

2019 NEWSLETTER



Photographs by
Lisa Winner Photography



Serra Center Scoop

WALK THIS WAY
Awareness Walk 2019



Karen



Cary



Feli & Terry

Walking together in unity and honor



CEO Corner

LISA SENADENOS



You are the Key...

In last year's newsletter I wrote to you about the promise of the Lanterman Act to "*accept responsibility for persons with developmental disabilities*" and the state's struggle to keep up with a financial vision that supports the Lanterman promise.

In March, the SF Chronicle followed suit publishing an article on the grave state of services for Californians with disabilities. Below are some facts from the article that pertain to Serra Center's operations:

- Approximately 628,998 Californians live with an intellectual disability; only half receive services by organizations like Serra Center.
- From 2012-2017, the number of organizations providing services fell by 14%, from 50,000 to 43,000.
- From 2009-2019, the consumer price index rose 25% in the East Bay, while per-person spending in the developmental-disabilities system fell 14%.
- From 2014-2018, Serra Center averaged a 97% employee turn-over rate in our Residential Care Homes, largely due to low wages.
- The average hourly rate for ICF direct care staff is \$13.00.
- The average rent for an apartment in Fremont is \$2,256.

We serve one of the most vulnerable and medically fragile populations, yet the struggle to pay a competitive wage is resulting in the elimination of services. Only 17 ICF-DD/H licensed residential care homes exist in Alameda County, four of which we own and operate. Our wait list for ILS/SLS services is due to our inability to pay a living wage and the lack of affordable housing for those who need our services.

The key to Serra Center's success and longevity is directly correlated to your consistent support -- at any level. It's not how much you give, it's *that you give*. Each of your acts of giving build on each other to effect change within Serra Center on a much larger scale.

You make a difference!

This year, I pledge \$3,000 to support Serra Center and the people we serve. What will you do? Text: **'Serra' to 444999** to make a donation. Or go to www.serracenter.org

Thank you!

Clients

Working to be Independent

We provide daily life skills training and support in order for the people we serve to lead the most self-determined life possible.

OUR CLIENTS IDENTIFY THEIR OWN GOALS TO WORK ON, SUCH AS:

PERSONAL FINANCE to advance economic independence and accountability

- **60%** are working on money management and budgets
- **75%** are applying for housing and/or learning to manage their current households

HEALTH & WELLNESS to promote physical and emotional health

- **50%** are learning about nutrition and/or cooking for themselves
- **66%** are seeking and receiving emotional support
- **89%** are learning to manage their medical & dental care

PERSONAL CARE & COMMUNITY INTEGRATION to cultivate self-esteem, confidence, safety and a sense of belonging

- **70%** are learning to shop for themselves
- **71%** are learning what to do in an emergency so that they can remain independent
- **55%** are integrating into the community with employment, volunteerism and cultural activities & classes



Cathy rides her bike to work five days a week...then rides to the gym on her way home to workout with her personal trainer.

Avery is learning to shop for healthy options for his menu plan.



ABOVE & BEYOND! MEETING LINDA'S NEEDS AT EVERY STEP

As we care for maturing and/or ailing loved ones, maneuvering the healthcare system can be difficult and overwhelming. When Linda was diagnosed with cancer, Nadia stepped in to handle every detail.



Nadia & Linda

Linda has been in Serra Center's care for 27 years. For the last 10 years, she has been working with Serra Center Instructor Nadia Noor, and they've formed quite a strong bond built on mutual love and respect.

In early 2018, Linda was diagnosed with cancer, which required surgery, radiation and chemotherapy, along with many doctor visits. Needless to say, this was a very scary and uncertain time in her life. Even though her sister Karen and cousin Julie lived in the Bay Area, they were at a loss about how to do the extensive driving necessary to get Linda to all her appointments.

Nadia stepped in to provide the extra support.

Karen and Julie were *so appreciative* and saw first-hand how much Nadia rallied around Linda – taking her to her daily radiation treatments for four straight weeks (in addition to many other appointments).

Here at Serra Center, we see this type of dedication and loyalty from our staff on a regular basis. It's an incredibly close bond that forms when caring for an individual for many years, sometimes for over 30 years! Our clients are truly like family.

We received a letter of gratitude and thanks from Linda's cousin about how appreciative the family is for Nadia's help in this time of need. And when talking with Linda about her relationship with Nadia, she said:

“ I feel great when she's around! I'd be lost without her. When I had chemo and radiation, it was like being locked up in jail...I was crying my eyes out. ”

Linda just recently had her port removed (a device to administer chemotherapy) and she couldn't be happier and feels so free. We pray that the cancer is behind her and hopefully she will return to her usual routine soon (she works at Wal-Mart). With Nadia at her side, there's no doubt!

We are so proud and honored to have Nadia and Linda in our Serra Center family.



WHAT A CROWD! We stepped up the game a bit as the Fremont Police and Fire Departments showed up for a "friendly competition." (Fire Dept. reigned with Chief Jacobson's winning game.) With sponsors such as the Kaiser Permanente team, Fremont Bank, Phil Wald and Dr. Andris Skuja on hand, the action really revved up.

Seventy guests in all were bowling, cheering, enjoying pizza and vying for raffle prizes.



Police Captain Sean Washington, Police Chief Kimberly Petersen, Councilmember Teresa Keng & Fire Chief Curtis Jacobson



Bill and Andrea waiting their turn



Kelly and Joanne

SPONSORS

KAISER PERMANENTE

FREMONT BANK

Phil Wald

Dr. Andris Skuja
Psychologist, Oakland

SAVE *the* DATE

Serra Center presents



Celebrating the talents of individuals with disabilities

Thursday, Sept. 26, 5:30pm to 7:30pm
Dominican Sisters 43326 Mission Circle, Fremont

Meet the artists ♥ Art Auction ♥ Appetizers & wine ♥ Raffle

Culminating an art workshop for our Serra Center artists sponsored by Olive Hyde Art Guild and the City of Fremont



Honorees **JUDY ANGLIN & GAIL BLALOCK**

Partners in the Serra Center Art Program and Olive Hyde Art Guild Board Members

SPONSORS TO DATE (there's still time to join the party!)



Dr. & Mrs. Stu Zeman and Robin Nicole Beauty Bar & Casey Zeman



INFO: Leslie McGarry: 510-477-1000 x130 or lmcgarry@serracenter.org **TICKETS/DONATE:** http://weblink.donorperfect.com/Heart_Soul

Join us Saturday, June 22!



BBQ PICNIC

Serra Center clients and their families, our team and Board Members are invited to enjoy a day in the sun!

BBQ Hamburgers, Veggie Burgers and all the fixins.

**Saturday, June 22, 11:30am to 2pm
Lake Elizabeth, Fremont**

Tickets \$15 each

RSVP online by June 12

<http://weblink.donorperfect.com/serracenterpicnic>

For more information: Leslie McGarry
510-477-1000 x130 or lmcgarry@serracenter.org

HOW YOU CAN HELP

- Please donate **annually** or consider a **monthly** sustaining gift! *If you're already supporting, THANK YOU!*
- Help with fundraising events or administrative tasks
- Become an ambassador to help provide outreach to our community or join our Board of Directors

3 WAYS TO DONATE:

MAIL Please use the enclosed remittance envelope

TEXT 'Serra' to phone number 444999

ONLINE Visit www.serracenter.org

For more information, please contact Leslie McGarry:
510-477-1000 x130 or lmcgarry@serracenter.org

What your gift can provide:

- \$500 | One month of ILS Services for an individual
- \$320 | One week of groceries for a Residential Care Home
- \$100 | One month of utilities for a Residential Care Home
- \$ 25 | One month supply of prescriptions

SERRA CENTER

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