



Peninsula Family Service

2014 ANNUAL REPORT



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Dear Supporters,

This past year was one of incredible accomplishment for Peninsula Family Service, both with respect to the 10,000 lives we touched through our programs, as well as the comprehensive strategic plan you helped us craft. As a result, we have never been better positioned or more optimistic about tackling the challenges facing our community.

Our ability to innovate rests upon the strong foundation established through your ongoing support. With the appropriate infrastructure in place, we are adapting to address the current and emerging needs of our community. This includes expanding the support structure for older adults as baby boomers redefine aging and look for new ways to remain active and connected in the community. We are broadening the reach of our financial education and empowerment programs to serve the increasing number of families affected by our region's widening income disparities. Our early learning program, one of the largest subsidized programs in San Mateo County, is incorporating more science, technology, engineering, and math into our daily curriculum to have greater impact on the lives of our children and better prepare them for enhanced scholastic achievement.

The opportunity to unite these initiatives and realize our vision of becoming more effective lies not only in our hands, but also in yours. With your support and passion we can create a community where opportunity, stability, and wellness are secured for all. Join us in celebrating a year of success and the promise of many more to come.

Patricia E. Martel
Chair, Board of Directors, Peninsula Family Service



Dear Friends,

When I joined Peninsula Family Service as Executive Director in February 2013, I became part of an organization with a six-decade history of strengthening our community by supporting the people who call it home. During those first few months, I came to understand our organization's immense scope of impact and extraordinary breadth of services. To create unity out of that diversity and bring clarity to our purpose we would need a plan.

I asked you, and hundreds of your neighbors, to lend your ideas to a strategic process that would inspire our organization to increase our impact and sustainability, and you answered that call with more enthusiasm than I thought possible. The result is a remarkable four-year roadmap that focuses our efforts on four clear goals, to:

- Deliver high-quality programs aligned with community needs
- Be a recognized leader in the nonprofit community
- Foster a healthy, positive working environment
- Achieve long-term financial stability

With our strategic plan complete, we are poised to begin our real journey. I hope you will join us at this starting line and continue to enable Peninsula Family Service to be a catalyst for change in the lives of our participants. With your partnership, we can provide the support and tools our neighbors need to create better futures and stronger communities.

Arne Croce
Executive Director, Peninsula Family Service



ABOUT US

In 1950, Peninsula Family Service—then known as the Family Service Agency of San Mateo County—was founded to strengthen and maintain the region's families. Our organization now serves four Bay Area counties and stands hundreds strong, comprised of a vast network of staff, board members, advisors, donors, volunteers, and partners who support 10,000 individuals each year in realizing their full potential. Our programs improve access to opportunity,

increase financial stability, and promote wellness at every age.

Realizing our vision depends upon our collective commitment to promoting the health and well being of our community. Whether it is volunteering your time, lending your insights, working collaboratively, or investing in our organization, you mobilize Peninsula Family Service to become more impactful, sustainable, and capable of creating the systemic change our region needs to thrive.

During the past year you helped us increase our impact, strengthen our community, and achieve amazing outcomes.



Senior Peer Counselors share a laugh during their final training session before graduation.



Briana enjoys an afternoon snack, one of three meals provided each day at our child development centers.



A Ways to Work loan helped Chris' family end their daily six-hour commute on the bus and spend more time together.



Teacher Margarita helps students at our Early Learning Center develop language skills in both Spanish and English.



Lydia graduated from our Second Careers Employment Program after earning a full-time position as a Financial Analyst.

10,000 PARTICIPANTS 99% 354,000 MEALS 3 MAJOR HEALTHCARE PROVIDERS

We touch the lives of 10,000 local children, families, and older adults each year. From our Second Careers Program in Hollister to our early learning centers in Daly City, our programs span a broad geographic area that includes four Bay Area Counties: San Benito, Santa Clara, Santa Cruz, and San Mateo.

Peninsula Family Service provides the only peer-counseling program of its kind for older adults in our region. Each year, we recruit, screen, train, and supervise nearly 100 older adults to assist more than 400 of their peers through one-on-one home visits and support groups. Ninety-nine percent of Senior Peer Counseling clients feel their counselor helped them cope with stress, overcome loneliness, and discover helpful community resources.

Nationwide cutbacks in federal support last year added to our organization's challenge to provide healthy, daily meals for all children at our 10 child development centers. Inspired by the importance of nutrition in the lives of preschool children, Foothill and Hillsborough auxiliary members launched a campaign to meet our \$100,000 fundraising need. Thanks to their efforts, we exceeded that goal by raising enough support to supply 354,000 meals to the nearly 500 children in our full-day, year-round programs.

Effectively serving the most populous state in America requires teamwork and collaboration. Peninsula Family Service partners with other organizations to minimize costs and maximize impact. Together with three major healthcare providers, we offer transition-of-care programs to older adults recently discharged from local hospitals who are at risk of readmission because of isolation, disabilities, or language barriers. These programs connect participants with counseling, hot meals, transportation, and other opportunities for ongoing health and wellness.

232 FAMILIES 4 LANGUAGES 859 OLDER ADULTS 18 OBJECTIVES

Seventeen years ago, Peninsula Family Service became the first Ways to Work provider in California, increasing access to jobs, education, and childcare by providing low-interest car loans to parents who do not qualify for traditional credit. In 2012, we expanded the program to include Santa Clara County. Last year, we issued loans that placed families on the road to personal and financial security, and helped 232 families improve their financial literacy and stability through educational workshops.

Nearly 43% of Californians speak a language other than English at home. We provide our programs in four languages—English, Mandarin, Spanish, and Tagalog—to ensure that our services are culturally competent and help participants overcome language barriers that could prevent them from reaching their full potential.

Americans are living and working longer than ever before. Peninsula Family Service meets the needs of our growing older-worker population through the Second Careers Employment Program. Last year, we helped 859 adults, age 55 and over, stay engaged in or re-enter the workforce by polishing their job skills, updating their résumés, and placing them in paid internships.

Peninsula Family Service engaged in a strategic planning process this year to envision our future and advance our efficacy. The resulting four-year strategic roadmap comprises six values, four goals, and 18 objectives to outline our footsteps. From expanding our program assessment tools to leading policy discussions throughout the community, these 18 objectives will increase our impact and sustainability.



A FAMILY'S FUTURE REIMAGINED

As a single mother, Alejandrina has relied on Peninsula Family Service for nearly 10 years. When each of her boys turned two, Alejandrina enrolled them in our Leo J. Ryan Child Development Center (CDC), where they thrived under the watchful eyes of Site Manager Liliya Sergiyenko and the center's staff.

Upon entering kindergarten, Alejandrina's sons transitioned to Club Leo J. Ryan to participate in after-school enrichment programs that foster creativity, empathy, and exploration. Inspired by Liliya and her staff, she joined the center's Parent Advisory Council and started taking college courses in early childhood education. "The early learning program doesn't just mean more opportunities for my sons. With them in school, I can go to college, become a teacher, and give something back to the program that gave so much to me," she said.

Leo J. Ryan CDC, one of 10 Peninsula Family Service early learning centers, offers opportunities to as many as 130 children each day. As one of the largest providers of subsidized early learning in San Mateo County, we reach out to families whose children are at risk of falling into the economic-achievement gap. Through a thoughtful curriculum, healthy meals, and strong family engagement, we help hard-working families reimagine futures to include college, financial stability, and a lifetime of success.

Now 10-years old, Alejandrina's oldest son, Alejandro, will soon be the first of his brothers to graduate from Club Leo J. Ryan and enter the exhilarating years of middle school; his time at the center has increased his chances of graduating high school and attending a four-year college. Alejandrina has many reasons to be proud of her boys, but also of herself. As her children reach new milestones, she too is prepared to advance her life and give other youngsters opportunities to succeed.

OUR AUXILIARIES

For over half a century, Peninsula Family Service has drawn support from its dedicated cadre of auxiliaries formed to bolster our mission of strengthening the community. Each year, auxiliary members host fundraising events, volunteer their time, and serve as ambassadors for our organization by raising vital funds and community awareness. We treasure their tireless dedication and take enormous pride in our decades of partnership.

FOOTHILL Though our most recent addition, Foothill Auxiliary has deep roots in sustaining Peninsula Family Service. Founding members of this south Peninsula group are daughters of the former Valley Auxiliary members who still donate spring baskets overflowing with gifts for teen parents and their children at Redwood High School. Foothill Auxiliary carries on this tradition of support through year-round activities, including their annual benefit, Holidays on a High Note. This unique, sell-out luncheon has become a mainstay holiday shopping event for many on the Peninsula.

*Last year, auxiliary members contributed more than **half a million** dollars to Peninsula Family Service and raised **\$187,000** for our childhood nutrition program.*

HILLSBOROUGH Our Hillsborough Auxiliary, longest standing of our current three, was launched in 1964 by founding members who remain active in the organization. Now comprising more than 150 members, the auxiliary hosts fundraisers, sponsors art projects for our preschool students, and plans holiday parties for older adults at our Fair Oaks Adult Activity Center. Members announce the secret theme of their annual gala at their yearly fall luncheon—this past year's being Diamonds are Forever, a celebration of the group's 50th anniversary. Hundreds of guests, including 14 past presidents, enjoyed dinner, dancing, and a thrilling live-auction and fund-a-need, raising a record level of support for Peninsula Family Service.

RED-CAR-BEL In the spring of 1968, members of the newly formed Red-Car-Bel—Redwood City, San Carlos, Belmont—Auxiliary brainstormed ideas for generating ongoing support for Peninsula Family Service. The result was The Family Tree, a volunteer-run, resale boutique in San Carlos for which success has necessitated two expansions to larger spaces on downtown Laurel Street. Thanks to regular donations of gently used clothing, accessories, and housewares, and the dedicated work of Red-Car-Bel volunteers, the boutique continues to provide sustainable support for Peninsula Family Service.

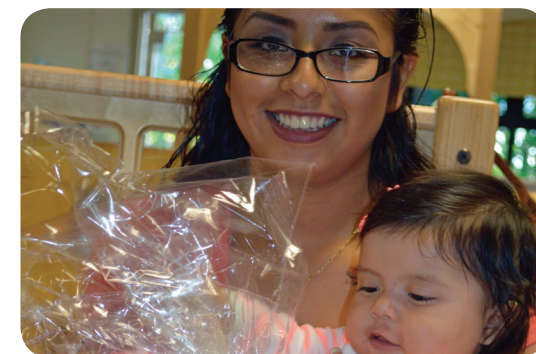
INVEST *in* OPPORTUNITY

www.peninsulafamilyservice.org/donate

DREW ALTIZER PHOTOGRAPHY



Foothill Auxiliary member Kris Forbes poses next to a beautiful tablescape at 2013 Holidays on a High Note



A teen mom and her daughter receive spring baskets from members of our former Valley Auxiliary

DREW ALTIZER PHOTOGRAPHY



Hillsborough Gala Chairs Elaine Smith, Julie Lev, and Joanne Goldstein



Our Executive Director, Arne Croce, is presented with a check from Red-Car-Bel Auxiliary by auxiliary co-president Linda Westerhouse.

AN OPEN ROAD MEANS OPEN DOORS

"I was working two jobs when the transmission went out on my old car," Kenya explains. A single mother of two, she relied on that car to get to work, drive her children to school, shop for groceries, and access other daily essentials. Unable to afford the expensive repairs and with a credit score that only qualified her for vehicle loans with double-digit interest rates, Kenya's tenuous hold on personal and financial stability was pushed to its breaking point.

Help arrived in the form of Peninsula Family Service's Ways to Work program. Last year, the program provided low-interest loans to 42 families, helping them purchase reliable used vehicles and begin the process of repairing their credit and building a strong

financial foundation. Kenya's loan was approved in April, and just two months later she drove her "new" Honda Civic to an interview at Kaiser Permanente, earning a life-changing position in their Adult Psychiatry Department.

A new job is just the beginning; Kenya knows the regular monthly loan payments will improve her credit score and eventually qualify her for another life-changing loan. "I'd like to buy a home someday," she says. "I'm going to get my credit up and then I can have a place to call my own." While our Ways to Work program helps Kenya achieve her dreams, she believes it is her daughters who will reap the greatest rewards. "At the end of the day, I'm not working three jobs just for me. Everything I do is for my daughters. I ask them to give me their very best because I'm doing everything I can to see them succeed."

OUR VOLUNTEERS

From our nation's largest corporations to local high schools, Peninsula Family Service draws on a diverse network of dedicated volunteers. Our organization relies on them to provide unique skillsets, tireless enthusiasm, and a deep commitment to our mission of strengthening the community. We were thrilled to welcome a record number of passionate individuals and groups into our programs this year by expanding existing partnerships and launching exciting new ones.

Since we assumed the Senior Peer Counseling Program in 2008, our list of volunteer counselors has expanded from 60 people to nearly 100, increasing the program's breadth and impact. In addition to adding Spanish-, Tagalog-, and Mandarin-speaking volunteer counselors, the program also serves lesbian, gay, bisexual, and transgender participants by offering truly diverse outreach to our community. Last year, Senior Peer Counselors donated thousands of hours of support and companionship to more than 400 adults age 55 and over through weekly one-on-one and group counseling sessions.

That same community spirit extends to our region's leading companies. We continued our two-decade-long relationship with Genentech by participating in its annual Genentech Gives Back Week, hosting two garden projects and meeting with Genentech subject experts to launch a comprehensive participant database. We also welcomed employees from companies such as Moody's Analytics, Pfizer, and Visa to our sites, where they sponsored parties for older adults, joined in circle time with our children, and donated hours of gardening, organizing, and playtime.

When it comes to playtime, no one has more practice than our youth volunteers. Each summer, young local philanthropists engage our children in conversations and activities that fuel social and cognitive development. This summer, we hosted volunteers from St. Ignatius College Preparatory, Mercy High School, the National Charity League, and other local high schools and organizations. While lending a hand in our classrooms, youth volunteers and their parents have the opportunity to lead special projects, putting their personal talents to work by teaching dance classes, leading sing-alongs, and coaching impromptu soccer games.

By growing our volunteer program, Peninsula Family Service is developing a network of supporters with a profound and lasting interest in our mission. Beyond donating their invaluable time and energy, our volunteers play a pivotal role as ambassadors for the participants whose lives they touch every day. We cannot begin to express our gratitude to the countless dedicated volunteers whose selflessness has made our organization the success it is today.



A Genentech volunteer helps a student at our Leo J. Ryan Child Development Center in South San Francisco plant basil seeds during Genentech Gives Back Week. The event included building two edible, learning gardens, kicking off a new emphasis on STEM – science, technology, engineering, and math – at our 10 child development centers.

\$26.34

*is the estimated value of one
volunteer hour in California in 2013.*

Senior Peer Counselors donated over

8,500

volunteer hours last year.

STRENGTHEN FINANCIAL STABILITY

www.peninsulafamilyservice.org/donate



ONE-HUNDRED YEARS of HEALTH and HAPPINESS

Ninety-eight-year-old Edna was born in 1915 on a train bound from Merced to Boulder Creek, and she has been on the move ever since. Though her days of working the family farm are behind her, Edna is not one to sit at home and while away the hours. Twice a week, she drives her bright-blue PT Cruiser from her home in Redwood City to yoga and tai chi class at our Fair Oaks Adult Activity Center. “I started bringing my father to the center more than 30 years ago,” said Edna. “After he passed away, I was having such a good time that I just kept coming.”

Peninsula Family Service was invited to assume operation of the older-adult program located at Redwood City’s Fair Oaks

Community Center in 2000. In the years following, we have redesigned the programs to better meet the needs of our region’s older adults, adding fitness classes, wellness workshops, and counseling. Last year, we helped maintain and improve the quality of life for more than 3,000 older adults through healthy meals, active living, and community connectedness.

For Edna, that mix has kept her independent, even after experiencing serious injuries. A recent fall at the grocery store left her with limited use of her right arm. “My balance is just fine, but I took a friend shopping and let him hold my hand to keep steady. He just tripped and fell right into me. Now I tell him to hold his own hand,” said Edna with a smile. More than ever, Edna is determined to keep active. “I even do hip exercises in bed! I’ll do whatever it takes to bring my great-great-grandbabies to their first day of kindergarten in the fall.”

OUR COMMUNITY PARTNERS

“Our mission is to find ways of addressing the health needs of the people living within our district, particularly our older and low-income populations,” said Lee Michelson, CEO of Sequoia Healthcare District. “Rather than hiring our own staff to duplicate or compete with groups like Peninsula Family Service, we feel the best way of achieving that mission is by supporting our local nonprofits and working together.”

Since 2007, Sequoia Healthcare District has partnered with Peninsula Family Service to provide our community’s older adults with programs that support healthy aging and connectedness, including yoga, tai chi, and soul-line dancing at our Fair Oaks Adult Activity Center. “This year, we are venturing into a new program area by funding the expansion of Peninsula Family Service’s Senior Peer Counseling Program, La Esperanza Vive [Hope Lives],” Michelson explains. “Part of that is recognition of the need for additional services for mono- or bilingual older adults, but it’s also an affirmation of our belief that Peninsula Family Service offers exceptional, quality programs.”

Early funding from the District enabled Peninsula Family Service to work with Applied Survey Research, a nonprofit social research firm, to develop a logic model and evaluation system that allows us to measure the impact of our programs at Fair Oaks. “In social services, it can be challenging to prove effectiveness because results are so qualitative,” says Michelson. “Peninsula Family Service is the only organization we work with that hires an outside evaluator to look at their results objectively. We have tremendous respect for their commitment to measurable outcomes.”

Thanks to collaborations with local organizations like Sequoia Healthcare District, Peninsula Family Service is able to serve more participants, develop stronger programs, and provide a greater breadth of services than we could alone. By combining our collective expertise and resources with our partners, we are utilizing teamwork to create strength and sustainability in our community.

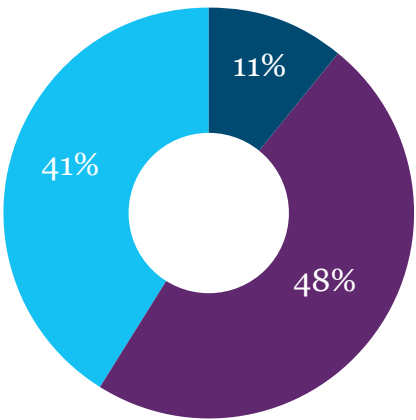
“As our county’s older adult population continues to grow, preventive programs addressing the health, function, and quality of life for that group are increasingly critical. Our support of Peninsula Family Service ensures older residents, particularly low-income and minority populations, receive the support needed to lead healthy, stable, happy lives.”

– Pamela Kurtzman, Director of Grants and Programs, Sequoia Healthcare District



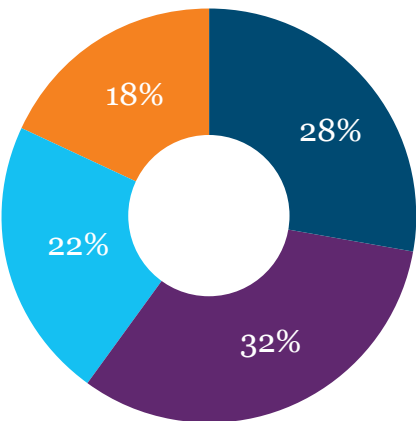
Pamela Kurtzman and Lee Michelson, of Sequoia Healthcare District, stand behind the daily schedule at our Fair Oaks Adult Activity Center.

FAIR OAKS ADULT ACTIVITY CENTER PARTICIPANTS



AGE

- 55-64
- 65-74
- Over 75



YEARLY INCOME

- <\$12,000
- \$12,001 - \$24,000
- \$24,001 - \$36,000
- >\$36,000

INVEST in WELLNESS

www.peninsulafamilyservice.org/donate



A LEGACY of SUPPORT and LEADERSHIP

This past year, Peninsula Family Service lost a number of longtime friends and supporters, many of whom played key roles in building our organization's ability to reach ever greater numbers of individuals in need. One of those people was a respected board member, thoughtful donor, and above all else, an outstanding friend. Ed Seipp stood beside Peninsula Family Service for thirty years, and along with his wife Annie, provided invaluable support and guidance. His recent bequest to our organization will continue to enhance our capacity to offer children, families, and older adults the building blocks for healthy, stable lives.

"Ed Seipp was very generous to so many organizations over the years. We are touched he remembered us in such a meaningful way," said Ruth Wisnom, honorary life board member. "The

Seipp family's legacy with Peninsula Family Service lives on in thousands of our participants whose lives will be enhanced through this exceptional investment."

Ed's gift highlights the invaluable importance of our Legacy Partners and the critical role they play in Peninsula Family Service's success. We treasure the opportunity to pay tribute today to those who have informed us they have included Peninsula Family Service in their estate plans. Through wills, trusts, annuities, retirement plans, life insurance, and other planned giving opportunities, donors can create an exceptional legacy and a remarkable future for our organization.

Please contact Peninsula Family Service if you have remembered us in your estate plans; we would love to add you to the growing group of supporters who comprise our wonderful Legacy Partners.

IMPROVE LIVES • BUILD FUTURES • STRENGTHEN COMMUNITY

The title above highlights what you accomplish through your investments in Peninsula Family Service. Last year, nearly 700 individuals, foundations, and corporations contributed more than \$2 million to support life-changing early education, stabilize low-income families, and improve quality of life for older adults. Your passions and backgrounds are as unique as the ways in which you lend your support, and we are grateful for the impact you make on our community through your steadfast dedication.

This past year we launched our sustainable giving circle, PFS Opportunity Partners, and celebrated the generosity of our inaugural donors, Barbara and John Evers. For years, the Evers' have made monthly gifts to Peninsula Family Service. With the simple click of a mouse, they recently automated their contribution through our website, providing a sustainable source of funding that enables Peninsula Family Service to budget efficiently and effectively. Thank you Barbara and John for continuing your dedicated support and becoming our first PFS Opportunity Partners!

We also participated in our region's first online giving day, enthusiastically joining hundreds of local nonprofits for "Silicon Valley Gives." On May 6, more than 100 donors combined their impact with matching gifts from partners such as the Nelson Fund and the J.H. Robbins Foundation, to raise almost \$40,000 in a single 24-hour period.

Do cars have hearts? Yours will when you donate it to Peninsula Family Service! This year, we partnered with Cars with Heart to make it easy to donate your used car, boat, RV, and other vehicles. Judy Swanson, our immediate past board chair, contacted Cars with Heart to schedule a pick-up for her vehicle. Cars with Heart handled all the paperwork and tax forms, and the sale of Judy's car provided a generous gift to our programs.

However you choose to give, you inspire Peninsula Family Service to continue innovating, adapting, and expanding to meet the diverse needs of our community. Your unwavering support has enabled us to provide our neighbors with vital programs and services for more than six-decades, and your continued passion will drive us toward reaching our visionary goals.



Our inaugural PFS Opportunity Partners, Barbara and John Evers, recently automated their monthly gift by using our online giving form. The sustainable giving circle provides a reliable source of funding that drives Peninsula Family Service toward reaching our visionary goals.

"Barbara and John Evers personify the goals and values of PFS Opportunity Partners. They are committed supporters, champions of the community, and dedicated to giving everyone the opportunity to succeed. We couldn't be more proud that they chose to become our inaugural PFS Opportunity Partners."

*– Arne Croce, Executive Director,
Peninsula Family Service*

Last year, nearly **700** individuals,
foundations, and corporations contributed more than
\$2 million
to support our life-changing programs.

In 2013, we began an exciting journey to increase the sustainability and impact of our organization. To achieve our ambitious goals, we asked our vast network of participants, staff, board, partners, auxiliaries, donors, and volunteers to join us in what would become a nearly year-long strategic planning process.

We invited hundreds of our stakeholders to share their insights during individual and group interviews, and encouraged our entire community to join the discussion through online surveys. The results were clear; when our neighbors think of Peninsula Family Service, they think of community.

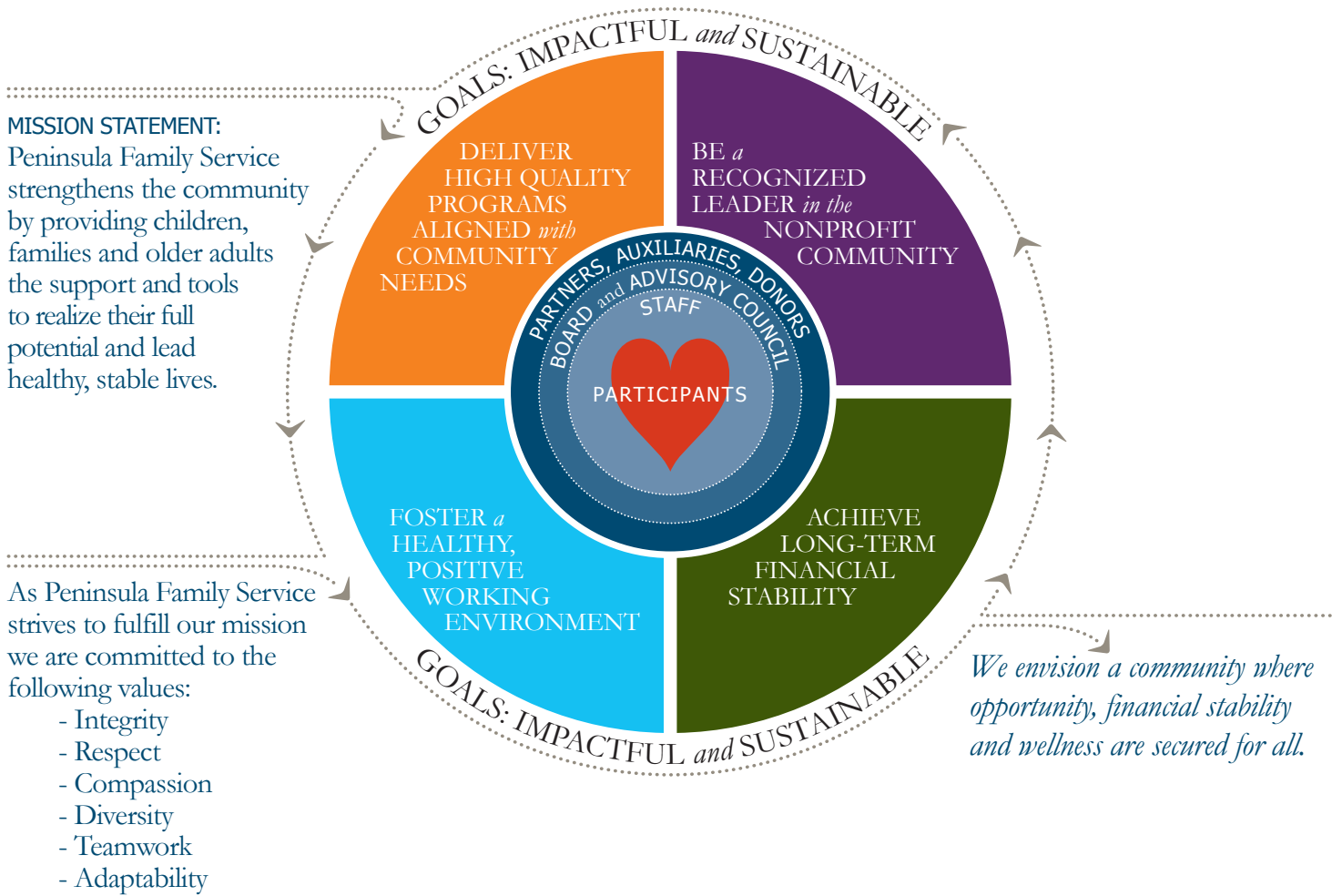
Together, we crafted a new mission and vision that refocuses and revitalizes our commitment to strengthening the community, and established six organizational values to guide us along the way.

Adaptability, one those new values, has enabled Peninsula Family Service to evolve by adjusting our programs to meet developing needs in our region. We asked 18 leaders in the local government, public benefit, and philanthropic communities to share their thoughts on program trends, local issues, and emerging funding

opportunities in our three core service areas of early learning, older adult services, and financial empowerment. We also delved into a dual bottom line analysis that allowed us to maximize program impact with the objective of achieving financial stability.

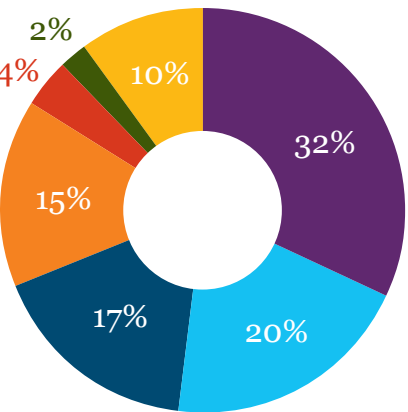
The results of our efforts include a roadmap comprising four primary goals along with 18 strategic objectives to help us reach them over the next three to four years. We will increase our impact and sustainability by delivering high-quality programs aligned with community needs, becoming a recognized leader in the nonprofit community, fostering a healthy, positive working environment, and achieving long-term financial stability. Our strategies will guide us in achieving milestones such as developing an integrated participant database and leading regional policy discussions to create systemic change.

Now that we have a plan, we need your help putting it into action. Join an auxiliary, volunteer your time or advice, collaborate on a program, or make a transformative gift. However you choose to invest, know that your support of Peninsula Family Service creates a stronger community today, tomorrow, and for decades to come.

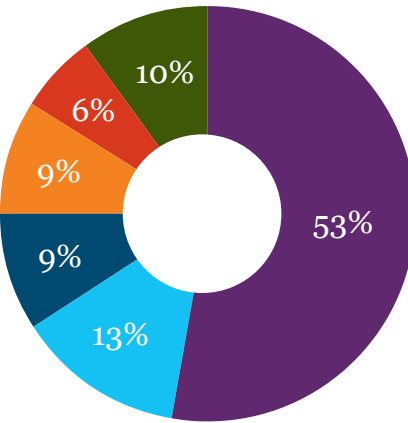


Peninsula Family Service collaborates with a large number of federal, state, and local partners as well as individuals, auxiliaries, foundations and corporations to provide services to our region’s children, families, and older adults. We are proud to be a good steward of funds received, and continue to build our financial stability on behalf of our program participants.

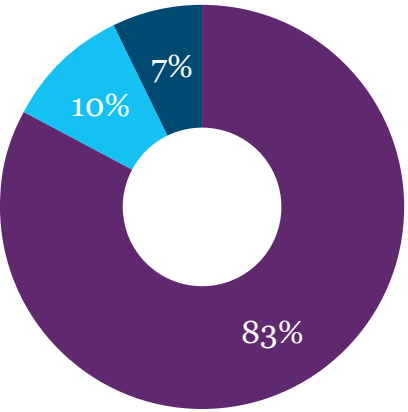
2014-15 OPERATIONAL BUDGET



REVENUES	
State Contracts	\$3,719,188
Federal Contracts	\$2,346,305
Grants & Contributions	\$2,019,078
Local Contracts	\$1,801,820
Client Fees	\$424,075
Endowment & Building Funds	\$223,696
In Kind Revenue	\$1,127,492
Other Income	\$1,000
TOTAL	\$11,714,132



EXPENSES	
Early Learning	\$6,153,340
Financial Empowerment	\$1,580,152
Older Adult Services	\$1,075,511
Management	\$1,045,295
Fundraising	\$731,342
In Kind Expenses	\$1,127,492
TOTAL	\$11,714,132



DISTRIBUTION of EXPENSES	
Program	83%
Management	10%
Fundraising	7%

BOARD OF DIRECTORS

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City Manager, City of Daly City

Dayna Sumiyoshi
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Realtor, Alain Pinel Realtors

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Community Volunteer

Douglas Magowan
Financial Services, Franklin Templeton

Karen Malekos-Smith
Director of Donor Relations, Mills-Peninsula Hospital Foundation

Betsy Pace
Management Consultant and Coach

Al Royse
City Councilman, City of Hillsborough; Retired Partner, Deloitte & Touche, LLP

Kristen Sandifer
Licensed Clinical Social Worker

Austin Sellery
Retired, former Superintendent of San Mateo Union High School District

G. Bradley Tuthill
Vice President, Private Wealth Management, Goldman, Sachs & Co.

Tom Vocker
CPA, Vocker, Kristofferson & Co.

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Executive Director

Maria Chavez
Executive Coordinator

Heather Cleary
Chief Financial Officer

Kathleen Espino
Director of Human Resources

Marie Fox
Director of Development

Susan Houston
Director of Older Adult Services

Rob Lajoie
Director of Financial Empowerment

Christy Rodgers
Director of Child Development and Education

We are proud that
100%
of our Board of Directors
donate their time
and invest financially
in our organization.

MISSION

Peninsula Family Service strengthens the community by providing children, families, and older adults the support and tools to realize their full potential and lead healthy, stable lives.

VISION

Peninsula Family Service envisions a community where opportunity, financial stability, and wellness are secured for all.

VALUES

*Integrity
Respect
Compassion
Diversity
Teamwork
Adaptability*



Peninsula Family Service

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Thank you to Board Member Kristen Sandifer for serving as the primary photographer of our 2014 Annual Report, and to The HELLO Studio for their integral role in designing it.