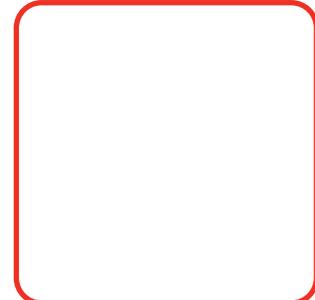
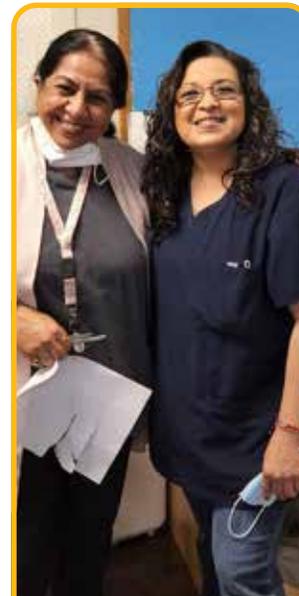
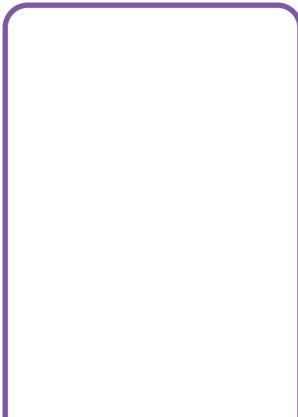
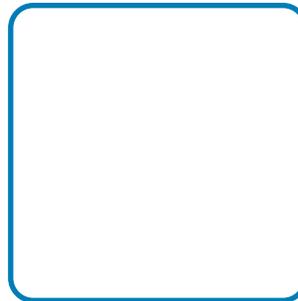


BUILDING *and* INVESTING in our COMMUNITY

2021-2022 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



6 | Early Learning



7 | Financial Empowerment



8 | Older Adult Services



9 | Employment

DIVERSITY, EQUITY, and INCLUSION

Peninsula Family Service (PFS) is committed to being an actively anti-racist organization working towards equity, opportunity, financial stability, and wellness for all. As part of that commitment, we center our program participants in our decision-making, prioritize racial equity work to ensure our policies and practices address racial bias, and examine where PFS perpetuates racial inequities. We will continue to engage in learning and action to make PFS more inclusive, equitable, and representative of the communities that we serve.

WHO WE ARE

Founded in 1950, Peninsula Family Service is 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.

TABLE of CONTENTS

- 4 A Message from the CEO and Board Chair
- 6 Early Learning
- 7 Financial Empowerment
- 8 Older Adult Services
- 9 Employment
- 10 Auxiliaries
- 11 Reflections
- 12 Financial Overview
- 13 In Memoriam
- 14 Donors
- 19 Leadership



A MESSAGE from the CEO and BOARD CHAIR



MIDWAY EARLY LEARNING CENTER CAMPAIGN

Dear Friends of PFS,

A long-time friend, supporter, and champion of PFS reached out to us the other day. She praised the progress we have made toward recovery, but recognized that the community is still facing many challenges. She is grateful for the nearly 75 years PFS has served the community, and she emphasized the key role PFS plays in the health and well-being of so many of our neighbors. She also spoke of how vitally important our work is now and in the future.

It was a heartening message, and one that we hear almost daily from our program participants. Their stories, as you will see in the following pages, showcase the many ways PFS is empowering them with the tools, resources, and hope to confront the adversity that marks many of their lives.

To strengthen our current programs, our new PFS Chief Program Officer, Charles Hansen, is leading the way to re-imagine the integration and promotion of our wraparound services to support children, families, individuals and older adults at every stage of their lives.

Looking to the future, the PFS Staff and Board are also mapping out how we will serve the next generation of program participants in our 2022-2026 Strategic Plan, to be completed by October 2022. We are finalizing a roadmap that will begin this fall and carry us just beyond our 75th anniversary in 2025. We are listening to the needs of the community



Heather Cleary



Ron Lynch

through open dialogue and developing programs and services to meet their needs.

Community needs are also a priority as we partner with the San Mateo County Department of Housing and MidPen Housing to accomplish the complete rebuilding and transformation of our Midway Early Learning Center (ELC). Midway ELC will become a model of early learning, supporting all of our children to succeed in school, and in their lives. We will give you more details and tell you how you can help on page 5.

Last year PFS formed the NextGen Associate Board comprised of individuals ages 20-40 to help us carry our work far into the future. We invite you to help us

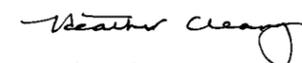
“The direction and decisions of our programs will be heavily influenced by what the data tells us, and backed up by the ‘why’ from our staff and participants.”

– Charles Hansen, Chief Program Officer

identify and recruit candidates for this important new initiative.

Our work is not possible without you, our PFS leaders, donors, community partners, volunteers, colleagues, friends and others who support us in making our community a better place for all. We thank you and look forward to the tremendous impact we’ll have in the coming year.

Together we are Opening Doors, Changing Lives.

 
Heather Cleary Ron Lynch

BUILDING and TRANSFORMATION

You can feel the enthusiasm in the air at our Midway Early Learning Center (ELC), one of the largest of our eight ELC sites. PFS has operated Midway ELC at Midway Village in Daly City since merging with Bayshore Child Development Services in 2012. Through a partnership with the San Mateo County Department of Housing and MidPen Housing, our Midway ELC and the surrounding Midway Village neighborhood will be transformed from the ground up.

Originally built in the 1970s, the current Midway ELC will be completely rebuilt, including the Midway Housing complex to be comprised of 550 affordable housing units.

BUILDING a BRIGHT FUTURE for our CHILDREN

In our area, children at our Midway ELC are from hard-working families who live at poverty or below self-sufficiency levels. These children are in danger of experiencing an opportunity gap due to limited resources. PFS is investing in these children, ensuring that in addition to benefiting from inspired early learning, they will enjoy the opportunities with which they can build success in school, and in their lives.



Midway Early Learning Center Campaign

To accomplish our goal, we have officially launched the Midway ELC Campaign which will provide funding to increase the number of children served within our model early learning center. Our full Creative Curriculum, including literacy, the arts, and our signature *STEM from the Start* program will be embedded in the design of our classrooms and playgrounds, and in the extensive support of our teachers at the site.

The campaign is already underway thanks to the generosity of our leadership donors who have helped us raise more than two-thirds of our overall goal. A big thanks to our Midway Campaign Cabinet, led by Co-Chairs Debbie Harrison and Elizabeth Jensen.

Join us in bridging the opportunity gap and supporting our children and families at Midway. To learn more, please visit www.buildmidway.org.



The playground at Midway ELC



Teacher and students at Midway ELC



EARLY LEARNING

INVESTING IN OUR TEACHERS

In late 2021, California passed a bill to include a cost of living adjustment to early learning reimbursement rates per child, in an effort to address inequities between the standard reimbursement rate and the regional market rate ceiling. This change has allowed PFS to increase compensation in our Early Learning program, raising the PFS minimum wage to \$23 for teachers.



Field trip to Filoli Historic House and Garden

CHILD DEVELOPMENT ASSOCIATE PROGRAM

PFS launched its first Early Learning Child Development Associate (CDA) Training Program in early 2022. The first cohort graduated in March, and the second cohort of fifteen students is already underway. The CDA program supports individuals seeking a rewarding career working with children, while also increasing the PFS and community teacher pipeline. CDA graduates are also eligible for an Associate Teacher permit.



Dinosaur STEM project fun



276
HOURS

Students complete 276 hours of training during the CDA training.



420
HOURS

After the training, students must work for 420 hours in a classroom, before taking the final test for certification.



FINANCIAL EMPOWERMENT

BUILDING FINANCIAL FUTURES

PFS has witnessed the hardships of the pandemic for so many in our community. The services PFS provides to our program participants are more important than ever, especially now that the demand for financial empowerment resources has skyrocketed. We will continue to offer financial education, affordable auto loans, banking alternatives, and money management tools. These services help participants build savings and improve their credit scores, which increases their financial knowledge and wellbeing.

Increased Credit Scores for Stability
Capri has engaged in our Financial Empowerment programs for years. She has participated in financial education workshops, Lending Circle program, and is the proud owner of an excellent quality used and reliable car thanks to a DriveForward auto loan from PFS. Throughout her participation in many services, she has achieved her goal of increasing her credit score.

Most participants come to PFS with an average credit score of 546 or no score at all. Together, we set goals to improve an individual's score. When participants reach their goal of over 700, more opportunities open.



Capri and her daughter at the Hillsborough Auxiliary Gala



A Lending Circle and DriveForward participant



42
LOANS

We were able to support forty- two accessible auto loans.



25
PARTICIPANTS

We increased our Lending Circle participants to a total of twenty-five participants.



OLDER ADULT SERVICES

CALIFORNIA MASTER PLAN for AGING (MPA)

PFS Older Adult Services is focused on aligning programming with the California Master Plan for Aging. This 10-year plan is designed to help us take better care of California’s rapidly growing population of older adults. Of the plans five major goals, PFS is focused on *Health Reimagined* and *Inclusion and Equity, not Isolation*.

PROMOTING POSITIVE WELL-BEING

In partnership with the San Mateo County Health Department, PFS offers WYSA, an AI-based mental health wellness tool. This ‘emotionally intelligent’ bot is a virtual coach that responds to the emotions you experience and uses evidence-based cognitive behavioral techniques, meditation, breathing, and other methods that build mental resilience and improve emotional health.

Knowing the importance of relationship-based mental wellness services, PFS also provides one-on-one or group support and companionship to diverse older adults (aged 55+) through our Peer Counseling program. Highly trained volunteer counselors are core to the program, and demand for these supportive services has risen dramatically during the pandemic. To meet the growing need, we trained 17 new peer counselors last year and

now have more than 90 active peer counselors. One Peer Counseling participant said, “It has made a difference in the quality of my life on all levels.”



Participants at the Fair Oaks Adult Activity Center Garden



A Musical Interlude at Fair Oaks Adult Activity Center



53%

MORE OLDER ADULTS

San Mateo County will have fifty-three percent more adults between the ages of 65 and 74 by the year 2030.



720

POUNDS OF PRODUCE

Our gardens at Fair Oaks Adult Activity Center produced over 720 pounds of produce.



EMPLOYMENT

PFS has been a longtime leader in older adult employment through two unique programs: Senior Community Service Employment Program (SCSEP) and the Mature Worker Program. This area of our work is so important that we are calling it out as a priority PFS program area.

SENIOR COMMUNITY SERVICE EMPLOYMENT PROGRAM (SCSEP):

The SCSEP program assists adults age 55+ living in San Mateo County to search for employment by providing guidance, direction and resources to help them in their endeavors.

MATURE WORKER PROGRAM:

The program is for adults age 50+ living in Santa Clara County. Offerings include one-on-one job coaching, peer discussion groups, and workshops. This is in collaboration with NOVAworks and funded by Santa Clara County.



SCSEP participant at his permanent job

PFS Finds Employment for Leslie

Leslie, an Army veteran, found herself without family support, and eventually began living out of her car. Looking for help, she reached out to the Homeless Veterans Emergency Housing Facility, an employment partner with PFS. They connected her to the PFS SCSEP program, and she was able to be placed at the facility and trained as a front desk clerk while she completed the SCSEP program. After a year of training, Leslie proved to be an incredible asset to the homeless veterans through her work at the front desk. She was able to expand her duties to take on more administrative responsibilities resulting in a permanent position and residency at the facility.



Leslie at work



221

We enrolled 221 participants in our Employment Program last year.



64

JOBS

Approximately sixty-four of our Employment participants secured jobs.



AUXILIARIES

DEDICATED SUPPORT from our AUXILIARIES

In FY 2021-22, our Auxiliaries demonstrated their dedication in many ways, including a return to in-person events and service projects that support PFS participants.

The Foothill Auxiliary (FAPFS) hosted its annual signature event, dazzling guests with floral arrangement demonstrations at *Holidays on a High Note*.

The Hillsborough Auxiliary (HAPFS) followed with *Thanks For Giving* honoring Wells Hamilton as “Sustainer of the Year” for her dedicated service to HAPFS.

The FAPFS also brightened the holidays for older adults, gifting items on their wish lists. Foothill members greeted the Fair Oaks Adult Activity Center participants in Redwood City with holiday bags overflowing with cheer. Thirty-five participants were thrilled to receive new clothes, blankets, and even a microwave!

HAPFS started the year by providing over 2,600 diapers and 10,000 wipes for the Midway Early Learning site. In the winter, members gathered to assemble essential food baskets for PFS individuals and families in our Financial Empowerment program. Participants received bags overflowing with nourishing food as well as treats that put smiles on their faces.

In May, Auxiliary members were delighted to return to the classroom to help preschool students at Leo J. Ryan Early Learning Center with a STEM focused dinosaur project. Volunteers and children enjoyed a morning of searching for dinosaur bones, watching volcanoes explode, and learning prehistoric history.

The Red-Car-Bel Auxiliary, aka “The Family Tree,” continued with the shop open three days a week. The store, located at 1589 Laurel Street in San Carlos, welcomed in-person shopping, displaying their top-notch clothing and accessories. The Family Tree also offers a carefully curated selection of treasures via eBay. To shop The Family Tree eBay online, or to schedule a donation drop off, visit pfs.org/familytree. All proceeds support PFS.

We are extremely grateful for all the projects and comfort the Auxiliaries have provided over the past year and the activities planned in the coming months. We appreciate you!

Each Auxiliary welcomes new members to have fun while volunteering for our community.

Visit www.pfso.org/corporate-partnerships/auxiliaries/ to learn more.



Foothill Auxiliary



Hillsborough Auxiliary



Red-Car-Bel Auxiliary



REFLECTIONS

Despite the hardships of COVID during the past few years PFS was able to support our staff and participants in many ways. Here is a glimpse of what PFS has done.



1,784

STORIES READ

The Ready Rosie Application was introduced to Early Learning families to build positive parent & child relationships during COVID-19



161

GUARDIAN ANGEL GRANTS

have been approved and given out to participants for a total of \$835,800 since the beginning of COVID-19



765

PARTICIPANTS

The Financial Empowerment program was able to offer workshops virtually to 765 participants, who would otherwise not be able to benefit from financial education, because of COVID-19 restrictions.



100

TABLETS

In our efforts to keep our older adults connected, we gave out 100 Wi-Fi enabled tablets and provided Zoom training. Weekly Zoom events kept our older neighbors from being isolated.



Welcome back to Fair Oaks Adult Activity Center



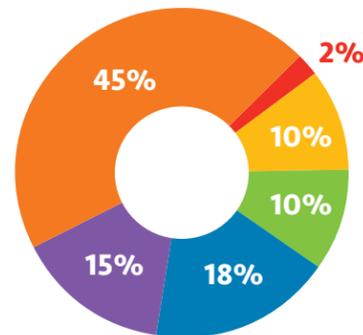
Members of our Early Learning Center family



FINANCIAL OVERVIEW

At Peninsula Family Service (PFS) we believe in transparency and accountability. The charts below provide a snapshot of how our revenues are raised. The second chart is a visual representation of how your financial contributions reach the most vulnerable in our community.

PROGRAM REVENUE

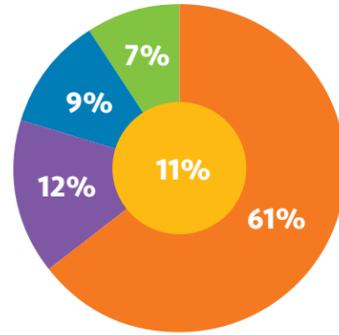


REVENUE: \$17,980,647

- 45% State Contracts
- 15% Federal Contracts
- 18% Philanthropy
- 10% Local Contracts
- 10% Donated Goods, Time & Space
- 2% Other

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

PROGRAM EXPENSES



EXPENSES: \$17,998,313

- 61% Early Learning
- 12% Older Adult Services
- 9% Employment
- 7% Financial Empowerment
- 11% Core Support Services, Leadership, & Innovation

In total we spent \$17,998,313 of which \$16,057,867 (89%) was for program expenses and \$1,940,446 (11%) was for core support services, leadership and innovation.

“I want to say a special thank you to each of you involved in blessing me with the grant received on behalf of Peninsula Family Service. I received this grant during a most difficult time and financial hardship. I was able to maintain my rental payment, utilities, vehicle loan and a portion of my school tuition with the grant that your organization provided me, and I am so thankful.”

– Angela G., Guardian Angel Grant Recipient



WAYS to GIVE



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. When donating, 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? To get started, you can easily have your gift matched by using our matching gift app at www.pfso.org/matching-gifts.



DAF

Donating via Donor-Advised Fund (DAF) is a convenient way to make a gift. It is a simple, safe, and effective way to achieve your philanthropic goals. To get started visit www.pfso.org/daf or contact your DAF administrator.



LEGACY GIVING

PFS continues to grow our Legacy Giving Program. We provide educational estate planning workshops and opportunities for recognition. If you would like to learn more about the Legacy Giving Program visit, www.pfso.org/legacy.



STOCK

Donating publicly-traded stock may provide better tax benefits. Your charitable income tax deduction is equal to the fair market value of the stock, and you avoid paying capital gains tax on any increase in the current value over the original cost of the stock. Please visit www.pfso.org/stock to get started.



CIRCLES

The Circles Program is our major donor recognition program for donors of \$1,000 or more. Each Circle level has special benefits and opportunities. To learn more please visit www.pfso.org/circles.

IN MEMORIAM



With sadness and great appreciation, Peninsula Family Service (PFS) remembers the volunteers and friends lost to us over the past year.

Former Valley Auxiliary Member **Dorothy Gallus Gravelle** passed away from an illness. Dorothy graced the lives of family and friends with her rich and storied 95 years. Dorothy set the example for choosing the morally right path, being a friend to everyone, helping the less fortunate, and being a giver not a taker.

Helen Patricia Long was 104 when she passed away in January 2022. Helen volunteered every Saturday at The Family Tree in San Carlos for over thirty years. Shoppers would love to visit with her as she noted the best bargains in the store and shared her stories from her life over the century.

Pearl Anne “Annie” Seipp was a woman of striking charm, elegance, and grace. Annie contributed generously to worthy causes, including PFS. She was a longtime member of The Valley Friends. Annie last enjoyed fellow Valley Friends with her daughter in 2017 as she assembled spring baskets full of gifts and diapers for teen moms.

Virginia White Spini passed away after making San Carlos her home for 67 years. She was an award-winning volunteer and member of several civic organizations. In her later years, she loved volunteering at The Family Tree until glaucoma forced her to retire.



THANKS to our DONORS

Visionary Circle (\$100,000+)

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Inger and Norbert Bischofberger
The Lampert Family
The Eric Lillybeck Living Trust
Angela Nomellini and Kenneth Olivier

Humanitarian Circle (\$50,000+)

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Separate Property Trust
Natalie and Ron Lynch

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

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Canice Wu
Rochelle Yonezawa and Stephen Scheifele

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We make every effort to accurately report all gifts made to Peninsula Family Service for the fiscal year July 1, 2021, to June 30, 2022.

Please accept our sincerest apologies for any inadvertent inaccuracies or omissions. Please send us an email to info@pfso.org to report any corrections to be made in the digital version of this report. THANK YOU!



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