

JULY 23, 2020

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.

Thinking about the future since 1982

This
community
has a history
of coming
together to
solve problems



A person is standing in the background of a large room filled with cardboard boxes and food supplies. The person is wearing a light-colored shirt and dark pants. The room appears to be a warehouse or a storage area for food. In the foreground, there are several open cardboard boxes containing various food items, including bags of rice and boxes of instant noodles. The text is overlaid on the image in a white, serif font.

Following the announcement of the school closures on March 12th 2020,
we immediately started the **COVID-19 Local Response Fund.**

210 HIGH STREET
HOLY CROSS
PASTORAL CENTER

831-423 4182

HOLYCROSSSANTACRUZ.COM

OFFICE HOURS

MONDAY - FRIDAY

9AM TO 12PM - 1PM TO 4:00PM

FOOD PANTRY

WEDNESDAY 10:00AM - 2:00PM
(FINANCIAL ASSISTANCE BETWEEN
10:00AM AND NOON ONLY)

FRIDAY 10:00AM - 2:00PM

ENTRANCE AT THE
END OF BUILDING



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

CORONAVIRUS

Community foundation creates fund for pandemic relief

The COVID-19 Local Response Fund will help community nonprofits serve vulnerable populations

By Elaine Ingalls
eingalls@santacruzsentinel.com
@elaine_ingalls on Twitter

APTOS » Community Foundation Santa Cruz County announced Wednesday it has created the COVID-19 Local Response Fund, a fund to help the community's needs during the coronavirus outbreak, especially residents experiencing financial hardships

Harvest Food Bank, Grey Bears, Community Bridges and Community Action Board. Donors at the Community Foundation have given additional grants to local nonprofits, including a \$100,000 award to Second Harvest.

True said seniors, low-wage employees, working families, workers who use public benefits and residents whose



Susan True
Community Foundation Santa Cruz County

Dr. Ann Lòpez
Center for Farmworker Families

A7

OPINION

Monday, April 20, 2020 » MORE AT [FACEBOOK.COM/SCSENTINEL](https://facebook.com/scsentinel) AND TV

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 radiance of our true colors is shining through. In the past several weeks, I have seen the depths of Santa Cruz County's courage, resiliency, 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 Churches United. Cruz One and Cruzio teamed up with the County Office of Education to ensure more low-income students access to adequate broadband and computers for distance learning. The Arts Council and the County Office of Education moved arts education online, O'Neill Sea Odyssey d

Guest Commentary

It starts with trust

By Susan True

"Hope and Fear cannot occupy the same space. Invite one to stay." As our local community faces the COVID-19 pandemic, I think about these words of Maya Angelou and what hope truly means. For me, the foundation of hope is trust. It has to be.

I can't deny the current of fear flowing through the shuttered businesses on Pacific Avenue, the empty beaches of Capitola, the fields of Pajaro Valley, the masked faces at my neighbor's park.

those they serve are now even more of a lifeline. For the veteran without a reliable car to get to work, it means turning to Vets 4 Vets for help to get back on the road to steady pay. For the immigrant mom who lost her restaurant job, it means getting help from a familiar cultural group, Senderos, rather than an unfamiliar agency. For a spouse in an abusive home, it means confidence in Monarch Services' faithful support and safe shelter.

Protecting those who



Photo credit: Housing Matters

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

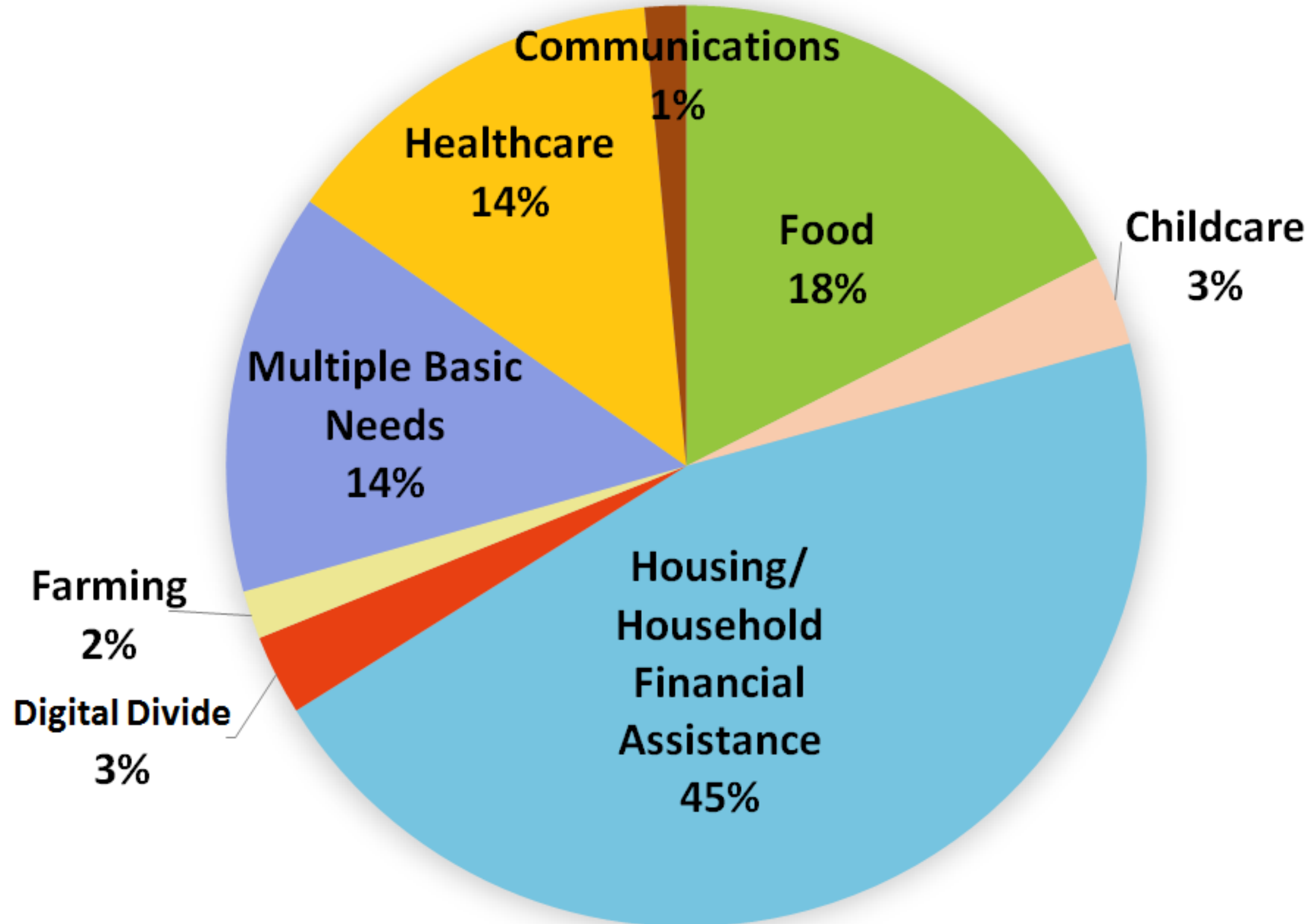
100% of COVID-19 Local Response Gifts Go Directly to Our Community.

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
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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.

A composite image with a semi-transparent dark overlay. In the foreground, a close-up of a woman wearing a white hijab and a light blue surgical mask, looking directly at the camera. In the background, a person wearing a colorful mask and a white shirt is playing a saxophone. The setting appears to be an outdoor market or community event with various stalls and people in the distance.

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:

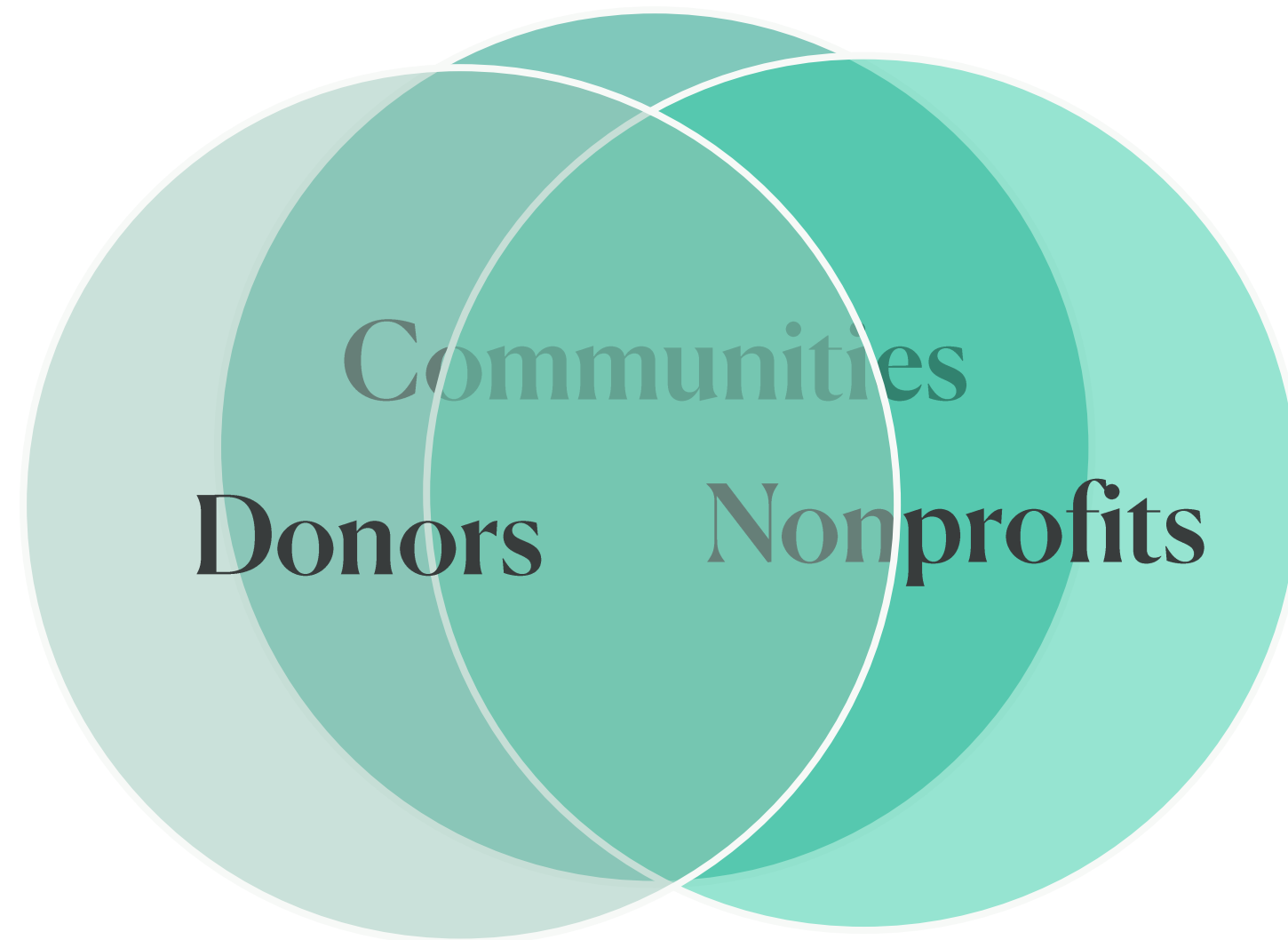
- Black and Latinx people are three times as likely to become infected with COVID-19.
- Black and Latinx people are nearly twice as likely to die from COVID-19 as white people.
- In Santa Cruz County Latinx people are 33% of the population and yet make up 50% of the known cases.
- 49% of all cases are 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. *

FOOD ASSISTANCE

Willy
Elliott-McCrea

Second Harvest
Food Bank
Santa Cruz County



- 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.



THE YOUTH

Erica Padilla-Chavez

Pajaro Valley
Prevention and
Student Assistance



- 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 disproportionately 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

DOMESTIC VIOLENCE

Kaylne Foster
Renda &
Laura Segura

Monarch Services



- 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 COMMUNITY

Maria Elena de la
Garza

Community Action
Board of Santa Cruz
County



- 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.

YOUR GIFTS MAKE A DIFFERENCE

- 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.

CONNECTING FAMILIES TO RESOURCES

Fe Silva-Robles
&
Nereida Robles

Senderos



- 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:



[thefoodbank.org/
ways-to-give](https://thefoodbank.org/ways-to-give)



pvpsa.org/donate



[monarchscc.org/
get-involved/donations](https://monarchscc.org/get-involved/donations)



[cabinc.org/
home-donate-section](https://cabinc.org/home-donate-section)



scsenderos.org/donate



**COVID-19 Local
Response Fund**

cfsc.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

