Years of extraordinary opportunities
MADE POSSIBLE BY YOU
2015 ANNUAL REPORT
Peninsula Family Service
Throughout this annual report you will see inspiring examples of the impact you have on the lives of those we serve.

— Arne Croce, Executive Director

65 Years of Extraordinary Opportunities Made Possible by You

Over the decades, Peninsula Family Service has been honored to welcome thousands of neighbors into our family. Now, in our 65th year of service, we celebrate all you make possible.

On this landmark occasion, we look not to our past—but toward our future. Our programs are more impactful and sustainable than ever, and our continued focus on measurable results paints a clear picture of progress: we are moving the needle. Cycles of debt and instability are being disrupted, older adults are forming strong connections, and opportunities for quality education are spreading to the neighborhoods that need them most. Our community is becoming stronger, and it is all because of you.

Last year, we strengthened the lives of 10,000 children, families, and older adults in four Bay Area counties.
Dear Supporters,

This is not your ordinary classroom. This is where sparks of curiosity are kindled. It is the beginning of a path full of opportunities. This is where boys, girls, mothers, fathers, teachers, and friends become stronger families. And it is all possible because of you.

For 65 years, you and your neighbors have helped vulnerable members of our community overcome adversity using the most powerful tool possible: family. You joined mothers and fathers in giving their children futures defined not by their zipcodes but by their limitless potential. You rallied to help parents become stable enough today to dream about tomorrow. You stood beside men and women growing older without families nearby and said, “You are not alone.”

I ask you to open your hearts once again and to be the person who not only stands against adversity, but also inspires others to do the same. For your investments these past few decades, I extend my most heartfelt thanks and my hope that you will continue creating a more resilient, vibrant community through the power of family.

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

For 65 years, you and your neighbors have helped vulnerable members of our community overcome adversity using the most powerful tool possible: family.
In the span of just two years, Agnes faced cervical cancer, breast cancer, and the abrupt conclusion of her 23-year marriage. Decades spent helping build her husband’s business—never worrying about setting a paycheck to herself—disappeared as quietly as the clothes from his closet. Tired, alone, and unable to find employment, Agnes stood on the tipping point between independence and instability. She was 62-years-old.

Still undergoing daily radiation, Agnes reached out to our Second Careers Employment Program and was soon placed in a paid internship as a greeter at the San Mateo Medical Center. As her strength returned, so did her confidence. When a sales position opened at Late Bloomers, a boutique dedicated to the needs of breast cancer survivors, Agnes was ready. Through Second Careers, Agnes received three weeks of on-the-job training—funded by the National Council on Aging and donors like you—and the opportunity to show off her strengths.

Today, Agnes’s cancer is in remission and her new job at Late Bloomers provides much needed financial stability. Her outlook on life is brighter than ever: “I am blessed. I have my family, my job, and the support of my community and organizations like Peninsula Family Service. I am lucky to have so much to be thankful for.”

Unexpected ENCORES

During the past year, nearly 200 older adults were placed in paid internships thanks to your support.

REEMPLOYMENT RATES

Average reemployment rate for workers age 55 years and older:

15%

42%

of Second Careers participants achieve reemployment
Joan is the bright spot in the life of an isolated older adult, using the simple tool of conversation to ease the aches and pains of aging.

For Melvin*, one of Joan’s clients who has chosen to remain closeted within his senior living community, her weekly visits are a rare chance to be himself. Countless LGBT older adults go back in the closet upon entering long-term care facilities, fearing discrimination, lack of acceptance, and even bullying. With increased odds of being single and without children or supportive families, many LGBT elders become disconnected and depressed.

That’s where Joan comes in. During her six-week volunteer training, she honed her listening skills, learned how to connect her clients with local resources, and discovered the best ways to break down social barriers. “We’re all getting older,” Joan admits, “but there’s no reason why anyone of us should have to walk that path alone.”

*Name changed to protect privacy

$75 trains a volunteer to provide Senior Peer Counseling. Help every generation live better together by visiting www.peninsulafamilyservice.org/donate

548 older adults were connected with a Senior Peer Counselor last year

Finding PRIDE
It’s a Thursday afternoon, and class is in session at Josefina’s small home in San Mateo. Her son Hosea sits on her lap as they slowly turn the pages of a picture book. “Qué es esto? What is this?” she asks, pointing to a horse. Next to her on the couch, the family’s Case Manager, Claudia, sits beaming. The family is part of our home-based Early Learning program, an approach that empowers parents to be their children’s first teachers. For nearly a year, Claudia has made weekly visits to the family’s home, providing one-on-one coaching to help Josefina build a strong foundation for Hosea’s early development.

“Parents, family, these are the most important parts of a young child’s life,” explains Claudia. “So, we open their eyes to opportunities to teach their children at the grocery store, the park, cooking dinner. We show them that learning does not begin or end at the classroom door.” That unique approach means Claudia doesn’t lead activities during her visits. Instead, she makes sure Josefina has the support she needs to take charge. During today’s lesson, Hosea is meowing and mooing his way toward better speech—the easy animal sounds helping him learn to form more complex words.

Between the “classroom” activities, Josefina and her son are forming a bond crucial to his future success. With his mom by his side, Hosea is gaining the confidence and self-esteem he will need to accomplish the unbelievably great things he is capable of.

At HOME

We open their eyes to opportunities to teach their children at the grocery store, the park, cooking dinner. We show them that learning does not begin or end at the classroom door.
Dear Friends,

In 1950, Peninsula Family Service opened our doors to families struggling to adjust in the wake of World War II. Having traded their hometowns for military bases and shipyards, west coast newcomers found themselves far from the friends and relatives they often turned to for support. Now, 65 years later, we continue to support families and individuals seeking to build better lives.

Together with you, our own support network, we are stabilizing the lives of our neighbors facing adversity. This past year, we turned to you countless times for priceless guidance and crucial investments in our shared mission of creating a strong, robust community. You make it all possible. You are behind every child who enters kindergarten with a voracious curiosity, every hard-working parent’s paid-off debt, and every older adult’s roar of laughter.

On behalf of Peninsula Family Service and the thousands of people whose lives you have forever changed, I offer our deepest gratitude. I hope you will invite us to stand with you once again as you lead our community toward a future where opportunity, financial stability, and wellness are secured for all.

Arne Croce
Executive Director, Peninsula Family Service

Long-term relationships are rarely full of surprises, but after a combined 118 years together, our auxiliaries continue to amaze us. This past year, our Foothill, Hillsborough, and Red-Car-Bel Auxiliaries donated a staggering total of more than $600,000. Members are truly invested in lending a hand-up to neighbors in need, not only as donors themselves, but also as some of our most passionate advocates and skilled fundraisers.

From signature events including jaw-dropping florals, dazzling boutiques, and a black-tie gala, to the steadfast management of an iconic vintage store — and countless small acts of kindness in-between — our three auxiliaries go the extra mile to support local children, families, and older adults.

This past year, our Foothill, Hillsborough, and Red-Car-Bel Auxiliaries donated a staggering $600,000.
“The partnership gives our employees important opportunities to make a difference in our local community and connect with colleagues in the spirit of giving.”

- Ian T. Clark, Chief Executive Officer of Genentech and Head of North American Commercial Operations.

Genentech
GIVES BACK

Cue the trumpets and applause! We are incredibly proud to name Genentech as our 2015 Community Partner of the Year. Our relationship with the biotech giant began in 1991 with a $1,500 sponsorship of our Hillsborough Auxiliary’s Gala. This year, the company invested their time and philanthropic dollars through impactful grant making and priceless volunteer hours.

“Work hard. Play hard. Give back.” Splashed across volunteer T-shirts, the tagline for Genentech Gives Back Week perfectly sums up the company’s multi-dimensional approach to strengthening our community. In April, the Genentech Foundation awarded $15,000 to our Second Careers Employment Program to help older workers find the jobs they need to remain independent. Just a few months later, the company lent us as many as 80 wonderful volunteers for their annual Gives Back Week. Included in the event was a special “Give Skills Sprint” during which Genentech employees guided our staff through a capacity building project.

Thank you Genentech for your decades of support and inspiring commitment to creating the Bay Area we are proud to call home.

Sweat
EQUITY

If the growth of our volunteer program is any indication, the Bay Area is more philanthropic than ever! Over the past year, we have welcomed countless individual volunteers into our child development centers and handfuls of corporate groups to our sites. The result is breathtaking new outdoor murals, cleaner classrooms, thriving gardens, happier children, more connected older adults, and a stronger community for everyone to call home.

To all of those who have invested their time, sweat, and passion in our programs, we give our deepest, most profound thanks. Because of you, thousands of your neighbors are stepping from the shadows to live a life where opportunity, financial stability, and wellness are within reach.

This year, Genentech invested their time and philanthropic dollars through impactful grant making and priceless volunteer hours.

| $26.87 | the average value of a volunteer hour in California. |

During Genentech Gives Back Week, more than 80 volunteers helped turn our headquarters into a vibrant, welcoming space for those we serve.
Our FINANCIALS

Peninsula Family Service collaborates with a wide range of federal, state, and local partners, as well as individuals, auxiliaries, foundations, and corporations to support our community’s most vulnerable populations. We are proud to be a good steward of funds received, and continue to focus on sustainability and financial stability on behalf of those we serve.

For our audited financials and 990 form, please visit www.peninsulafamilyservice.org.

2015-2016 OPERATIONAL BUDGET

Donor LISTING

Pensiln Family Service is grateful to everyone, organization, company, and foundation that invested in improving the lives of families from July 1, 2014, through June 30, 2015. We hope you take great pride in the inspiring outcomes you see within the pages of this annual report. Each story of success is only possible because of you. Included in this listing are those who have contributed through our dedicated auxiliaries. Together, we are creating a community with opportunity for all.

We took great care to ensure the information below is correct. We sincerely apologize for any errors or omissions and ask you to please bring them to our attention by calling 650.403.4300.

We are proud to be a good corporation to support our community’s most vulnerable populations. We are proud to be a good corporation to support our community’s most vulnerable populations.

Challenge Met

Donors Triple their Impact with Help from Sobrato Family Foundation

Last summer, our supporters accepted a huge challenge. Come together to raise more than $180,000 in new or increased gifts to earn a nearly $170,000 match from the Sobrato Family Foundation. The catch? The clock was ticking; there was just one year to hit that five-figure goal and earn the match.

For the past seven years, the Sobrato Family Foundation has spurred Peninsula Family Service to think big. Through Challenge Grants, the Foundation provides vital unrestricted funding while matching donors to double the opportunity to make a bigger impact than ever before. With a 2:1 match on the line—tripling the impact of each gift—it’s up to our supporters who had the power to meet the challenge and change lives.

During the past year, 368 new donors joined our family and 108 longtime investors gave more than ever before. Together, they blew past our goal and earned the matching gift. Thank you to all of our wonderful supporters who met the challenge, and to the Sobrato Family Foundation for the chance to triple our impact!
Planning for a Lasting Legacy with John

John Carver has been investing in Peninsula Family Service for over 40 years, and the decision he made will ensure his impact is felt for decades to come. As a member of our Legacy Partners, John is encouraging others to join him in planning for a Lasting Legacy with Peninsula Family Service.

John became familiar with Peninsula Family Service through the leadership of our Executive Director, Penny Sandberg, who introduced him to Peninsula Family Service by the encouragement of dedicated supporter Ruth Wisnom. He was introduced to Peninsula Family Service by the encouragement of dedicated supporter Ruth Wisnom. He was introduced to Peninsula Family Service by the encouragement of dedicated supporter Ruth Wisnom. He was introduced to Peninsula Family Service by the encouragement of dedicated supporter Ruth Wisnom.

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To start your own fundraising campaign, visit www.peninsulafamilyservice.org/campaigns.

To learn more about Peninsula Family Service and how you can help, please visit www.peninsulafamilyservice.org.
None before has it been this easy to turn your unwanted vehicle into vital funding for Peninsula Family Service. Thanks to our partnership with Cars with Heart, you can now make a tax-deductible donation of your car, boat, RV, or other vehicle with just a phone call or mouse click. Since the program debuted last year, vehicle donations have brought in more than $13,000 in life-changing support.

Create Much
Unwanted Cars
www.carswithheart.com
206.585.2412

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Rebecca Stirn
Emily Sprague
Gwendolyn Mitchell
Susan Houston
Carla Fondrick
Bonnie and Mel Goldman
Jane Arita
Anonymous
Jane and Anthony Ellis
Ruth Wisnom
Charles Wallace
Agneta Turner
Dayna Sumiyoshi
Rebecca Stirn
Emily Sprague
Gwendolyn Mitchell
Susan Houston
Carla Fondrick
Bonnie and Mel Goldman
Jane Arita
Anonymous

Visit Peninsula Family Service for more information. 650.403.4300 ext. 4419 or Ext. 4419

Make a tax-deductible donation of your car, boat, RV, or other vehicle with just a phone call or mouse click. Since the program debuted last year, vehicle donations have brought in more than $13,000 in life-changing support.

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

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