



2019 ANNUAL REPORT

We treasure your thoughtful gifts

Your investment enables each man and woman we serve to live their best possible life

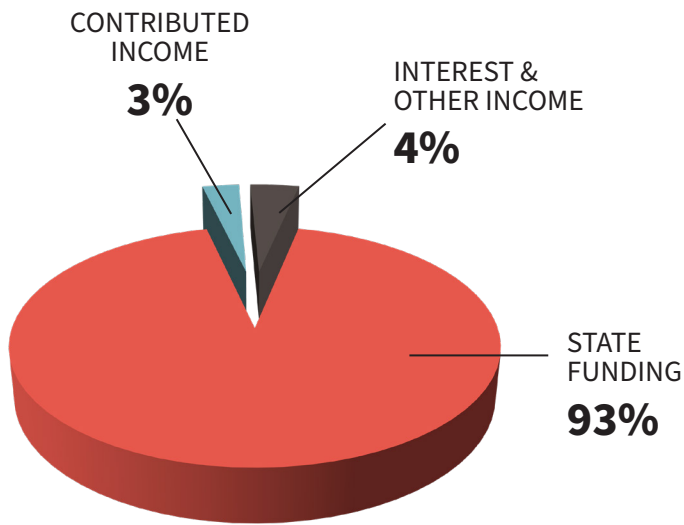
with Dignity, Respect & Choice



Holly!

2019 FINANCIALS

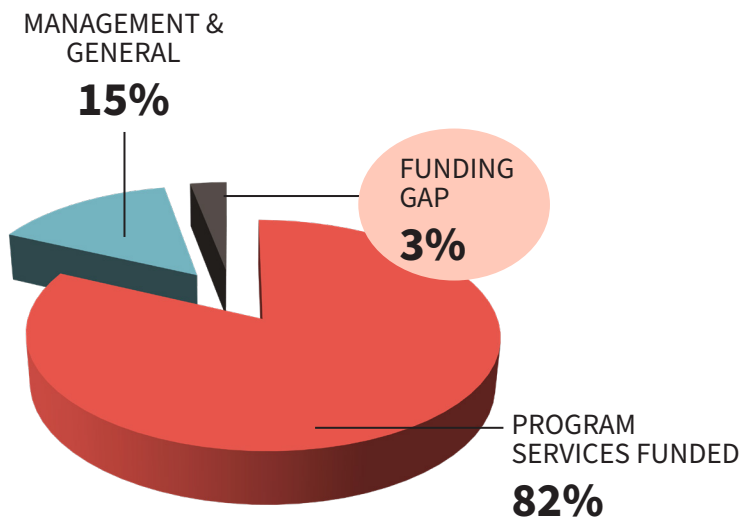
REVENUE



While 93% of our funding comes from the State of California, **that funding does not cover expenses.**

Your contributions help fill this funding gap.

EXPENSES



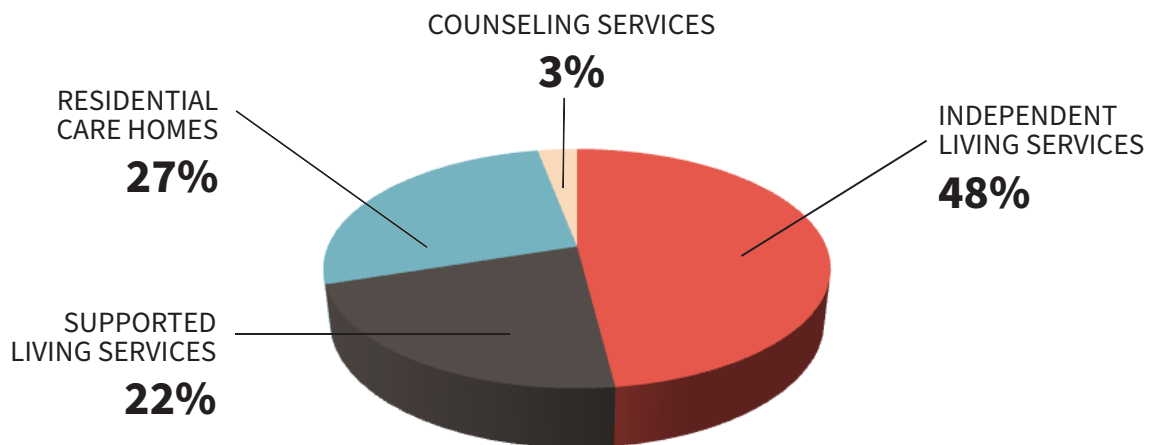
Why is there a funding gap?

Serra Center is not compensated for some fundamental operational costs in our Residential Care Program, such as:

- Household maintenance
- Client transportation
- Special adaptive equipment
- Special dietary needs
- Employee training & education

WHAT WE DO

We served 75 clients in 2019 over our four programs.



RESIDENTIAL CARE HOMES

Serra Center owns and operates Intermediate Care Facilities for the Developmentally Disabled-Habilitative (ICF/DD-H) in Fremont. Licensed by the California Department of Health Services, we provide 24-hour care and supervision to individuals who have a need for recurring but intermittent skilled nursing services.

INDEPENDENT LIVING SERVICES

Provides up to 40 hours per month of living-skills training and support with the focus on the individual leading the most self-managed life possible in the least restrictive environment.

24/7

Our Residential Home Care is "awake care" around the clock 365 days a year.

SUPPORTED LIVING SERVICES

Offers a broad range of services, providing for individuals to receive 24 hour daily support needs to be able to live in the home and community of their choice. Designed with the individual to foster nurturing relationships and promote full immersion in the community.

COUNSELING SERVICES

Serra Center provides counseling and behavioral health services to individuals with developmental disabilities and their families.

47%

Nearly half of Supported Living clients receive 24 hour 1:1 care in their own home or apartment.

98%

The majority of the people we serve across all programs integrate into the community with employment, volunteerism, cultural activities, group exercise, classes, and a variety of Special Olympics sports.

644,116

Number of service hours provided to our clients in 2019. (Across all programs.)

THE PEOPLE WE SERVE



CARY B

RESIDENTIAL CARE HOME

client

Cary's been living in one of our Residential Care Homes for 15 years.

He has a girlfriend, Maria, whom he met at his day program. They've been together for 13 years and he still makes her laugh.

He's a huge sports fan -- loves the Oakland A's.

He loves soul food, all kinds of music and struts his stuff at our dance parties.

He's a lovely man! Considerate of his housemates and helpful around the house.

MARIE G

SUPPORTED LIVING SERVICES

client

Marie is non-ambulatory with extremely limited use of her upper body, but she does not limit herself in any way. She has been receiving Serra Center's services for over 25 years and is always teaching us new and inventive ways to live life to the fullest.

She traveled across the country alone from New York to move to the Bay Area.

She has her BA degree in Art and also takes art classes in San Leandro.

Marie perseveres and rises above every challenge that comes her way.

We are forever inspired by her!



JENNY K

INDEPENDENT LIVING SERVICES

client

Jenny connected with Serra Center 10 years ago.

We helped her obtain housing for her, her husband, and daughter, Abby. But then her world collapsed due to a contentious divorce.

Serra Center was there through the turmoil, helping her find independence, safety and security.

Fast forward to today: Jenny and Abby are now safe and thriving. She is engaged to Alex, the light of her life, and Abby is blossoming at school.



WHO WE ARE

ETHNICITY

Caucasian
74%

African
American
5%

Asian/Pacific
Islander
4%

Hispanic
16%

Native
American
1%

GENDER

Female
51%

Male
49%

Female
with Children
5%

AGE RANGE

22 to 89 years

WHERE WE LIVE

Fremont
83%

Hayward
5%

Union
City
3.5%

Newark
1%

Castro
Valley
1%

San
Leandro
2%

Dublin/
Pleasanton
1%

Livermore
3.5%

Rent
52%

Own
13%

Live with
family
9%

Live in
Serra Center Home
27%

IN MEMORIAM

Four of our treasured clients passed in 2019.

It was very tough on their families, our team and the people we serve, many of whom were their long-time friends.



LINDA ALSTRAND 1954 - 2019

Linda was part of Serra Center for over 20 years. She had a wonderful sense of humor and zest for life. She enjoyed being around people. At Serra Center events, she was quick to be on the dance floor -- singing, dancing and enjoying the moment!



ARLENE LAWRENCE 1930 - 2019

Arlene was a well traveled woman, having been to Paris, London, Mexico, and many other places. She loved current events and enjoyed sharing information with anyone around. Arlene was very social and brought a smile to all those who were lucky enough to have met her.



KAREN BLACKBURN 1938 - 2019

Karen came to Serra Center in our first year, 1975. She was soft-spoken and so kind. She absolutely loved living independently, which meant the world to her. She liked to shop (with an eye on her budget), read, and watch her favorite television game shows. She always looked forward to visiting her family in Texas.



LISA MUNGIN 1959 - 2019

Lisa was known for her love of music, soul food, painting, and shopping. Her favorite music was Psychedelic Funk and the Whispers. She was very active with social media and enjoyed attending dances and parties. Lisa served on the Board of Directors with Housing Consortium of the East Bay from 2009-2019.

2019 EVENTS

Walk This Way



See **ME**, not my disability



March 30, 2019
Lake Elizabeth

◆◆◆
**AWARENESS
FUN
COMARADERIE
ADVOCACY**

SPONSORS:
Kiwanis Newark
SNCCF
Phil Wald

April 24, 2019
Cloverleaf Family Bowl

◆◆◆
**BOWLING
LOADS of LAUGHS
FRIENDLY COMPETITION
FUN-RAISING**

SPONSORS:
Kaiser Permanente
Fremont Bank
Phil Wald
Dr. Andris Skuja

June 22, 2019
Lake Elizabeth

◆◆◆
**FRESH AIR
BBQ
TEAM BUILDING
COMMUNITY**

SPONSORS:
SNCCF
Pioneers

September 26, 2019
Dominican Sisters

◆◆◆
**ARTY PARTY
PRIZES
ARTIST CELEBRATION
BIG FUNDRAISING**

SPONSORS:
Fremont Bank
Kaiser Permanente
Sutter Health/PAMF
Dr. & Mrs. Stu Zeman
Pension Fund
of the Christian Church



FROM UPPER LEFT, CLOCKWISE:

Cary B ■ Bill T and Andrea S ■ Donald D, Pat T and Marsha S ■ Kelly R

Donald D & Jennifer M ■ Zia Oboodiyat, AT&T Pioneer Volunteers, Donald F

Fremont Fire Chief Jacobson, Fremont PD Chief Petersen, Fremont PD Captain Washington ■ Group walking

2019 DONORS

INDIVIDUALS

\$10,000

Julie & Joel Sharp

\$5,000-\$9,999

Beverly & Jim Reynolds

Stuart & Carol Zeman

\$1,000-\$4,999

Anonymous

The Family of Roger Anglin

Elise Balgley, *Board Chair*

Susan Goddard, *Board Member*

Steven Goldberg

Clara Goldberg

Matt & Sandy Ketchem, *Board Member*

Gerald & Virginia Lang, *Board Member*

Mimi Lou

Mark & Debra Palmer

The family of Cathy Covell

Lisa Senadenos, *CEO*

Andris Skuja

Lois Smith

Kenneth & Teri Smyth

Philip Wald, *Board Treasurer*

\$500-\$999

Gail Blalock

Sheri Frumkin

Katherine Gavigan

Kenneth Louie

Doral Main, *Board Secretary*

Carol Ramsay

Harry Reis

Nancy Ruskin

Richard Valle, *Supervisor, Alameda County*

Robin Nicole Zeman

\$100-\$499

Julene Bennion

Linda & Ed Blackburn

Gerlaine Cabahug, *ICF Program Manager*

John & Kim Cerchiai

Renee Chatman, *SLS Staff*

Lynie Del Bono

Heidi Denzler-Halsey

Aileen Fox

Faimafili Fuala'au, *Office Administrator*

Miranda Gabriel

Janice & Chuck Gebhardt

Bronwyn Hogan

Sean & Bess O'Shea

Chris Javier

William Jones

Barbara & Larry Jordan

Jane Kaasa

Sheetal Kammaje, *HR Manager*

Harold & Jeanne Kaufman

INDIVIDUALS

\$100-\$499 cont'd

Gary & Carol Kefer

Kathleen King

Rick Koelz

Phil & Sharon LeBrun

Sherry Matsumoto

Leslie McGarry, *Development Manager*

Kevin McGarry & Carmen Santillan

Sheila Mellow

Barbara Peck

Terry Carleton & Synthia Petroka

James Pope

Carol & Kevin Quinn

Beth Rasler

Jim & Terri-Lynn Rommelfanger

Maya Sastry

Neal Schlegel

Kathy & Jerry Steel-Sabo

Brenda Stough

Joan Sullivan

Debbie Berenbrok

Thomas Turner

Robert Wells

Martha Williams

Rodney Witte

<\$100

Margarita Alcantar

Haroon Ansary

Patty Baitinger

Alice Beaton

Susan Bettencourt

Dalys Block

Cyndy Britto, *ILS Program Manager*

Pamela & Brian Bronk

Carmen Carey

Charles Carleton

Kansen Chu, *Assemblymember, California*

Patricia Cotts

Kathryn Cunningham

Danny & Jenny Fields

Pat Finn

Pam Flores

Susan Garrigues

Steve Giffin

Katherine Hill

Grace Ho

Irene Jordahl

Teresa & Robert Keng, *Councilmember, City of Fremont*

Karen & Bill Kerr

Kathy Kimberlin

Diane Gomes Leys

Wendy Little, *ILS Staff*

Susan Longini

Alayna McGarry

INDIVIDUALS

<\$100 cont'd

Lily Mei, *Mayor, City of Fremont*

Nesly Moquette

Margaret Mosko

Dorothy Nunes, *SLS Staff*

Mila Padilla, *ICF Staff*

Lorraine Papadakis

Sandra Penkunas

Ruth Poole

James Reyes, *ICF Program Manager*

Madelyn Rudy

Martha Ruiz

Marie Russo

Barbara Schlein

Yang Shao, *Councilmember, City of Fremont*

Barbara Slaymaker

Gael Stewart

Stella Torrez

Christina Uribe

Sarah Van Hosen

Stephen Viamari

Barry & Holly Walter

Sean Washington

Giana Wheless

Enrico White

Robin Worthington

Julie Zhu

ORGANIZATIONS

\$5,000

Fremont Bank

\$2,500-\$4,999

Kaiser Permanente

Sutter Health Palo Alto Medical Foundation

Pension Fund of the Christian Church

The Safeway Foundation

\$1,000-\$2,499

Olive Hyde Art Guild

Washington Hospital Healthcare System

\$100-\$999

AT&T Pioneers

Benevity

Christian Church of NCN

Fremont Police Manager's Association

Heritage Bank of Commerce

Honeywell International Charity

Kiwanis Club of Fremont

Special Need Children Center Foundation

Thank you

2019 DONORS *Cont'd*

LEGACY CIRCLE DONORS

Donors who have made a bequest to Serra Center

Robert Scott Allred and Esther Marie Allred
Revocable Living Trust
A. and J. Eitzen Family Trust
Collins Kelley Revocable Trust
Deb & Mark Palmer
Margaret & Daniel Pope
Mildred & Elmus Ruff
Estate of Clara Chiman
Andris Skuja
Estate of Guy Stevens

IN-KIND DONORS

Bimbo's 365 Club	Holly Masterson
Boulder Creek Golf & Country Club	Sean & Bess O'Shea
Children's Discovery Museum	Original Joe's
Cloverleaf Family Bowl	Kristy Palfalvi
Food Maxx	Raley's
Lynie & Mark Del Bono	Tahoe Seasons Resort
Aileen Fox	Lisa Winner Photography
Market Broiler	

**TEAM
TRAINING
IS KEY**

Each team member is thoroughly vetted and trained in order for them to provide top-notch care. Before hiring, each prospective employee undergoes a physical and TB test as well as DOJ fingerprinting. Upon hire, they complete CPR and First Aid classes and on-site shadowing for orientation and training. Ongoing training is conducted at least monthly and as needed as client care changes. **We are honored to care for these men and women.**

YOUR INVESTMENT MAKES IT ALL HAPPEN.

LEADERSHIP TEAM

Lisa Senadenos, LMFT #108538
Chief Executive Officer

Sudha Sankaranarayanan
Accounting Manager

Fili Fuala'au
Administrator & Scheduler

Sheetal Kammaje
Human Resources Manager

Leslie McGarry
Development Manager

Gerlaine Cabahug
ICF Program Manager/QIDP

James Reyes
ICF Program Manager/QIDP

Valerie Parker
RN, ICF Program

Cyndy Britto
ILS Program Manager

Jen Miller
SLS Program Manager



Board Members Sue Goddard, Doral Main, Elise Balgley, client Joanne E, and CEO Lisa Senadenos

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Retired Educator