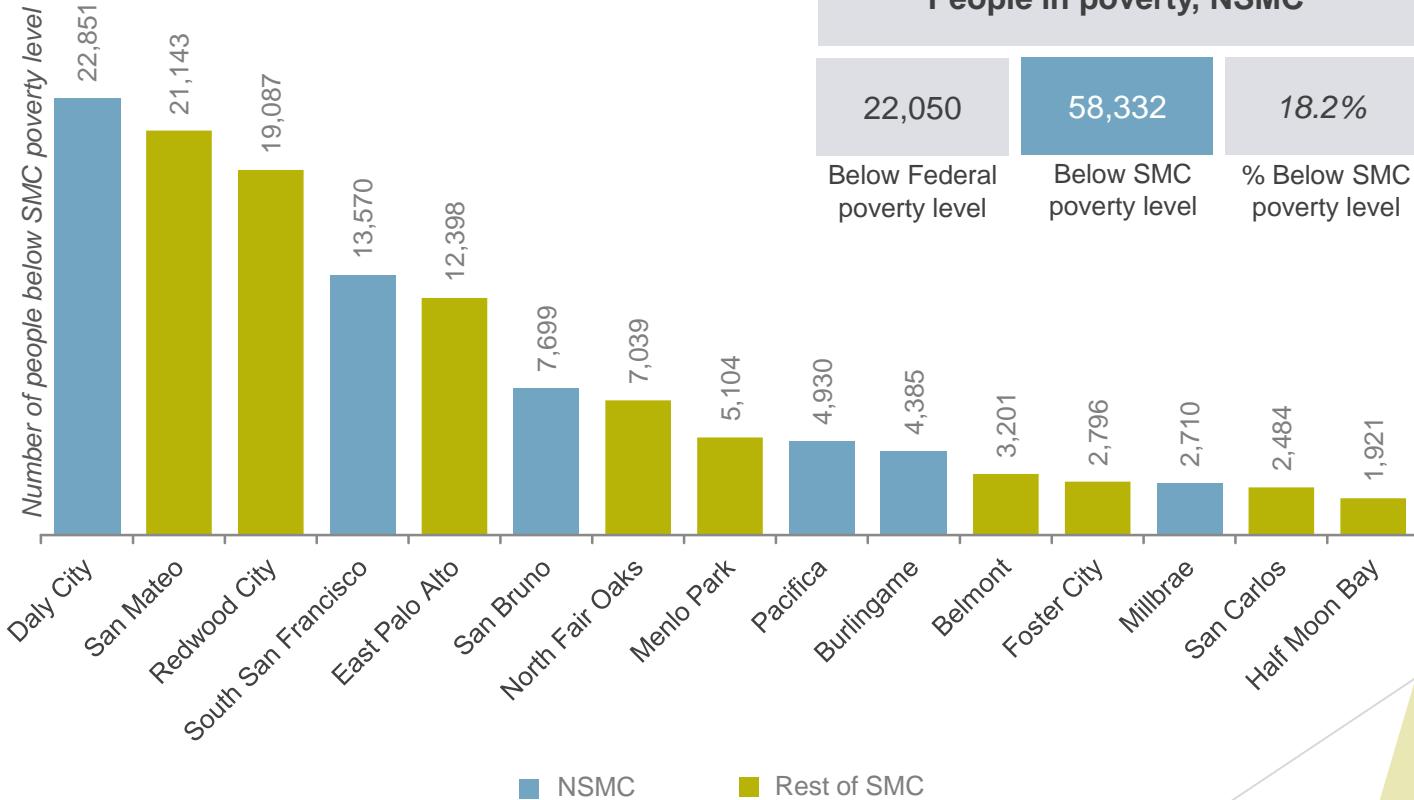
Over 6K new homes are needed in NSMC



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)

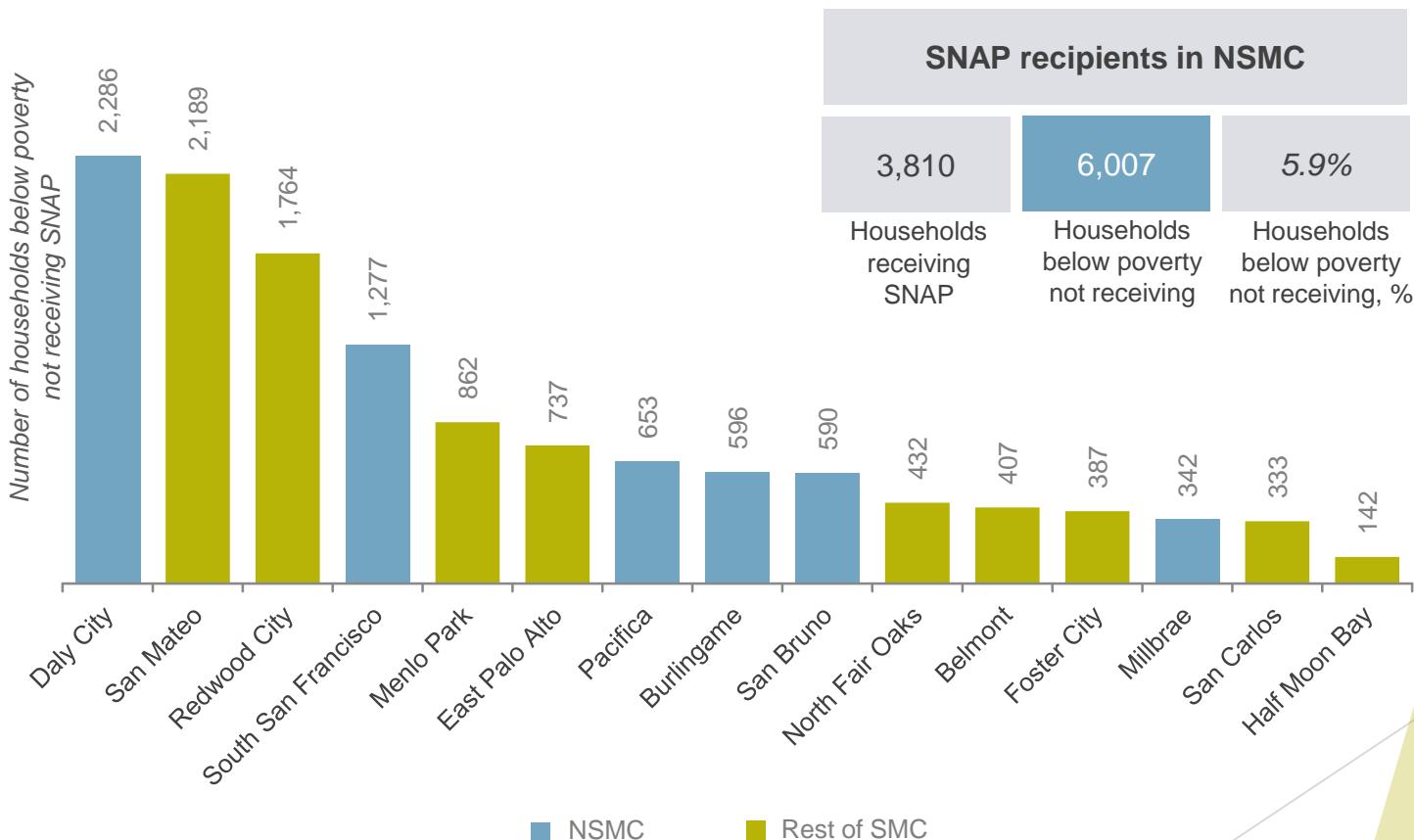
*<https://goo.gl/ksvYiw>

1 in 5 people in NSMC live below the SMC poverty level



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates, Poverty Status in the Past 12 Months, 200 Percent of Poverty Level.

At least 6K households that live below poverty are not receiving SNAP



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-year Estimates
Receipt of food stamps/SNAP (Supplemental Nutrition Assistance Program)

Current initiatives



Nonprofit
Displacement
Project

CAFF Breakfast
Grant & SHFB

on the table.[®]

TEAMC
Transportation
Equity Allied
Movement Coalition

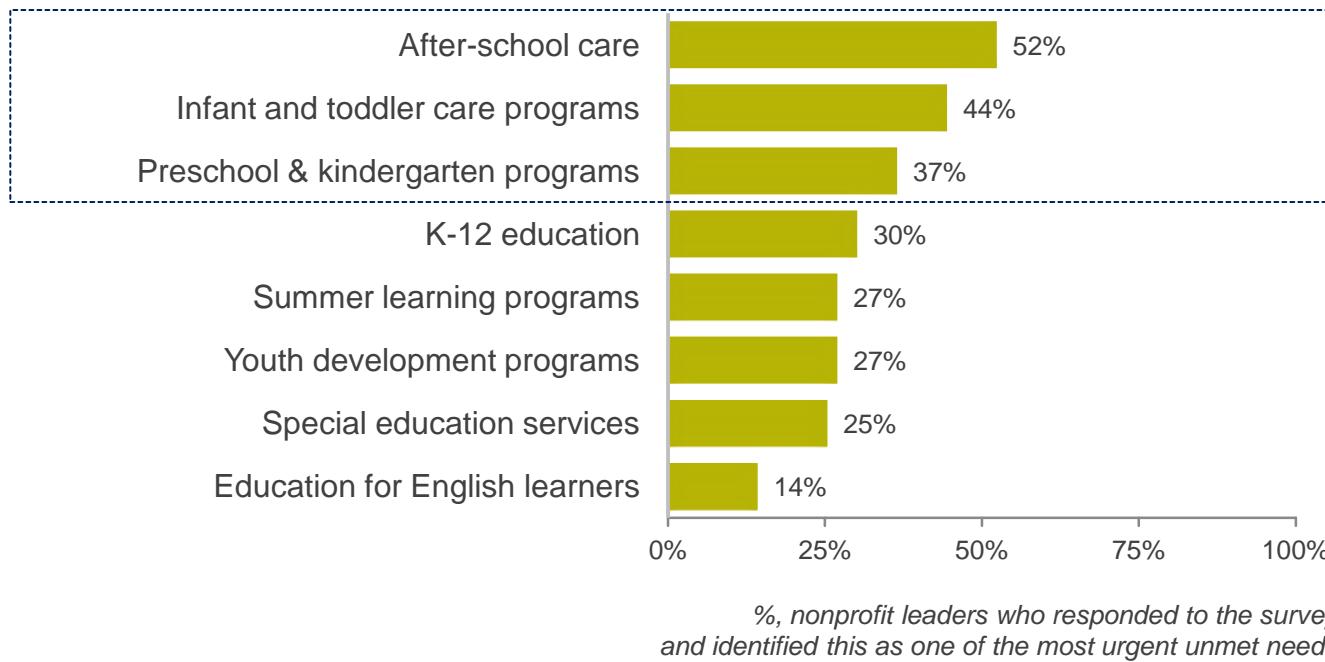


Children & Education

Opportunities and challenges

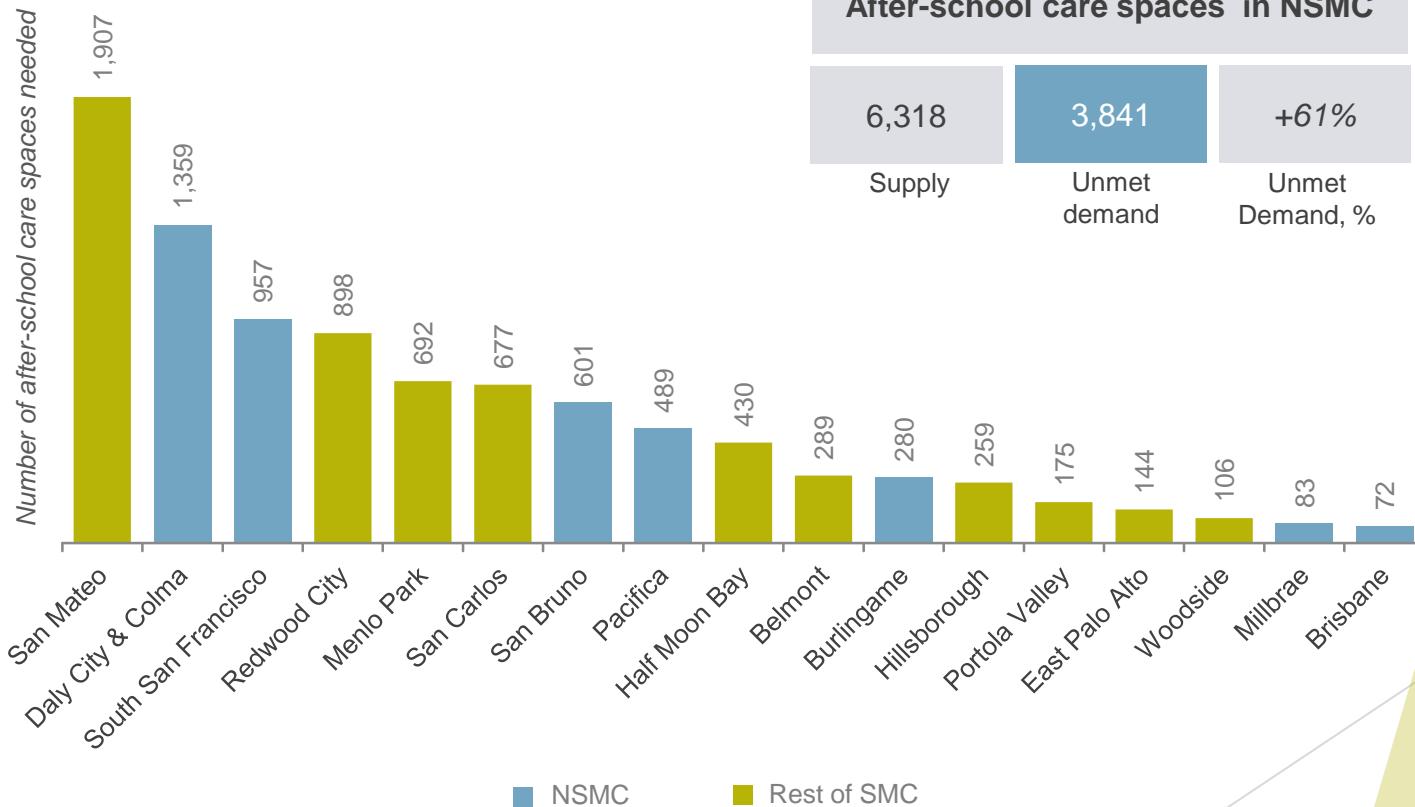
The most urgent unmet needs within Children & Education:

Access to:



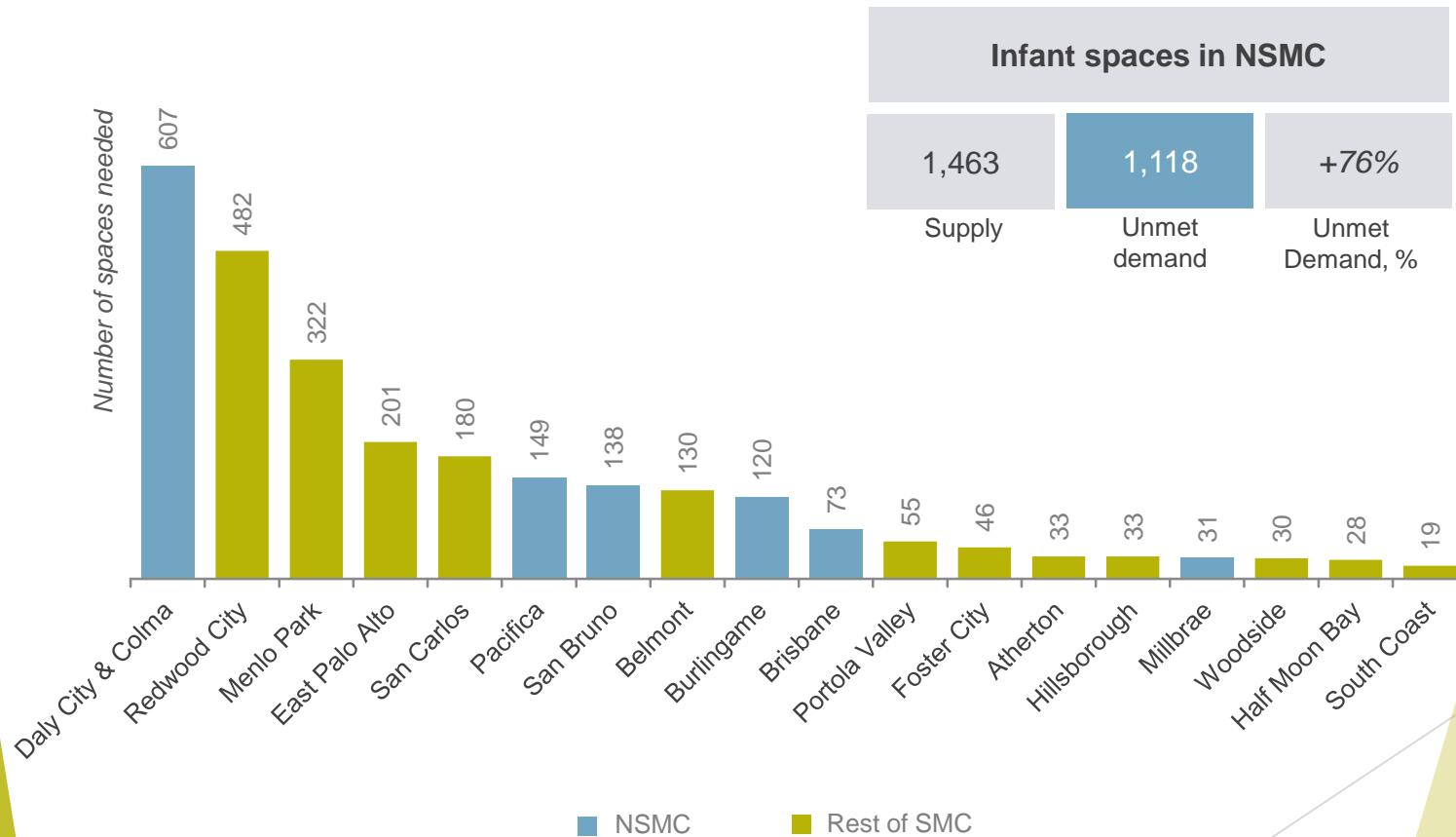
Source: Survey to nonprofit leadership staff "Needs of North San Mateo County families and nonprofits that serve them," 63 nonprofit leaders surveyed.
December 2018 – February 2019.

Need nearly 4K additional after-school care spaces to meet the demand in NSMC



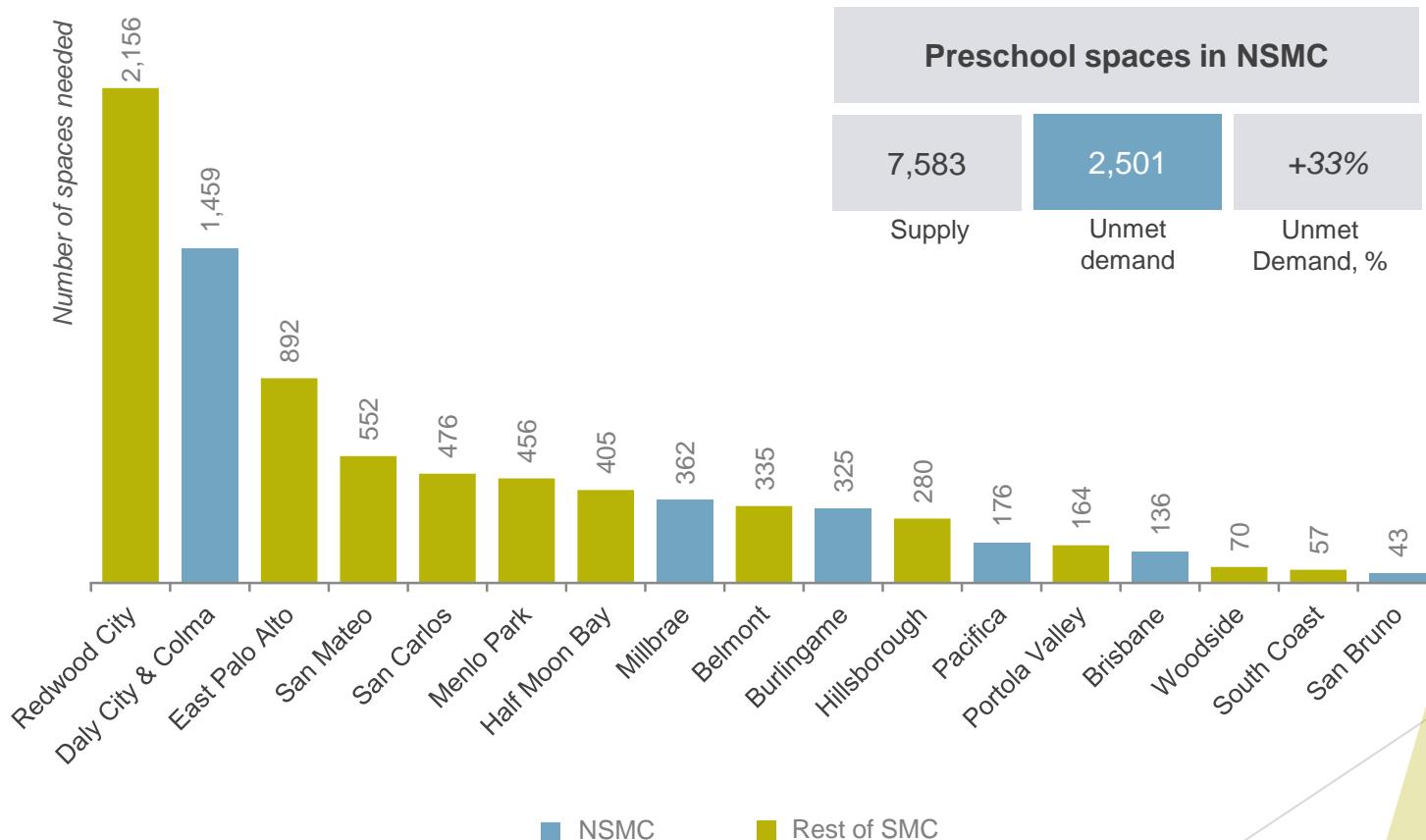
Source: 2017 San Mateo County Child Care and Preschool Needs Assessment.
San Mateo County Office of Education

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

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**

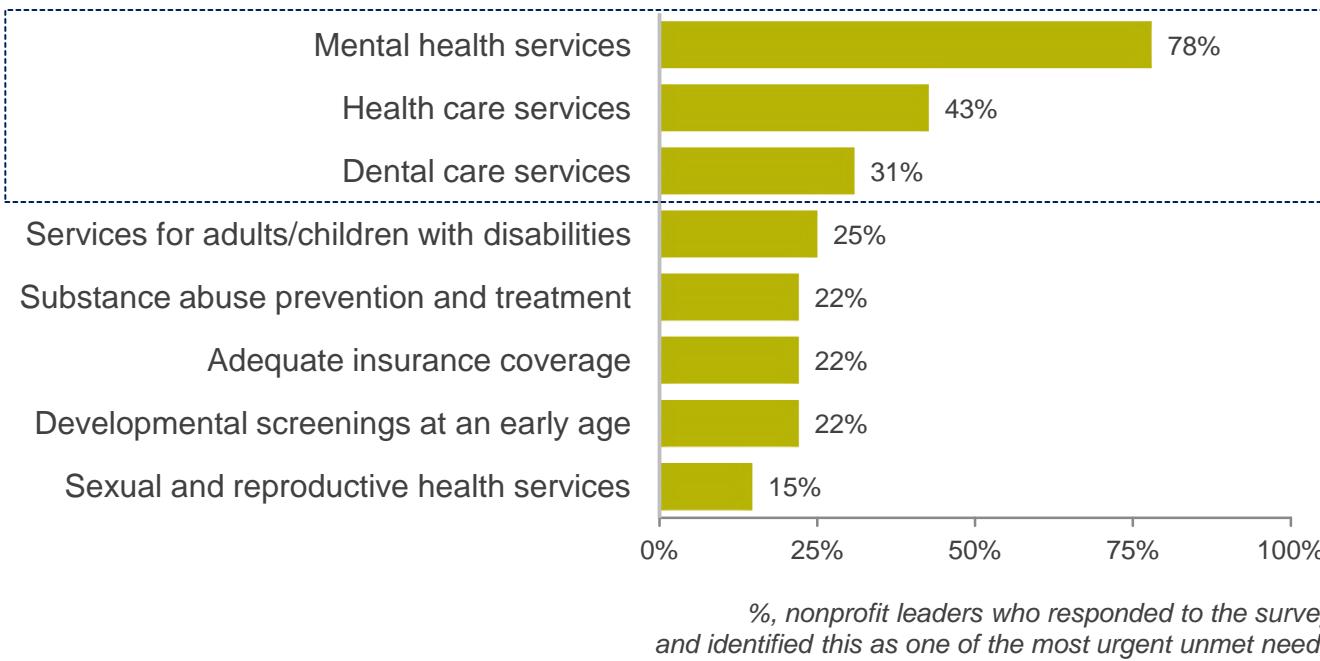


Health

Opportunities and challenges

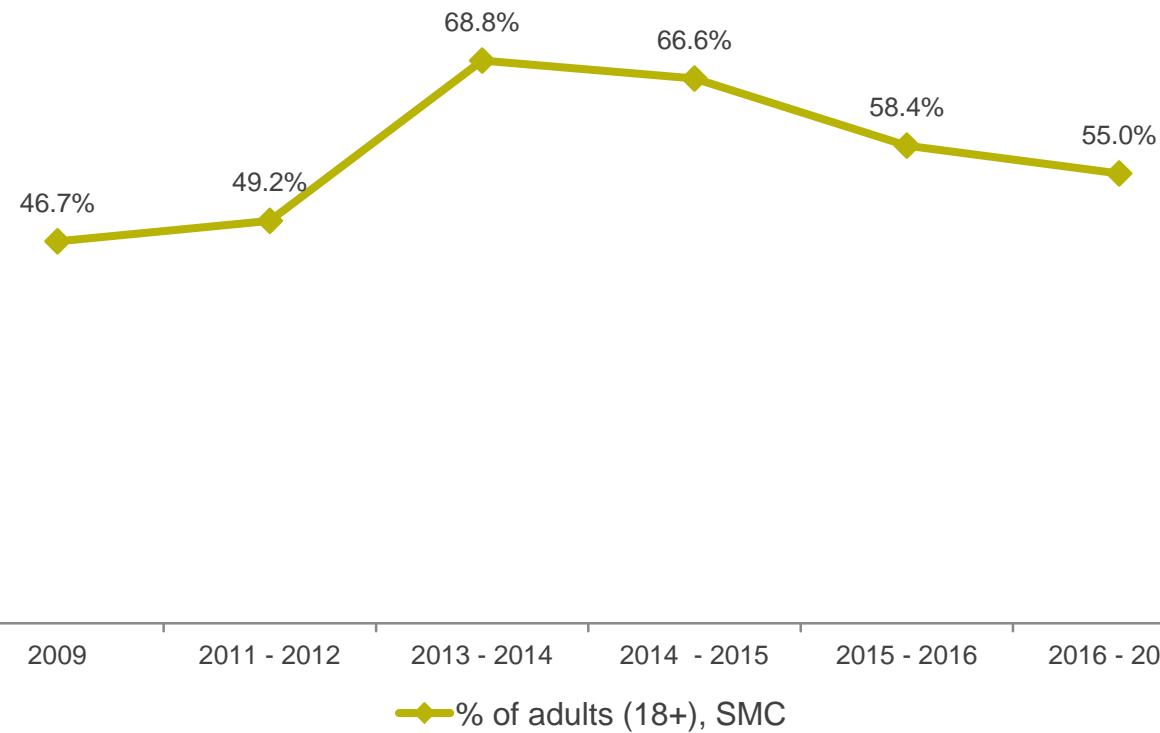
The most urgent unmet needs within Health:

Access to:



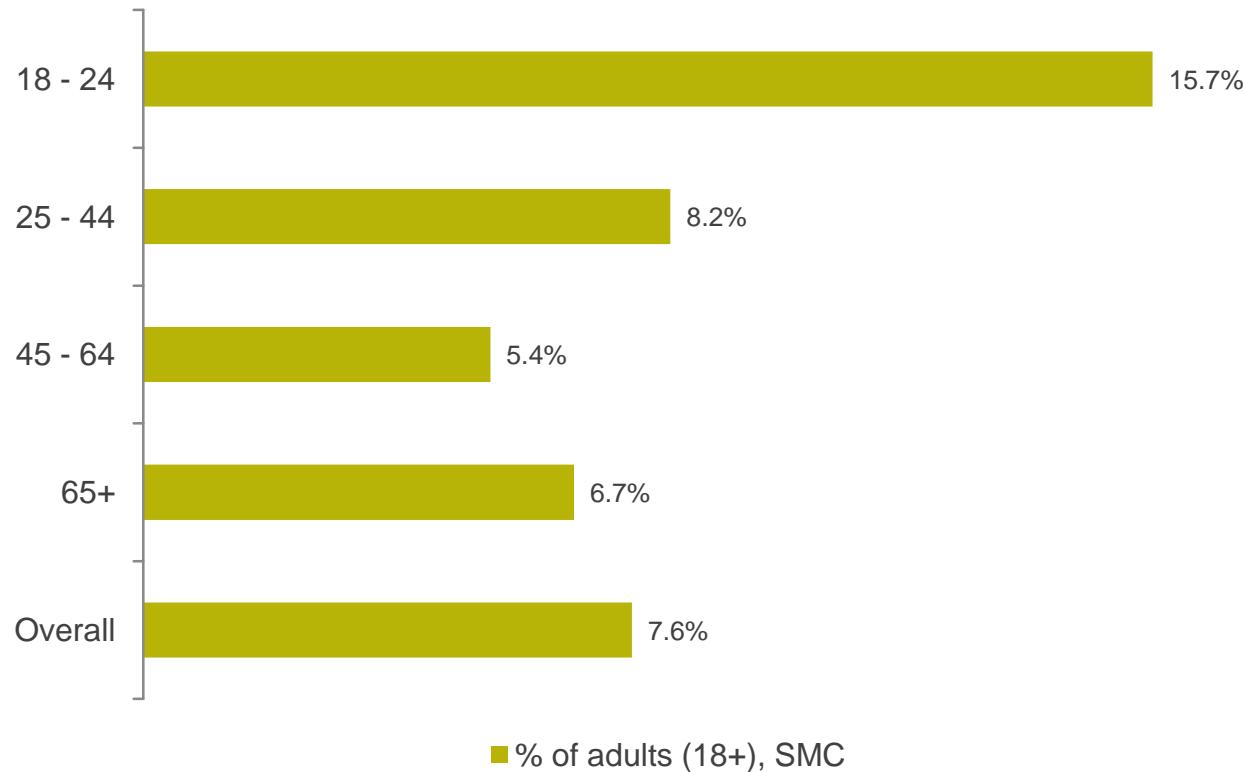
Source: Survey to nonprofit leadership staff "Needs of North San Mateo County families and nonprofits that serve them," 68 nonprofit leaders surveyed.
December 2018 – February 2019.

55% of adults in SMC need and receive behavioral health care services



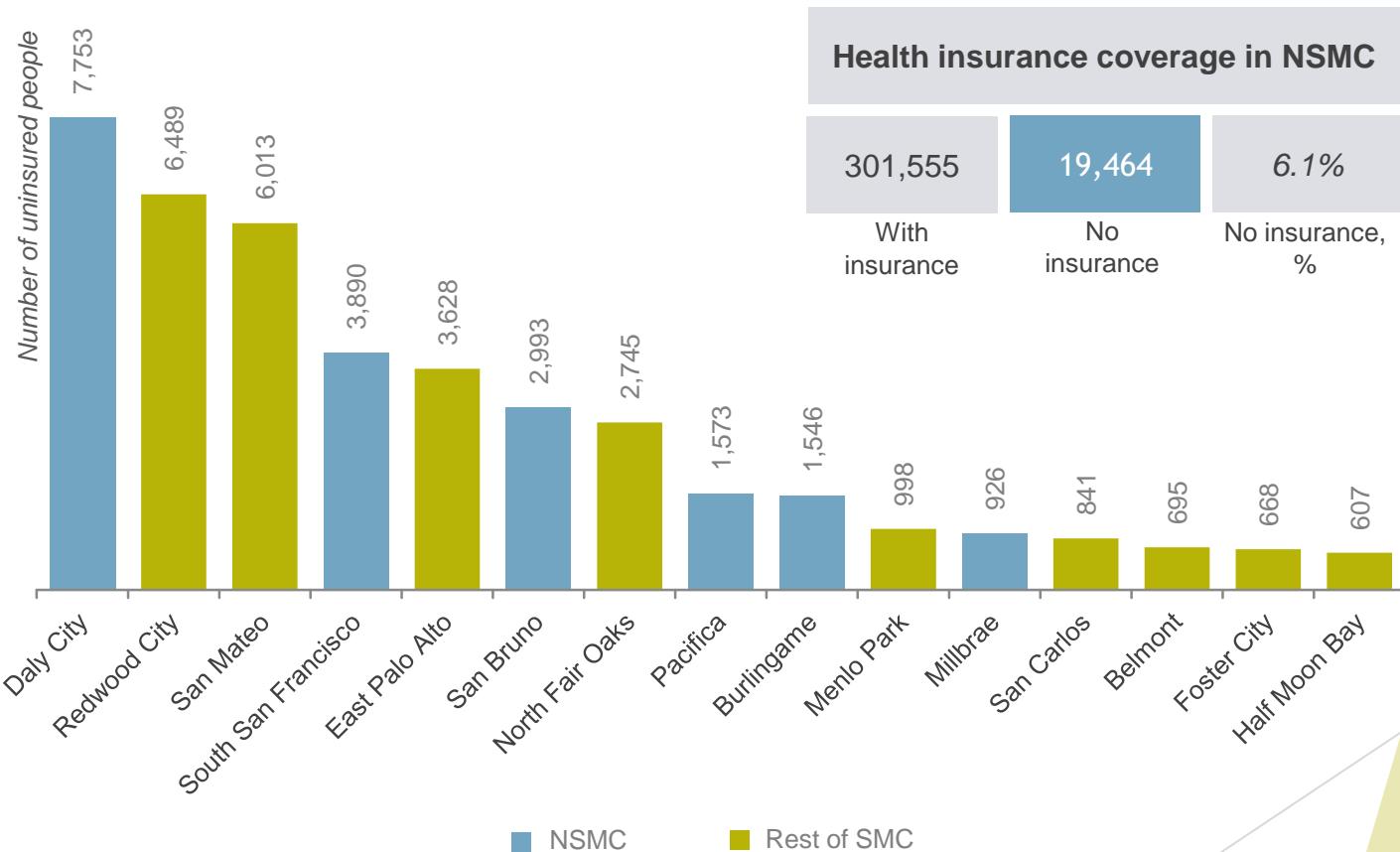
Source: California Health Interview Survey (2016 – 2017)
www.smcalltogetherbetter.org

15.7% of young adults in SMC have thought seriously about committing suicide



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

Current initiatives



Whole Person Care
Program

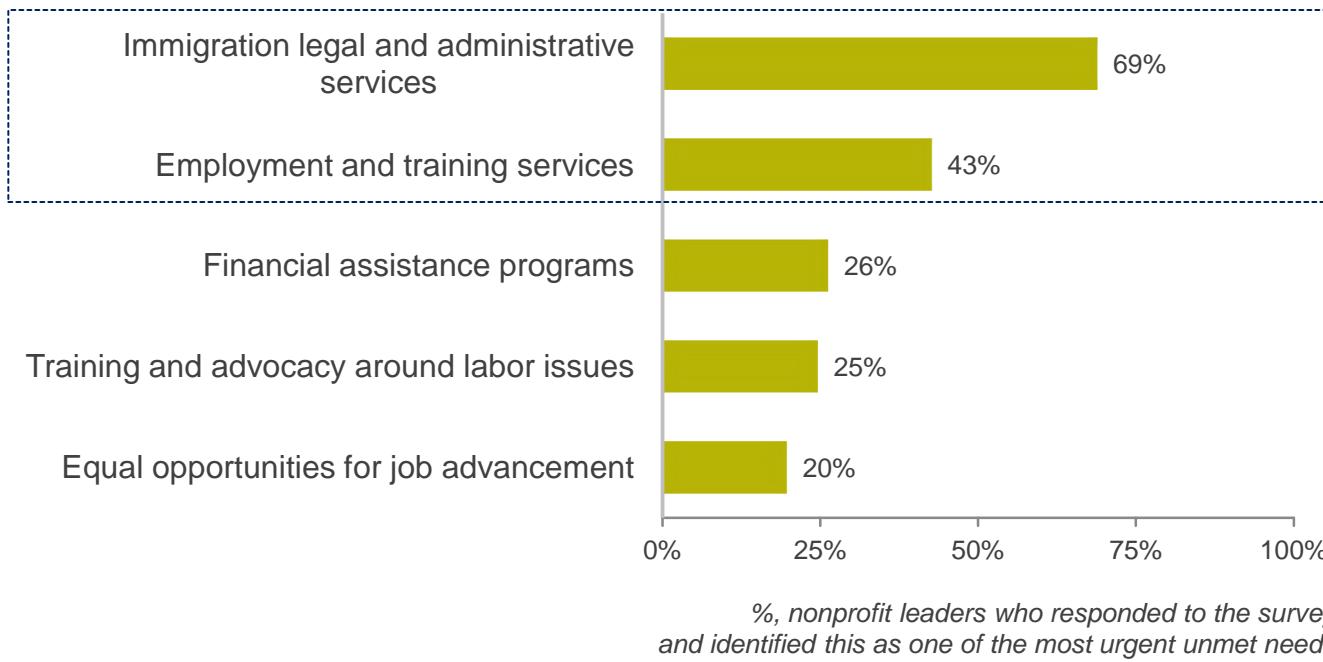
A woman with curly hair, wearing a white blazer and a teal top, is standing and speaking to an audience in a conference room. She is gesturing with her hands. The audience is seated at a long table, with one person visible in the foreground. The room has dark wood paneling and a wall covered in colorful sticky notes. A large yellow callout box in the upper right corner contains the text.

Immigrant & Worker's Rights

Opportunities and challenges

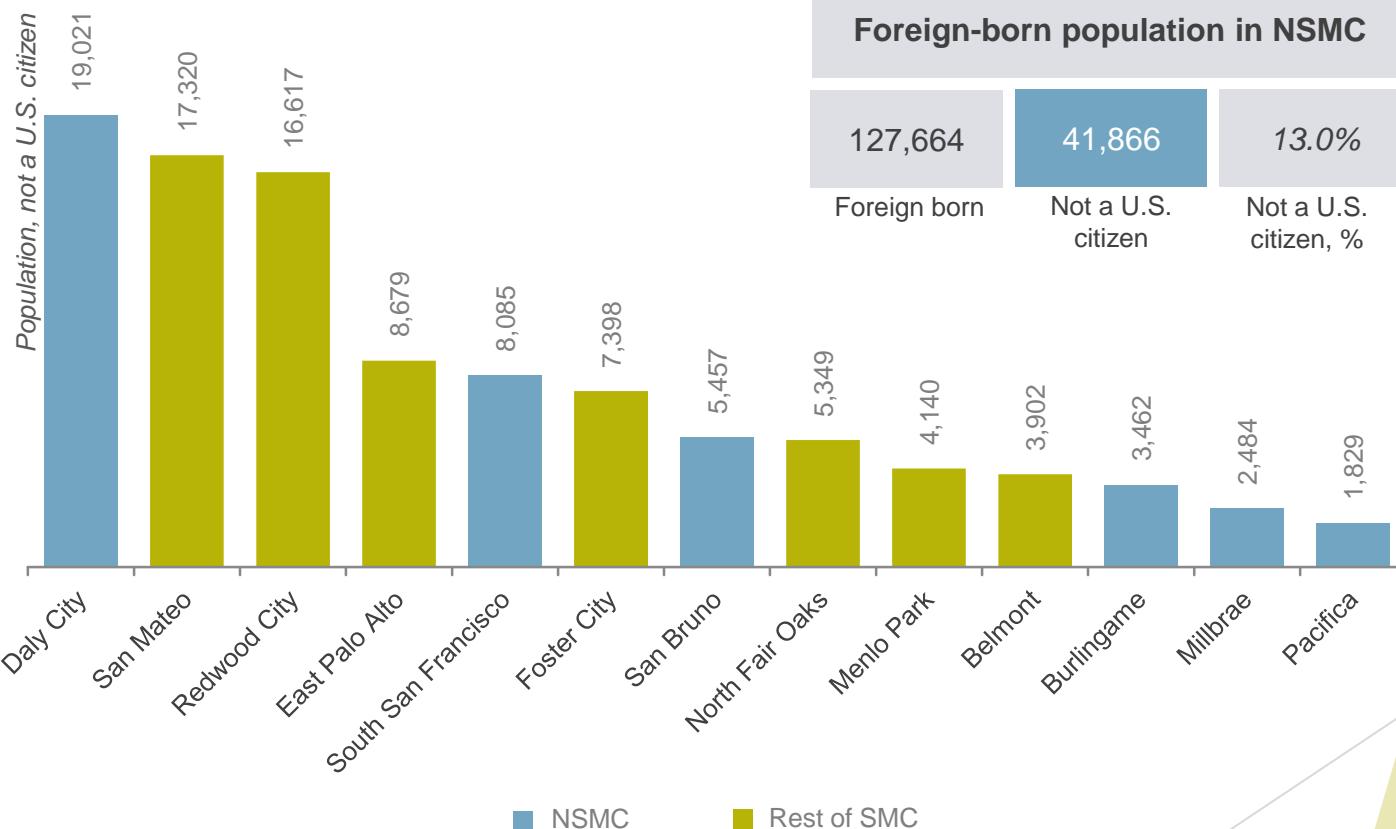
The most urgent unmet needs within Immigrant & Worker's Rights:

Access to:



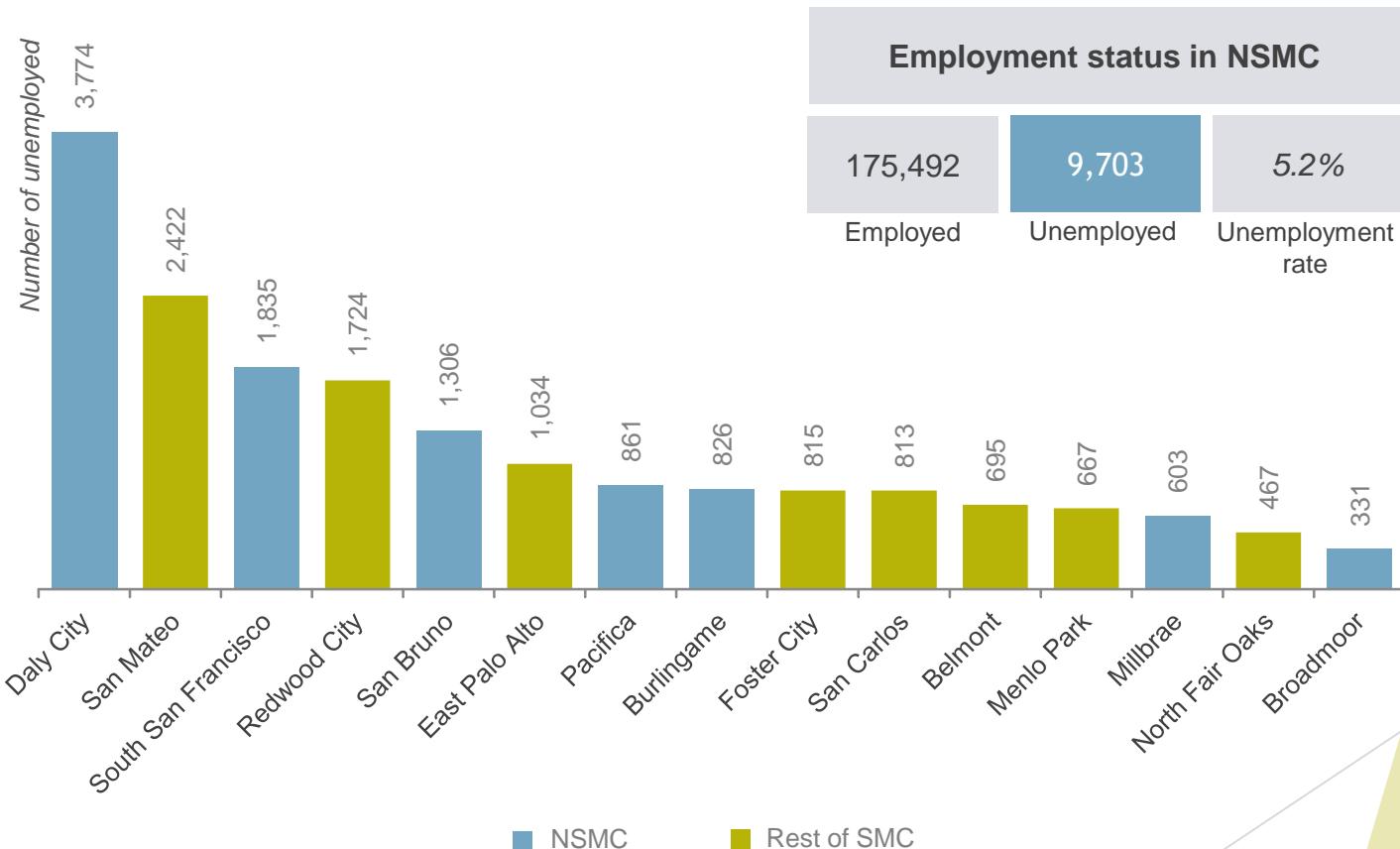
Source: Survey to nonprofit leadership staff "Needs of North San Mateo County families and nonprofits that serve them," 61 nonprofit leaders surveyed.
December 2018 – February 2019.

40% of people in NSMC are foreign born, including 13% non-citizen



Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-year Estimates.
Selected characteristics of the native and foreign-born populations

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

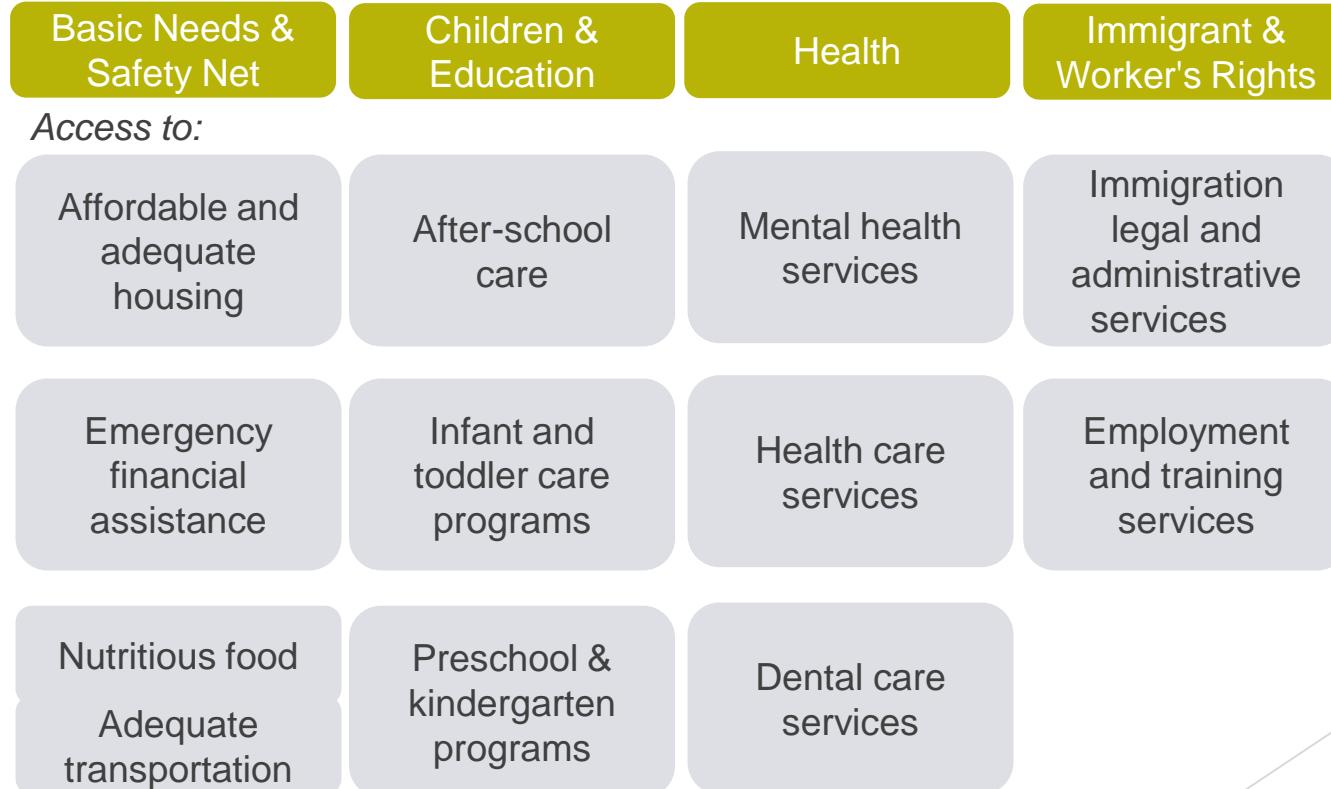


Source: U.S. Census Bureau, 2013-2017 American Community Survey 5-year Estimates.
Employment status

Current initiatives



The most urgent unmet needs of North San Mateo County families



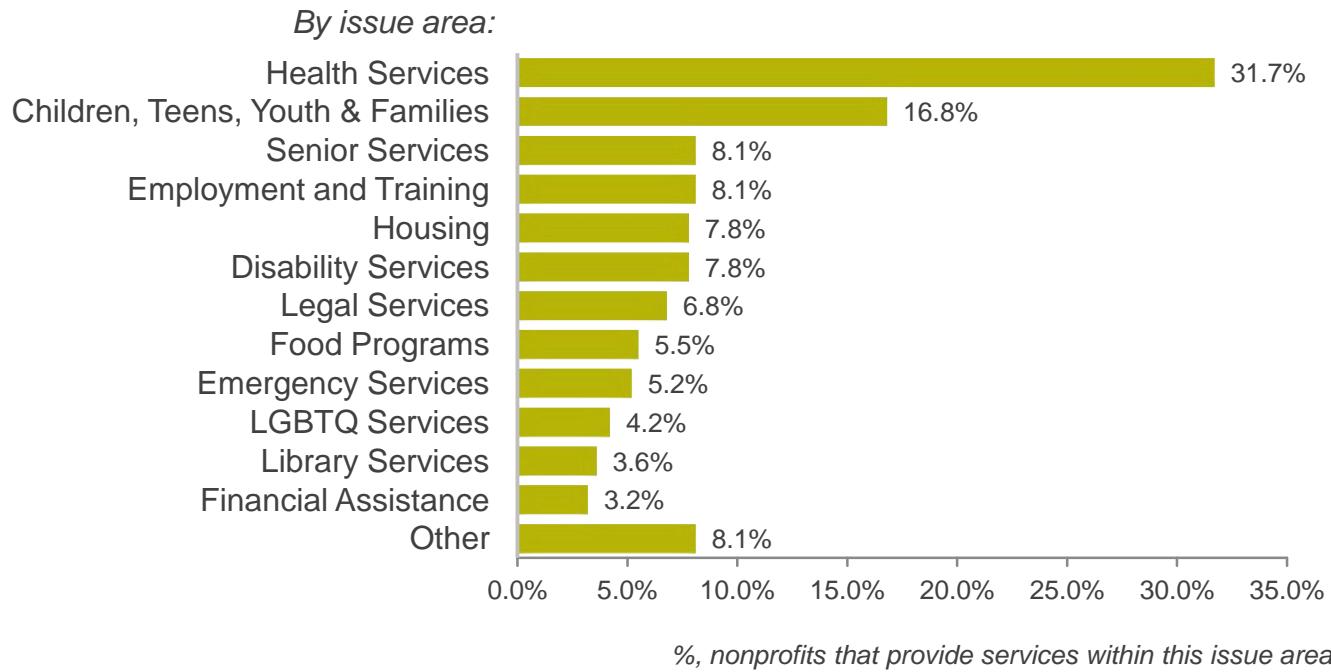
Source: Survey to nonprofit leadership staff “Needs of North San Mateo County families and nonprofits that serve them,” 73 nonprofit leaders surveyed.
December 2018 – February 2019.



Nonprofit Landscape

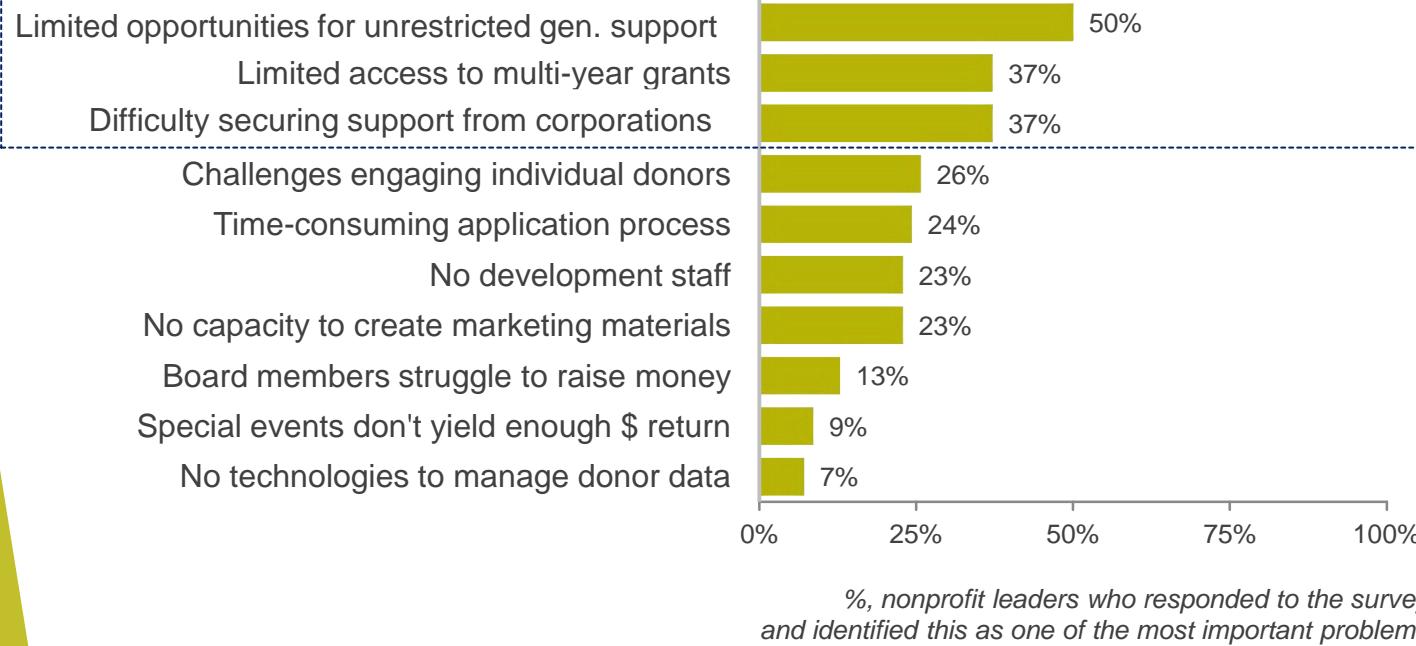
Nonprofits that serve NSMC

309 Health & Human Service Agencies serve NSMC communities



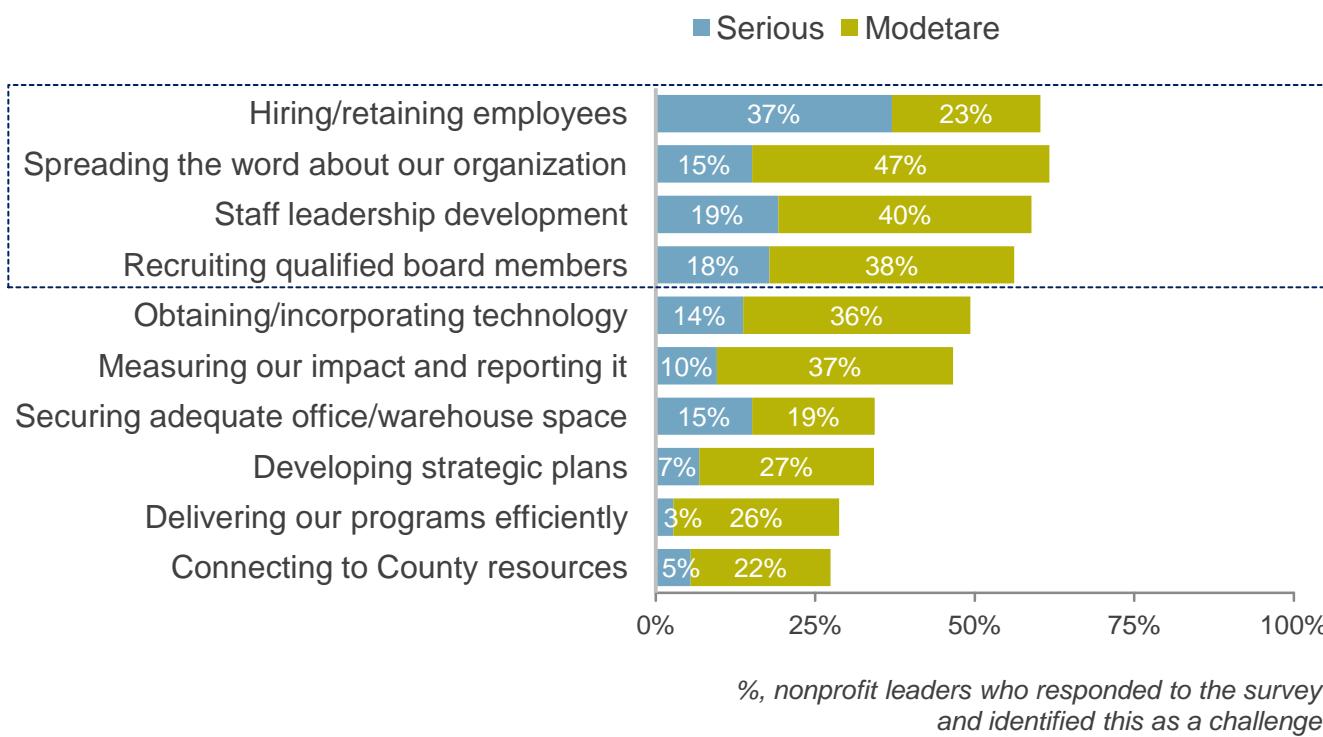
Source: Based on Community Information Handbook 2019
Find Community Services in San Mateo County

What makes fundraising challenging for local nonprofits



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



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

Expert panel



Pat Bohm
Executive Director,
Daly City Partnership



Heather Cleary
CEO, Peninsula
Family Service



Leslie Hatamiya,
Executive Director, San Bruno
Community Foundation

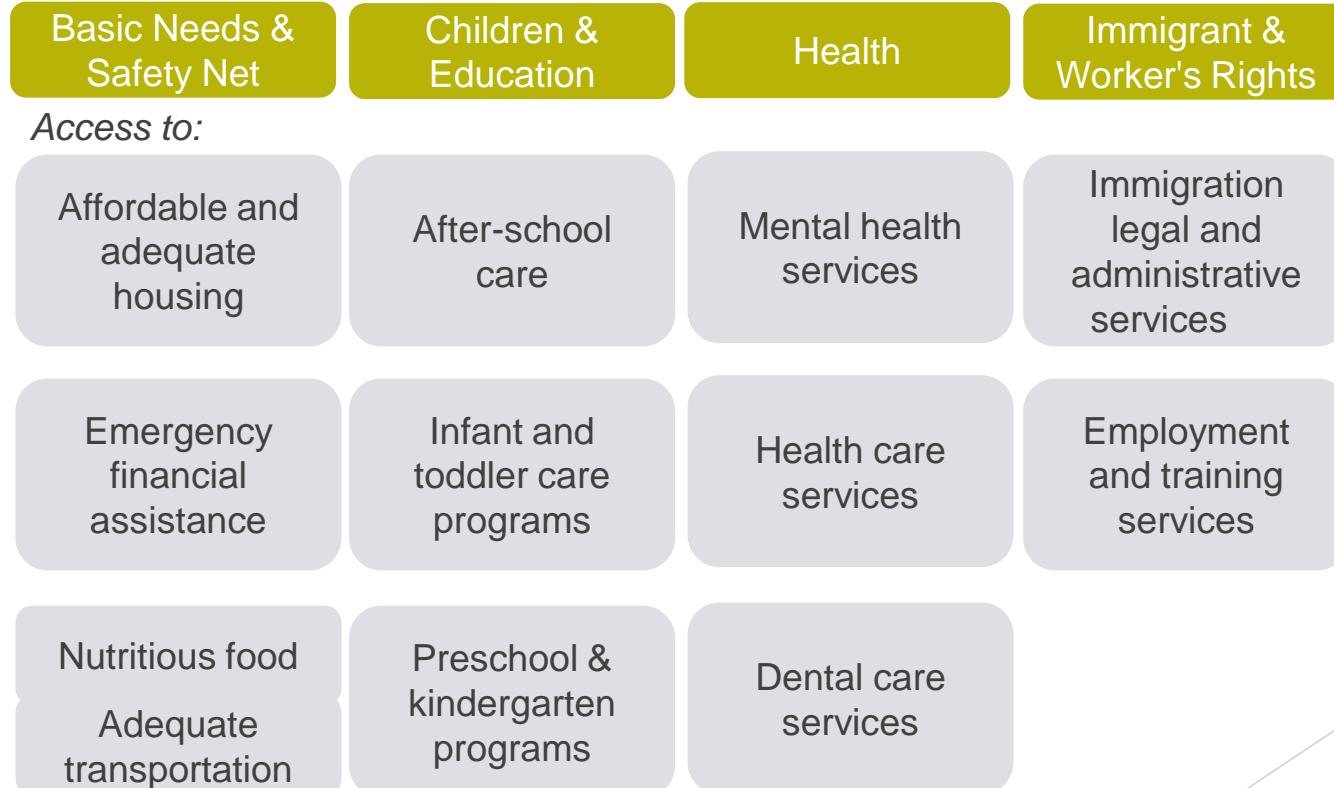


Malissa Netane Jones
Director of Initiatives and
Services, PCRC



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

The most urgent unmet needs of North San Mateo County families



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.



**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?



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!*

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The Alliance of Nonprofits
for San Mateo County

 **sunlight giving**


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