



Providing dignity, respect & choice to persons with developmental disabilities

# Serra Center

*Independent Living  
Services client  
Brian*



# 2021 ANNUAL REPORT

## A MESSAGE FROM THE CEO

# *Lisa Senadenos*

Well, it's certainly been a roller coaster over these two+ years. While much of our immediate area opened up and life (sort of) returned to some semblance of "normal", the health orders from the California Department of Health have not changed as much for the men and women we serve. Every team member is still mandated to wear masks. And clients are still wearing them when out and about. *Still*. Are we accustomed to it by now? Sort of. But it leaves a void of tactile affection that we normally share with our clients. We're typically a very warm bunch.

Yet, we remain in strict compliance so that we keep everyone safe and healthy.

But now for the good news! Families and friends of our clients were finally able to meet with their loved ones in person.

That was *huge*!

And many day programs opened back up in person, a significant improvement from the Zoom classes.

**And throughout, we were here for our clients, whom we care for like our own family -- because they are.**

And again last year like in 2020, YOU were here for us. You gave wholeheartedly. We simply could not have kept up with our continued costs without your tremendous support.

Now we're holding the 12th Annual Art Workshop in person at Lake Elizabeth's Fremont Community Center. (Much thanks to The City of Fremont and Olive Hyde Art Guild.) The artists are having the time of their lives and asking for the in-person Heart & Soul Art Reception, which we're planning for September 29. Fingers crossed!

Thank you for being with us throughout -- you make everything we do possible. Check out the clients below. They continually lift our spirits and the reason we're here!

Most gratefully,



*Steve*  
zoomed his  
cooking class



*Carol*  
painted



*John*  
gardened



*Scott*  
got a new  
scooter  
*(he rides everywhere)*



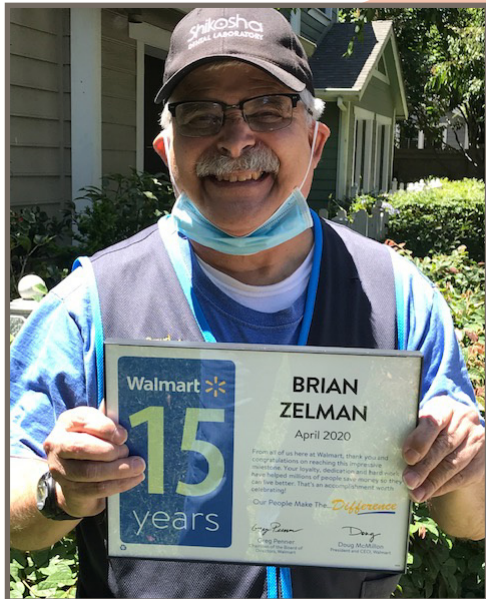
*Eleanor*  
puzzled



*Lori*  
baked



# THE PEOPLE WE SERVE



**Brian** *Rejoicing in his 15-year certificate from his esteemed tenure at Walmart.*

## ***An infectious smile and guy!***

Serra Center has served Brian since 2011. He was born in Ohio, with no programs for people with special needs. His sister, Shari, moved him to California and in time he was able to move into his own place – a huge step! He fought to obtain his independence no matter how hard it got and kept his exuberance and “can-do” attitude.

Cyndy Britto was Brian’s first instructor at Serra Center. Shari reflects...“Her care and compassion for him went far beyond anything he’d experienced before and truly exceeded my expectations. Her respect for Brian was so genuine, encouraging him to share his thoughts and wishes. And her communication with me was constant; we were both on the “Brian” team.

When Kevin became Brian’s new instructor, he kept the same level of care. He is there for Brian 100% -- as his instructor and a friend.” Indeed! They both radiate a strong bond of love and respect between them.

Families with disabled loved ones worry for their safety and happiness. The care that we provide alleviates Shari’s worry. “Brian has an incredible quality of life that seemed unimaginable before Serra Center.” She now lives in Oregon, and has total peace of mind about Brian.

**Clair** *Outside of the Art Workshop*

## ***Bubbly and upbeat, she brightens every room!***

Clair has been with Serra Center for 2 years.

Clair has made great strides recently! On April 1 she moved into her first apartment in Fremont. This is her first time living independently from her parents and she’s doing really well -- her parents are ecstatic that she’s living her best life. She loves her new apartment and enjoys all the opportunities that independence brings .

She has been with our dedicated Serra team member, Tinita, from the beginning and they’ve formed quite a bond. Tinita assists Clair with money management, emotional support, housing and household maintenance, organizational skills and meds support.

A big goal of Clair’s was to become more social, and Tinita has helped her to open up.

Clair’s made friends in her new apartment complex and has taken up a patch in their community garden. Plus she joined our Art Workshop for the first time this year, where she’s creating beautiful pieces.

Clair has her own car and drives everywhere. She works at Pet Dynasty as a Pet Kennel Assistant in Pleasanton. She’s been there for five months and loves it.

Claire’s doing so well, we’d say she’s blooming along with her veggies!



# 2021 DONORS

## INDIVIDUALS

### \$5,000 to \$10,000

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Ron & Joyce Nelson Family  
Foundation  
Beverly & Jim Reynolds  
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Andris Skuja  
The Pope Family Trust  
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### \$2,500 to \$4,999

Steven Goldberg  
Mimi Lou  
Mark & Debra Palmer

### \$1,000 to \$2,499

The Family of Roger Anglin  
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Alfred Mueller  
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### \$100 to \$499

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John & Kim Cerchiai  
Renee Chatman, *SLS Team Member*  
Natalie DaRosa, *Volunteer*  
Lynie Del Bono, *Volunteer*  
Jessica Elmore, *former ICF Program Manager*  
Aileen Fox, *Volunteer*  
Dr. Miranda Gabriel  
Janice & Chuck Gebhardt

## INDIVIDUALS

### \$100 to \$499 (continued)

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Barbara & Larry Jordan  
Harold & Jeanne Kaufman  
Gary & Carol Kefer  
Rick Koelz  
Donald & Joy Larson  
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Jim & Terri-Lynn Rommelfanger  
Christina Sam  
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Shari Zelman

### < \$100

Alice Beaton  
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Gerlaine Cabahug, *ICF Program Manager*  
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Pat Finn  
Paul & Karen Heuer  
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Saundra Penkunas  
Beth Rasler  
Carmen Santillan & Kevin McGarry  
Robin Schaut  
Jamie & James Leigh Teiser  
Sarah Van Hosen

## ORGANIZATIONS

### \$26,000

Fremont Bank Foundation

### \$10,000

Benevity

### \$5,000 to \$9,999

Kaiser Permanente

### \$1,000 to \$4,999

Christian Church of Northern California-  
Nevada  
Niles Discovery Church  
NFP  
Sutter Health  
Palo Alto Medical Foundation  
Washington Hospital Healthcare System

### < \$999

Dominican Sisters of Mission San Jose  
Olive Hyde Art Guild

## IN-KIND DONORS

Kathy Bruj  
Tracey Currie  
Kelley Heimsoth  
Barbara & Larry Jordan  
Original Joe's  
Leslie Petty  
Jodi Padilla  
Kristy Palfalvi  
Kim Richardson  
Total Wine & More  
Wendy Worden

## LEGACY DONORS

### Key stakeholders who have made a bequest to Serra Center

Robert Scott Allred & 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 Shiman  
Andris Skuja  
Estate of Guy Stevens

# WHO WE ARE

## ETHNICITY

Caucasian  
**71%**

African  
American  
**5%**

Asian/Pacific  
Islander  
**9%**

South Asian  
**4%**

Hispanic/  
LatinX  
**9%**

Native  
American  
**2%**

## GENDER

Female  
**42%**

Male  
**58%**

Have Children  
**4%**

## AGE RANGE

**19 to 82 years**

# WHERE WE LIVE

Fremont  
**72%**

Hayward/  
Castro Valley  
**6%**

Newark/  
Union City  
**6%**

San  
Leandro  
**7%**

Tri-Valley  
**9%**

Rent  
**60%**

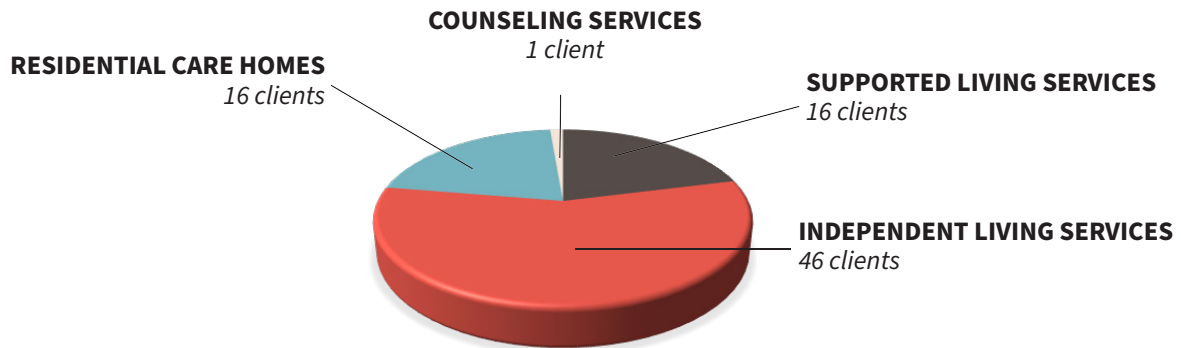
Own  
**5%**

Live with  
family  
**14%**

Live in  
Serra Center  
Home  
**20%**

# WHAT WE DO

We served 79 clients in 2021



# 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.

## SUPPORTED LIVING SERVICES

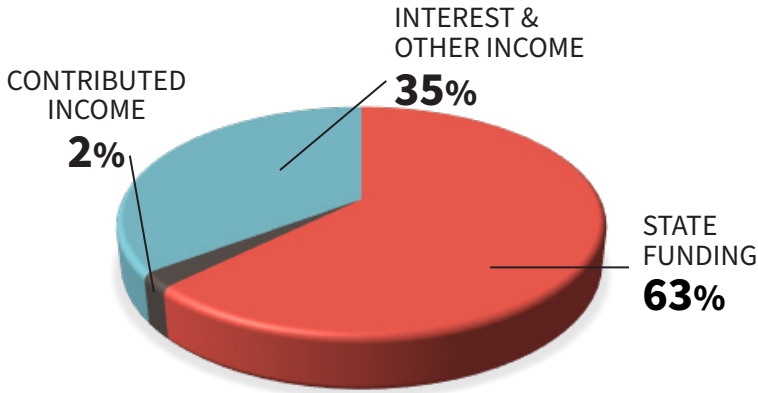
Offers a broad range of services, providing for individuals to receive 24 hour daily support needs to be able to live in the home and community of their choice. Designed with the individual to foster nurturing relationships and promote full immersion in the community.

## COUNSELING SERVICES

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

# 2021 FINANCIALS

## REVENUE

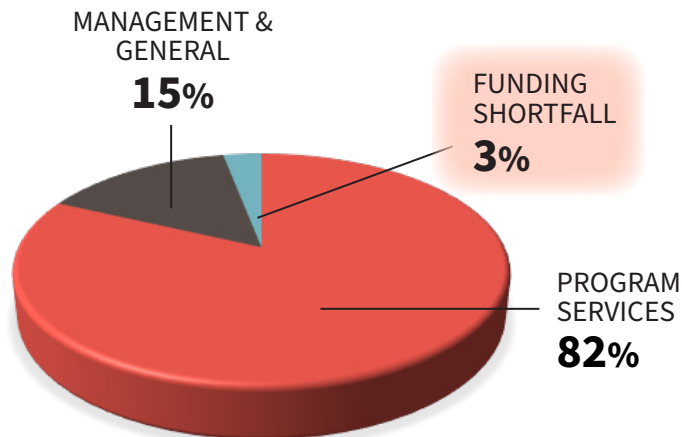


While 63% of revenue comes from State funding, **those funds do not cover expenses.**

**The average staff rate of pay is \$15.50 per hour.**

**YOUR GIFTS help fill this funding shortfall.**

## EXPENSES



### Why is state funding not enough?

The State does not cover fundamental operational costs in our Residential Care Program, such as:

- Household maintenance
- Client transportation
- Special adaptive equipment
- Special dietary needs
- Employee training & education
- A living and competitive wage for staff
- Annual increasing benefits for staff

## THE IMPACT OF 2.5 YEARS OF COVID

**35,360** *extra*  
staff hours worked in 2021.

**\$315K** *extra*  
payroll expenses in 2021 to cover  
over-time, double-time &  
temp services.

**680**  
staff hours open weekly  
in our programs

There's also the toll that it's taking on our team.

We're losing team members due to low pay and long hours.

All this is further compounded since hiring has become extremely difficult.

**Simply put, without the staff resources, we can't adequately care for our clients.**

**Your consistent contributions allow us to accurately plan and commit financially to our very deserving and dedicated team!**

# ACTIVITIES & EVENTS *2021 style*

## *Artist-in-Residence* ART CLUB

### The Covid-19 alternative to the Serra Center Art Workshop

sponsored by

Olive Hyde Art Guild in collaboration with the City of Fremont

#### THANKS TO OLIVE HYDE ART GUILD AND THE CITY OF FREMONT!

With the mask mandates still in place for our clients and having no safe space to gather, one of the few activities we still had going strong in 2021 was our annual Art Workshop. But instead of gathering in person, where they cherish the camaraderie they experience as they visit with each other and get in their creative groove, we held the workshop on Zoom with Art Instructor **Susan Bettencourt** graciously taking the helm.

There was definitely a technical learning curve, but with Olive Hyde Art Guild and the City of Fremont behind us, everything came together and the artists were able to share themselves and their art accomplishments with each other. Andrea was the consummate social director, checking in with everyone to see how they were. And they'd shout out to each other "hi". It was very heartwarming!

Instructor Susan had each lesson planned out and all art supplies were provided ahead of time (with snazzy art bags -- all donated by Olive Hyde). And Serra Center staff pitched in to ensure that every artist was prepared for each week's project. They even built ceramics, which was a fun and different medium from drawing and painting.

If you've ever attended our Heart & Soul Art Reception, you know how much the artists love to sell their artwork (as they keep all proceeds from their art sales). We put some of their best art online for sale last October...just in time for our Heart & Soul Art Sale & Fundraiser. Thank you to those who purchased - the artists were tickled pink! And special thanks to our volunteer photographer, **Mitchel Chang**, who visited the artists at their homes to capture them while creating their art.



George at Ellen House



Kelly at her apartment



Ryan at San Juan House



Terry at Valpey House

Serra Center presents



Celebrating the talents of  
individuals with disabilities

In the beginning of each new year, the artists inquire about the Serra Center Art Workshop and the Heart & Soul Art Reception. "When's the class?" "Do we get to sell our artwork again?" And many more questions, borne from their ardent enthusiasm.

Again this year, we came up with an alternative for them that would be safe, secure and still give them some much-deserved accolades.

So we repeated our process from last year. We chose each artist's best piece of artwork, got it professionally matted, and held an online art sale for one week. Voila! Each piece sold and the artists could not have been more tickled -- especially when they received their funds from their art sales.

#### Thank you to our sponsors and supporters:



OLIVE HYDE *Art* GUILD

CITY OF  
Fremont  
Recreation Services

ANONYMOUS



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

Matt & Sandy  
Ketchem

Sue Goddard | Mimi Lou | Dr. Andris Skuja - *Psychologist, Oakland*

Lynn & Judy Anglin | Elise Balgley | Lisa Senadenos | Philip Wald | Jerry & Ginger Lang | Beverly & Jim Reynolds

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## LEADERSHIP TEAM

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*ICF Program Manager/QIDP*

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*ILS Program Manager*

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*Development Manager*

**Valerie Parker**

*RN, ICF Program*

**Sudha Sankaranarayanan**

*Accounting Manager*



Cyndy Britto  
Sudha Sankaranarayanan  
Gerlaine Cabahug  
Lisa Senadenos  
Mia Evangelista  
Leslie McGarry  
Sheetal Kammaje