COVID-19 Relief: How Your Gifts Are Making A Difference
Your Community Foundation

OUR MISSION

We bring together people, ideas, and resources to inspire philanthropy and accomplish great things.

OUR VISION

To make Santa Cruz County thrive for all who call it home, now and in the future.
Our Values Drive Our Actions

- ACCELERATING SOLUTIONS
- BUILDING TRUST
- ADVANCING OPPORTUNITY

- We support effective programs that address community issues and enrich the lives of Santa Cruz County residents.
- We earn trust through integrity, accountability, discretion, transparency, prudence, and extraordinary service.
- We leverage our resources toward a future that is just, equitable, and inclusive of our diverse community.
This community has a history of coming together to solve problems.
Following the announcement of the school closures on March 12th 2020, we immediately started the COVID-19 Local Response Fund.
Our trusted nonprofit partners on the front lines responded immediately.
Our donors gave with big hearts and immediate action.
Together, we are responding to our community’s needs.

**Guest Commentary**

**Generosity in the time of COVID-19**

**By Susan True**

Like many of you, I’m getting to know my living room well. But, I’m also getting to know you—the residents of Santa Cruz County—in the most profound way. I already knew that we were a hard-working community driven to serve, rich in ideas, and filled with creativity. But in this COVID-19 pandemic, the resilience of our true colors is shining through. In the past several weeks, I have seen the depth of Santa Cruz County’s courage, resilience, agility, compassion, and generosity.

homelessness. When rent came due the first week of April, donors to the Community Foundation provided rental assistance through trusted organizations such as Community Action Board, Catholic Charities, Center for Farmworker Families, Families in Transition, and Valley Church of United. Cruz One and Cruz Two teamed up with the County Office of Education to ensure more lower-income students access to adequate breadth and computers for distance learning. The Arts Council and the County Office of Education moved arts education online, O’Neill Sea Odyssey...

**A+ OPINION**

**Monday, April 20, 2020**

**Guest Commentary**

**It starts with trust**

**By Susan True**

“Hope and fear cannot occupy the same space. We are more than our individual challenges during the COVID-19 pandemic. I think about those images of Napa, Angelina, and what hope truly means for us; the foundation of hope is trust; it has to be.

I can only see the current of fear flowing through the scattered businesses on Pacific Avenue, the empty streets of Capitola, the fields where once there was a shelter.

Protecting those who serve are now more than ever a priority. For the workers within the reliable car to get to work, it means turning to Vista & Vista for help to get back on the road to steady jobs. For the immigrant who just lost their job, it means getting help from a familiar cultural group, Senda, rather than an unfamiliar agency. For a disease in an already hard-hit community, it means constant assistance in Menlo Sober Support and safe shelter.

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Caring for each other through COVID-19

$5,260,883 + $2,065,900 = $7.3 MILLION

In Donor-Advised Grants  In Local Response Grants  Total Awarded

100% of COVID-19 Local Response Gifts Go Directly to Our Community.
COVID-19 Local Response Grants

March  $530,000
April  $438,200
May    $583,500
June   $447,200
July   $66,000

*The majority of grants go out at the end of the month, we anticipate granting $400,000 more in July.

TOTAL  $2,065,900
COVID-19 LOCAL RESPONSE GRANTS HELPED:

Get tons and tons of groceries to people across the county.

4,113 Families pay their rent.

Food and rental assistance needs continue to grow.
We are in this together. But existing inequities create disproportionate impacts in our community.
We are prioritizing grants to those already disadvantaged by inequities in Santa Cruz County:
- Undocumented and immigrant families
- Low-wage workers
- Black, Indigenous, and People of Color
- Fragile seniors
- People with severe illness

COVID-19 Racial Disparities:
- Black and Latinx people are three times as likely to become infected with COVID-19.
- Black and Latinx people are nearly twice as likely to die from COVID-19 as white people.
- In Santa Cruz County Latinx people are 33% of the population and yet make up 50% of the known cases.
- 49% of all cases are in Watsonville, which has a Latinx population of 84%.
- In Santa Cruz County unemployment was 17% in April, 14% in May. In Watsonville unemployment was at 26% in April, 19% in May.

Racial Disparities in Philanthropy:
Nationally, less than 7% of philanthropic dollars are given to groups led by and for Black, Indigenous, and People of Color (BIPOC).

55% of our COVID Response grants have been given to organizations led by BIPOC.
Trust builds relationships

Caring relationships will see us through this crisis.
STORIES FROM THE FRONT LINES

- **Food Assistance:**
  Willy Elliott-McCrea, Second Harvest Food Bank Santa Cruz County

- **The Youth:**
  Erica Padilla-Chavez, Pajaro Valley Prevention and Student Assistance.

- **Domestic Violence Survivors:**
  Kalyne Foster Renda and Laura Segura, Monarch Services

- **Undocumented Community:**
  Maria Elena de la Garza, Community Action Board of Santa Cruz County

- **Connecting Families to Resources:**
  Fe Silva-Robles and Nerieda Robles, Senderos

* Q&A with our nonprofit leaders. Type your questions to “Q & A” in the chat box. *
• Doubled services overnight when COVID-19 hit.
• Over 23,000 workers lost their jobs, majority are low-income.
• In 3 months, distributed over 3.7 million pounds of food.
• From March – June over 118,000 families received food assistance.
YOUR GIFTS MAKE A DIFFERENCE

Increased food distribution countywide.
• 4-8 youth mental health crisis calls a day. The youngest 8 years old.
• Number of families requesting care increased by 325%.
• Increased stress and anxiety in youth. Exasperating for those already working through existing traumas.
• Pajaro Valley youth are disproportionally affected by the digital divide.
YOUR GIFTS MAKE A DIFFERENCE

- Equipment to transition to telehealth behavioral services for youth
- Created a youth-focused communications campaign for COVID-19 prevention & safety
• 40% increase in calls to the crisis line.
• 30% increase in new domestic violence clients each week.
• Abuse compounded by increased time spent isolated with partners.
• Social isolation has fractured networks of family or friends that domestic violence survivors rely on for help.
• Domestic Violence survivors are in need of rental assistance and food.
YOUR GIFTS MAKE A DIFFERENCE

Rental assistance and household financial assistance for domestic violence survivors.
Undocumented workers in farming, hospitality, restaurants, house cleaners, dayworkers, retail, and childcare faced immediate and dramatic job loss.

For undocumented people there is no stimulus check, no unemployment insurance, and no traditional rental assistance.

Our region’s Disaster Relief Assistance for Immigrants received 30,000 calls in one day.

$20K-$30K in no-barrier rental assistance given each month during the crisis.
• Provided food, household supplies, and PPE.
• Gave emergency rental and household financial assistance for undocumented individuals and immigrant families.
• Ensured emergency financial assistance for Day Workers.
• Gives vulnerable COVID-19 patients economic support and wage replacement for low income workers.
• Senderos helped identify the COVID-19 and resource communication gap with Latinx families in Live Oak and Santa Cruz.

• Families are experiencing multiple job losses, reduced wages, and reduced hours.

• Provided 285 families in need of rental assistance in the last three months.

• Basic needs, mental health, and digital divide impacts on the youth’s education.
YOUR GIFTS MAKE A DIFFERENCE

Provided food, rental or household financial assistance for immigrant families.
OUR COMMUNITY CONTINUES TO NEED CARE & SUPPORT

$500,000 a month is still needed just to keep Santa Cruz County families housed and fed.
If you are inspired to give

Give through your Donor Advised Fund directly to partners

Give directly to our nonprofit partners:

[Logos and links]
- thefoodbank.org/ways-to-give
- pvpsa.org/donate
- monarchscc.org/get-involved/donations
- cabinc.org/home-donate-section
- scsenderos.org/donate
- cfscc.org/donate#COVID
Q&A WITH OUR NONPROFIT LEADERS

Share your questions to “Q & A” in the chat box.
We're all in this together.
Thank you
Santa Cruz County