

2015 ANNUAL REPORT





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.

Throughout this annual report you will see inspiring examples of the *impact you have* on the lives of those we serve.

n An Extraordinary Classroom

A Letter from Board Chair Pat Martel

12 Genentech **Gives Back**

Our 2015 Community Partner of the Year

- Arne Croce, Executive Director

Last year, we strengthened the lives of

children, families, and older adults in four Bay Area counties.

Unexpected Encore

Peer Counselors ease transitions Agnes overcomes the odds to start a second for LGBT seniors

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Finding Pride

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At Home

Home-based program turns living room to classroom

Just Like Family

A Letter from Executive **Director Arne Croce**

Leading Ladies

Our auxiliaries lead the charge toward greater impact

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career at age 64

Volunteers take hands-on approach to philanthropy



How we steward funds received



The men and women who make it all possible



Our Board of Directors

This is not your **ordinary** classroom. This is where sparks of curiosity are kindled.



2 PENINSULA FAMILY SERVICE

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.



Two or more people who share goals and values, and have long-term commitments to one another.



Unexpected ENCORES

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 writing 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."

Through Second Careers, Agnes received on-the-job training and the opportunity to show off her strengths.

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

\$75

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

Finding PRIDE

Ask Joan what she talks about with her Senior Peer Counseling clients and she'll point to her knee. "Battle scars," she says with a laugh, "knee replacements, arthritis, medications that are working and ones that aren't." She is one of 131 volunteer Senior Peer Counselors who participated in our program this past year, and among a special handful who work specifically with lesbian, gay, bisexual, and transgender clients. Each week, Joan and her fellow counselors are bright spots in the lives of our diverse English, Mandarin, Spanish, and Tagalog speaking clients, 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

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.





HOME

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.

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.

\$50

funds a home-visit for a child like Hosea. Make an investment in his future by visiting www.peninsulafamilyservice.org/donate

Parent engagement is the

number

predictor of future academic achievement

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 paidoff 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*



More than 800 generous partners invested in our shared mission of creating a strong community last year.

You are behind every child that enters kindergarten with a voracious *curiosity*, every hard-working parent's paid-off debt, and every older adult's roar of laughter.

Leading LADIES

and skilled fundraisers.



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

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

Hillsborough Auxiliary's 2014 Gala Chairs present their amazing fundraising total for the year





Event Chair Kris Forbes with a tablescane at Foothill Auxiliary's annual luncheon, Holidays on a High Note.



Janet Martin, former Hillsborough Auxiliary President, kicks off the program at the Auxiliary's 2015 Gala.

Foothill Auxiliary members don ugly sweaters for a holiday meeting.





ning Red-Car-Bel Auxiliary President Lind Vesterhouse with our Executive Director, Arne Croce

"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.

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

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 more than 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.





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



Linda makes weekly visits to our Leo J. Rvan CDC t maintain the gardens (with the students' help)

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.

\$26.87

the average value of a volunteer hour in California.

> Students from North Shoreview Montesso joined us for their third year of volunteeri





Heffernan Insurance lends a hand at our Haven CDC

Rinat-Pzifer spent the day polishing our Leo J. Ryan CDC.





Volunteer Senior Peer Counselors pose for a photo after graduating from our training program

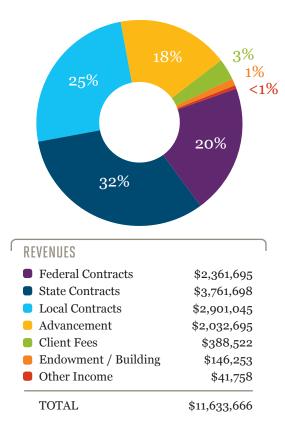


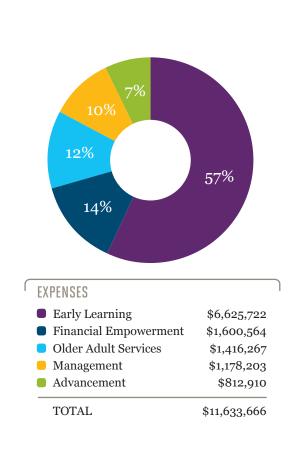
The San Mateo Alumnae Club of Pi Beta Phi ioin in outdoor i after reading books with our preschoolers.

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

2015-2016 OPERATIONAL BUDGET





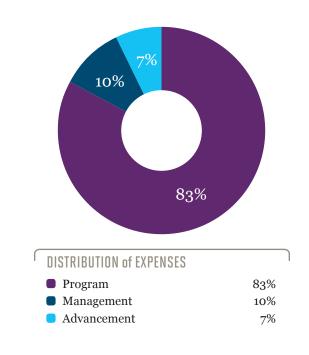
steward of funds received, and continue to focus

on sustainability and financial stability on behalf

For our audited financials and 990 form, please

visit www.peninsulafamilyservice.org

of those we serve.



Donor

Peninsula Family Service is grateful to every this listing are those who have contributed through person, company, foundation, and organization our dedicated auxiliaries. Together, we are creating that invested in improving the lives of families from a community with opportunity for all. July 1, 2014, through June 30, 2015. We hope you *We took great care to ensure the information below* take great pride in the inspiring outcomes you see is correct. We sincerely apologize for any errors or within the pages of this annual report. Each story of omissions and ask you to please bring them to our success is only possible because of you. Included in attention by calling 650.403.4300.

Visionary Circle (\$100,000+)

Hillsborough Auxiliary Kenneth Olivier and Angela Nomellini Second Harvest Food Bank of Santa Clara and San Mateo Judy C. Swanson

Heart of Gold Circle (\$25,000+)

Inger and Norbert Bischofberger City of Redwood City County of San Mateo Crescent Porter Hale Foundation Dignity Health Seguoia Hospital Foothill Auxiliary Mrs. Phyllis K. Friedman Hurlbut-Johnson

Charitable Trust Audrev and Roland Lampert Lorry I. Lokey Donor Fund The Middleton Foundation Betsy and Bill Pace Peninsula Health Care District Red-Car-Bel Auxiliary Robie Spector

LISTING

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Director's Circle (\$10,000+)

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Leadership Circle (\$1,500+)

Lori and Jeff Adams Patricia and Steven Anderson Anderson Yazdi Hwang Minton & Horn Anonymous Marianne and Jim Arbeed

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 \$80,000 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 offering donors the opportunity to make a bigger impact than ever before. With a 2:1 match on the line tripling the amount of each gift—it was 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 long-time 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!

Friends Become Catalysts for the Future

funding on which we can scale our efforts and mee

Leigh Ann and Henry Bandet Anne and Nick Baxter Linnell and Bob Binn Liat and Christopher Bishko Carolyn and Curtis Brown Ana and Scott Brubaker Joanna and Paul Bruso Susan and John Carver Elizabeth Chung Jude Thornton-Clark and Ian Clark Carol and Arne Croce Danford Foundation Joyce and John de Russy Suzy and Jim Denney Nicole Douglas Shawna and Michael Droese Elizabeth Duff and Jeff Turnbaugh Jane and Anthony Ellis Carmen and Bill Ericson Barbara and John Evers Martha and Robert Falkenberg Jill and John Flvnn Carla Fondrick and Paul Auric Marie Fox and George Ellison Pandy and John Garvic Carl Gellert and Celia Berta Gellert Foundation Paula and William Gilmartin Mr. John Hamilton III Joyce and Bill Hetts Wally Holly Khristine and Gordy Holterman Jane and David Jackson Elizabeth and Warren Jenson Kaiser Foundation Hospitals Marguerite and Don Klaiss Diane Kounalakis and Jeff Baxter Linda and Richard Leao Julie and Andrew Lev Nancy and Torstein Lund Natalie and Ron Lynch Runa and Tom Magowan Patricia E. Martel Charlotte and Jeffrev McFadder Meg and Stu McLaughlin Betsy Jo and Michael Murray Cheryl and Vincent Muzzi Angela and Patrick O'Connor OneSource Office Systems

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Planning for a Lasting Legacy with John

John Carver has been investing in Peninsula Family Service for 20 years, and the decision he just made will ensure his impact is felt for decades to come. As a member of our Legacy Partners, John joins donors carrying on their philanthropic vision through estate gifts.

Introduced to Peninsula Family Service by the encouragement of dedicated supporter Ruth Wisnom, John quickly made his mark through generous investments and thoughtful leadership. Over the years, he has served on our Board of Directors and Advisory Council, offering priceless guidance to our organization and immeasurable support to families in need.

"Through a charitable remainder trust, I can make a meaningful donation, receive a lifetime income, and a charitable deduction upon creating the trust," John explains. "I wanted to invest in an organization with real staying power and Peninsula Family Service has that in spades."



Amazing Opportunities Created Each Month by Victoria

When it comes to giving back, Victoria and her family want a close connection with the and I started off in the National Charity League, and we chose to volunteer with Peninsula Family Service because it offered an Victoria explains. "I wanted my own kids to experience first-hand the impact these kinds of

family to become Opportunity Partners. funding for Peninsula Family Service. "It us to realize we wanted to make a long-term commitment," says Victoria. "As Opportunity Partners we get to show our support every

Interested in joining Victoria and her family? Visit

OPPORTUNITY PARTNERS:

Lori and Jeff Adams Miki and William Armstrong Linnell and Bob Binn Paulette and Andrew Bundy Victoria Chiongbian and Ramon Khu Heather and Colin Cleary Joyce and John de Russy Barbara and John Evers Marie Fox and George Ellison Nora Harkin

Jamie and Sinclair Hwang Elizabeth and Warren Jensor Natalie and Ron Lynch Linda and Lee Michelson Rachel and Gerald Monaco Maria and Danny Reyes Alvin Royse Shari Rubin-Rick and Evan Rick Vivienne and Moez Virani Diane and Tom Vocker



Victoria Chiongbian and her daughters pose for a photo while volunteering.

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