



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

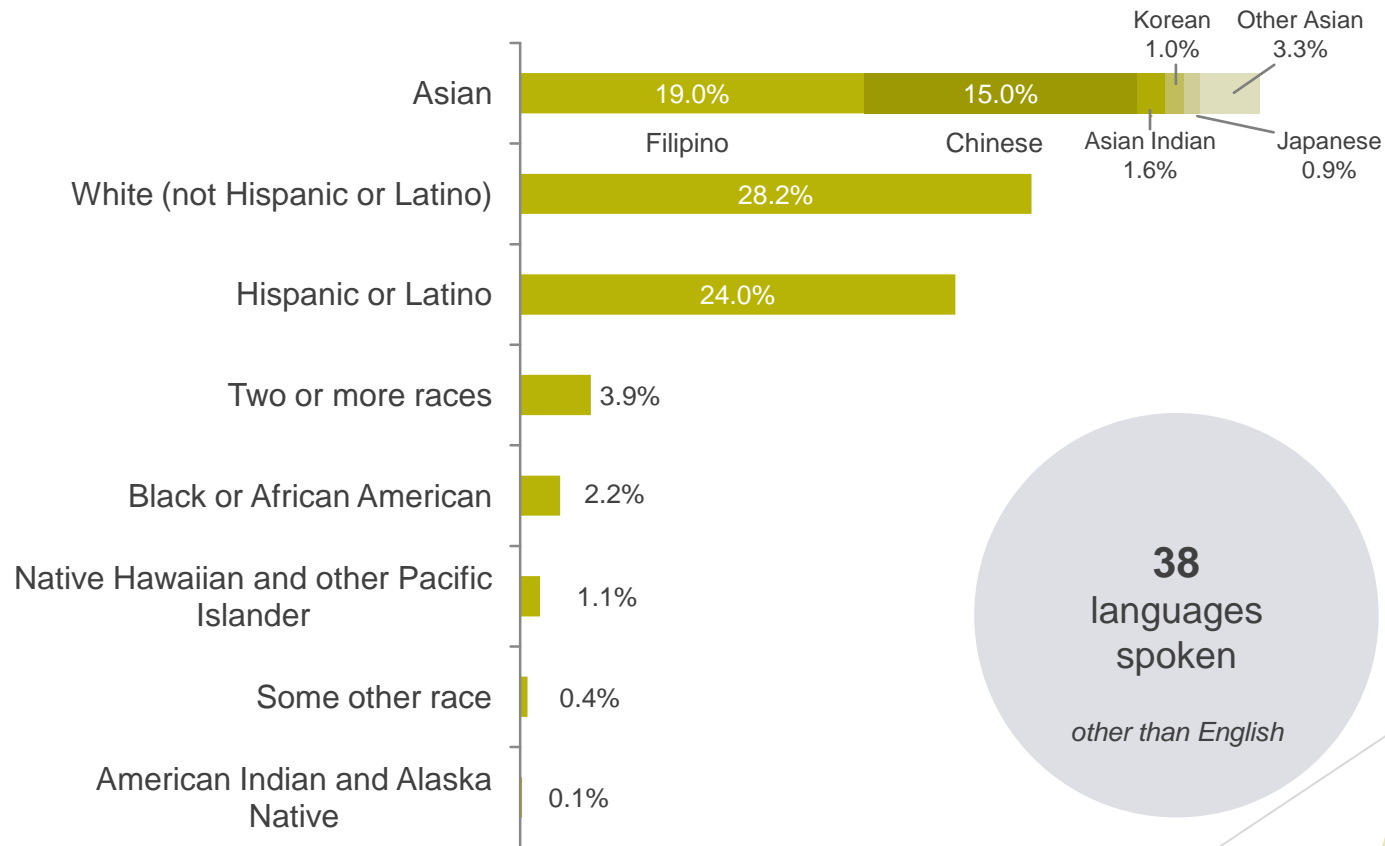


Leave with concrete
ideas on **how to better**
support the region

North San Mateo County is home to 322,579 people

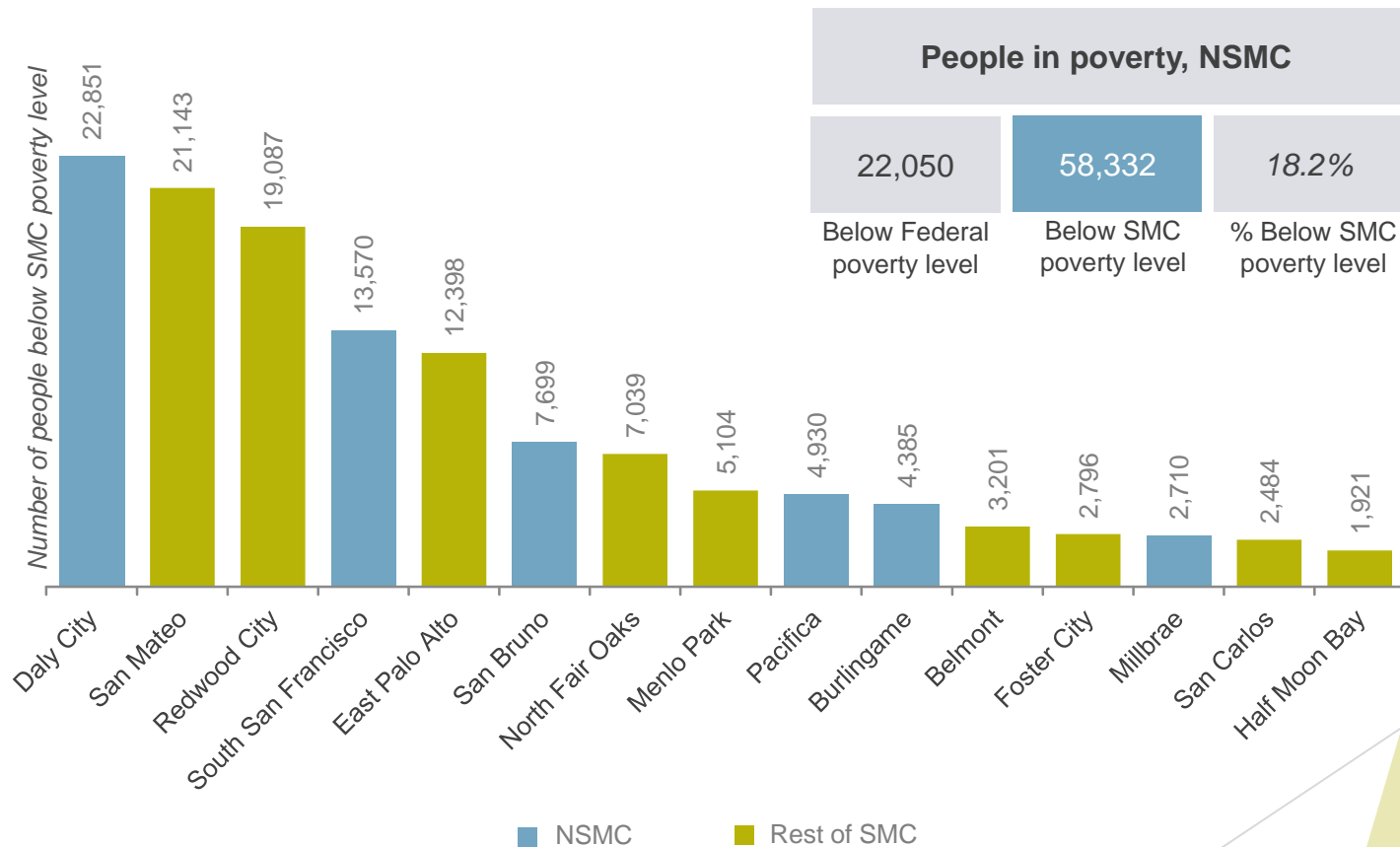
Total population 322,579
Children under 18 61,013
Total households 106,071
Households with children 30,052
Average household size 3.01

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

73

Nonprofit
leadership staff

NSMC

Serve NSMC

All issue
areas

Represent all issues areas
and all budget sizes

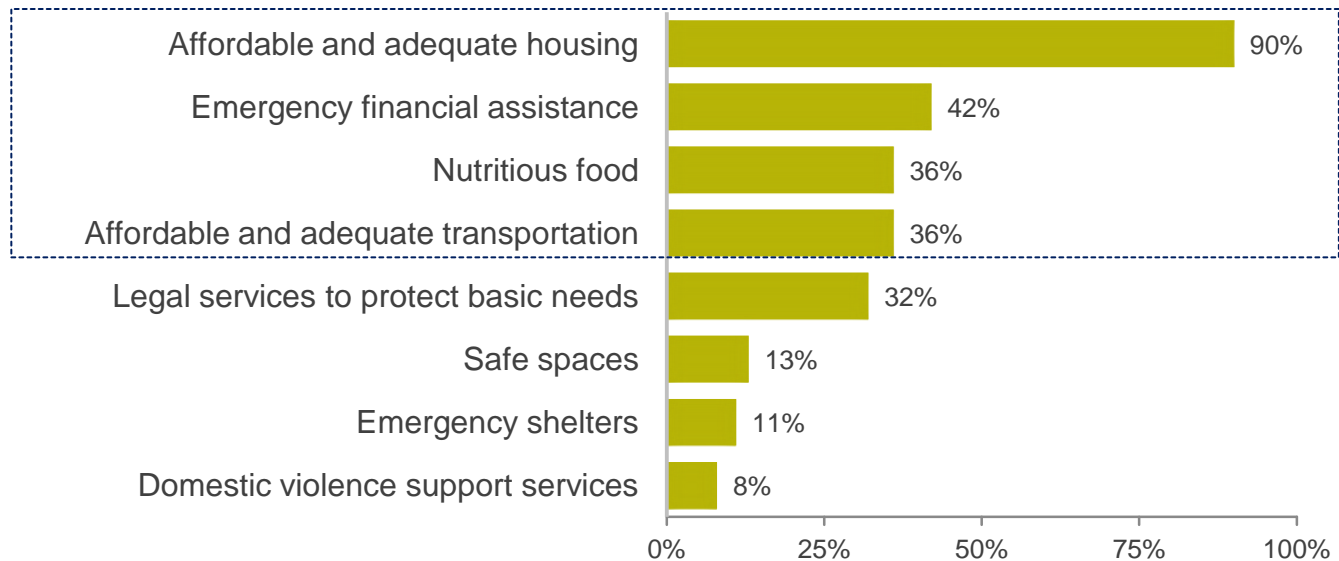
An aerial photograph of a densely packed residential neighborhood. The houses are mostly two-story structures with dark brown tiled roofs. The walls are painted in various colors, including white, yellow, light blue, and green. Many of the houses have multiple windows and some have small balconies. There are several palm trees and other tropical plants scattered throughout the neighborhood. A few cars are visible on the streets. The overall scene depicts a typical suburban or urban housing development in a warm climate.

Basic Needs & Safety Net

Opportunities and challenges

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

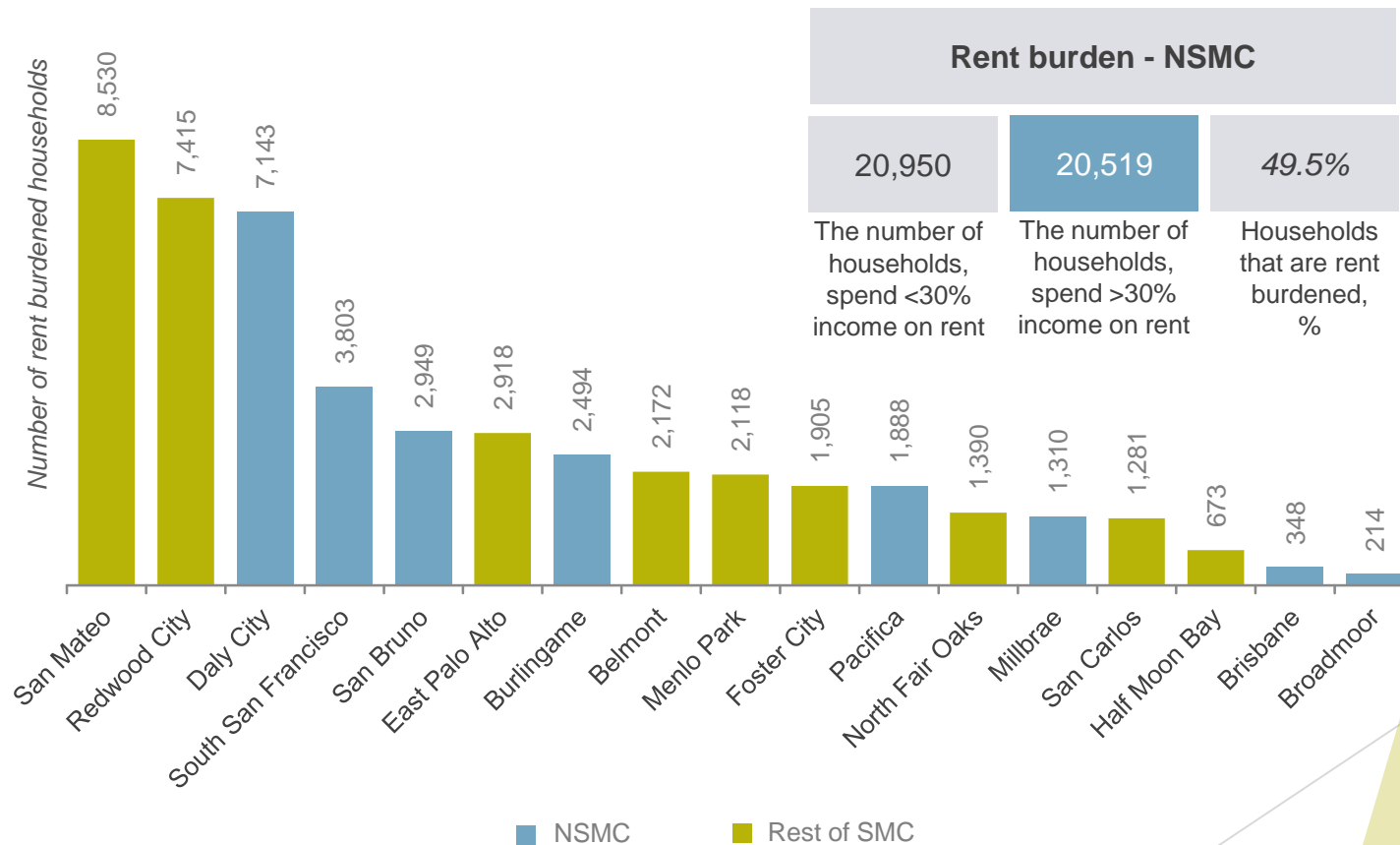
Access to:



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

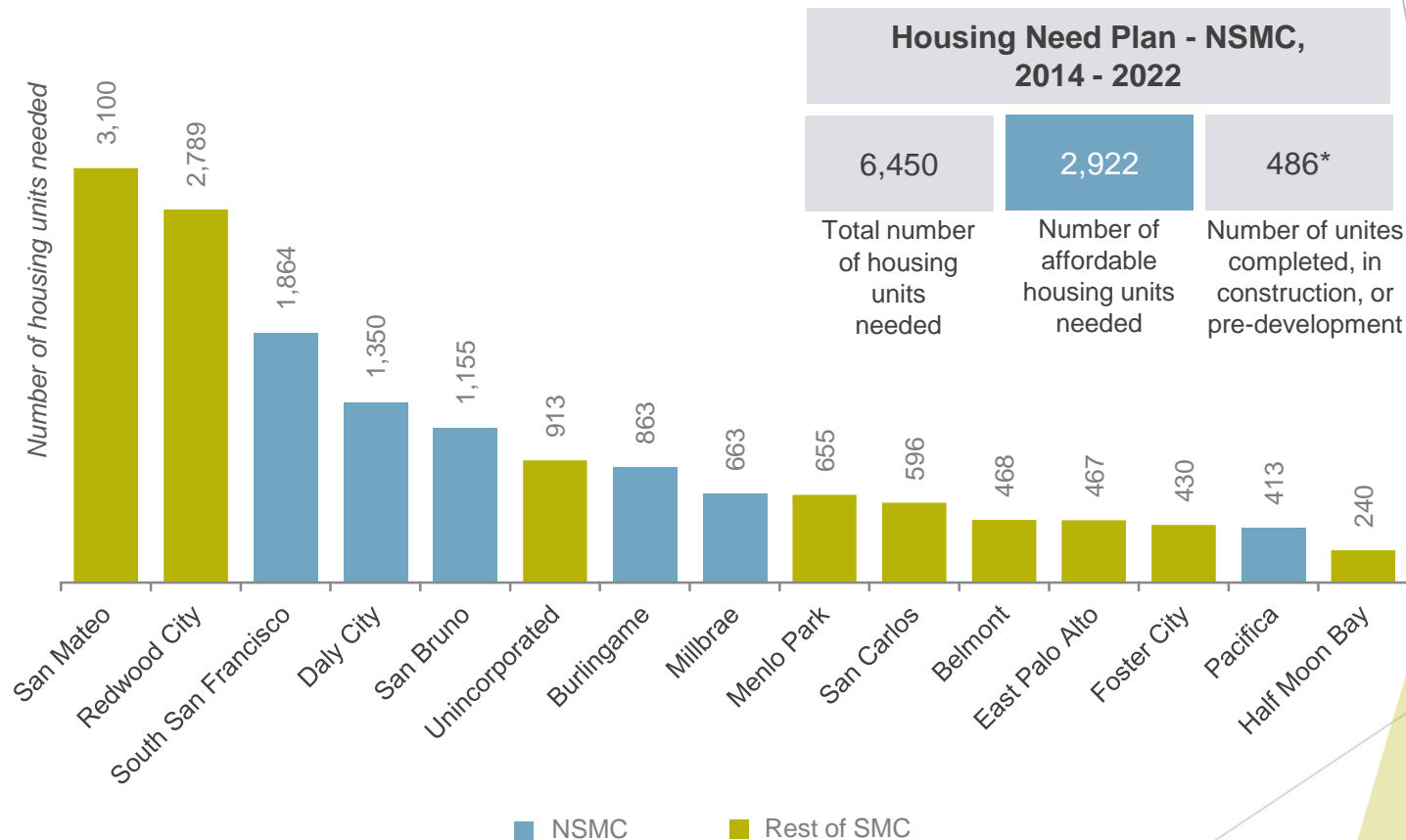
Source: Survey to nonprofit leadership staff "Needs of North San Mateo County families and nonprofits that serve them," 72 nonprofit leaders surveyed.
December 2018 – February 2019.

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

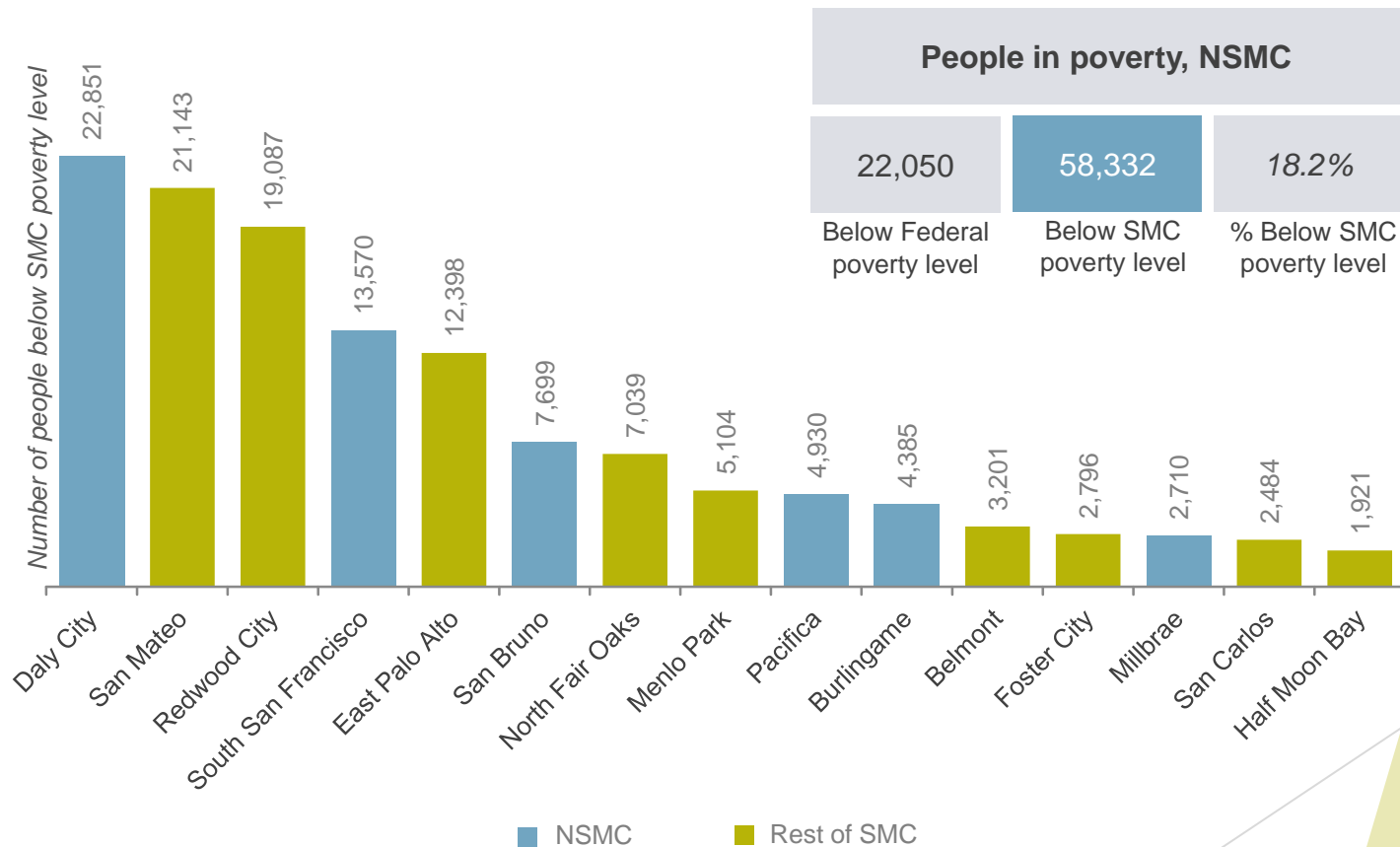


Source: Regional Housing Need Plan for the San Francisco Bay Area: 2014-2022

Affordable housing includes very low (up to 50 % of area median income) and low (between 51 and 80 % of area median income)

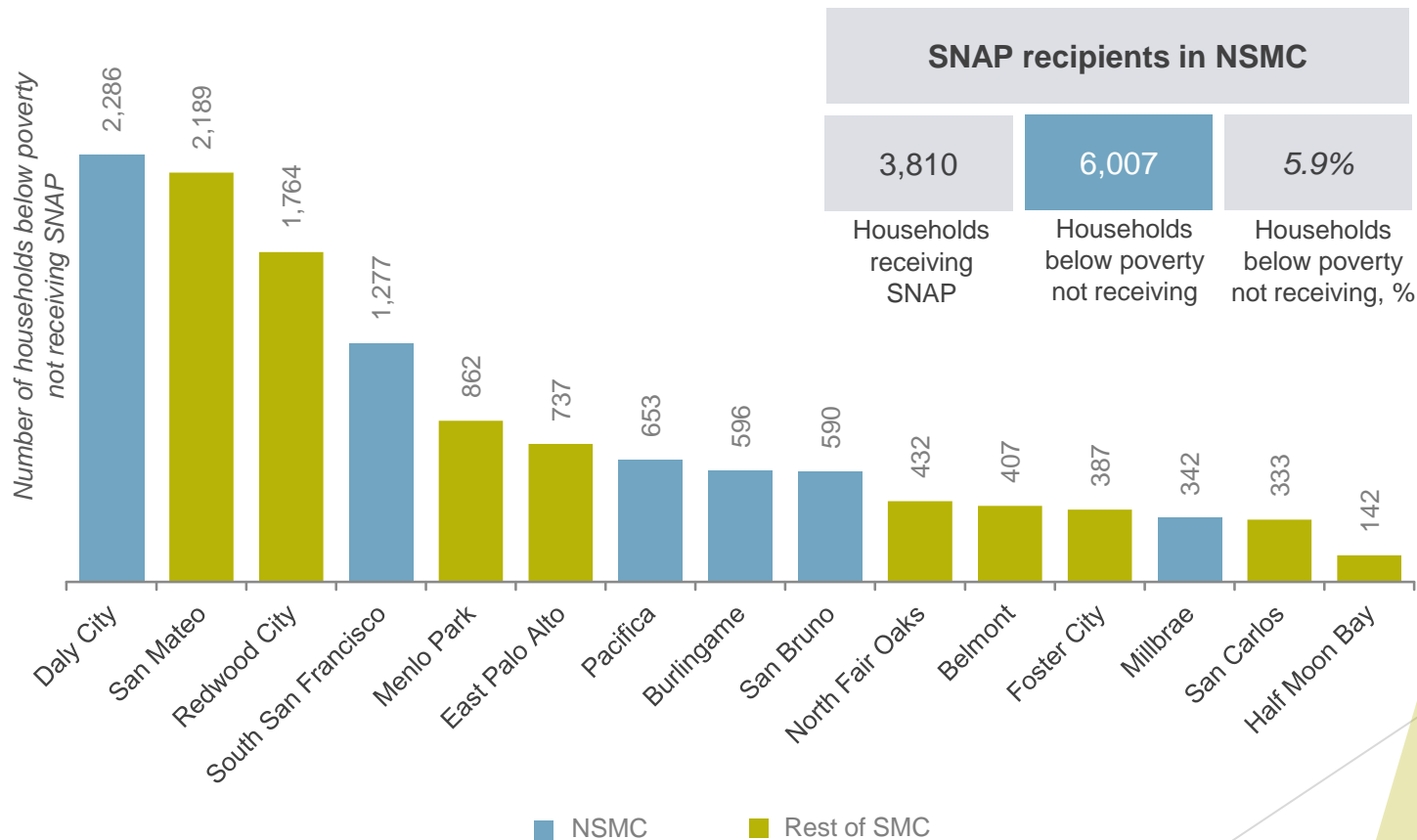
*<https://goo.gl/ksvYiw>

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

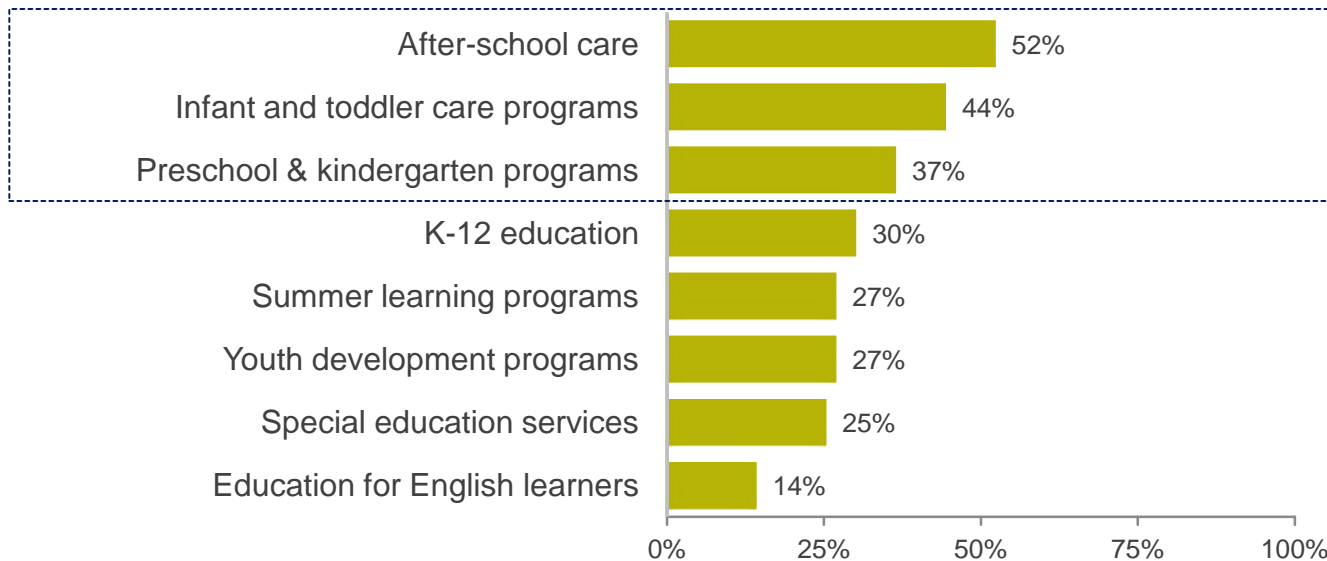


Children & Education

Opportunities and challenges

The most urgent unmet needs within Children & Education:

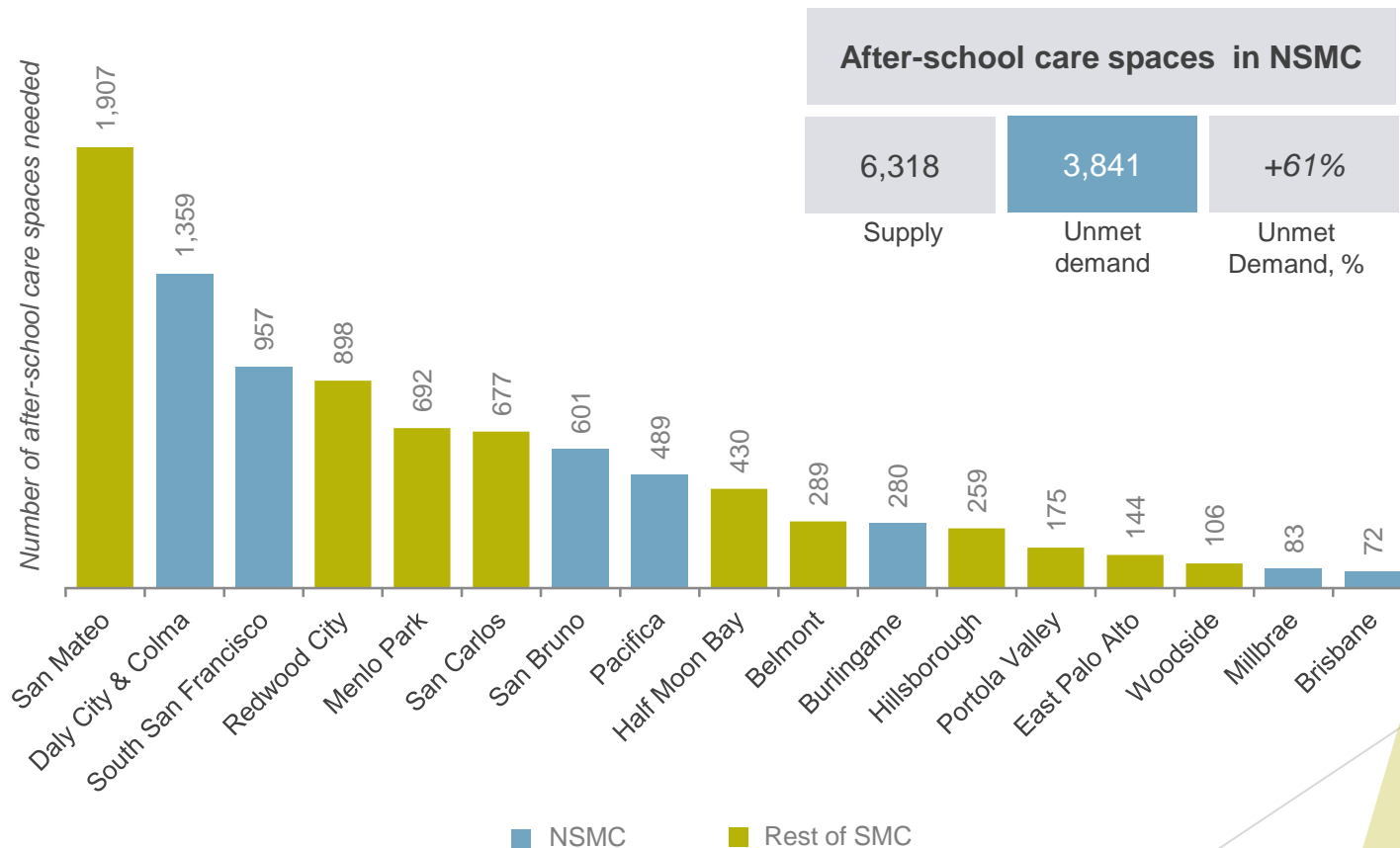
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%, nonprofit leaders who responded to the survey and identified this as one of the most urgent unmet needs

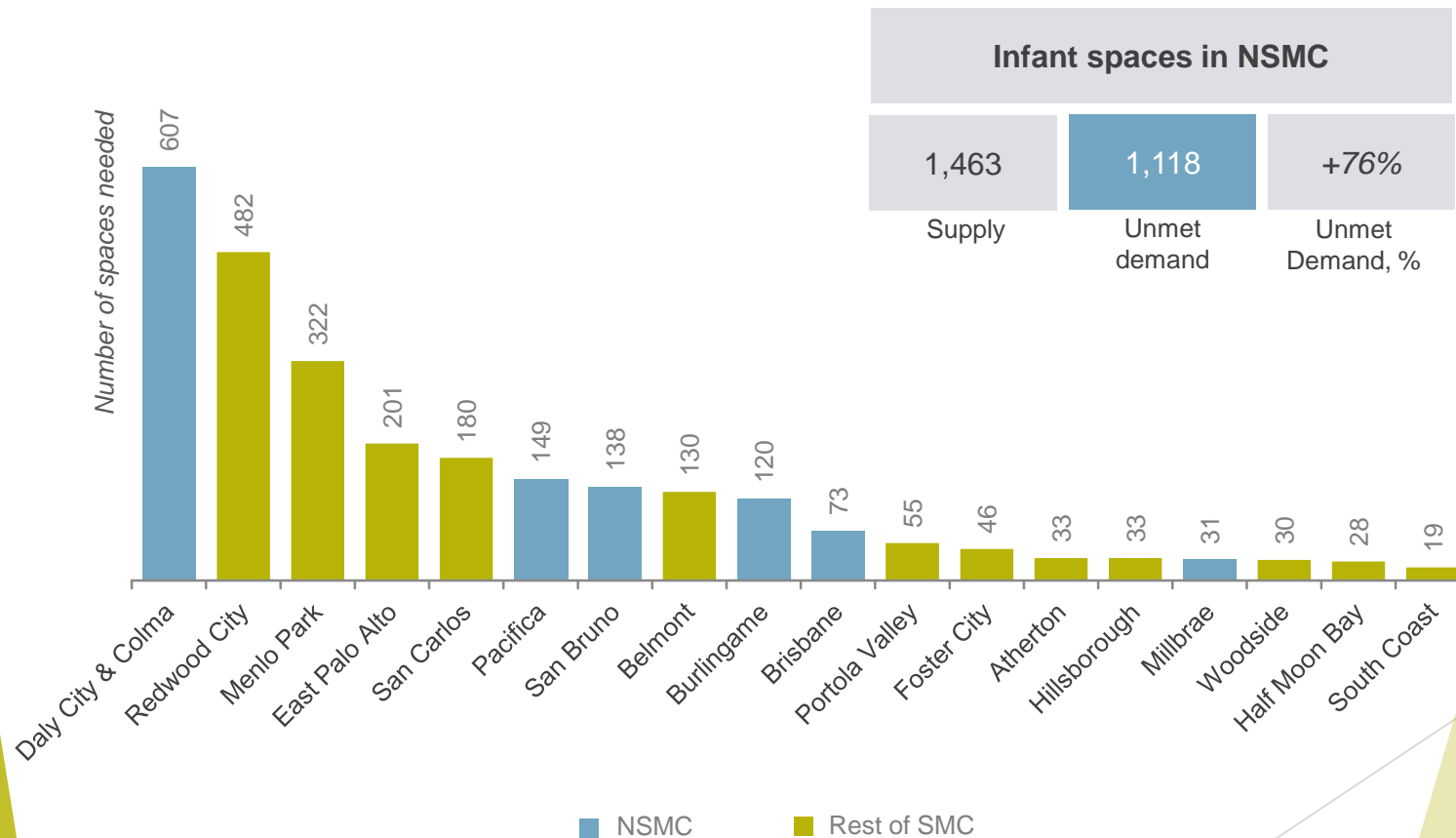
Source: Survey to nonprofit leadership staff "Needs of North San Mateo County families and nonprofits that serve them," 63 nonprofit leaders surveyed.
December 2018 – February 2019.

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



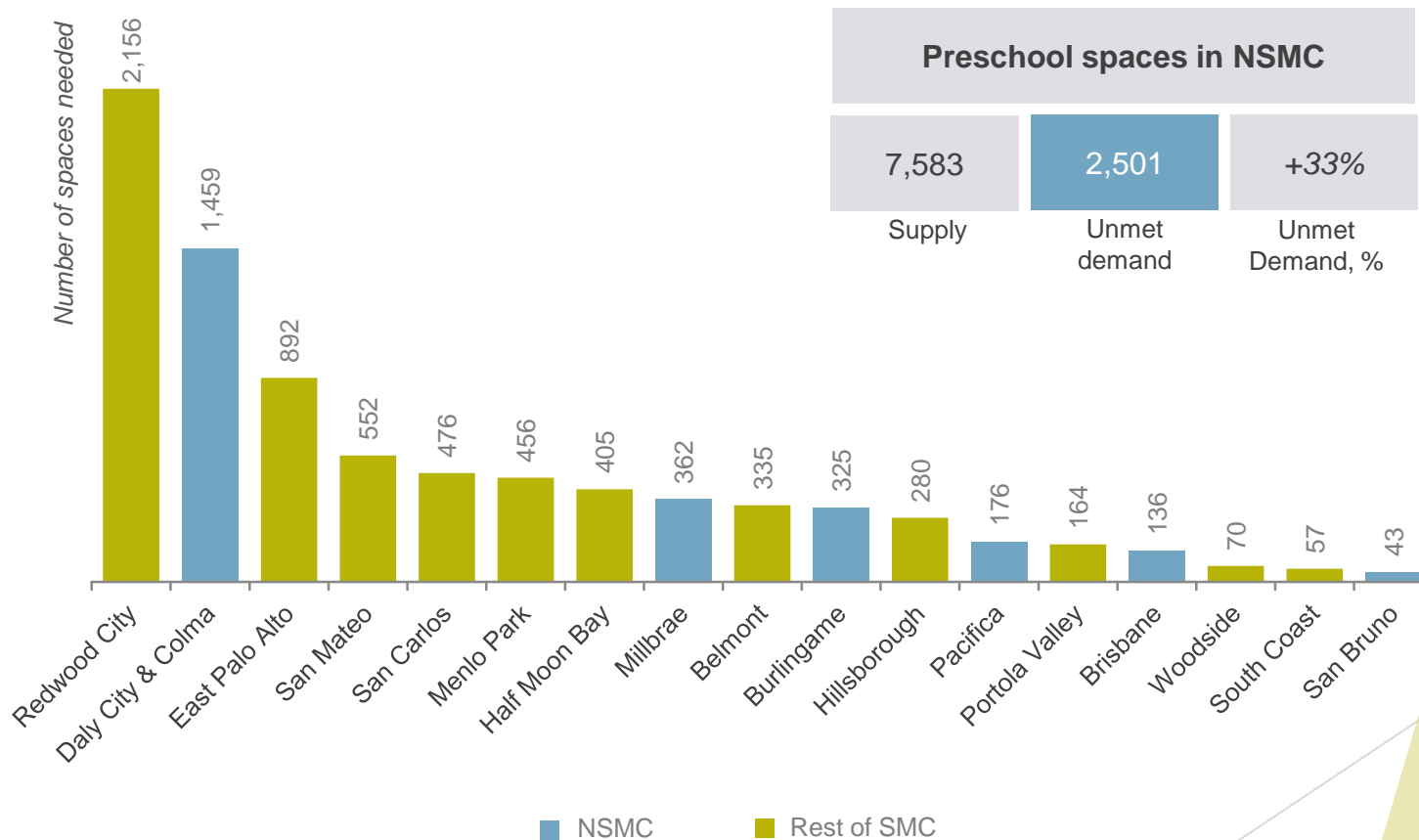
Source: 2017 San Mateo County Child Care and Preschool Needs Assessment.
San Mateo County Office of Education

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**

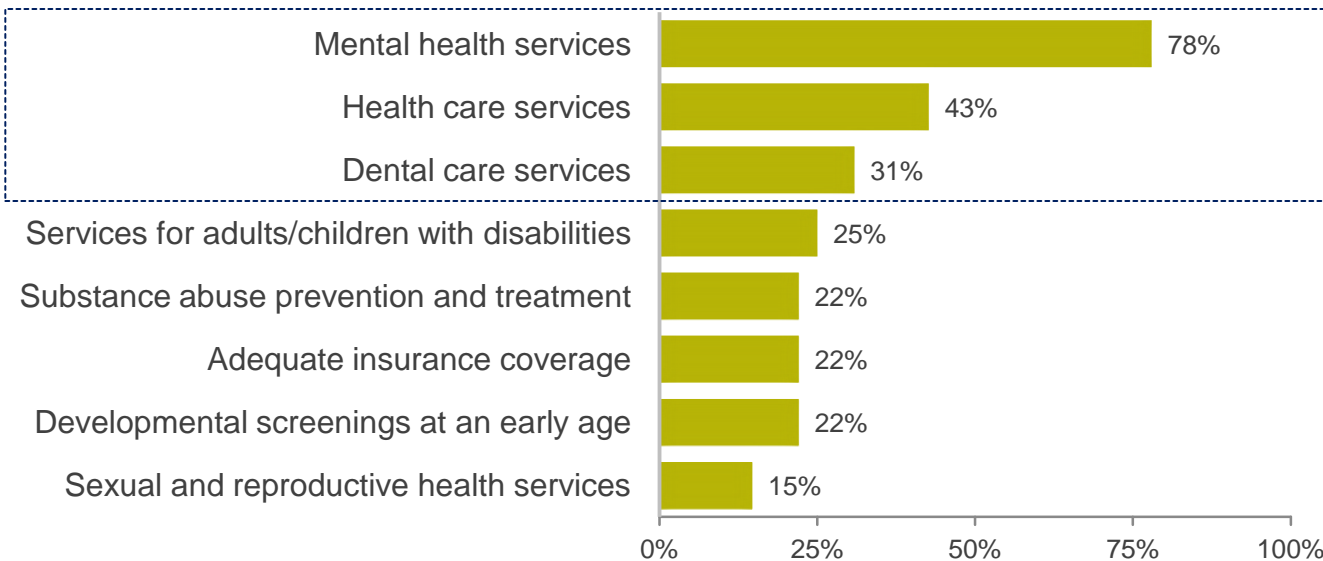
A person with long hair, wearing a red hoodie and black leggings, stands on a paved path lined with trees. They have their hands behind their head, looking down the path towards a bright sunrise. The path is covered with fallen leaves, and the scene is bathed in warm, golden light.

Health

Opportunities and challenges

The most urgent unmet needs within Health:

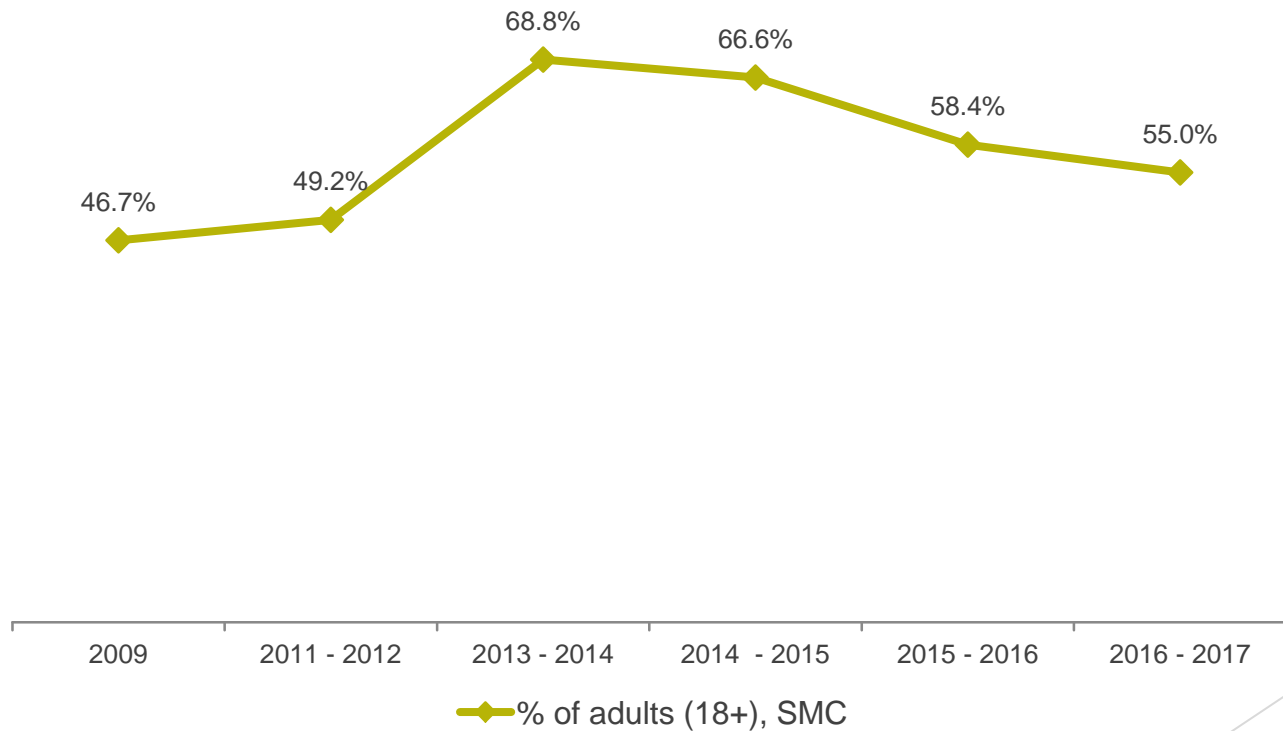
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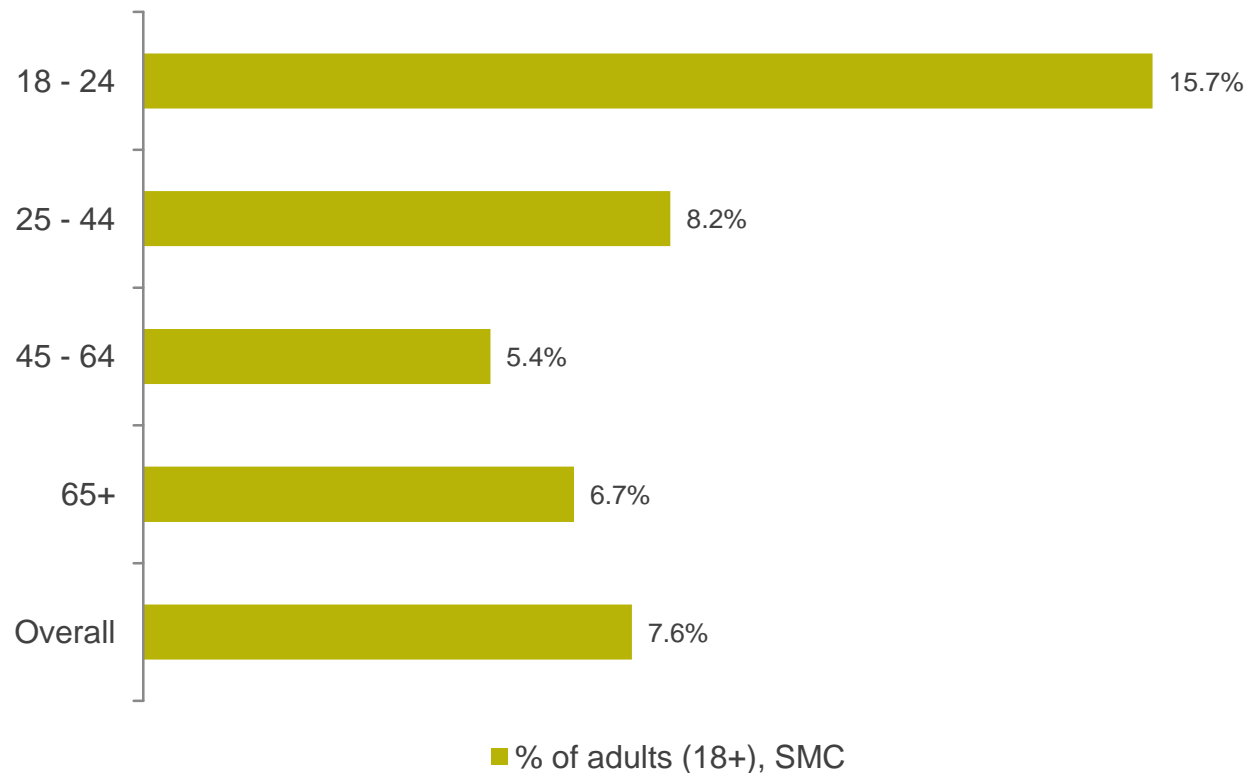
%, nonprofit leaders who responded to the survey and identified this as one of the most urgent unmet needs

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

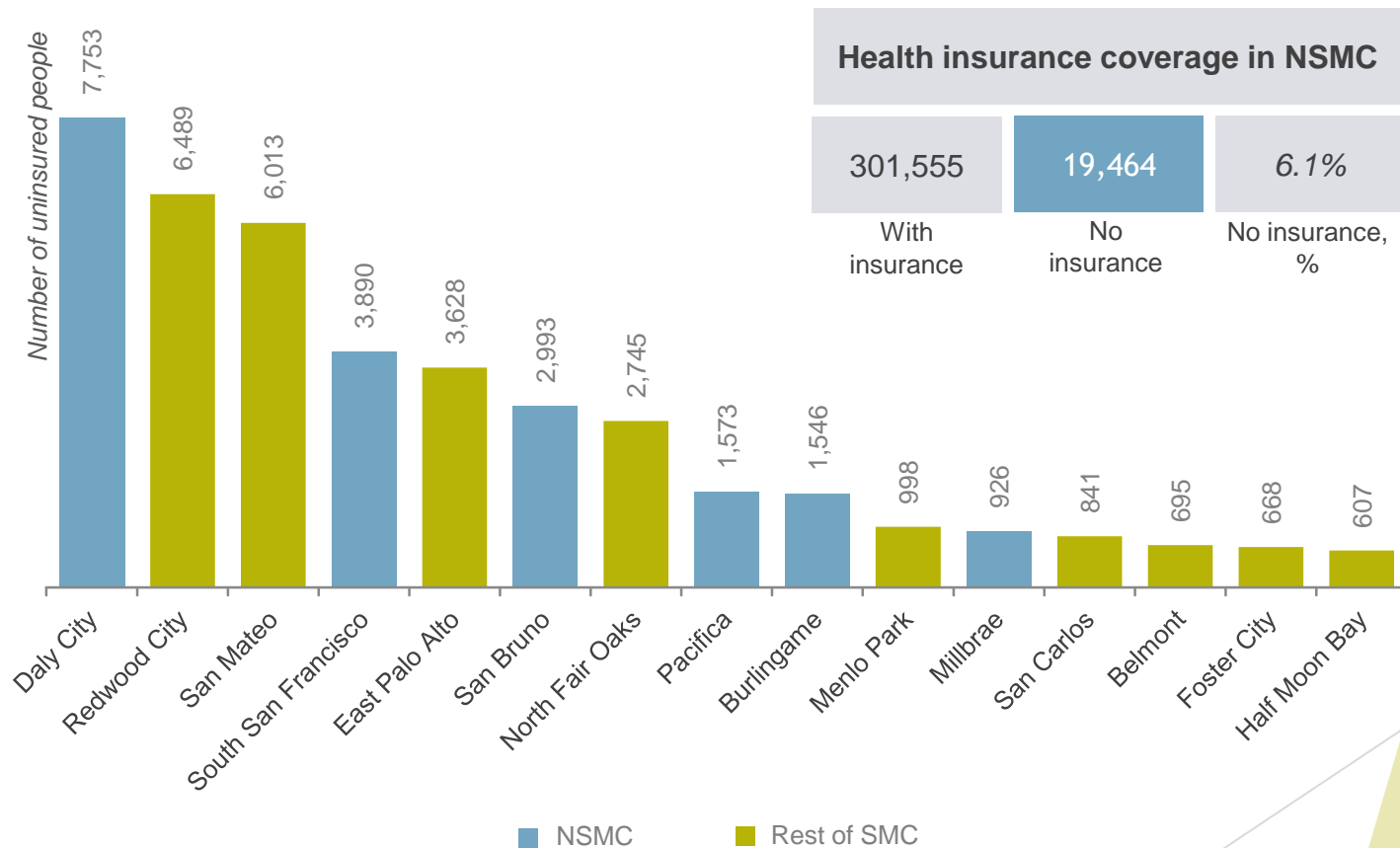
55% of adults in SMC need and receive behavioral health care services



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



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**

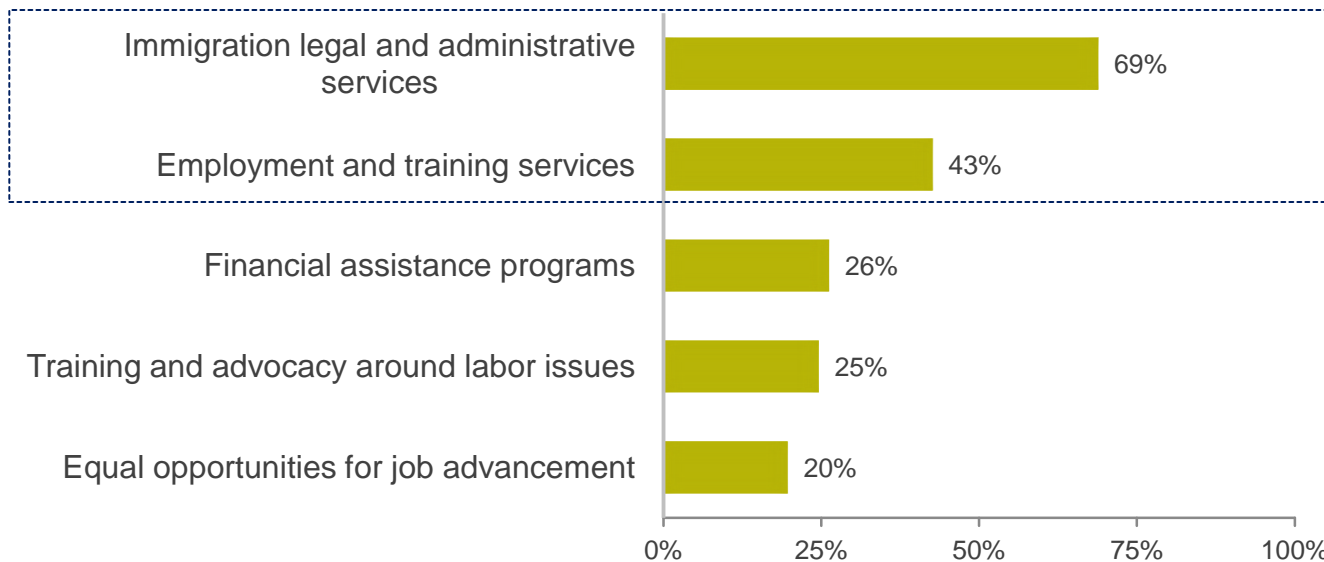
A woman with curly hair, wearing a light-colored blazer over a teal top and a black skirt, stands in a meeting room, gesturing with her hands as if presenting. She is smiling. In the background, a large blackboard is covered with numerous colorful sticky notes. Two other people are seated at a wooden conference table in the foreground, facing away from the camera. The room has a modern, professional feel with dark wood paneling.

Immigrant & Worker's Rights

Opportunities and challenges

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

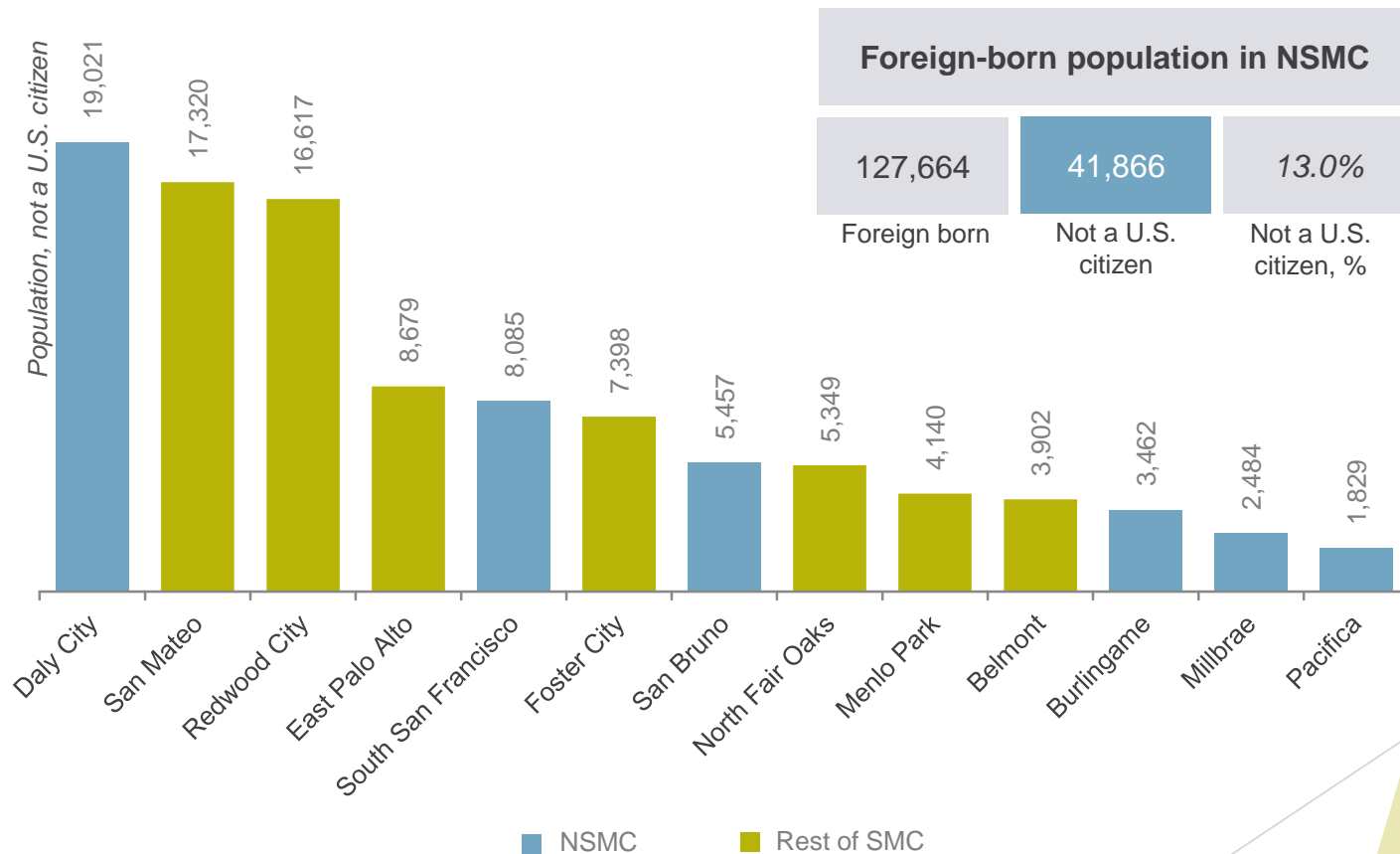
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%, nonprofit leaders who responded to the survey and identified this as one of the most urgent unmet needs

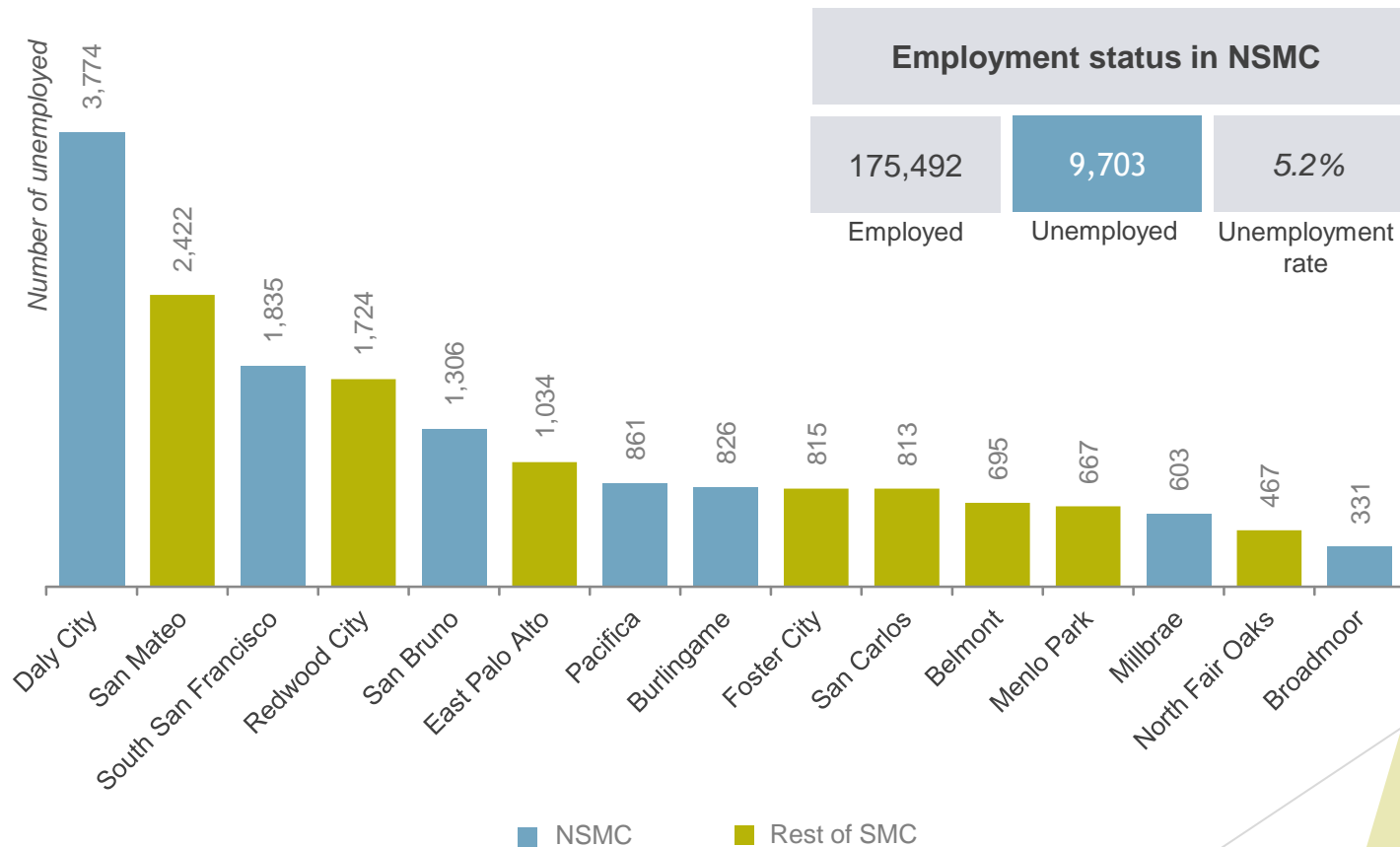
Source: Survey to nonprofit leadership staff "Needs of North San Mateo County families and nonprofits that serve them," 61 nonprofit leaders surveyed.
December 2018 – February 2019.

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



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 logo for LIBRE features the word "LIBRE" in a large, dark blue, serif font. Above the letters is a thin, light green curved line. The entire logo is enclosed in a yellow rounded rectangular border.

LIBRE

LINKING IMMIGRANTS TO BENEFITS,
RESOURCES AND EDUCATION

The logo for the 2020 Census in San Mateo County features the word "CENSUS" in blue capital letters above the year "2020". The zeros in "2020" are stylized to contain colorful human figures. Below the year, it says "SAN MATEO COUNTY". The logo is enclosed in a blue rounded rectangular border.

CENSUS
2020
SAN MATEO COUNTY

The logo for the California Voter's Choice Act features a large red checkmark on the left. To its right, the words "CALIFORNIA" and "VOTER'S CHOICE ACT" are stacked in blue capital letters, enclosed in a thin blue rectangular border. The entire logo is enclosed in a blue rounded rectangular border.

CALIFORNIA
VOTER'S CHOICE ACT

**Immigration
Deportation Legal
Defense Fund**

The most urgent unmet needs of North San Mateo County families

Basic Needs & Safety Net	Children & Education	Health	Immigrant & Worker's Rights
Access to:			
Affordable and adequate housing	After-school care	Mental health services	Immigration legal and administrative services
Emergency financial assistance	Infant and toddler care programs	Health care services	Employment and training services
Nutritious food Adequate transportation	Preschool & kindergarten programs	Dental care services	

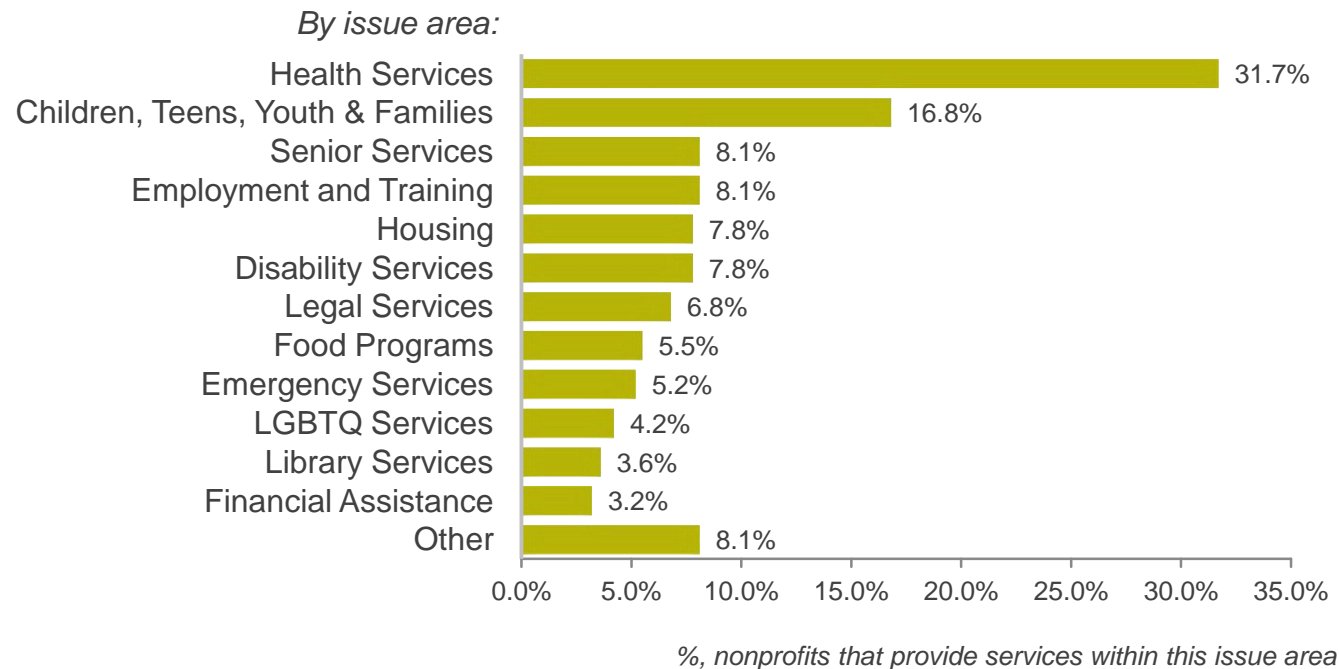
Source: Survey to nonprofit leadership staff "Needs of North San Mateo County families and nonprofits that serve them," 73 nonprofit leaders surveyed.
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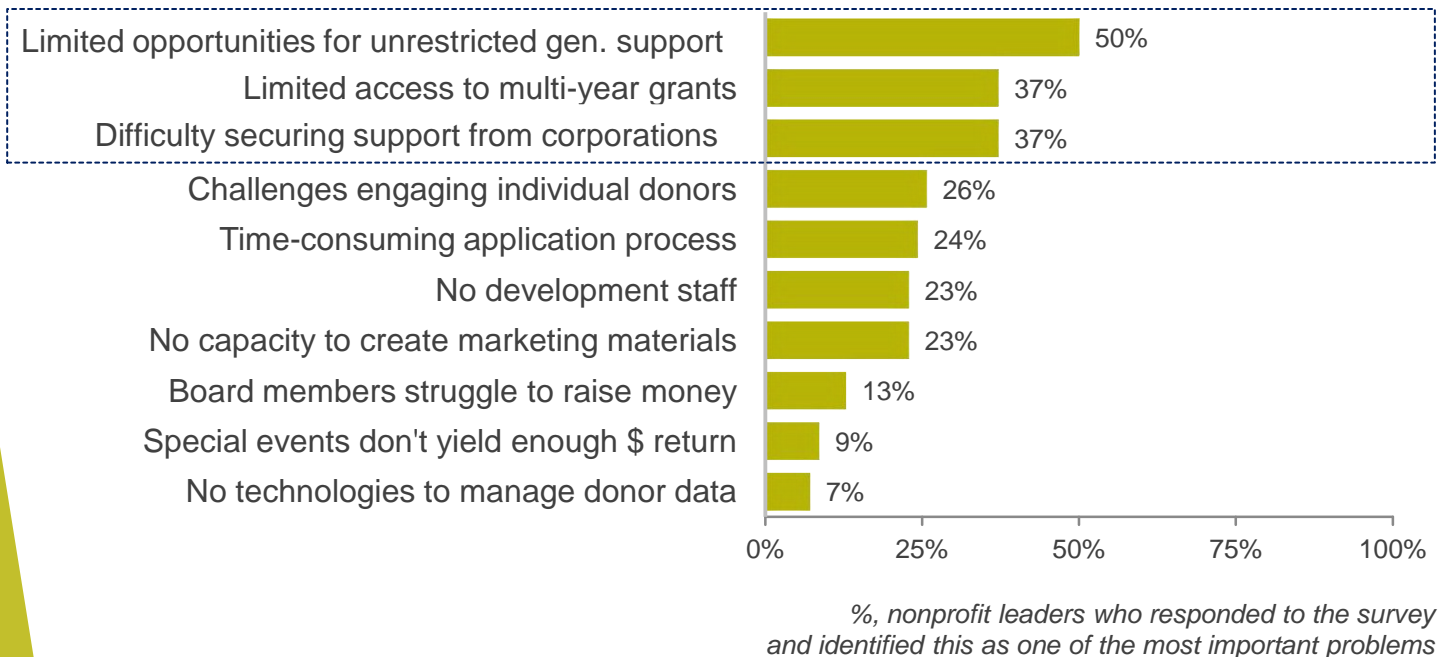
Nonprofit Landscape

Nonprofits that serve NSMC

309 Health & Human Service Agencies serve NSMC communities

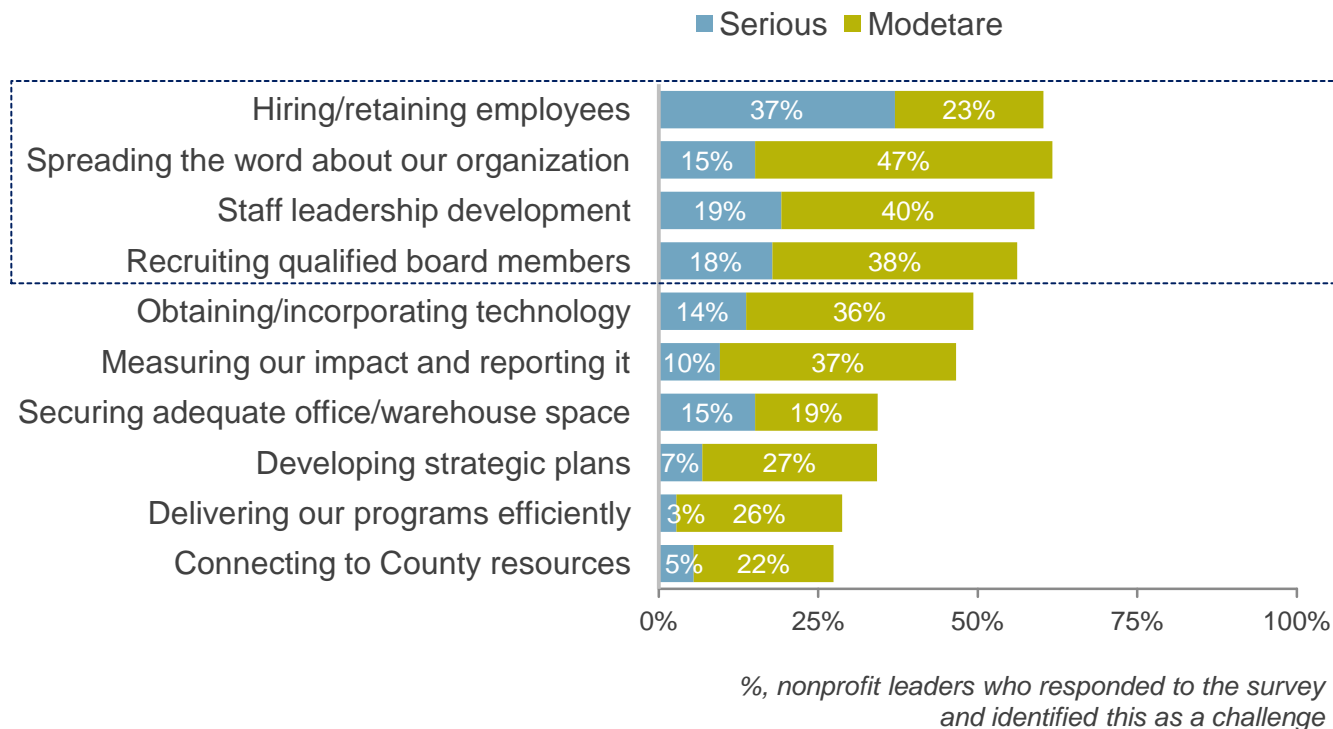


What makes fundraising challenging for local nonprofits



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

Basic Needs & Safety Net	Children & Education	Health	Immigrant & Worker's Rights
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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.
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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?**

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
fundors 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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