Founded in 1950, Peninsula Family Service has become a multi-faceted organization with an excellent reputation for providing innovative, professionally-led, locally-targeted solutions to secure the wellness and stability of our neighbors. The Bay Area has grown and evolved over many decades, and we have been there every step of the way—providing support, caring for our neighbors, and becoming a deeply trusted part of this community.

WHO WE ARE

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

EARLY LEARNING

We open doors to learning, health, and stability for children. We change lives by providing high-quality, innovative child care, and helping parents nurture their children’s development during the critical first five years.

FINANCIAL EMPOWERMENT

We open doors to financial education, services, and tools. We change lives by empowering individuals to take control of their financial futures.

OLDER ADULT SERVICES

We open doors to independence, wellness, and compassionate support for older adults. We change lives by providing opportunities for older individuals in our community to connect and thrive.

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Our mission is to strengthen our community by providing children, families, and older adults the support and tools to realize their full potential and lead healthy, stable lives.

Our work has been more important than ever due to the impact of the pandemic on our program participants. Peninsula Family Service (PFS) has been strong, rising to the challenges throughout all of our program areas.

We have done so with our organizational values of adaptability—and with one of our core strengths—innovation—a key to our success over 70 years. Throughout this Annual Report you will read many stories of how PFS has adapted very effectively to serve our program participants, whether onsite or at-a-distance.

PFS was able to adapt so effectively because of our amazingly strong base of support—which is all of you.

As our staff spoke with individuals and families, we learned we needed to do even more for our struggling neighbors during the short and long-term impacts of the pandemic. PFS established the COVID-19 Emergency Relief Fund to distribute gift cards and other support directly to our participants to buy food, medications, diapers, infant formula, or other essential items.

The first gifts to this fund were generously donated by the Hillsborough Auxiliary to Peninsula Family Service (HAPFS). An outpouring of support quickly followed from our donors, volunteers and others familiar with the work of PFS. An anonymous Foothill Auxiliary member contributed a challenge grant, matching gifts up to $25,000. Peninsula Family Service is extremely grateful to all of our generous donors—from $20 to $25,000, you have made a difference!

PFS also deeply appreciates the commitment of our community partners on the Peninsula who have truly stepped up in this time of crisis. We particularly thank the following partners, not only for their ongoing support, but now for their emergency relief funding to PFS in the past several months: Comerica Bank, Genentech, Inc., Peninsula Health Care District, San Mateo County Strong for Nonprofits, Self-Help Federal Credit Union, Sequoia Healthcare District, Silicon Valley Community Foundation, Sobrato Family Foundation, Sunlight Giving Foundation, U. S. Bank, and Wells Fargo Foundation.

The COVID-19 Emergency Relief Fund has made a great impact, both keeping Peninsula Family Service strong and providing emergency relief directly to those PFS serves.

CARES Act funding is also helping to support new initiatives in the future including our ongoing commitment to social justice: PFS does not tolerate racism and is working actively to be anti-racist throughout our organization and our community.

Peninsula Family Service (PFS) has been strong, rising to the challenges throughout all of our program areas.

COVID-19 has not altered our plans for important new initiatives in the future including our ongoing commitment to social justice: PFS does not tolerate racism and is working actively to be anti-racist throughout our organization and our community.

We will also launch our NextGen Associate Board and continue to strengthen our STEM from the Start program, and so much more.

In whatever way you join as part of the PFS family, together we are Opening Doors, Changing Lives!

Stay well and strong,

Heather Cleary
Chief Executive Officer

Jeff Adams
Board Chair

Thanks to the very generous investment by donors and partners, we continue our work as a pillar of community support. During the challenges of COVID-19, contributions from individuals, foundations, corporations, our three Auxiliaries, and other community partners, are more vital than ever to ensure that our most vulnerable neighbors have the tools and support they need to thrive.

As soon as our community began COVID-19 shelter-in-place, PFS pivoted our activities by providing remote services to participants in all three program areas. As our staff spoke with individuals and families, we learned we needed to do even more for our struggling neighbors during the short and long-term impacts of the pandemic. PFS established the COVID-19 Emergency Relief Fund to distribute gift cards and other support directly to our participants to buy food, medications, diapers, infant formula, or other essential items.

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Heather Cleary
Chief Executive Officer

Jeff Adams
Board Chair
Carlos supports his wife and three young daughters by working for several delivery services. His livelihood is centered around owning a functioning car. He was at the repair shop more than at work and knew that it was time to buy a reliable vehicle. Carlos saw an advertisement for our DriveForward Electric loan program at his daughter’s preschool. A PFS Credit Specialist met with Carlos to create a budget that fit his family’s needs. He learned of the Peninsula Clean Energy $4,000 incentive towards the purchase of a used, plug-in hybrid electric vehicle (PHEV). Carlos purchased a 2014 Toyota Prius Prime and has a quality, dependable car, putting him on track towards greater financial stability.

COVID

Innovating online

Our Financial Empowerment program staff have been busy shifting to remote services over the past months. In-person financial education workshops have moved online to meet the needs of our participants. One important service we provided to our loan holders was the option to defer loans. Other participants who were in need of groceries and essential needs have been given gift cards obtained through the COVID-19 Emergency Relief Fund.

Sandra, a Second Careers Employment Program (SCEP) participant, was placed as a crossing guard before school closures took effect. Our SCEP program staff were able to find her a temporary job as a Census worker, and then she was hired permanently.

Your generosity to PFS goes directly to the participants we serve. Not only are you changing a family’s life, you are changing future generations! Thank you for opening doors of financial stability to the community we support.

Financial empowerment

DriveForward loans were deferred for one or more months.

STEM from the START

During FY19-20, a priority program in early learning had been to perfect our STEM from the Start pilot program so that over the next three years we can expand STEM to all of the children we serve. STEM involves interest in science, technology, engineering, and math for all of our students; in fact studies show that learning math in the earliest years is as important as literacy to success in school and beyond. Funding for this program resulted in trained PFS teachers utilizing a comprehensive STEM curriculum, instructional coaches for our teachers, and most importantly—STEM learning activities in each classroom every day, supported by a comprehensive math and technology platform. PFS has actively worked with Stanford Graduate School of Education on a math-learning app in our classrooms (see page 11).

Benefits of STEM for children we serve:

- Plan and carry out investigations
- Analyze and interpret data
- Use mathematics and computational thinking
- Construct explanations through engineering
- Engage in arguments from evidence
- Obtain, evaluate, and communicate information

COVID

Helping our families thrive

Our Early Learning teachers and family engagement staff have been a lifeline to the families we support. In partnership with Second Harvest Food Bank of Silicon Valley, every Friday families picked up food boxes at our Midway Child Development Center in Daly City. Over 160 boxes of food were handed out each week by staff and volunteers. Our teachers prepared and delivered learning activity kits for the children, as well as gift cards for essential needs, provided through the COVID-19 Emergency Relief Fund.

Early learning

2-3 STEM activities

Preschool classrooms average 2-3 STEM activities per week.

320 backpacks and home school kits were given to the children we support.

COVID

Pumpkin exploration including slime, October 2019

Teachers handing out backpacks filled with school supplies to the families we support

COVID

Driving to the future

Carlos purchased a 2014 Toyota Prius Prime and has a quality, dependable car, putting him on track towards greater financial stability.

COVID

Financial empowerment

DriveForward loans were deferred for one or more months.
GOT WHEELS!

In partnership with the County of San Mateo and Serra Yellow Cab, PFS launched the Got Wheels! pilot program in June 2019. The program serves Daly City residents ages 70+ to schedule up to six rides a month for just $5 per one-way trip within Daly City limits.

With your continued support, we will expand our reach to more older adults who need rides and independence.

HELP!@HAND

PFS partnered with the state of California and San Mateo County Behavioral Health and Recovery Services (BHRS) to help reduce stigma associated with mental health in older adults age 55+. The statewide initiative features the launch of an app that will support adults with mental or behavioral health needs. The app will be designed to educate older adults on how to find mental health support and increase their ability to chat with peers and connect to a therapist.

COVID SUPPORTING OUR ISOLATED NEIGHBORS

Our Senior Peer Counselors have worked hard during shelter-in-place. Instead of weekly face-to-face visits, volunteers have been using technology to provide wellness checks with adults age 55+, either in a one-to-one setting or in virtual groups. It has been more important than ever to reach out to our neighbors who feel isolated and need additional services.

In partnership with Peninsula Health Care District, the staff at Fair Oaks Adult Activity Center have been operating an Older Adult Resource Line to connect adults age 60+ in San Mateo County to programs that can help in this time of uncertainty. Fair Oaks staff have been able to provide hot meals and “Cook and Go” meals for program participants who would normally eat meals at Fair Oaks. PFS has provided gift cards to older adults in need through the COVID-19 Emergency Relief Fund.

COVID DEDICATED SUPPORT FROM OUR AUXILIARIES

In FY19-20 our Auxiliaries demonstrated their strength as partners more dramatically than ever. During the first half of the year, each Auxiliary replicated its remarkable expertise in fundraising activities. In October 2019, the Foothill Auxiliary hosted the Holidays on a High Note luncheon and floral arrangement demonstration. At the Hillsborough Auxiliary (HAPFS) Thanks for Giving event in November 2019, Carole Middleton was awarded “Sustainer of the Year” for her dedicated service to HAPFS and PFS! Guests at both events enjoyed delicious fare, shopping, and successful fundraising for the “Fund-A-Need” of the year — STEM from the Start.

2019 was also a spectacular year for The Family Tree, a next-to-new shop run by volunteers of the Red-Car-Bel Auxiliary. Sales were up 10% overall for the year! Thank you to the volunteers who work so hard to make The Family Tree a success!

In partnership with Peninsula Health Care District, the staff at Fair Oaks Adult Activity Center have been operating an Older Adult Resource Line to connect adults age 60+ in San Mateo County to programs that can help in this time of uncertainty. Fair Oaks staff have been able to provide hot meals and “Cook and Go” meals for program participants who would normally eat meals at Fair Oaks. PFS has provided gift cards to older adults in need through the COVID-19 Emergency Relief Fund.

**Judy Swanson**

Judy Swanson is a long-time San Francisco Bay Area community member who has taken a leadership role with PFS and other leading nonprofits across the country. Judy’s personal interests include her family, community service, and philanthropy. She is the CEO of K&E Management, Ltd., a private investment partnership, and the CEO and a Director of the Swanson Foundation. She is a former member of MIT’s Koch Institute for Integrative Cancer Research Leadership Council and continues to be a major benefactor of the Swanson Biotechnology Center, which is a part of the Koch Institute.


Judy is a PFS Pillar of the Organization and the Chief Executives’ Organization. She is a former member of the International Chapter of Young Presidents’ Circle of the National Academies of Sciences. A graduate of Michigan State University, Judy is a lifetime member of the Presidents’ Circle of the International Chapter of Young Presidents’ Organization and the Chief Executives’ Organization.

A tremendous leader for PFS over many years, Judy is a sustaining member of the Hillsborough Auxiliary to Peninsula Family Service. Judy is a PFS Pillar of the Peninsula and the lead donor partner for the ongoing STEM from the Start program.

**The Hillsborough Auxiliary and other volunteers hand-****sawed face masks for our teachers and students as they go back into the classroom, and a Senior Peer Counselor made masks for Older Adult Services participants.**

**The Foothill Auxiliary donated school kits for children. Parents at Midway Child Development Center donated toilet paper to families in need. San Mateo County Health Foundation donated over 2,000 pounds of chocolate to our participants. Cuvee Cellars donated chocolates and hand sanitizer. Netspend donated gift cards for financial empowerment participants.**

**Thanks to our volunteers for the tremendous amount of help and time you have given to our community!**

**We are so proud of our two award-winning honorees for 2020–2021. We will honor both award winners through 2020 and all of 2021 with special recognition at the special donor event, Celebrating You, scheduled for October 7, 2021.**

**COMMUNITY PARTNER of the YEAR**

**Stanford University Graduate School of Education (GSE)**

The mission of the Stanford Graduate School of Education (GSE) is to produce groundbreaking research, model programs and exceptional leaders in education to achieve equitable, accessible and effective learning for all. The GSE yields teachers, leaders, scholars, founders, policy makers, artists, and heads of state.

Dean Dan Schwartz, a cognitive psychologist, focuses his research on how people learn, and leads the school to work on what it means to ensure the success of future learners, including those in the earliest years and their teachers.

The Stanford GSE has been an advisor and partner in the development of the PFS STEM from the Start program. This program is based on research studies in brain development and the importance of Math and STEM in the very earliest years. Stanford GSE Senior Researcher, Kristen Pilner-Blair, with preschool student using the math app.

**We appreciate Mom’s Against Poverty (MAP) volunteers, the Leadership Program, National Charity League (NCL), and the Young Men’s Service League (YMSL), among other groups, for donating puzzles, chocolates and hand sanitizer. Netspend donated gift cards for financial empowerment participants.**

**Thank you to: Goodwin, the Insurance Industry Charitable Foundation, NetSpend Community Connect, Populus Group, InapLogic, Upstart, and VMedislabs for granting so many holiday wishes. These wonderful partners bought and assembled sixty Thanksgiving food baskets, purchased coats, donated holiday gifts, built children’s bicycles, donated gift cards, and made many wishes come true.**

**OUR VOLUNTEERS THRIVE**

**Netspend Volunteers, Fall 2019**

**VOLUNTEERS**

**AWARD HONOREES 2020–2021**

**LIFETIME ACHIEVEMENT AWARD WINNER**

**Judy Swanson**

Judy Swanson is the longtime San Francisco Bay Area community member who has taken a leadership role with PFS and other leading nonprofits across the country. Judy’s personal interests include her family, community service, and philanthropy. She is the CEO of K&E Management, Ltd., a private investment partnership, and the CEO and a Director of the Swanson Foundation. She is a former member of MIT’s Koch Institute for Integrative Cancer Research Leadership Council and continues to be a major benefactor of the Swanson Biotechnology Center, which is a part of the Koch Institute.

Judy serves on the board of directors of the Tech Interactive in San Jose and the San Francisco Ballet and is on the Board of the Mills-Peninsula Hospital Foundation. Most recently, she joined the board of directors for the Damon Runyon Cancer Research Foundation and is also a member of the Presidents’ Circle of the National Academies of Sciences. A graduate of Michigan State University, Judy is a lifetime member of the International Chapter of Young Presidents’ Organization and the Chief Executives’ Organization.

A tremendous leader for PFS over many years, Judy is a sustaining member of the Hillsborough Auxiliary to Peninsula Family Service. Judy is a PFS Pillar of the Peninsula and the lead donor partner for the ongoing STEM from the Start program.

Last year was busy for more than 300 corporate and community partner volunteers who supported various drives for our participants across all of our programs.

**National Charity League (Crystal Springs Chapter) volunteers have written thoughtful note cards and assembled care packages for our aging program participants. Many more cards have been written and mailed every week by new volunteers.**

**FALL GIVING**

We appreciate Mom’s Against Poverty (MAP) volunteers, the Leadership Program, National Charity League (NCL), and the Young Men’s Service League (YMSL), among other groups, for donating puzzles, chocolates and hand sanitizer. Netspend donated gift cards for financial empowerment participants.

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At Peninsula Family Service (PFS) 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. Thank you to all our individual, auxiliary, governmental, and corporate and community partners for your generous support for PFS and those most in need in our community.

**PROGRAM REVENUE**
- **REVENUE: $13,527,490**
  - 42% State Contracts
  - 24% Federal Contracts
  - 13% Philanthropy
  - 13% Local Contracts
  - 12% Endowment, Investment, Loan Interest, & Other
  - 9% Client Fees

**PROGRAM EXPENSES**
- **EXPENSES: $13,085,060**
  - 60% Early Learning
  - 36% Financial Empowerment
  - 24% Older Adult Services
  - 15% Core Support Services, Leadership, & Innovation

Due to the timing of the report publication, the financial results have not been certified by our auditors.

**FINANCIAL OVERVIEW**
- 42% State Contracts
- 24% Federal Contracts
- 13% Philanthropy
- 13% Local Contracts
- 2% Endowment, Investment, Loan Interest, & Other
- 9% Client Fees

**LEGACY GIVING**
PFS continues to grow our Legacy Giving Program of Peninsula Family Service. We provide educational estate planning workshops and opportunities for recognition. If you have remembered PFS in your estate plan and are willing to be recognized and inspire others as a member of our Legacy Giving Circle, or if you would like more information about legacy giving to PFS, please contact Deborah Miller at dmiller@peninsulafamilyservice.org; 650-403-4300 X4412.

**MONTHLY GIVING**
You can make your gift go even further by choosing to make it monthly! Monthly gifts are the easiest way to ensure your donation is making the biggest impact to our neighbors. To start giving monthly, simply check the “Make it Monthly” and we’ll take care of the rest!

**MATCHING GIFTS**
Did you know that many companies in the Bay Area will match or even double your donation to PFS? You can easily find out if your company will match your gift by contacting your HR Department or visit our website at www.peninsulafamilyservice.org/matching-gifts to get started.

**HONORING SUZANNE COOK PARSONS**
With great sadness, we share the loss of a former Governing Board Member and Sustaining Member of the Red-Car-Bel Auxiliary, Suzanne Cook Parsons. Suzanne was a kind and gentle soul, who gave tirelessly to support the vulnerable children and families PFS serves. One Family Tree volunteer remembered, “She always had a smile to share, an ear to listen, and a hug to make you feel better.” Suzanne volunteered for many civic organizations and we are fortunate and honored that she was active with PFS. Suzanne was the backbone of The Family Tree as a long-time member and President. Another Family Tree Member noted “Suzanne was always happy and considerate; she was the definition of the word ‘lady.’” Suzanne Parsons will be dearly missed.

Suzanne passed away on May 29, 2020 in San Carlos at the age of 99.
 Becoming one with the future

Thank you to those whose support makes this possible.

Board of Directors

Howard and Betty White Foundation
Mary Alice Scott
Lilli Rey
Kellie and Jim Meyers
J.H. Robbins Foundation
Joyce and William Hetts
Sally and Barry Karlin
Judy and Erica Swanson
Inger and Norbert Bischofberger
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Visionary Circle
Catherine and Duncan Beardsley
Stacey and Dean Allara
Lori and Jeff Adams
Anonymous
Patricia and Steve Anderson
($5,000+)
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Betsy and Bill Pace
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Teresa Connors

PENINSULA FAMILY SERVICE