



Peninsula  
Family Service

# Opening Doors, Changing Lives

2018 ANNUAL REPORT





## 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



*We envision a community where  
opportunity, financial stability, and  
wellness are secured for all.*



## VALUES



*Integrity  
Respect  
Compassion  
Diversity  
Teamwork  
Adaptability*



# TABLE *of* CONTENTS

**5**

A Message from our Leaders

**6**

Early Learning

**8**

Financial Empowerment

**10**

Older Adult Services

**12**

Lifetime Achievement Award Winners

**13**

Community Partners of the Year

**14**

Engagement Survey

**15**

Financials  
The Sobrato Challenge is Back!

**16**

Upcoming Events  
Strategic Plan

**18**

Planning for a Lasting Legacy  
In Memoriam

**19**

Donor Listing

**23**

Board of Directors

## *Peninsula Family Service Locations*

Opening doors and changing the lives of our neighbors across the Peninsula.



**EARLY  
LEARNING**



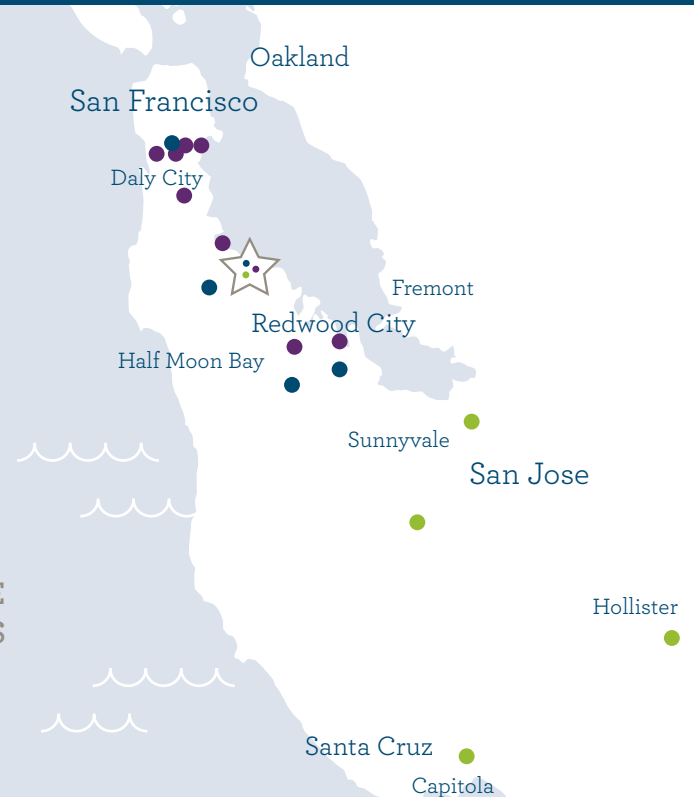
**FINANCIAL  
EMPOWERMENT**



**OLDER  
ADULTS**



**PENINSULA  
FAMILY SERVICE  
HEADQUARTERS**



# OPENING DOORS, CHANGING LIVES



Ruth Wisnom, 2017 Lifetime Achievement Award Winner

*Welcome to our 2018 Annual Report. Every edition is very special because of what it represents — a sample of the opportunities your support and partnership provide to the most vulnerable members of our community.*

*In these pages you will find inspiring stories. True examples of the transformation that occurs when determination and hard work meet opportunity. We invite you to read on and learn our stories. Each one is a door to new potential that you helped unlock. Some names and faces may look familiar, some may not. But they all have one thing in common — thanks to you, they now have hope for a better tomorrow.*

*So many of our neighbors who once felt there was nowhere to turn, that they had no options, and*

*who only found closed doors, are now on the path to stability and success. And thanks to you, they are now able to dream, set goals for themselves, and work hard to attain them. You gave them back their dignity and their pride. You gave them hope.*

*The time you have invested by volunteering, the generous contributions you provide, and the deep commitment to our mission you have shown by championing Peninsula Family Service are what make these stories possible.*

***Together, We Are  
Opening Doors,  
Changing Lives.***



# A MESSAGE FROM OUR LEADERS

*In September of 2017, Peninsula Family Service embarked on a journey of reflection and discovery to map the course our organization will follow over the next four years.*

*We gained valuable insights through engaging discussions, key stakeholder meetings, participant groups, and staff and donor surveys. With the assistance of subject matter experts, we transformed this knowledge into actionable goals and key performance indicators (KPIs) to track our progress on this journey.*

*The Peninsula Family Service Strategic Plan FY 18-22 was made possible through the hard work and collaboration of program participants, staff members, donors, volunteers, and our leadership groups. From deep in our hearts, we thank you. We are grateful for your valuable feedback and your participation in this exercise of introspection and growth.*

*Looking deeply at who we are as an organization and reflecting on our values, especially those of adaptability, teamwork, and diversity, have helped us gain a clearer perspective of how we can continue to make a difference in the lives of our neighbors and become a catalyst of change at the highest possible levels.*

*This is the vision we share — A Peninsula Family Service that adapts and grows, that*

*is known and respected on the Peninsula and beyond. An organization that community and tech leaders recommend, engage with, and support. An advocate that galvanizes the public about issues that affect us all and informs policy makers about the needs of our neighbors.*

*Together, we will navigate the uncertainties and become even stronger to succeed in our shared mission to provide children, families, and older adults the tools and support to realize their full potential and lead healthy, stable lives.*

*Let's continue opening doors, changing lives.*

**Heather Cleary**  
Chief Executive Officer

**Alvin L. Royse**  
Board Chair

*Reflecting on our values helped us gain a clearer perspective of how we can become a catalyst of change.*



Heather Cleary



Alvin L. Royse





# 80

*families who are homeless  
served at our Haven Child  
Development Center*



## EARLY LEARNING

Our full-day, year-round *Early Learning* program offers the most vulnerable children of our community the tools and support they need to realize their full potential. This program is focused on children ages birth to five years old. Additionally, we have one after-school/summer program in South San Francisco, serving children up to 13 years of age.

We are present from Daly City to Menlo Park, covering the Peninsula with nine child development centers. We have sites that specialize in teen parents and families who are homeless.

Based on a family-success approach, we help families access the services they need so their children can thrive. From family engagement activities that can be done at home to a STEM-focused curriculum, we include a vast array of services in our program, such as: behavioral health screenings, medical and dental check-ups, and nutritious meals so children at *Peninsula Family Service* can achieve their developmental milestones and be ready for kindergarten.

This year, we are proud to announce that we completed year one of the *Teacher Lift* program, an initiative that allows our teachers to further their education in

Early Learning while also giving *Peninsula Family Service* the opportunity to elevate the quality of service provided to our community. The program includes tuition reimbursement, academic support, financial aid counseling, and a scholarship to pursue or complete an Early Learning–related Bachelor’s Degree.

***We are very thankful to the Mark and Liz Vorsatz Fund and an Anonymous Family Foundation for their support which launched the Teacher Lift program, and invite you to read the following inspiring story about one of our first Teacher Lift participants.***



# A NEW RECIPE FOR LIFE { LIBERTY'S STORY }

LIBERTY JOINED PENINSULA FAMILY SERVICE IN 2016 as a substitute teacher. A pastry chef by trade, she switched careers in search of a better balance between work and home life. At our organization, Liberty feels she has found just the right place. "When I first joined, I was surprised at how many people cared about me as an individual, not just as an employee. My work here is so full of heart. There is passion in every teacher that I work with. We are part of one big family that supports and cares for each other, and we make a difference every single day."

Liberty aims to be that teacher we all remember growing up. Thanks to the support of generous donors like you, Liberty will continue her professional development. She will pursue a Bachelor's Degree in Child Development through a new program that provides our teachers financial support, academic coaching, and work flexibility: the *Peninsula Family Service Teacher Lift* program. "I start school in the fall at San Francisco State University. Being a working student is difficult but *Peninsula Family Service* is giving me the tools and flexibility I need to pursue my dream and succeed."

Liberty currently specializes in working with infants. As she does so, she always goes back to a quote someone shared with her, "I put a lawyer to sleep today. I fed a police officer. I read to a nurse. I dressed a firefighter. I fixed the hair of a doctor." And she is right. While we might think of them as just babies, they have their whole lives ahead of them. Liberty helps build that future.

"We need to remember that the children we serve don't always get the care and love they need at home. Our families have been through a lot, and their children bear the weight of that stress. Providing a safe and loving space for them is very important for me." Every day, Liberty provides these children with a place where they can learn, dream, feel safe, and have the same opportunities as other babies.

Liberty is grateful for those making education affordable for our teachers. "Navigating financial aid, transcript requirements, and juggling work responsibilities can be daunting. At *Peninsula Family Service* we get support with all that. Your investment in our education is really an investment in the future of our community, and I deeply thank you."



*Liberty helps build the future of our children*

*With the Teacher Lift program, Peninsula Family Service is thinking strategically about what is best for the children and for the community in the long term. Better teachers and quality Early Learning are the key to our success as a community.*

Our Early Learning program wishes to thank the Foothill Auxiliary to Peninsula Family Service, Palo Alto Weekly Holiday Fund, and Sunlight Giving for their support in fiscal year 17-18.



# 78%

*of DriveForward  
participants  
reduced their need for  
government assistance*



## FINANCIAL EMPOWERMENT

In fiscal year 17-18, our *Financial Empowerment* program provided financial education workshops for 400 individuals and families. These workshops make it easy for people to learn how to improve their credit scores, budget and save for future goals.

In June 2018, we also held a successful *Peninsula Family Service Thought Leader Series* event on Financial Education. The event included speakers from a variety of sectors and was made possible by U.S. Bank, Silicon Valley Community Foundation, and San Mateo Credit Union.

Our *DriveForward* vehicle loan program continues to help families reduce their daily commute to spend more quality time together, access better employment and educational opportunities, and increase their credit scores with on-time monthly payments. With your contributions, 50 individuals and families benefited from this program, totaling nearly \$500,000 in life-changing loans.

In partnership with Mission Asset Fund, we created five Lending Circles offering almost \$20,000 in no-cost loans, helping 43 families build a stronger foundation for their financial stability.

Our various *Second Careers* employment programs served over 1,200 mature workers last fiscal year. One-on-one discussions and group workshops on topics such as career coaching, resume development, and intergenerational communication helped more than 100 older adults find jobs.

*We invite you to read the story of  
Cassandra, a successful participant of our  
Mature Worker program who now works for  
a technology company.*



# THE COURAGE TO STAY { CASSANDRA'S STORY }

IF THERE WAS ONE THING CASSANDRA WAS certain of, it was that her position as a mid-level manager at a global computer peripherals company guaranteed her stay in the Bay Area. Born and raised here, she never dreamed of leaving.

One morning, she was informed that her position was being relocated to Texas. Immediately, she chose to stay. “I did not think twice. I had lived here my whole life. I did what I thought best for my kids.” With a Master’s degree in Marketing, a degree in Mechanical Engineering, and more than two decades of experience in the technology industry, Cassandra assumed it was just a matter of time for her to land a similar role.

After struggling to find a job, Cassandra learned about the *Mature Worker* program. This partnership between *Peninsula Family Service* and NOVA Workforce Services in Santa Clara focuses on providing job coaching, resume assistance and one-on-one and group workshops that help older adults navigate the job search past age 50 in order to get back in the workforce and thrive.

Cassandra found the workshops at NOVA to be critical to her success. “By learning about the workforce, we can adjust our own approaches in positive ways and help dispel the stereotypes about mature workers.” After a few months, Cassandra found an opportunity with a major technology company. “I have a combination of skills that was difficult for this company to find and I am interested in the business as well, so it is a win-win situation. The group is great, diverse and with a variety of backgrounds.”

Cassandra still gets together with some of the *Mature Worker* program members, and together they explore the hard realities that older adult workers face when looking for a new job. “We try to get together and just touch base on how everyone’s doing. The *Mature Worker* program helps you know that you are not in this alone. We know that ageism is real, but we are not going to give up. Together, we figure out how to work around it, and stay positive.”

According to Cassandra, this experience has been very valuable for her. “Sometimes we stereotype people into what roles they should be in. The *Mature Worker* program gives exposure to possibilities, and it provides support to open doors and change our lives.”

Some of Peninsula Family Service’s Financial Empowerment programs are made possible in part by grants and partnerships with the California Wellness Foundation, the County of Santa Clara, the County of San Mateo, Goldman Sachs Community TeamWorks, MUFG Union Bank Foundation, the National Council on Aging, the County of Santa Clara, the Silicon Valley Community Foundation, and U.S. Bank Foundation.



*Peninsula Family Service and Goldman Sachs Community TeamWorks during a Second Careers participant coaching event*

# 32

*Median age at prominent Silicon Valley companies*

# 64

*Median age of our Second Career participants*



over

400

*vulnerable and isolated  
older adults received  
Senior Peer Counseling*



## OLDER ADULT SERVICES

The *Older Adult Services* program celebrated very important milestones this year. In June, we took part in celebrating the first anniversary of the San Mateo PRIDE Center, a collaboration between *Peninsula Family Service*, Daly City Partnership, the Outlet of Adolescent Counseling Services and StarVista. This is the first LGBTQ+ center in the city of San Mateo, and our focus is to provide counseling and activities for older adults that identify as LGBTQ+ in this intergenerational center.

The *70 Strong* program partnership with the Sequoia Healthcare District continues to expand and reach more of our neighbors. Last fiscal year, more than 8,000 people

were reached through our web directory, in-person visits, and navigators stationed in libraries, hospitals, and community centers.

In fall 2017, the *Age-Friendly Cities Summit* marked the kick-off of our *Thought Leader Series*. This event helped ignite the conversation around how we could make cities in San Mateo County more age-friendly. As a result of partnerships fostered through the Summit, on July 10, 2018, the Board of Supervisors of San Mateo County passed a funding measure to initiate a pilot project to pursue the World Health Organization's (WHO) "Age-Friendly City" certification for three cities in San Mateo

County—Redwood City, Daly City, and Pacifica. This initiative is being spearheaded by Supervisors David J. Canepa and Warren Slocum.

***This is a great example of the community coming together to make a lasting positive impact in the places where we live. We invite you to read our story about another new partnership that will bring guidance to our older adult population on how to live a healthy, sustainable life through gardening.***



# ROOTING HEALTHY, SUSTAINABLE LIVING

**JOHN WAS A MASTER GARDENER IN HIS NATIVE Michigan.** Thirty-five years ago he moved to Silicon Valley and had to put his gardening on hold. Once retired, he became a UC Master Gardener in 2015.

UC Master Gardeners are trained to teach sustainable, healthy gardening to home gardeners. “We strive to create healthy communities, healthy plants, and therefore healthy people,” says John. The Master Gardening Program teaches primarily adults, but serves everyone from ages six to 96 and beyond.

Speaking about the partnership with *Peninsula Family Service*, he mentions: “We had a UC Master Gardener Program booth at the *70 Strong* program launch. We met with Susan Houston and talked about the possibility to collaborate with the *Older Adult Services* program. After a few initial visits to the garden at the *Fair Oaks Adult Activity Center*, our partnership began.”

The collaboration formally began in May 2018. John explains: “Initially, we needed to understand more about *Peninsula Family Service* and the community that you serve. Then, we jumped in and started to revitalize the garden at the *Fair Oaks Adult Activity Center* to make it an inviting place for people to come enjoy and learn more about gardening.”

John knows that gardening is a great physical activity for people; it’s good for the mind, body, and spirit, as well as for working with other people and building community. “By just changing a few little things in their own home, people can grow vegetables and flowers and plants wherever they live

in a way that is environmentally sustainable. It is a great way to grow wonderful things for their enjoyment.”

Regarding working with *Peninsula Family Service*, John says, “We are very glad to partner with an organization that understands and has a deep connection with our community, and are very grateful to share our gardening knowledge and expertise.”

Susan Houston, *Peninsula Family Service Vice President of Older Adult Services*, makes it clear that the organization is grateful for this partnership. “It is a great addition to our program at Fair Oaks. We are certain it will inspire our older adult participants to learn about gardening in a sustainable and environmentally responsible way to become happier, healthier people, and to build a stronger community.”

Our Older Adult programs are made possible in part by generous grants from Bristol-Myers Squibb, Gilead Sciences, Inc., Kaiser Permanente Community Benefit Programs, the Peninsula Health Care District, and the Sequoia Healthcare District.



*Our Older Adult participants working in the garden at Fair Oaks with John and Susan*

“We are very glad to partner with an organization that understands and has a deep connection with our community, and are very grateful to share our gardening knowledge and expertise.”

- JOHN ANDREWS  
*UC Master Gardener Program of  
San Mateo and San Francisco Counties*



## 2018 LIFETIME ACHIEVEMENT AWARD WINNERS: *Ken Olivier and Angela Nomellini*

When the children of Ken Olivier and Angela Nomellini were young, they attended *Peninsula Family Service's* early care and preschool program. Thus began a deep involvement with the organization that has lasted for almost 20 years.

Ken and Angela are well-known for a wide range of personal and professional accomplishments, and they are beloved for their devotion to building strong communities in the San Francisco Bay Area. Their leadership for *Peninsula Family Service* has included Ken's participation on the *Peninsula Family Service* Board, Angela and Ken's involvement with

the *Hillsborough Auxiliary to Peninsula Family Service*, including as hosts for Auxiliary events, and their steadfast support for the early learning and other programs *Peninsula Family Service* provides.

For example, Ken and Angela were instrumental in the *Peninsula Family Service* capital campaign of 2006 to purchase our current headquarters building in downtown San Mateo.

Without Ken and Angela, *Peninsula Family Service* might not exist today. Instead, due to their involvement and leadership, *Peninsula Family Service*

is thriving and has expanded its scope to reach more than 12,000 children, families, individuals, and older adults across 22 programs in early learning, financial empowerment, and older adult services.

With great gratitude and admiration, this year we honor Ken Olivier and Angela Nomellini as *Peninsula Family Service Lifetime Achievement Award Winners*.

***Thank you, Ken & Angela!***



# COMMUNITY PARTNERS OF THE YEAR { OUR AUXILIARIES }

*Peninsula Family Service* is fortunate to count on three groups of philanthropists that are truly invested in our community. They work hard every day, raising critical funds and spreading the word about the work that we do. With tenacity and passion, they help us open the doors of opportunity and change the lives of our participants, not only as donors themselves, but also as some of our most passionate ambassadors.

Altogether, these groups of leading ladies have been with us for more than a century. And their hard work and commitment to those most in need are astounding. The fundraising efforts led by the *Foothill, Hillsborough, and Red-Car-Bel Auxiliaries* to *Peninsula Family Service* this past year resulted in a staggering total of more than \$500,000.

**The Hillsborough Auxiliary** was founded in 1964 and it is the longest standing of our three auxiliaries. They are experts in creating signature events such as their Thanks for Giving luncheon and their annual black-tie Gala. These events are now traditions that raise critical funds to support our operations and annual Fund-A-Need. [www.hapfs.org](http://www.hapfs.org)

**The Foothill Auxiliary** founding members are daughters of the former *Valley Auxiliary* members. *Foothill Auxiliary* carries on their tradition of support through year-round activities, including their annual benefit, Holidays on a High Note. They also collaborate with us in activities that support our most vulnerable participants, such as providing backpacks for graduating preschoolers and gym equipment to help children increase their gross motor skills.

[www.fapfs.org](http://www.fapfs.org)

**The Red-Car-Bel Auxiliary** supports the mission of *Peninsula Family Service* through the operation of a resale shop in downtown San Carlos. This year, they celebrate their 50th year supporting our community. “The Family Tree” has become a landmark of the city, and the sales of their new and next-to-new donated items has raised close to \$2M since they opened their doors in 1968. If you would like to donate new or next-to-new items, please call the shop at (650) 592-6150 before you go. They welcome your donations.

## ***The Family Tree***

1589 Laurel St., San Carlos, CA 94070

From a black-tie Gala to exquisite floral demonstrations, and an iconic vintage store, our Auxiliaries generate vital funding in ways that clearly show their creativity and their passion. This, among countless small acts of kindness, have made our three auxiliaries the clear choice of *Peninsula Family Service* for our 2018 *Community Partners of the Year*.

***Thank you from the bottom  
of our hearts for your  
commitment to making a  
difference in the lives of  
local children, families, and  
older adults.***



*The Foothill Auxiliary Co-presidents*



*The Hillsborough and Red-Car-Bel Auxiliary leaders*

# ENGAGEMENT SURVEY

As part of our Strategic Planning process, we compiled a survey that would help us gain input from our donors, volunteers, and the general community about their familiarity with our organization and our programs, their interest in different engagement opportunities, and their preferred communication channels.

The results from that survey are valuable because they help us understand the perspectives and opinions of many who have long shared in the mission of *Peninsula Family Service*, as well as those who are part of our community but are new to who we are and what we do.

The voices of those of you who responded are helping us set our direction for the future in areas ranging from communications to events to engagement opportunities.

You told us you would like to learn more about our different program areas and the people that we serve. You told us the types of events you would like to participate in, and whether or not you would also be interested in volunteering. Regarding communication topics, *Peninsula Family Service* facts and figures are at the top of the interest list, with participant stories and older adult program updates in a close second place. We have heard from you who completed the Survey that you prefer e-mail and online newsletters, with direct mail in second place. In terms of frequency, quarterly e-mails and newsletters seem to be the preferred option among all respondents.

You told us that *Peninsula Family Service* is seen as an organization that is effectively run, financially responsible and trusted. You recognize our low

overhead cost and programs that answer the needs of the community are compelling reasons for donors and volunteers to support the mission of our organization.

We would like to thank you for providing these valuable insights, which will help us bring more relevant communications to you. We also invite you to continue providing your feedback. We will always be happy to hear what you think about our efforts and your ideas on how we can become more relevant and effective.

To send your comments, write to Marijose Alvarado, *Communications and Marketing Manager*, at [malvarado@peninsulafamilyservice.org](mailto:malvarado@peninsulafamilyservice.org) or via postal mail at 24 Second Ave., San Mateo CA, 94401. Do expect that surveys are now part of our ongoing communications plan. Please let us hear from you—you help us build the brightest future for *Peninsula Family Service* and all we serve.



*Intuit volunteer day at Haven Child Development Center*

## BECOME A PART OF OUR FAMILY!

*Volunteers are the heart of Peninsula Family Service. They support our cause every year by using their time and effort to build a better, more inclusive community. Join the family and make a difference in one of our core areas: Early Learning, Financial Empowerment, or Older Adult Services. With 22 programs in 21 locations and 1 virtual site, volunteering opportunities abound!*

IF YOU WOULD LIKE TO VOLUNTEER WITH PENINSULA FAMILY SERVICE, VISIT OUR WEBSITE:  
[www.peninsulafamilyservice.org/volunteer](http://www.peninsulafamilyservice.org/volunteer)

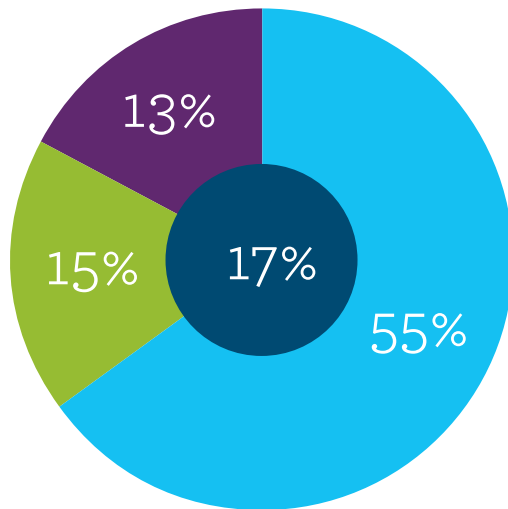
OR SEND AN EMAIL TO:  
[volunteer@peninsulafamilyservice.org](mailto:volunteer@peninsulafamilyservice.org)



# OUR FINANCIALS

At Peninsula Family Service we believe in transparency and accountability. The charts below provide a snapshot of how your support is distributed. This is a visual representation of how your financial contributions reach the most vulnerable in our community.

**FY 17-18 PROGRAM EXPENSES**

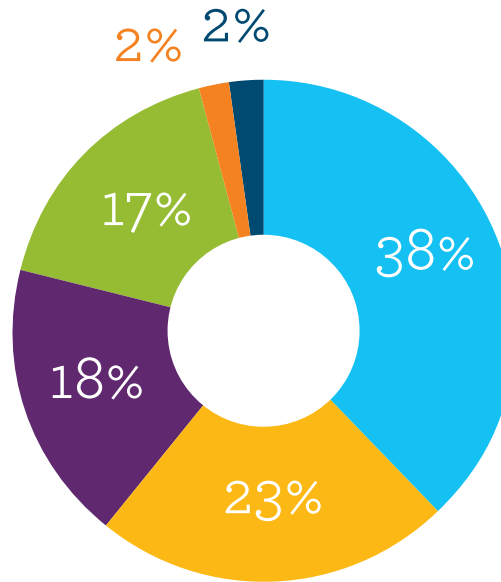


**EXPENSES: \$13,106,526**

- 55% Early Learning
- 15% Financial Empowerment
- 13% Older Adult Services
- 17% Core Support Services, Leadership and Innovation

*In total we spent \$13,106,526 of which \$10,902,809 (83%) was for program expenses and \$2,203,717 (17%) was for core support services, leadership and innovation.*

**FY 17-18 REVENUE**



**REVENUE: \$13,209,963**

- 38% State Contracts
- 23% Local Contracts
- 18% Federal Contracts
- 17% Philanthropy
- 2% Client Fees
- 2% Endowment, Investment, Loan Interest & Other

## THE SOBRATO CHALLENGE IS BACK!

*TRIPLE the impact of your donation with a 2:1 match from the Sobrato Family Foundation! We have been awarded a challenge grant that could raise more than \$360,000 for vulnerable children, families and older adults in our community.*

*But the clock is ticking: we must raise \$120,000 in new and increased donations during fiscal year 18-19 to earn a \$240,000 match. Invite your friends and family to triple their impact and make a difference in the lives of our neighbors today.*

[www.peninsulafamilyservice.org/donate](http://www.peninsulafamilyservice.org/donate)



## UPCOMING EVENTS

### THOUGHT LEADER SERIES EARLY LEARNING SUMMIT

October 17, 2018 - 8:30 a.m.

*The Mercy Conference Center, Burlingame*

Join Stanford University and UC Berkeley professors, local leaders, and members of the community to learn more about brain science in the early years, the achievement gap before age 5, and how we can professionalize the Early Learning field.

### CIRCLE DONOR APPRECIATION EVENT

October 17, 2018

*Kohl Mansion, Burlingame*

*Peninsula Family Service* is fortunate to count on the dedicated philanthropy of many individuals and community partners who we celebrate at this event. This year, we also honor Ken Olivier & Angela Nomellini as our *Lifetime Achievement Award Winners*, and our *Foothill, Hillsborough and Red-Car-Bel Auxiliaries* as our *Community Partners of the Year*.

## STRATEGIC PLAN { OUR 2022 VISION }

In September of 2017, *Peninsula Family Service* embarked on its Strategic Planning process to set the course that our organization will follow for the next four years.

Through surveys and discussions, participants, staff, Board and leadership group members, partners, auxiliary members, donors, and volunteers provided valuable insights on where *Peninsula Family Service* is today, what they think our focus should be, and how they think we can become more effective and sustainable in the future.

Consultants and experts in different fields were also critical partners in the work led by Heather Cleary, *Chief Executive Officer* and Tessa Solomon, *Director of Strategic Initiatives*, and provided invaluable guidance and assistance in identifying the areas where we can have the largest impact. These goals will serve as our “roadmap” to navigate the current economic, political, and social trends to help our community thrive.

Building on the efforts of the previous strategic planning process, the Mission, Vision, and Values of our organization remain unchanged. The goals that we have identified are represented in the graphic on the next page. We have also added an exciting component to the FY 18-22 Plan: A dashboard of Key Performance Indicators (KPIs) that will help us gauge our progress and more effectively track the impact of our efforts.

We are excited about the road ahead and we know that you are too. Your support, whether through joining an auxiliary, volunteering your time or expertise, or by

making a gift, will help us put this plan into action and continue opening doors and changing the lives of our neighbors for years to come.



*This “roadmap” will help us navigate the current economic, political, and social trends to help our community thrive.*



This Strategic Planning process was made possible through the support of the Sand Hill Foundation and the Silicon Valley Community Foundation.



## 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.*

## VALUES:

### DIVERSITY

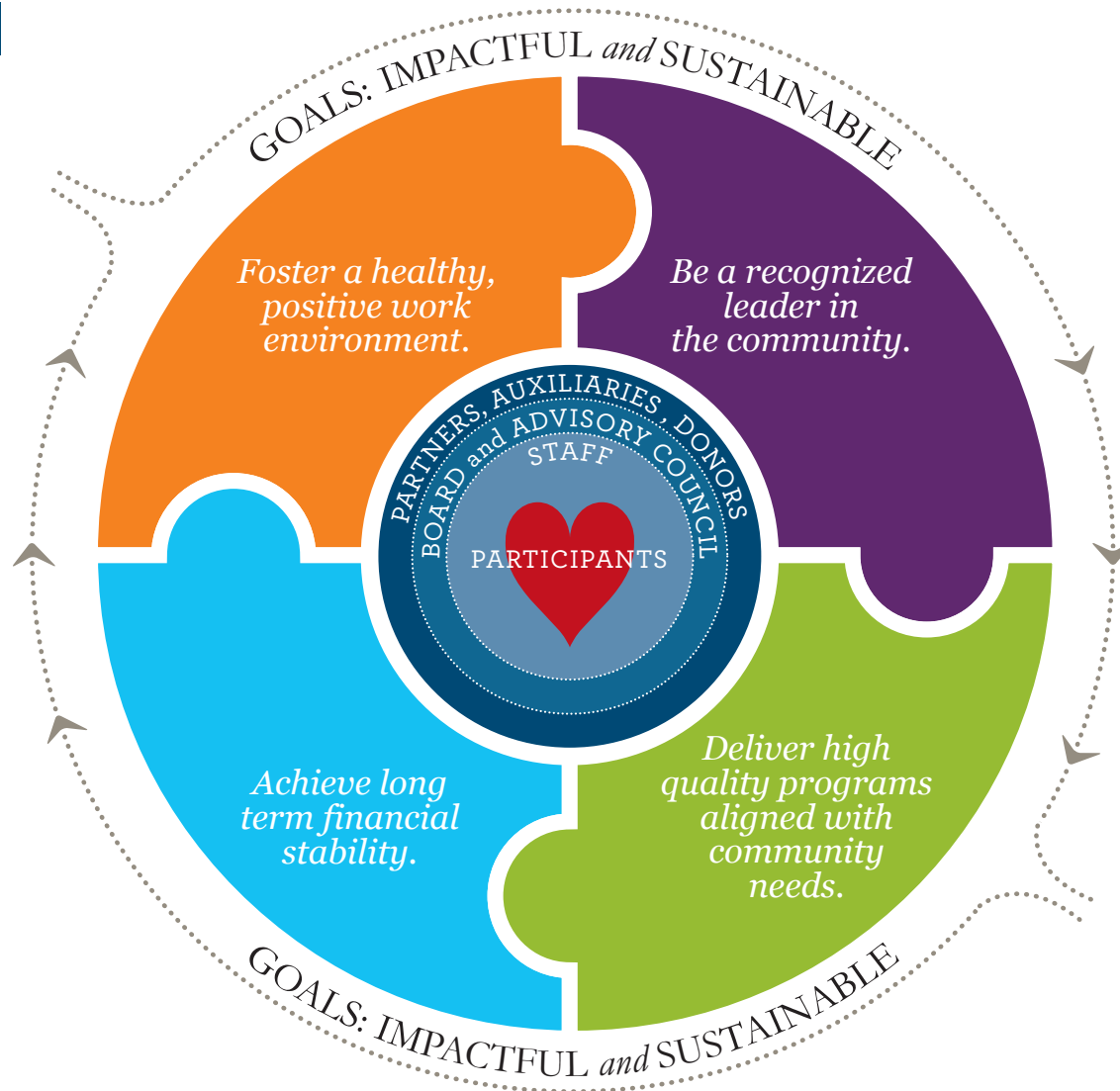
*We welcome all without regard to race, ethnicity, religion, country of origin, age, language, abilities, sexual orientation or gender.*

### TEAMWORK

*We work collaboratively to deliver services and solve problems.*

### ADAPTABILITY

*We monitor changes in our environment and plan accordingly.*



## VALUES:

### INTEGRITY

*We hold ourselves accountable to the highest ethical and professional standards.*

### RESPECT

*We treat everyone with dignity, modeling courtesy and civility.*

### COMPASSION

*We strive to understand the life experiences, perspectives and interests of others.*

## VISION

*We envision a community where opportunity, financial stability, and wellness are secured for all.*

## SAMPLE MEASURES OF SUCCESS 2022

Kindergarten Readiness

Increase Credit Scores

Improve Older Adult Nutrition

# PLANNING FOR A LASTING LEGACY



“I wanted to invest in an organization with real staying power, and *Peninsula Family Service* has that in spades.” So spoke John Carver about his decision to include *Peninsula Family Service* in his estate plan and

ensure that his philanthropic vision and impact are felt for years to come.

Originally introduced to *Peninsula Family Service* by 2017 Lifetime Achievement Award winner,

Ruth Wisnom, John quickly made his mark through his generous support and intelligent leadership as a (former) member of the Board of Directors and a (current) Advisory Council member.

When John chose to include *Peninsula Family Service* as a beneficiary to his charitable remainder trust, he also joined the *Legacy Partners* program. “Through a charitable remainder trust, I made a meaningful donation, received a charitable deduction at the time I created the trust, and I receive lifetime income.”

There are multiple ways to meet your goals for yourself and your family, and strengthen our community over

the long-term, by a legacy plan that includes *Peninsula Family Service*. Possible vehicles of legacy giving include: 1) A simple bequest; 2) listing *Peninsula Family Service* as a total or partial beneficiary of a life insurance plan or retirement plan; 3) fulfilling required distribution rules for IRAs for those age 70 ½ and older; 4) gifts that provide lifetime income and more. In all cases, please consult with your estate planning advisor.

## FOR MORE INFORMATION CONTACT:

Deborah Miller, Vice President of Advancement  
[dmiller@peninsulafamilyservice.org](mailto:dmiller@peninsulafamilyservice.org)  
(650) 403-4300, Ext. 4412

## IN MEMORIAM { A CELEBRATION OF LIFE }

*Aron H. Hoffman* { A beloved member of our organizational family, Aron Hershel Hoffman, passed away peacefully on March 30, 2018. Aron had a strong sense for numbers, a collaborative style, and an aptitude for big-picture thinking that characterized the rest of his professional life as an Accountant and Public Servant. Aron met his beloved wife Linda in San Francisco during an audit and after a few months they were married for the next 48 blissful years.

Aron's commitment to his community was a constant hallmark throughout his life. He sat on the boards of numerous local organizations, was a committed Rotarian, was elected to the San Mateo City Council, and served as the Mayor of San Mateo in 1984 and 1985. He had a great appreciation for our *Older Adult Services* program.

Aron's dedication to those who need it most will live on as his family continues the legacy of his work.

*Roland Lampert* { *Peninsula Family Service* will deeply miss Roland Lampert, a long-time supporter and friend who passed away at age 93 on December 29, 2017 in Redwood City, California.

Roland was born May 6, 1924 in San Mateo, California to Masha and Israel Lampert. He was a San Francisco Bay Area resident until 1942, when he enlisted in the Navy and moved to Chicago. He returned to finish his studies at UC Berkeley and married in 1948, raising three children with his wife, Audrey.

Roland was one of the first developers in Silicon Valley and was still very much involved in his own real estate

projects until his passing. He was a presence in our local community, and served on the board of *Peninsula Family Service* for many years. His contribution of a building in 1998 helped address critical facility needs and lay the foundation of who we are today.

*Margaret Ann Niven* { Margaret Ann Niven is fondly remembered for her years of service as both a *Valley Auxiliary* member and as Director of Development for *Peninsula Family Service*, raising money for our programs for children and family counseling services. In later years, she was a member of our *Older Adult Advisory Committee*.

*We thank you for your kind donations received in memory of our friends.*



# DONOR LISTING { THANK YOU FOR YOUR CONTRIBUTIONS }

## ***Visionary Circle*** ***(\$100,000+)***

Kenneth Olivier and Angela Nomellini

## ***Humanitarian Circle*** ***(\$50,000+)***

Sandra McLellan Behling and David Behling  
Inger and Norbert Bischofberger  
Hurlbut-Johnson Charitable Trust  
Natalie and Ron Lynch

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

Agapi and Bruce Burkard

## ***CEO Circle*** ***(\$10,000+)***

Anonymous  
Julie and Jim Borden  
Susan Bullis  
The Glastenbury Foundation  
Joanne and Jon Goldstein  
Melanie and Kurt Hoefer  
Linda and Aron\* Hoffman and the J.H. Robbins Foundation  
Elizabeth and Warren Jenson  
Carole Middleton  
Betsy and Bill Pace  
The Joseph G. Prone Foundation  
Elaine and Graham Smith  
Judy C. Swanson  
Jessica and Chris Varelas  
Mark and Liz Vorsatz Fund  
Howard and Betty White Foundation

## ***Champion Circle*** ***(\$5,000+)***

Anonymous  
Shannon and Clint Brayton  
Jennifer and Michael Buckley  
John Carver  
Ginn Family Foundation  
Linda and Brian Grasberger  
Wells and Henry Hamilton  
Deborah and Michael Harrison  
Joyce and Bill Hetts

Khristine and Gordy Holterman  
Maryellie and Rupert Johnson  
Diane Kounalakis and Jeff Baxter  
Emily Leisy  
Anthony McCusker  
Kellie and Jim Meyers  
Jill and Tom Pulley  
The Raiser Family  
Patti Kezerian Rosenthal  
Alvin L. Royse  
Sara and Kyle Ryland  
Nancy Scheinholtz  
Barbara Scott  
Courtney and Michael Selfridge  
Meryle Thompson  
Lynn and Brad Tuthill  
Megan and Joseph Winters

## ***Leadership Circle*** ***(\$2,500+)***

Anonymous  
Lori and Jeff Adams  
Gail and Dan Alberti  
Stacey and Dean Allara  
Patricia and Steven Anderson  
Cathy and Duncan Beardsley  
Gus and Kay Benz  
Crickette Brown Glad  
Kristen Sandifer and Charlie Bullock  
Jude Thornton-Clark and Ian Clark  
Kellie and Aaron Custino  
Deva and Gabriel Dalporto  
Jean and Duncan Davidson  
Julie Davis  
Joyce and John de Russey  
Molly and Chris Dillon  
Gail and John Diserens  
Sandra and Ron Duncanson  
Jane and Anthony Ellis  
Pandy and John Garvic  
Ana and Christopher Grasberger  
Jamie and Sinclair Hwang  
Beth and Luther Izmirian  
Mary Jane and William Kelly  
Tracey Lee  
Cynthia and Merrill Magowan  
Family Foundation  
Doug Magowan  
Gloria and Sam Malouf

Janet and Carl Martin  
Kathryn and John Milligan  
Cheryl and Vincent Muzzi  
Martha and PJ Nora  
Joann and Matthew Reidy  
Lilli Rey  
Patti and Rusty Rueff  
Colleen and Phil Saglimbeni  
Joanne Spetz and Zain Saidin  
Gretchen von Gustlin and Paul R. DeStefano  
Carol and Roy Whitfield  
Katharine and Jeff Wilson  
Ruth Wisnom  
Mike Wong

## ***Community Circle*** ***(\$1,500+)***

Marianne and Jim Arbeed  
Carol Malouf Atkeson  
Wendy Atkins-Pattenson and Phil Pattenson  
Anne and Nick Baxter  
Diana and David Beatson  
Tierney and Jonathan Beizer  
Amy and Carter Bick  
Melody and George Butterworth  
Donna and Eric Colson  
Carol and Arne Croce  
Julie and Kurt de Grosz  
Denise de Ville  
Laura and Mark Flessel  
Lorin Flynn and Jack Marsal  
Michele Freed and Gary Sprague  
Connie and Thomas George  
Carol and Peter Grassi  
Carol Hart and Michael Pacelli  
Anne and Eric Hinds  
Joan and Jeff Holmes  
Ellen and George Hoyem  
Susan Huettelman  
Patricia Hunter and Tim Lucey  
Chris Ireland  
Kerry Ireland and Joe Herold  
Linda and Wally Jansen  
Greg Kaiser  
Kira Klapper and Luke Cirkovic  
Carolyn and Rob Lajoie

Adrienne Leigh-Schubiner and Dr. Jeff Schubiner  
Judi and William Littell  
Nicole and Dale Lum  
Nancy and Torstein Lund  
Shannon Lyons  
Claire and David Mariani  
Charlotte and Jeffrey McFadden  
Philip McLeod and Shawn Christianson  
Betsy Jo and Michael Murray  
Denise and John Orwin  
Caryl and David Parker  
Elizabeth and Keith Pratt  
Paula and Doug Raetz  
Erica and Christian Reilly  
Nicholas Rogers  
Candace and Bob Savoie  
Daniel Scales  
Gwendy and Anthony Scampavia  
Pearl Anne Seipp  
Patricia Sheline  
Lizi Tabet  
Thoren Family Charitable Trust  
Schylar and Ken Tollman  
Sue and Patrick Yang

## ***Family Circle (\$500+)***

Anonymous (3)  
Penny and Matthew Alexander  
Patty and Ben\* Anixter  
Bonny and Michael Armacost  
Lynn and Ralph Armenio  
Miki and William Armstrong  
Virginia Atkinson  
Leigh Ann and Henry Bandet  
Betsy and Randall Baum  
Debbie and Ronald Beall  
Mary Ellen and Tom Benninger  
Ann and Jay Benton  
Bob and Linnell Binn Family Fund  
Suzanne Blumenthal and Stephen Smith  
Elaine and Harry Breeze  
Ana and Scott Brubaker  
Nancy Child  
Victoria Chiongbian and Ramon Khu  
Shirley Chiu  
Marie and Mike Chuang

Heather and Colin Cleary  
Estate of Lawrence H. Cook  
Maria and Martin Damp  
Jane and Thomas David  
Laura Davidson and Mike Denicola  
Lena and William Dawson  
Pam and Wayne Dewald  
Alison and John Draper  
William Draper III  
Brian Drummond  
Francesca Eastman and Edward Goodstein  
Barbara and John Evers  
Tracy and David Farella  
Veronica and Robert Faussner  
Jill and John Flynn  
Kris and Rob Forbes  
T. Jack Foster, Jr  
Bobbie and Jamie Gates  
Paula and William Gilmartin  
Melinda and Michael Glafkides  
Nancy Goldcamp  
Lynn and Gary Goodman  
Marsha and Jim Hannay  
Mary Hao  
Katie Harkin  
Nora Harkin  
Sharon and Scott Hartley  
Kit and Chuck Henderson  
Betsy Hennings and Don Cameron  
James Hewlett  
Albert Horn  
Patricia and Bruce Hrab  
Kathy Huber  
Elizabeth and Zachary Hulsey  
Lia and Kamran Kheirrolomoom  
Stephanie Lee  
Suzanne Legallet  
Marth and John Leisure  
Rita Levinson and Dr. Arthur Levinson  
Sherry and Gregory Madding  
Evelyn McGown and Dean Hafeman  
Linda McKnight  
Andrea and Robert McTamaney  
Janice and Steve Meisel  
Christine Merritt  
Dolly Owen Miller  
Irene and Paul Miller  
Lewis Miller

Carol and William Mince  
John and Arlette  
Monfredini Foundation  
Davina and Brendan Murphy  
Margaret Ann\* Niven  
Liz and Tom O'Connor  
Patricia and Tom Pantazis  
Kathy and Lou Paolino  
Suzanne Parsons  
Gayle Etienne Pettee and James Pettee  
Elizabeth and Michael Phillips  
Martha Phillips  
Billie and James Pierce  
Tracie and Lawrence Pon  
Margaret and Thomas Power  
Barbara and D. Paul Regan  
Betty Ann and Peter Reinhardt  
Randy Robinson  
Holly Rogers and Richard Schoustra  
Angela and Joerg Rohde  
Susan and John Roos  
Elizabeth Ross  
Lucy Sam  
Lori and Skip Sanzeri  
Joanne and Stuart Scheinholtz  
Robin and John Schreiber  
Barb and Win Seipp  
Debbie Sharp  
Inessa Shishmany and  
Max Tsotsorin  
Allene Sieling  
Petra Silton and Michael Listgarten  
Judy Simes and Dick Kenarney  
Linda and David Skromme  
Trudy and Wayne Somrak  
Nancy and Gary Steele  
Will Stein  
Bev and Andy Stern  
Elizabeth and Walter Stern  
Jill and Jeremy Ta  
Dianne and Tad Taube  
Robin and Phil Taylor  
Katharine Thompson  
Sheila and George Tichy  
Betty and Ted\* Tight  
Linda and Jay Tinsman  
Kathryn and Joseph Toms  
Ariane and Marc Trimuschat  
Jen and Ted Ullyot  
Marie and John Violet  
Elaine Wallace  
Claire and Kenneth Whyburn  
Kim and Ken Williams  
Grace Yang and Dan Terry

Golnar Yazdi  
Rochelle Yonezawa and  
Stephen Scheifele, M.D.

### *Helping Hands Circle (up to \$500)*

Anonymous (3)  
Sally Abel  
Jan Abrams  
Jennifer Allen  
Robin Allen  
Cathy and Bill Anderson  
Linda Anderson  
Joyce and Thomas Anthony  
Jane Arita  
Michelle and James Avery  
Nalleli Bailon  
Pamela and Todd Bakar  
Lillian Barden  
Eileen Barry  
Kathy and Frank Bartaldo  
Pauline and John Beare  
Brian Beattie  
Scott Behles  
Joselito Belen  
Nancie and David Bennett  
Penny and Dick Bennett  
Kristen Benson  
Margaret Berlese and David Goss  
Venkata Hemanth Bevara  
Carine Beysen  
Lydia and Tom Bishop  
Judy and Jordan Bloom  
Peggy Bogarat  
Luisa Borjas  
Sheila Botein and Dr. David Oakes  
Kim and Dave Bottoms  
Susan Bourne  
Lisa and Grant Bristow  
Marilee Brooks  
Debra and Patrick Brown  
Pamela Brown  
Pat Buchanan  
Katherine and Roy Bukstein  
Paulette and Andrew Bundy  
Marilyn and Dan Callaghan  
Joy Campbell  
Michelle Capelle  
Bliss and Brigitte Carnochan  
Noreen Carruthers  
Sandra Carter  
Joan Cassman and  
Michael Duncheon

Joanie and Greg Cattermole  
Lisa and Aniello Cavezza  
Gordon Chamberlain  
Fran and Craig Chapman  
Stephen Chen  
David Cheon  
Cliff Chernick  
Kannan Chinnasamy  
Olga and Bruce Choy  
Marina Clapp  
Amy and Paul Clausing  
Patricia Cluss  
Sherri and William Coats  
Lynne and Peter CoBabe  
Mary Linn Coldiron  
Danielle and David Cole  
Chapin Cole  
Lucille Coleman  
Leslie Colvin  
Margaret Conti  
Susan and Michael Corsetti  
Sylvia and Melvin Cosner  
Nancy and Robin Crawford  
William Creekbaum  
Diane and Howard Crittenden  
Joan and John Cronin  
Cheryl Currie  
Linda Cutting and Matthew Ward  
Shirley and Don Dal Porto  
Carla and Rick Damotta  
Juliet Dankmeyer  
Ann and Richard Darling  
Leonore Daschbach  
Ethel Davies  
Gaye De Benedetti  
Judy Decker-Inouye  
Ana Dehi  
Margaret and Reid Dennis  
Elaine Denys  
Christina and James Desjardins  
Sheila Dillman  
Carol and Harry Dokouzian  
Kathleen Douglas  
Elizabeth Duff and Jeff Turnbaugh  
Tamsen Duke  
Carol and Andy Duncan  
Maureen Dunn  
Marilyn and Charles Dyer  
Anne and Steve Englert  
Trish English  
Andrea Enright  
Lois and Edward Everett  
Tom Fanucchi  
Suzanne Ferrari

Nancy and Harold Fick  
Amy and Enrique Figueroa  
Vicky Filipczyk  
Carol and Brian Fischer  
Jeanne U. Page Fischer and  
Frank Fischer  
Deborah Flaherty  
Cynthia and Bill Floyd  
Janet Fohner  
Carla Fondrick and Paul Auric  
Jennifer Ford  
Carol Ford  
Winfield Foster  
Elaine Fraser  
Hilda and Hal Friedman  
Arlene Furter  
John Galen  
Janis Gallagher  
Michael Garb  
Mary and Mark Gilles  
Colleen Giovara  
Sherry and Stephen Goodwin  
Steve Goodwin  
Dorothea and Chuck Gordon  
Arlene and Alan Gould  
Katie and Bob Gradwohl  
Patricia and Tod Gregory  
Helen Greve  
Dana Griffin  
Paul Grishaber  
Cynthia Grupp  
Filippo Guarino  
Beverly and Anthony Guichard  
Marianne and Jeff Guttas  
Ann Hadden-Cornelius and  
Craig Cornelius  
Teymour Haider  
Steve Halprin  
Anne and Larry Hambly  
Matthew Hamilton  
Amanda Hansen  
Isaiah Harf  
Betsy and Allan Harris  
Jane and David Hartley  
Tori and Paul Hazelrig, Jr.  
Jennifer Heller  
Catherine P. Hengehold  
Beatriz Hennessy  
Charles Henry  
Dorane and Walter Heyman  
Libby Hill  
Jeffrey Hiller  
Eirin Hilton  
Debbie and Bob Hirth

Samantha Hoover  
Dana Horner  
Laura and Doug Hosking  
Susan Houston  
Tom Huening  
Meg and Matt Irvin  
Joann Jackson  
Robert Jacob  
Vera Jacobson-Lundeberg  
Shabnam Jain and Lall Jain Azool  
Tempe Javitz  
Ann Jeffries  
Jes Jester  
Sylvia and George Johnson  
McArthur Johnson  
Claiborne and Robert Jones  
Anita and Chris Joy  
Julie Juergens and Erik Budde  
Suzanne Juptner  
Gay and Harvey Kaplan  
Sharon Katz  
Kathleen and Joseph Kaz  
Lisa and Richard Kelaita  
Yumiko Kelley  
Lisa Kelly  
Dorothy Kennedy  
Yunhee Kim  
Denise Kirksey  
Christine and James Kitch  
Grace Ko  
Charles Kobayashi  
Jo Ellen and Joseph Kodish  
Vaikom Krishnan  
Christine and Jeff Krolik  
Yuliia Kurochka  
Tara Kyle  
Ronald Labayan  
Jeff Lane  
Cortney Laugesen  
Amy Jo and Mark Lavelle  
Anne and Jim LeClair  
Kimberly Lee  
Jean and Fred Leonard  
Julie and Andrew Lev  
Louise and Robert Levi  
Martha Leviant  
Joan Lewis  
Debra Leylegian  
Leslie and Gary Little  
Elizabeth Loar  
Anne and Guy Longworth  
Lorena Lopez  
Lawrence Lovett  
Ted Luce



Gloria Luna  
 Yvonne Lundquist  
 Dagny Lyssand  
 Minglu Ma  
 Mairin Macaluso  
 Judith and Peter A. MacLaren  
 Margie and Bruce Madding  
 Doris Maez  
 Luise Maier  
 The Malaspina Family  
 Sankarbala Manoharan  
 Maria and Adonis Maragakis  
 James Markarian  
 Aris Markoulis  
 Barbara Marks  
 Anita Seipp Marmaduke  
 Aracely Martinez  
 Saundra and Mathew Mason  
 James and Renee Masterson  
 James Mathews  
 Sean McAvoy  
 Lorraine McCarthy  
 Lynn McGowin  
 Jane and Malcolm McInnis  
 Scott McMullin  
 Isabel and Jeff Mencher  
 Susan and Gregory Mendell  
 Elfriede and David Menke  
 Patricia and J.W. Meyer  
 Tammi and Issa Michael  
 Linda and Lee Michelson  
 Deborah Miller and Gerald Gowan  
 Diane Miller  
 Marilyn Miller and  
     Dr. Arthur Miller  
 Sandra Miller and  
     Dr. Scott G. Miller  
 Susann Mirabella  
 Gwendolyn Mitchell  
 Claire and Harvey Mittler  
 Karen and Scott Mobley  
 Robert Mobley  
 Rachel and Gerald Monaco  
 Scott Monteith  
 Ellen and Warren Moore  
 Nina Mundi  
 Mary Murphy and  
     Vartan M. Ghazarossian  
 Terri Muschott  
 Masako Nagumo  
 Barbara Nelson  
 Sylvia Nelson  
 Manisse and Minton Newell  
 Barry A. Newman

Merilyn Noren  
 Karen and George Offen  
 Bill O'Leary  
 Rose Orbeta  
 Chuck Osborn  
 Ankur Parekh  
 Kathryn Parnes  
 Jigish Patel  
 Gerald Patrick  
 Barbara Patterson and  
     Dr. Andrew Menkes  
 Linda and Larry Patterson  
 Chanel Paulson  
 Thomas Pauly  
 Patricia and Jack Pepper  
 Kathleen Pereira  
 Orlena Perez  
 Patricia Pickford  
 Victoria Pilotti  
 Reevyn and Richard Pinger  
 Amalia Popall  
 Heide and Karl Poppenberg  
 Tracey Powell  
 Lani Pringle  
 Russell Pyne  
 Jeanne and Dick Quinlan  
 Nancy Radcliffe  
 Rakesh Raghavan  
 Linda Raj  
 Claudia and Hyrum Ramirez  
 Sally Randall  
 Ann Rarden  
 Ann and William Regan  
 Darci and Todd Reimund  
 Maria and Danny Reyes  
 Francean and Charles Rible  
 Jean W. Ringe  
 Shelley Rintala  
 Carol Roberts  
 Arazelly Rojas  
 Linda and Edward Rosen  
 Shelley and Bernard Ross  
 Cindy Rottinghuis  
 Jennifer Rowe  
 Marni and Mark Rubin  
 Sue and Ralph Russo  
 Nancy and Magnus Ryde  
 Kitty and John Salera  
 Jennifer and Riyad Salma  
 Deborah Sanderson-Walker and  
     Charlie Walker  
 Doris and John Santana  
 Patricia and Steven Sasso  
 Renee Scherer and Ross Dexter

Dianne and Alexander Schilling  
 Gretchen Schroeder  
 Barbara and Ralph Schulz  
 Paige Scigliano  
 Pablo Sebastian  
 Linda and Allen Secrest  
 Susan and Richard Seiler  
 Ruth and Donald\* Seiler  
 Laura Selig  
 Nancy Selllers  
 Mamatha Shankar  
 Mary Shea  
 Pam and Bud Sheble  
 Sheri and Philip Shemanski  
 Maura and Erik Sincoff  
 Aruna and Jai Singh  
 Marilyn Slater  
 Claudia Smay  
 Tessa Solomon and Rex Delizo  
 Zeynep Sonmez  
 Kristi and Robert Spence  
 Nancy Spencer  
 Demetra Sperow  
 Nicole Sprague  
 Lisa and Thomas Stephenson  
 Rebecca and Bradley Stirn  
 Kerry Stivaletti  
 Tricia and Michael Strachan  
 Kiran Subbarao  
 Dayna Sumiyoshi  
 Yvonne Sun  
 Paul Sung  
 Amy and Evan Tato  
 Hugh and Eugenie Taylor  
 Sara Tevis  
 Sylvia Thompson  
 Stephanie and Eric Tilenius  
 Stephen Toben  
 Elvie Tomacder and Arnie Ferfas  
 Phuong Ton  
 Margaret and John Tormey  
 Elizabeth Trujillo  
 Agneta Turner  
 Susan Tuttle  
 Sallie Van Dyke De Golia  
 Clavira Vasquez  
 Giselle Velazquez  
 Gloria Velez  
 Aparna Velikkettill  
 Pavan Kurapati Venkatesh  
 Michelle and Alejandro Vilchez  
 Deborah and J. Anthony Villanueva  
 Diane and Michael Vreeburg  
 Janet Wagner

Arlene and Mitch Wakasa  
 Deborah G. Walters  
 Teresa and Jack Watts  
 Marion Weiler  
 Cynthia and Selwyn Wener  
 Sally and Jay Whaley  
 Ellen and Nelson Wheeler  
 Carolyn Wilbur  
 Linda Williams  
 Kris and Edward Willig  
 Margaret and Ronald Winter  
 Derry and David Wisnom  
 Marilyn and Boris Wolper  
 Winnie Wong and S. Michael Chin  
 Patricia and James Woodruff  
 Justin Wooley and  
     Staci Bush-Wooley  
 Nancy and Michael Wright  
 Udaya Bhaskar Yalamanchi  
 Tasos Zahariadis  
 Richard and Jean Zukin

*\*Deceased*

### ***Gifts in Memory of:***

Noyon Berg  
     *Susan Tuttle*  
 Thomas Bocci  
     *Debbie and Ronald Beall*  
 Jose Chavez  
     *Carol and Arne Croce*  
     *Nicole Sprague*  
 Brandon Chernick  
     *Cliff Chernick*  
 Jicky and Pete Child  
     *Nancy Child*  
 John Duffy  
     *Janet Martin*  
 Chien Ju Hao  
     *Mary Hao*  
 Aron Hoffman  
     *Heather and Colin Cleary*  
     *Carol and Arne Croce*  
     *Maria and Daniel Reyes*  
     *Tessa Solomon and Rex Delizo*  
 Antonios and Vasiliki Kounalakis  
     *Diane Kounalakis*  
 Roland Lampert  
     *Sally Abel*  
     *Kathy and Frank M. Bartaldo, Jr.*  
     *Lydia and Tom Bishop*  
     *Lynn and Peter Cobabe*  
     *Sibby and Melvin Cosner*  
     *Shirley and Don Dal Porto*

*Ethel C. Davies*  
*Carol and Harry Dokouzian*  
*Lois and Edward Everett*  
*Dorothea and Chuck Gordon*  
*Cynthia Grupp*  
*Bud Jacob and Dianne Penn*  
*Martha Leviant*  
*Sylvia M. Nelson*  
*Merilyn Noren*  
*Carol Roberts*  
*Linda and Edward Rosen*  
*Ruth Seiler*  
*Partners at Seiler, LLP*  
*Susan and Richard Seiler*  
*Diane and Michael Vreeburg*  
*Jean and Richard Zukin*

**Rebecca Madding**

*Jo Ellen and Joseph Kodish*

**Fran and Thomas Mathews**

*James Mathews*

**Elizabeth Miller**

*Lewis Miller*

**Margaret Ann Niven**

*Linda Anderson*

*Margaret Conti*

*Tempe Javitz*

*Doris Maez*

*Luise Maier*

*Patricia and J.W. Meyer*

*Elizabeth Ross*

*Linda and Jay Tinsman*

*Agneta Turner*

**Kato Reis**

*Brian Beattie*

*Pamela Brown*

*Margaret Conti*

*Janet Fohner*

*Beverly and Anthony Guichard*

*Joan Lewis*

*Margaret Ann Niven*

*Nancy Sellers*

*Stephen Toben*

*Sallie and Jay Whaley*

**Bob Sieling**

*Allene Sieling*

### ***Gifts in Honor of:***

**Juanita Croft**

*Isabel and Jeff Mencher*

**Susan Duty**

*Laura Selig*

**James Hannay, Jr.**

*Marsha and Jim Hannay*

Kristine Holterman  
*Kathy and Lou Paolino*  
Karen and Rick McMichael  
*Sallie and Jay Whaley*

Rachel Monaco  
*Joselito Belen*  
*Katie Harkin*

The Older Adult Program Staff at  
Peninsula Family Service  
*Susan Houston*

Betsy Pace  
*Arne Croce*  
Tessa Solomon  
*Katie Harkin*  
*Reanne Takara*  
Janet Tarr  
*Lorraine McCarthy*  
*Susan Bourne*  
*Bill O'Leary*  
Debbie Thomas  
*Danford Foundation*

Agneta Tuner  
*Catherine and Kevin Harvey*  
Charles Wallace  
*Elaine Wallace*  
Megan Winters  
*Maria Damp*  
Ruth Wisnom  
*Gail and Dan Alberti*  
*Jane and Anthony Ellis*  
*Nancy and Harold Fick*

## Corporate and Community Partners

### **Visionary Partner (\$100,000+)**

The Big Lift  
California State Department  
of Education  
County of San Mateo  
County of Santa Clara  
Early Head Start Program  
First 5 San Mateo  
Hillsborough Auxiliary to  
Peninsula Family Service  
Metropolitan Transportation  
Commission  
National Council on Aging  
NOVA  
Second Harvest Food Bank  
Self-Help Federal Credit Union  
Sequoia Healthcare District  
Sequoia Union High School District  
Silicon Valley  
Community Foundation  
Sobrato Family Foundation  
Sunlight Giving  
Sutter Mills-Peninsula Medical Center  
Upward Credit Union

### **Humanitarian Partner (\$50,000+)**

Chan Zuckerberg Initiative  
City of Redwood City  
NCOA SCSEP Supervisors  
Red-Car-Bel Auxiliary to  
Peninsula Family Service  
Sand Hill Foundation

### **Heart of Gold Partner (\$25,000+)**

Anonymous  
Foothill Auxiliary to  
Peninsula Family Service  
Fund for Shared Insight,  
Listen for Good  
LifeMoves  
Peninsula Health Care District

### **CEO Partner (\$10,000+)**

ABD Insurance & Financial Services  
Bohannon Foundation  
Boston Foundation  
Bristol-Myers Squibb  
City of Daly City  
Gilead Sciences Foundation  
Kaiser Permanente Redwood City  
Morris Stulsft Foundation  
U.S. Bank  
Ways to Work  
Wells Fargo Foundation

### **Champion Partner (\$5,000+)**

Axiom  
Anderson Yazdi Hwang Minton  
& Horn  
Atkinson Foundation  
Boston Private Bank &  
Trust Company  
Facebook Local Community Fund  
First Republic Bank  
George H. Sandy Foundation

glassybaby  
Palo Alto Weekly Holiday Fund  
Scheinoltz Associates  
Thelma Doelger Charitable Trust  
Trina Turk  
Union Bank Foundation

### **Leadership Partner (\$2,500+)**

California Employment  
Development Department  
City National Bank  
Cuvée Wine Cellars  
Danford Foundation  
Ksander Photography  
PayPal Gives  
Riggs Distributing, Inc.  
Rotary Club of San Mateo Sunrise  
Sequoia Health and  
Wellness Center  
Silicon Valley Bank  
SnapLogic  
Summa Peto Foundation  
SummerHill Housing Group  
TouchPoint Foundation  
UC Master Gardener

### **Giving Partner (\$1,500+)**

All Natural Stone  
Arbor Capital Management  
AutoReportCard  
Coldwell Banker  
Foothill College  
Fox, Shjeflo, Hartley & Babu

Goldman Sachs  
McGuire Real Estate Peninsula  
Presidio Bank  
Sit and Be Fit  
Strong for Life/ Stanford  
Thompson Brooks  
Viridian Benefits  
Wardrobe Cleaners  
Whole Foods  
YMCA Redwood City

### **Helping Hands Partner (up to \$1,500)**

AmazonSmile  
Amici's East Coast Pizzeria  
Argentinian Food  
Bonne Sante  
California Wood Fired Pizza  
Congregational Church of San Mateo  
Cotiviti  
eScrip  
Frank Edwards Company, Inc.  
The Bill & Melinda Gates Foundation  
Intuit, Inc.  
Kasumisou LLC  
Meadow Heights Elementary School  
National Charity League  
Noviaris  
Pasta Pasta  
Picchetti Winery  
Populus Group, LLC.  
Redwood City Rotary  
Charitable Foundation  
San Mateo Credit Union  
Seiler LLP

Teaspoon San Mateo  
United American Bank  
Xelay Foundation

### **Matching Gift Companies**

Apple Matching Gifts Program  
Baker McKenzie  
David & Lucile Packard Foundation  
Farallon Capital  
Genentech, Inc.  
Goldman Sachs  
Google Inc. Matching Gifts  
Lending Club  
Oracle Corporation

*We make every effort to accurately  
report all gifts made to Peninsula  
Family Service for the fiscal  
year July 1, 2017 to June 30, 2018.  
Please accept our sincerest  
apologies for any inadvertent  
inaccuracies or omissions.  
Contact us at (650) 403-4300  
or send us an email to [info@peninsulafamilyservice.org](mailto:info@peninsulafamilyservice.org) to  
report any corrections to be made  
in the digital version of this report.  
THANK YOU!*





## BOARD of DIRECTORS

**ALVIN L. ROYSE**

*Chair  
Retired Managing Partner with Deloitte*

**BETSY PACE**

*Past Chair  
Management Consultant and Coach*

**KRISTEN SANDIFER**

*Secretary  
Licensed Clinical Social Worker*

**JEFF ADAMS**

*Treasurer  
General Partner, Arbor Capital  
Management*

**GAIL ALBERTI**

*Community Volunteer*

**RALPH ARMENIO**

*Financial Advisory Consultant*

**LILLIAN BARDEN**

*Retired Professor of Business*

**LUKE CIRKOVIC**

*Regional Vice President at  
Collective Health*

**MONICA FRUTOS**

*EHS Policy Council President*

**KURT DE GROSZ**

*President and Co-Chair, ABD*

**SHARON HARTLEY**

*HealthCare Ombudsman/Mediator,  
Kaiser Permanente*

**SINCLAIR HWANG**

*Partner, Anderson Yazdi Hwang  
Minton + Horn, LLP*

**LINDA JANSEN**

*Vice President for Real Estate with  
Lending Club*

**ELIZABETH JENSON**

*Community Volunteer*

**RON LYNCH**

*Partner, Sanctuary Wealth Services*

**DAVID P. MARIANI**

*CEO and Founder, AtScale Inc.*

**ANTHONY MCCUSKER**

*Partner with Goodwin Proctor, LLP*

**MIKE PACELLI**

*President, Bay Relations*

**SHAWNEECE STEVENSON**

*Family Success Coach with The  
Primary School*

**ALEJANDRO R. VILCHEZ**

*Principal, AV Consulting*

**JUSTIN M. WOOLEY**

*Marketing and Communications  
Strategist*

## HONORARY LIFE BOARD MEMBERS



*Steven D. Anderson*

*John de Russy*

*Jill Flynn*

*Todd Foster*

*William O. Hetts*

*Jean M. Leonard*

*Patricia E. Martel*

*Gwendolyn V. Mitchell*

*Kenneth E. Olivier*

*Austin Sellery*

*Robert Spence*

*Judy Swanson*

*Kirk Syme*

*Ruth Wisnom*

## ADVISORY COUNCIL



*Duncan Beardsley*

*Bob Binn*

*John Carver*

*Jean Davidson*

*Denise de Ville*

*Frank Espina*

*Bob Falkenberg*

*Pandy Garvic*

*Diane Kounalakis*

*Doug Magowan*

*Karen Malekos-Smith*

*Betty Stern*

*Dayna Sumiyoshi*

*Brad Tuthill*

*Bob Webster*

*Jeanette Wheeler*

*Golnar Yazdi*



Peninsula  
Family Service

24 Second Avenue  
San Mateo, CA 94401

Tel 650.403.4300  
Fax 650.403.4303

[info@peninsulafamilyservice.org](mailto:info@peninsulafamilyservice.org)  
[www.peninsulafamilyservice.org](http://www.peninsulafamilyservice.org)

ALL ARE  
WELCOME

