



Providing dignity, respect & choice to
persons with developmental disabilities

Serra Center

*Residential Care
Home client
Teo*

2020 ANNUAL REPORT



A MESSAGE FROM THE CEO

Lisa Senadenos

Just over a year ago we got the stay-at-home orders and life changed in a flash. COVID-19 hit us all like a tidal wave. We never dreamed we'd be here over one year later, but here we are. Still.

COVID left many of us lonely and out of sorts. The inability to connect with our loved ones often caused agitation, uncertainty and sadness. Then it got worse. Some of us got sick and some lost our loved ones.

Fortunately, our Serra Center team of super heroes understood the effect this had on our clients. We all deeply missed our families. And some with intellectual disabilities are not able to grasp the *why* of this whole lockdown. So we gave them our all when they felt low. We got very resourceful when the day programs closed. We introduced indoor sports, Yoga, gardening, meditation, games, art -- you name it, we explored it. And we assuaged fears.

When visiting our clients, they were mostly upbeat and enthusiastic to share the new and creative activities they were doing.

We did our best to meet their emotional needs since visits with family and friends were relegated to Zoom or the phone. **We care for each and every individual we serve like our own family -- because they are.**

While we were here for our clients, YOU were here for us. You gave. And then you gave stimulus checks. And many of you gave yet again. We simply could not have kept up with our myriad costs without your tremendous support.

Now most of our family have been fully vaccinated. This will help turn the tide. And, as spring emerges, visits are finally happening. Woo hoo!

Thank you for being with us throughout -- you make everything we do possible. Check out the clients' activities below. I hope they lift your spirits like they do mine!

Most gratefully,



Brian
voted



Nancy
picknicked
(at a distance)

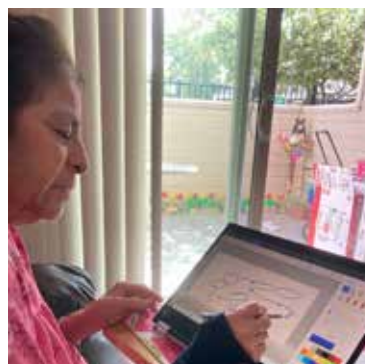
*Kevin
& Avery*
biked



George
gardened



Marie
zoomed



Eleanor
sketched

WHO WE ARE

ETHNICITY

Caucasian
76%

African
American
4%

Asian/Pacific
Islander
7%

South Asian
3%

Hispanic
8%

Native
American
1%

GENDER

Female
46%

Male
54%

Female
with Children
5%

AGE RANGE

23 to 84 years

WHERE WE LIVE

Fremont
74%

Hayward/
Castro Valley
7%

Newark/
Union City
7%

San
Leandro
3%

Tri-Valley
9%

Rent
58%

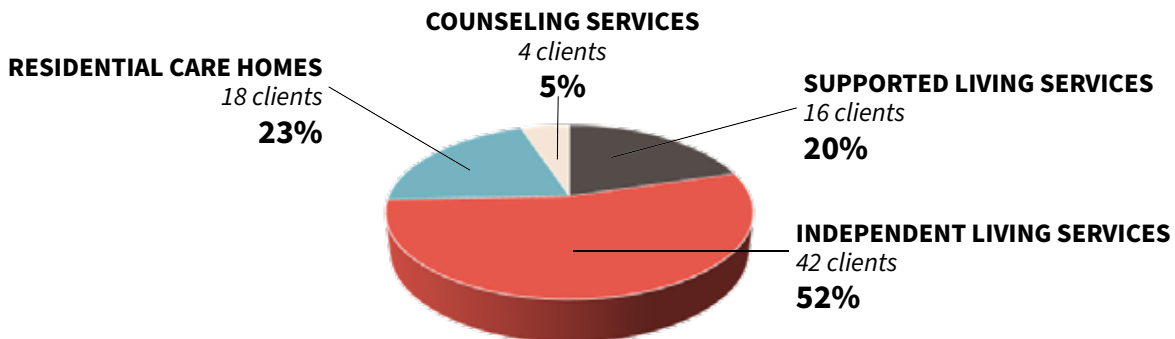
Own
5%

Live with
family
13%

Live in
Serra Center
Home
24%

WHAT WE DO

We served 80 clients in 2020



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.

THE PEOPLE WE SERVE



Victor *DJing at our Serra Center St. Patrick's Day Dance*
Independent Living Services client

VICTOR has been receiving services from Serra Center for 5 years.

He is a busy guy! He's worked at Lowe's in Fremont for 16 years, where he recently received an award for Safety. He must be very proud, just as we are so honored and proud to call him our friend and family.

Victor also "moonlights" as Serra Center's DJ extraordinaire at all of our Holiday dinner dances. He spins the tunes that get everyone up and shaking our groove things. We can't wait to be dancing to your tunes once again.

Lori *At a community event*
Supported Living Services client

LORI has been with Serra Center for 8 years.

She is an avid bowler -- in multiple leagues for years (until the recent closure of Cloverleaf Family Bowl).

She's also competed in Special Olympics such as field hockey.

She is a *mega* Michael Jackson fan and loves the Smurfs. In fact she paints MJ often at her art workshop!

She also enjoys cooking and baking and attends church and Bible study.

She has such a warm nature about her. You can't NOT love Lori.



Donald *Making lunch for his housemates*
Residential Care Home client

DONALD has been with Serra Center for 9 years. He is truly a renaissance man!

He volunteers at the American Cancer Society Discovery Shop in Fremont. He's the "toy & electronics guy", sorting & testing to ensure that they work properly.

He has a few hobbies about which he's passionate.

Gardening. He's been hooked since his mom introduced him as a child. He grows onions, tomatoes and squash.

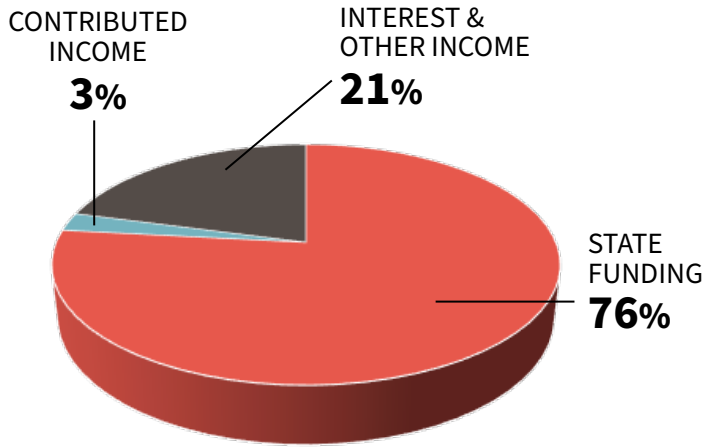
He loves all crafts and thrives at his day program's wood shop class and painting at Olive Hyde Art Guild's art workshop. He often helps tutor other students.

At home, he relishes his quiet time to delve into his creative writing and is always willing to lend a hand to his housemates!



2020 FINANCIALS

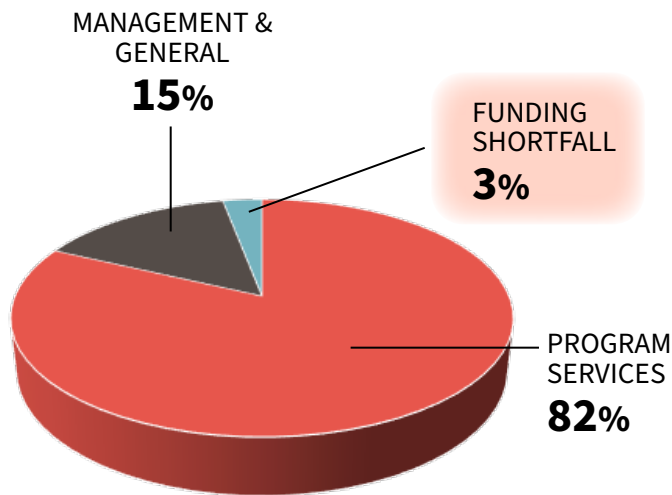
REVENUE



While 76% of revenue comes from State funding, **those funds do not cover expenses.**

YOUR GIFTS help fill this funding shortfall.

EXPENSES



Why is state funding not enough?

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

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

Our Team Stepped Up & So Did YOU! THE POWER of OUR TEAMWORK

18,100
extra

staff hours worked in 2020 to cover Day Programs and enact additional COVID-19 health and safety protocols.

\$305k
extra

payroll expenses incurred in 2020 to cover over-time and double-time.

\$0⁰⁰

Amount paid by Serra Center clients or their families for our services. Regardless if care is 24/7 or once-a-week. **Zero.**

\$44k

increase in **contributions** in 2020 that helped defray staffing costs. **THANK YOU** and please **continue your support. We're still covering Day Programs.**

2020 DONORS *our heroes*

INDIVIDUALS

\$5,000 to \$10,000

Clara Goldberg
Mimi Lou
Ron & Joyce Nelson
Family Foundation
Beverly & Jim Reynolds
Andris Skuja
Stuart & Carol Zeman

\$2,500 to \$4,999

The Family of Roger Anglin
James Brady
The Family of Cathy Covell
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James Pope
Lois Smith
Joan Sullivan
Philip Wald, *Board Treasurer*

\$1,000 to \$2,499

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\$500 to \$999

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INDIVIDUALS

\$100 to \$499

Alice Beaton
Pamela & Brian Bronk
John & Kim Cerchiai
Renee Chatman, *SLS Staff*
Patricia Cotts
Jessica Elmore, *former ICF Program Manager*
Aileen Fox, *Volunteer*
Katherine Gavigan
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Shirley Gordon
Paul & Karen Heuer
Bess Jackson O'Shea, *Volunteer*
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Phil & Sharon LeBrun
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Sherry Matsumoto
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Barbara Peck, *former CFO*
Terry Carleton & Synthia Petroka
Beth Rasler
Jim & Terri-Lynn Rommelfanger
Robin Schaut
Linda Schlegel
Neal Schlegel
Richard Valle, *Alameda County Supervisor*
Robert Wells

< \$100

Margarita Alcantar
Julene Bennion
Linda & Ed Blackburn
Margaret Cotts
Nancy J. Currie
Natalie DaRosa, *Volunteer*
Lynie Del Bono, *Volunteer*
Pat Finn
Janice & Chuck Gebhardt
Karen Haughey, *SLS Staff*
Janet Herrington
Katherine Hill
Moira Kavanaugh

INDIVIDUALS

< \$100 (continued)

Susan Longini
Alayna McGarry, *Volunteer*
Jen Miller, *SLS Program Manager*
Renee Moore
Lorraine Papadakis
Saundra Penkunas
Ruth Poole
Claire Siwula
Brenda Stough
Thomas Turner
Sarah Van Hosen
Martha Williams
Robin Worthington

ORGANIZATIONS

\$10,000

Benevity

\$5,000 to \$9,999

Alameda County
California Foundation for
Stronger Communities
Fremont Bank

\$1,000 to \$4,999

Kaiser Permanente
NFP
Sutter Health
Palo Alto Medical Foundation
Washington Hospital Healthcare System

< \$999

Dominican Sisters of Mission San Jose
Honeywell International Charity
Olive Hyde Art Guild
Niles Discovery Church

LEGACY DONORS

Donors 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

2020 DONORS *continued*

IN-KIND

Bill's Cafe
Bimbo's 365 Club
Bodylines Day Spa
Kathy Bruj
Rae Carlisle
Children's Discovery Museum
Tracey Currie

Kelley Heimsoth
Lazy Dog
Original Joe's
Jody Padilla
Kristy Palfalvi
Mia Palfalvi
Leslie Petty

Kim Richardson
Tahoe Seasons Resort
Jamie & James Teiser
Total Wine & More
USS Hornet Sea, Air & Space
Museum

EVENTS *2020 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

In compliance with the stay-at-home orders, one of the highlights of 2020 was an Artist-in-Residence art club, sponsored by Olive Hyde Art Guild. This in-home club was in lieu of our annual 12-week art workshop held at Olive Hyde Art Guild.

Olive Hyde Art Guild generously donated supplies for the artists to utilize while sheltering at home. 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.



Every 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 to get their creative juices flowing.

We simply had to come up with an alternative for them that would be safe, secure and FUN!

To that end, 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 fee for the art sales.

Thank you to our sponsors and supporters:



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

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Phil's son, Jacob, center.

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