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.
A MESSAGE from the CEO and BOARD CHAIR

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 can see in the following pages, showcase the many ways PFS is empowering them 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). Originally built in the 1970s, the current Midway ELC will be transformed from the ground up. MidPen Housing complex to be comprised of 550 affordable housing units.

Looking to the future, the PFS Staff and Board are also mapping out how we will 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 forward the tremendous impact we’ll have in the coming year.

To strengthen our current programs, our new PFS Chief Program Officer, Charles Hansen, is leading the model of early learning, supporting all of our children with the tools, resources, and hope to confront the adversity that marks their lives.

To our donors, community partners, volunteers, colleagues, and others who support us in making our work far into the future. We invite you to help us identify and recruit candidates for this important new initiative.

Our work is not possible without you, our PFS leaders, donors, community partners, volunteers, colleagues, and others. PFS 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.

Together we are Opening Doors, Changing Lives.

Heather Cleary              Ron Lynch

Charles Hansen, Chief Program Officer

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.

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 Jenson.

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

Heather Cleary

Ron Lynch

The playground at Midway ELC

Teacher and students at Midway ELC
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.

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.

FIELD TRIPS

Field trip to Filoli Historic House and Garden

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 well-being.

DEMOGRAPHICS

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.

FINANCIAL EMPOWERMENT

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

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

LOANS

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

PARTICIPANTS

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Early Learning

Students complete 276 hours of training during the CDA training.

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

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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 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.”

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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 pfso.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.
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.

FINANCIAL OVERVIEW

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.

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

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.

WAYS TO GIVE

Matching Gifts

Matching 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.

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.

Matching gifts

Did you know that many families 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.

“Make it Monthly”

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!

Program Revenue

“In 2021, Bernard C. made a gift to support the Circles Program at Peninsula Family Service. Bernard’s gift to PFS was a special one for me, as it was a gift that honored a special family member. It was a gift that will continue to provide invaluable support to the Circle members for years to come.”

- Bobbi W., Circles Grant Recipient

Program Expenses

“During a time of need, I was able to access the resources of the Peninsula Family Service (PFS) voucher program. I received counseling and assistance in obtaining rental assistance. I am very grateful and pleased to learn that PFS is here for those in need.”

- Nuala M., PFS Voucher Recipient

IN MEMORIAM

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COCORATE AND COMMUNITY PARTNERS

Visionary Partner
($500,000+)
The Big Picture California Department of Education California Department of Transportation, Division of Rail &公路 Caltrans San Francisco County of San Mateo San Mateo County civic Investment

Corporate & Community Partners
($25,000+)
Golden State & Co. & Henry Johnson Charitable Trust NICHOLS Peninsula Health Care District StanVolks

Leadership Partners ($10,000+)
Henry’s Keiser Family Foundation Heritage Bank of Commerce Sidney Charles Lloyd Jr. Foundation Los Altos Community Foundation National Financial Services LLC Peninsula Food Runners Peninsula Women’s Club Target Corporation Young Men’s Service League, Inc. Crystal Springs Chapter

Champion Partners ($5,000+)
Anderson Maid and House Work & More Caron Jablonski IFAI Crescent Porter Hale Foundation Driveway Program Loan and Advisory Committee Volunteers Joe Catt Wiike June Sugarfoot Fair Foundation Kenmore: Barnes & Craig, LLP Silicon Valley Bank South Bay Workforce Investment, Inc. Thelma Dargie Charitable Trust Touchpoint Foundation

Leadership Partner ($2,500+)
Arbit Capital Management Bologue Realty Partners CA Employment Development Department Donald & Marie Eichhorn Foundation Rio Linda House and Garden National Charity League (NCL) Rong Hua Long Center for the Performing Arts Redwood City The community Cornerstone Partner ($1,000+)
Henry’s Keiser Family Foundation Heritage Bank of Commerce Sidney Charles Lloyd Jr. Foundation Los Altos Community Foundation National Financial Services LLC Peninsula Food Runners Peninsula Women’s Club Target Corporation Young Men’s Service League, Inc. Crystal Springs Chapter

Helping Hands Partner (up to $1,000+)
Andelco, Inc. ABD Insurance & Financial Services Amazonable Angara High School Alliance for Children & Families Black Ink Community California Community Foundation Church of the Holy Cross Creating Wealthy Communities David and Himmi Packer Foundation Everything is A Little Cheaper

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