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2013 Media Kit

North Coast Opportunities (NCO)

Interim Executive Director – Carolyn Welch, CFO

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North Coast Opportunities, Inc. invests in people in many important ways. As a non-profit Community Action Agency in Lake and Mendocino Counties, NCO is uniquely positioned to identify and support programs that increase resources to people so they can become more self-sufficient. NCO is made up of several different programs. To learn more, visit www.ncoinc.org.

NCO Program Overview:

1. Community Action Projects

Program Director – Patty Bruder

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Tel: 707-467-3200 ext. 282

NCO is one of thousands of Community Action Agencies throughout the nation, established under the Economic Opportunity Act of 1964 to fight America's War on Poverty. We help people achieve self-sufficiency. Local Projects include The Gardens Project, Farm to Fork, Nutrition Basics, Earned Income Tax Credit, Food Pantry, and RSVP/HandsOn Volunteer Network.

2. Head Start Child Development Program

Program Director – Corrine Lindgren

Email: clindgren@ncoinc.org

Tel: 707-462-2582

Fax: 707-462-4792

Address: 550 N. State St, Ukiah, CA 95482

Head Start is a national program that promotes school readiness by enhancing the social and cognitive development of children through the provision of educational, health, nutritional, social and other services to enrolled children and families.

3. Leadership Mendocino

Program Director – Kimberly Smith

Website: www.leadershipmendocino.org

Email: ksmith@ncoinc.org

Tel: 707-467-3230

Leadership Mendocino is a community leadership program that seeks to strengthen local communities by developing a diverse group of emerging and established leaders who will get involved to make a difference.

4. Foster Grandparents

Program Director – Eileen Bostwick, MS

Email: ebostwick@ncoinc.org

Tel: 707-467-3200 ext. 318

The Foster Grandparent Program engages adults aged 55 and over in intensive volunteerism as tutors and mentors for special needs children. The volunteers help challenged children with academics, as well as provide individualized tender loving care and friendship. Many foster grandparents serve as the only stable loving presence in the lives of these young people.

5. Rural Communities Child Care

Program Director – Teri Sedrick

Email: tsedrick@ncoinc.org

Tel: 707-263-4688 ext. 10

Rural Communities Child Care provides child care for low-income families and continuing education for child care providers.

6. Redwood Caregiver Resource Center

Program Director – Nancy Powers-Stone

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Address: 141 Stony Circle, Suite 200, Santa Rosa, CA 95403

The Redwood Caregiver Resource Center helps families and communities master the challenges of caring for adults with brain disorders through programs and services that address the emotional, physical, and financial needs of family caregivers. Redwood Caregiver Resource Center... *“Caring for People Who Care”*

NCO Program Descriptions:

1. Community Action Projects

Program Director – Patty Bruder

Email: pbruder@ncoinc.org

Tel: 707-467-3200 ext. 282

Brief Program Description: Community Action responds to the needs of the community. NCO identifies community issues through the development of a community action plan, then looks at ways to successfully implement change. Much of what we do involves program development, partnerships, and collaboration.

Who We Serve: We assist low-income families and the community.

How We Operate: For years, NCO has been developing a wide array of grassroots programming to assist low-income families, helping them meet their basic needs in healthy sustainable ways by integrating economic development, leveraging scarce resources, and nurturing self sufficiency.

Established: In 1964 Community Action was established as part of Lyndon Johnson's War on Poverty.

Funding We Bring to Our Community: NCO was the first recipient of the Community Services Block Grant. For years, our allotment of funds was \$160,000. For 2013, it is \$514,000 for both Lake and Mendocino Counties. This year we leveraged \$555,128 in other grant funds.

How Many People We Serve: Community Action serves approximately 1,800 people a year.

What We've Accomplished:

Some positive outcomes of our efforts are described below:

- **More local farmers and family gardeners are producing more food.** NCO supports school and community gardens, offers training workshops, and advocates for policies that make it easier for growers to sell their produce and for residents to purchase produce from friends and neighbors.
- **More people are eating more fresh local produce.** NCO works to raise community awareness of the health and economic benefits of "buying local" by promoting farmers markets, hosting cooking and nutrition classes, coordinating with schools to get more local produce into student meals, offering farmers market vouchers for volunteer time in community gardens, stocking low-cost grains and legumes through a bulk grain storage and distribution project (spun this project off to the Willits Grange), and increasing food stamp purchase options at farmers markets. The food pantry in Lake County has an emphasis on healthy food and assists clients with information on nutrition and recipes.

- ***We've developed more and stronger partnerships.*** NCO brings institutional players together with nonprofits, businesses, and community groups to strategize ways to do things better, such as the SOUP Project in which NCO and its partner Ford Street Project will build on existing resources to increase community food self-reliance and address the food needs of high-risk, low income people. New linkages have been forged between farmers and restaurants and schools and community groups such as granges.
- ***NCO has leveraged millions of dollars in grant funding.*** Since 1968 when NCO received its first grant for its Head Start program, the organization has successfully competed for and implemented numerous federal grants from a wide range of federal agencies, including the federal Departments of Labor, Health and Human Services, USDA, California Endowment, Redbud Health Care District, and more.
- ***NCO encourages and facilitates collaboration***

Community Action participates in the Continuum of Care in Lake County, developing services for the homeless population. Community Action is the program that most fiscal sponsorships are under such as THRIVE Lake County Timebank, Healthy Mendocino and Mendo Futures. As part of collaboration and as a way to develop programs staff participate in many boards such as EDFC, WIB, Kids Club, HSSA Advisory Board, North Coast Regional Food Network, Lake County Hunger Task Force, Healthy Start, Food Round Table, United Way Collective Impact Group and the Health Leadership Network.

Life Without Community Action:

Without Community Action it is doubtful that we would have so many wonderful programs to help low-income families, including those listed below. Community Action provides the funds to develop programs and partially fund them. Without Community Action leverage, we would not have secured these grants.

Why Is NCO Community Action Involved in the Local Food Movement?

It all started about 12 years ago as we were reviewing our community needs survey. Community members reported concerns about health, obesity and diabetes; health care costs; access to healthy foods; economic concerns and lack of jobs; food security; lack of cooking skills; and disaster preparedness. These are all big issues, and we wondered, "What could we do that would have an impact?" People were struggling to make ends meet, often the cheapest foods are the unhealthiest, and we wanted to reduce the costs of health care.

As our committee talked, we began to develop strategies. Could we reduce health care costs through prevention? Some poor health is lifestyle-related, and by encouraging people to stay as healthy as possible, could we prevent some illness? We decided to promote programs that create access to affordable, healthy food. Our farmers produce amazing quality vegetables locally; but they are small farmers, and without the

benefit of any farm subsidies they need to charge the true cost of production. Many families simply can't afford fresh fruits and vegetables, and some families no longer know how to cook from scratch.

We knew community gardens could provide access to healthy food. At the same time, they provide opportunities for exercise and bring people together in ways that strengthen community (both healthy endeavors). By supporting small farmers and helping to "grow" more farmers, we could also have an impact on job creation.

Today, along with our partners, North Coast Opportunities Community Action brings community resources together to encourage health and hope. We've created a structure that develops both individual- and community-level food self-reliance while addressing the needs of high-risk, low-income people through education about nutrition, cooking skills, income-patching with value-added foods, and micro-enterprise opportunities.

NCO Community Action in Lake County

Community Action Lake County provides food to low income residents during weekly food distributions. We offer a full choice pantry where participants "shop" for groceries. This gives the clients a sense of empowerment and cuts down on wasted food. Our weekly food distributions always include fresh produce, some of which is purchased from our local farmers. We have a garden on the premises and clients can pick fresh fruits and vegetables right off the vine; all of the excess goes into the pantry for the weekly distributions. NCO Community Action Lake County also offers a recycle program that awards our clients for bringing their own bags each week (usually about 98% comply). And the real reason for our success? Our volunteers. They are the heart of this program. We have an average of 8-12 volunteers at each distribution, and when we have a special event, we draw 20-25 or more volunteers.

Community Action Projects

The Gardens Project

Miles Gordon, Project Coordinator

Website www.gardensproject.org

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Fax: 707-462-0191

Description: The Gardens Project is the coordinating agency for The Gardens Network, and facilitates the development of community-supported gardens throughout Mendocino County. We also support various projects from After School Nutrition Programs, Farm-to-Cafeteria, Food Stamp Outreach, and our Food Policy Council.

The Gardens Project relieves hunger and inadequate nutrition in low-income neighborhoods, senior communities, schools, and youth enterprise projects by providing:

- **Education** - methods for growing organic food and its nutritional, social, and economic benefits. Leadership training for garden members and organizers.
- **Nutrition/Physical Health** - a nutritious food supply to individuals, children, and families in a physically engaging, community-supported environment.
- **Economic Development** - life-long, transferable, and self-sustaining skills in food production, cooking, surplus food sales and reducing household food costs

B.E.A.N.S.

Caitlin Morgan, Project Coordinator

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Brief Program Description: B.E.A.N.S. (Better Eating, Activity, and Nutrition for Students) trains teenagers to be nutrition advocates in their communities. Teens receive instruction in nutrition basics, classroom management, and food preparation, and then pass on their knowledge by teaching younger students about nutrition and cooking. Outside the classroom, teens promote healthy beverage policies and cooking from scratch.

Who We Serve: We serve elementary and middle school students in afterschool programs in schools where at least 50 percent of the population qualifies for free or reduced lunch. We also serve our teen employees and community members who participate in our community outreach efforts.

Established: B.E.A.N.S. was established in 2009.

Funding We Bring to Our Community: In 2013, our budget was \$85,000. Since 2009, we have brought more than \$320,000 to the community.

How We Operate: B.E.A.N.S. operates in two Mendocino County towns, Willits and Ukiah, and is starting a new location in Lake County. We work with afterschool programs and local service hubs, including the Department of Social Services and the Willits Food Bank, to bring programming to a range of students and community members. As much as possible, the B.E.A.N.S. program collaborates with other Gardens Project efforts to streamline the project's food systems approach.

How Many People We Serve: In Mendocino County, we serve approximately 250 students through direct education, and an additional 400 through healthy lunch promotion; we reach 250 parents and 600 community members.

Life Without B.E.A.N.S.:

Without B.E.A.N.S., nutrition and cooking education would decrease in schools and in the community at large. With the recent termination of Garden Enhanced Nutrition Education in Mendocino County after 12 years, our work is doubly important. Middle school students would have much less exposure to cooking from scratch, and elementary school children would only receive nutrition education if their school or teacher decided to provide it. The community would have fewer youth advocates for health, and the teen nutrition advocates, for whom the program is most powerful, would no longer receive the training, experience, and meaningful employment that B.E.A.N.S. provides them.

Nutrition Basics

Tarney Sheldon, Project Coordinator

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Description: The Nutrition Basics Project coordinates and collaborates with USDA-funded nutrition activities in Mendocino County. These activities include:

1. Nutrition education classes and train-the-trainer events focused on MyPlate basics, healthy eating on a budget, and building cooking skills. Classes are held in family resource centers, after school care centers, and transitional housing facilities for participants aged from 5 yrs. through adult.
2. Policy, systems, and environmental change efforts focused on community and youth engagement in the change process. Specifically, the Nutrition Basics Project is participating in the California Department of Public Health's CX³ (Communities of Excellence in Nutrition, Physical Activity, and Obesity Prevention) community assessment and advocacy project. In addition, the Nutrition Basics Project collaborates with a county-wide consortium dedicated to reducing access to sugar-sweetened beverages.
3. Coordinating the County Nutrition Action Plan (CNAP) goal-setting process, action updates, and quarterly informational meetings.
4. Hosting dietetic interns and providing them with hands-on community nutrition management experience.

Funds we bring into the county: \$225,000 SNAP-Ed grant (subcontracted to NCO Community Action from Mendocino County Health and Human Services Agency).

Number served: 2,700 low-income Mendocino County residents per year.

Farm to Fork

Susan Lightfoot, Project Coordinator

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Brief Project Description: Farm2Fork aims to ramp up institutional purchasing of local food by building mutually supportive relationships between local food producers and the schools, hospitals, restaurants, and grocery stores that utilize significant volumes of fresh fruits and vegetables in their meals programs. The goal of the project is to increase the capacity of both local farmers and food service professionals to feed Mendocino County fresh, healthy, locally-grown food. We offer personalized professional development for school Nutrition Services staff, equipment for school kitchens to make fresh prep more efficient, business and production planning and resources for farmers, and logistical support to both buyers and producers.

Who We Serve: Farm2Fork works with over 100 school food service staff, 20 restaurants, 2 hospitals and 5 markets from across Mendocino and Lake Counties to link their meals programs with 25 farmers in the region. The Fort Bragg, Willits, Ukiah and Anderson Valley Unified School Districts are the primary partners in the Farm to School efforts within Farm2Fork. Together these districts serve over 10,000 meals per day to children across the county.

How We Operate: We use federal grants to build partnerships between local farmers, institutions, and the people they serve.

Established: Farm2Fork is a 2-year grant-funded project through the California Department of Food and Agriculture's Specialty Crops program. Additional funding to continue the project is under development.

Funding We Bring to Our Community: \$267,000 over 2 years from CDFA

Retired Senior Volunteer Project

Mendocino County Program Manager – Rebecca Enberg

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Tel: 707-462-1959

Lake County Program Manager – Tammy Alakszay

Email: talakszay@ncoinc.org

Tel: 707-994-4647 X123

Description: RSVP links the skill of volunteers 55 years of age and older with identified community needs. These volunteers serve nonprofit and public organizations by tutoring children in classrooms, helping people recover from natural disasters, delivering meals to homebound seniors, and tending community gardens.

HandsOn Volunteer Network

Mendocino County Program Manager – Rebecca Enberg

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Lake County Program Manager – Tammy Alakszay

Email: talakszay@ncoinc.org

Tel: 707-994-4647 X123

Description: HandsOn Network of Lake and Mendocino Counties (HONLMC) creates opportunities for people of all ages to volunteer, learn and lead in their communities. We strive to provide volunteers with high-quality experiences that fuel further action, and we envision a day when everyone is inspired and equipped to be the change they wish to see in the world.

Mendocino County Volunteer Center

NCO Volunteer Network partners with the County of Mendocino to enhance county services through the recruitment and management of local volunteers. Volunteers are active in the Sheriff's Office, Administrative Offices, Transportation, Animal Care Services, and all branches of the County Library, including the Bookmobile! The County of Mendocino also supports Community Emergency Response Training (CERT) and the formation of volunteer CERT teams to assist emergency responders in the event of a local disaster.

2. Head Start Child Development Program

Program Director – Corrine Lindgren

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Brief Program Description: The Head Start Child Development Program (HSCDP) is a comprehensive, family-focused child development program providing health, mental health, nutrition, education, disabilities services, and other services to families. The program focuses on positive child and family outcomes to close the achievement gap, and to build a better future for children, families, and communities served by the Head Start Child Development Program.

Who We Serve: The program serves low-income pregnant women and children birth to five years of age. Ten percent of the program's enrollment must be children with a certified disability. Another ten percent of our enrollment may be children whose family income exceeds the federal poverty guidelines.

Established: The program was established in 1965 nationally and 1968 locally.

Funding We Bring to Our Community: In 2013, our budget is \$6,328,123. Since the program's inception, we've brought more than \$102 million to our community.

How We Operate: HSCDP operates eleven centers throughout Lake and Mendocino Counties. We collaborate with many agencies within the two county service area, including Health & Human Services, Department of Social Services, First 5, SELPA, MPIC, Easter Seals, Redwood Coast Regional Center, Rural Communities Child Care, Foster Grandparents, Garden's Project, Community Health Clinics and many more.

How Many People We Serve: We serve approximately 460 children and their families each year.

Life Without Head Start:

Since the program's inception, we've provided services for 13,476 children and their families. Without our services, more children would drop out of high school, end up in juvenile detention, commit more crime, receive more public assistance and require more special education services.

Toddler Success Story

Earlier this year a homeless mother and her two-year-old child enrolled in the Early Head Start program. The child had no language skills, and communicated only by grunting and pointing. The family had no stable home and moved from one friend's house to another; they had no idea where they would be staying on a daily basis.

The first day the child came to class, the teacher submitted a speech referral for special education services. Because it takes time for the first speech therapist's observation, the Head Start teachers began working with the child immediately, showing him to use signs along with simple words (e.g., "help" and "more").

The Family Resource Specialist and Site Supervisor began the process of finding a stable place for this family of two to live.

The teacher gave the child's mother techniques to use at home to help develop the child's language skills. This partnership of Head Start staff with client families is what creates success. With love, encouragement and support from teachers and his mother, this child now says "stop, help, bye, mom, and hi." The family has a stable living environment, and mom is planning to take college classes next semester.

Preschool Success Story

On the first day, a preschool-aged child came to Head Start. He was non-verbal, and he screamed the entire day. It was clear to staff that the mother was very depressed. When communicating with her, staff noticed that she looked down at the floor and never made eye contact with them. Teachers referred the child for a speech assessment and Head Start staff continued to work with the mother and child. It took real patience, but the child stopped screaming when he came to school and began to communicate in short, 3 to 4 word phrases. He also began to make eye contact with the teachers. As the relationship between the mother and staff blossomed, the mother's behavior began to improve and the child now enjoyed coming to school. He had many successful days.

The child has now built trusting relationships with teachers and his peers, and he comes to school with a big smile on his face. He knows the classroom rules and often lets his peers know about the rules as well.

As a result of the support this family received from Head Start staff, the child was able to get speech services and attended play therapy sessions. The mother was so pleased with his progress, she nominated the child's teacher for the Lake County Teacher of the Year. This truly deserving teacher received the award with heartfelt gratitude.

3. Leadership Mendocino

Program Director – Kimberly Smith

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Tel: 707-467-3230

Brief Program Description: Leadership Mendocino is a community leadership program that seeks to strengthen our communities by developing a diverse group of people who will get involved and make a difference. We help emerging and established leaders see our county and its issues in a new light, and we give them the opportunity to build important peer networks.

Who We Serve: We seek emerging and established leaders who are shaping our local future. More than 100 different businesses, organizations and agencies have sent employees through the program, and we now have more than 500 graduates.

Established: The program was established in 1992.

Funding: We raise the money to support our program from class participants and local donations. Our 2013 budget is \$77,430

How We Operate: We offer a ten-month training annually, meeting once a month from August through May in different locations across Mendocino County, California. The program includes a leadership skills workshop, team building, and access to an impressive network of existing leaders.

Beginning with a framework of leadership skill building at the opening retreat, we proceed to demonstrate leadership in action across Mendocino County through field visits, panel presentations, brainstorming sessions, class discussions, problem-solving workshops, hands-on experiences, and role playing.

How Many People We Serve: We serve approximately 30 people each year, and they in turn serve hundreds. Leadership Mendocino participants take the knowledge they gain from the Leadership Mendocino program to become a positive, community-improving force.

Life Without Leadership Mendocino: Although some may think of Leadership Mendocino as a program about getting a bunch of business people together to rub elbows and share stories, the real function and focus of the program is so much more. Each year 30 or so diverse individuals come together to form a cohesive group that explores all things Mendocino County – the good and the bad. Together, they get a better understanding and broader picture of the needs and challenges, strengths and resources of this lovely place we all call home. Each class day provides the participants a chance to learn, explore, discuss, and interact, providing them with insights they could never have gotten from the everyday information available to most. With this broader perspective, Leadership Mendocino participants are then challenged to



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give back to the County through board service or a specific project. Some of our most recent projects include a free CPR training held in Potter Valley and sponsored by Ukiah Valley Medical Center, and the Adopt a Window project to provide funding and manpower to replace the single-paned windows of a Project Sanctuary shelter home. The list of graduates of the Leadership Mendocino program during the past 20 years has included some of the most dedicated and passionate community members in our County's history. Only they can tell you the difference Leadership Mendocino made for them. If you know one of them, be sure to ask!

4. Foster Grandparents

Program Director – Eileen Bostwick, MS

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Brief Program Description: The Foster Grandparent Program engages older adults age 55 and over in intensive volunteerism as tutors and mentors for special needs children. Foster Grandparents serve from 15-40 hours per week and a minimum 1,044 hours per year per volunteer. Volunteers must meet income eligibility requirements at no more than 200% of poverty, plus medical exemptions. However the majority of volunteers are in the 100-125% of poverty range.

The program provides a small tax-free stipend of \$2.65 per hour as an enabler to volunteer. Volunteers also receive a token reimbursement for travel and other related benefits.

Who We Serve: FGP provides service to two often disenfranchised populations: low-income, older adults and special needs, often at-risk, youth.

Older adult program participants must be at least 55 years of age and currently our oldest volunteer is 93. Youth must have a special need and cannot be over age 21, unless they are severely mentally challenged and have been placed with one specific volunteer for a long time. The FG may continue providing service to that child over age 21 as long as the volunteer continues in the program.

FG volunteers develop a one-to-one relationship with two to six exceptional children that have been referred by local pre-schools and Head Start Centers, elementary schools, and at Juvenile Hall. FG's provide their served of experienced academic learning and individualized tender loving care and friendship. Many FG's provide the only stable loving presence in a young person's life. FG's bring an openness and sensitivity to the challenges of helping troubled children.

America needs its older generation now more than ever. There are so many troubled youth in our country, as new challenges emerge that jeopardize the health and happiness of young Americans, Foster Grandparents will be there, helping children to realize their full potential. The value of their contribution to the lives of our young people – and to the future of our nation – is incalculable.

Established: Founded in 1965, federally funded Foster Grandparent Program was part of the war on poverty programs implemented during the Johnson administration. North Coast Opportunities has sponsored the program in Humboldt, Mendocino and Lake Counties since 1973, and the service area was expanded to serve Del Norte and northern Sonoma counties in 1999. In May, we celebrate 40 years of dedicated service. FGP provides additional income and community involvement for low-income older adults.

How We Operate: The Corporation for National and Community Service (CNCS), was established in 1993 to administer AmeriCorps, Learn and Serve, and Senior Corps (FGP, Senior Companion Program and RSVP) and Vista.

North Coast Opportunities, Inc. has a continuation grant with the Corporation for National and Community Service. For FGP, grants are written for a 3-year grant cycle and funded annually. The original 2013 grant award was \$392,753 to support 79 volunteer service years (VSY's). Each VSY is equivalent to 1,044 hours. With implementation of sequestration, the grant was reduced to \$377,043 a reduction of approximately 4% for the fiscal year 2013 grant and a reduction from 79 VSY's to 76 VSY's for the grant that started January 1, 2013. NCO's FGP is a calendar year grant.

Most states have a state CNCS office which houses a state director and several program specialists. Our program specialist has an office in Oakland. The state director has offices in Los Angeles. The program specialist monitors the program typically once every 3-years but may monitor more frequently for a variety of reasons. All grants and reports required in regulations are submitted to the program specialist via the e-grants program operated by CNCS.

The FGP grant requires a 10% match to leverage federal funds. Match may be in cash or in-kind. However, in reality the grant requires additional support to meet all operational costs. One reason is that the equivalent of 80% of all federal funds must be spent on FG volunteers. NCO has an 8% indirect cost rate (excluding volunteer expenses according to regulations).

Funding We Bring to Our Community:

This has increased over the years. Currently we receive \$377,043 federal dollars. This does not include local support in cash and in-kind. Annually we bring in \$40,000 in in-kind and \$10,000 to \$20,000 in cash. Cash contributions are shrinking considerably each year.

Since 1973 the hourly rate for the stipend has increased from \$1.65 to \$2.65 and at the same time the number of volunteers in the program has increased from 61 to a high of 120. At present we are funded for 79 volunteers. The size of the grant has increased, and for 15 years we received funding from the state. The total for all federal funding is \$11,213,293, and the total from the state is \$1,118,857 for a grand total of \$12,332,150.

How Many People We Serve: This grant serves two populations: low-income, older adults and special needs, at-risk children. The number served varies annually depending on how many children teachers assign the FG volunteers to tutor and mentor and how many FG volunteers are funded in the grant. Sometimes children have more needs than other and require more one-on-one attention and support.

In the 1970's and 1980's annually we served approximately 61 older adult volunteers and between 244 and 300 children. Starting in the 1990's we served on average 90 older adult volunteers and between 350 and

450 children. Since 2000 we have served on between 79 and 120 older adults and between 300 to 650 youth.

Life Without Foster Grandparents:

Youth and seniors would be very different without the program. The program provides a model for successful aging for older adults. It encourages them to get up and get out in the community to assist children. The socialization provided has been proved to benefit older adults. My experience with the program for almost 23 years replicates research in this area. FG volunteers rarely end up in nursing homes. Most continue volunteering right up until the end of their life. Often they serve until a holiday and then take off over vacation and pass away before classes continue.

Teachers state emphatically that the extra attention provided to the children is often the reason they are able to promote to the next grade level by the end of the academic year. In addition these children gain self-esteem, self-confidence and improvements are often viewed in self-control and behavior modification. Many children learn to read because they have someone to read to who can encourage them to try harder and achieve to their best ability. Other children learn English as a second language with the assistance of their FG.

5. Rural Communities Child Care

Program Director – Teri Sedrick

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Brief Program Description: Rural Communities Child Care (RCCC) is made up of several programs to provide daycare for children from low-income families.

R&R - The Resource and Referral program provides free child care referrals to child care facilities and community resources and events, free information on starting and managing a family child care home business or child care center, toy and resource lending library for child care providers and parents. Specialized workshops are offered for parents and child care providers on family related topics. The program also provides a community resource directory and quarterly newsletter.

AP - The Alternative Payment program subsidizes childcare payments for eligible families who are working, in school or training or participating in a welfare-to-work activity.

CCFP - Child Care Food Program reimburses family child care providers who provide nutritious meals and snacks to children. Ongoing nutrition training is provided.

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NET - The Family Child Care Network provides subsidized childcare services for eligible families who are working, in school or training, or looking for work. A select group of family childcare homes provide specialized early child development services and developmental assessments.

Who We Serve: Children, families and child care providers through education, resources, and the promotion of quality child care services. RCCC provides advocacy for children, parents and child care providers.

Established: The program was established in 1975 and is funded through contracts with the California Department of Education, Child Development Division.

Funding We Bring to Our Community: In 2013, our budget is approximately 4.7 million dollars. Since the program’s inception, we’ve brought more than 220 million dollars to our community.

How We Operate: The role of RCCC is multifaceted with parents receiving case management services, children being enrolled in programs that support their growth and development, and the infrastructure of the

child care community being strengthened. RCCC provides a variety of direct services including individual conferences with families, determination of family eligibility, family needs assessment, assisting families with accessing services, referring families to other community resources, educating parents, maintaining eligibility lists, doing business with child care providers as independent contractors and providing technical assistance to parents and child care providers. RCCC supports the family, the child, and the child care community through resources, subsidy and technical assistance.

RCCC staff takes pride in our work and our commitment to and responsibility for the children and families we serve. We strive to maintain a non-judgmental attitude in supportive relationships with each other and clients. We believe in fostering an atmosphere of mutual respect, open communication and cooperation. We strive to practice healthy boundaries, separating work values, and balance these qualities with compassion, mutual support and flexibility. We recognize initiative, self-discipline and positive attitudes as leadership qualities and strive to foster these qualities among all staff.

How Many People We Serve: Although it's difficult to put a number on the families, children and child care providers that we serve due to the many resources we provide, RCCC is currently serving 512 families, which include 925 children through the Alternative Payment Program alone. There are 391 active child care providers providing child care to families enrolled on the Alternative Payment Program in Lake and Mendocino Counties.

CCFP is currently serving 672 children and reimbursing 66 providers for nutritious meals served to children while in their care.

Life Without RCCC: If this program did not exist we could only imagine the negative impact it would have within our community. Many children would be forced to stay at home alone and be in danger of harming themselves. An increase in Child Protective Service referrals would most likely occur due to the emotional stress on families that no longer have these services.

Without RCCC, working parents earning minimum wage would not be able to afford child care, even if they receive cash aid. What this means is that parents would have to choose between basic needs; do their children attend child care or are they left home alone so the parent can afford rent, food and utilities?

Without RCCC, children may not get a healthy meal each day that they desperately need.

Without RCCC, families would not have the support of a program that has many resources they may need to move forward in their life. Families have many stresses, and coming to RCCC for guidance and support leads them in the direction that we have witnessed many times. We at RCCC take great pride in being a part of assisting them to become self-sufficient.

6. Redwood Caregiver Resource Center

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Brief Program Description: The Redwood Caregiver Resource Center helps families and communities master the challenges of caring for adults with brain disorders through programs and services that address the emotional, physical, and financial needs of family caregivers.

Who We Serve: We provide information and assistance to families and caregivers of adults with brain impairments due to injury or disease, as well as to the caregivers of the frail elderly.

Established: The program was established in ???.

Funding We Bring to Our Community: In 2013, our budget is ????. Since the program's inception, we've brought more than \$??? to our community.

How We Operate: A trained Redwood CRC family consultant helps you understand what a diagnosis means and will develop a personal plan of action which best suits you and your family's caregiving needs. After a family consultation, additional services may also be offered (e.g., Individual and Group Support, Legal Consultations, Respite Care).

Individual and Group Support When it helps just to talk, Redwood CRC is here to listen, either one-on-one or in a group of people coping with similar concerns. To help caregivers share experiences and ideas to ease the stress of caregiving, we offer counseling sessions, specialized classes and support groups led by professionals in a supportive environment.

Legal Consultations We also offer personal consultation with attorneys experienced in estate and financial matters, conservatorships, powers of attorney, eligibility for government programs and other benefits.

Respite Care If needed, Redwood CRC helps families locate appropriate respite care for a loved one. Limited financial assistance may be offered to help with the expense of in-home aids, daycare, overnight care, weekend respite or transportation for a family member with brain impairment.

How Many People We Serve: We serve approximately ??? people in Lake and Mendocino Counties.

Life Without RCRC:

Redwood Caregiver Client Story

Mary is a frail 87-year-old woman with chronic lung disease caring for her 90-year-old husband with Alzheimer's disease. Mary provides assistance to her husband in all activities of daily living, including personal care. Due to his inability to understand his need for help, Mary's husband often becomes combative and resists necessary assistance. Mary describes feeling both physically and emotionally exhausted by her husband's challenging dementia-related behaviors.

When she called Redwood Caregiver Resource Center (RCRC) for the first time, she explained that her adult children live out of town, and visit when they can, but are unable to provide regular assistance with caregiving. Mary said she would love to get some help with her husband's care, but their limited finances prevented her from accessing in-home caregiving services. Mary had to take her confused husband with her everywhere she went, including the grocery store, the pharmacy, and her own medical appointments. Mary reported skipping her own appointments or going without food in the house on occasion, if her husband was resistant to going out. Additionally, because she could not safely leave her husband unattended, Mary was unable to take advantage of services, such as support groups or classes for herself.

An RCRC Family Consultant completed an intake and assessment with Mary to identify her caregiving challenges. They worked together to formulate an action plan designed to target these challenges. RCRC provided Mary with a grant to purchase respite care, which enabled Mary to have some time away from caregiving, and focus on self-care. Mary now takes advantage of the local RCRC caregiver support group and classes, where she states she not only learns helpful information about self-care and dementia-related behavior management, but where she also makes friends and confidants. "I am no longer alone in this," she says. Mary still faces ongoing caregiving challenges, but reports that she feels much better equipped to manage them, because of the skills and support she gains through Redwood Caregiver Resource Center.