

Providing dignity, respect & choice to persons with developmental disabilities

2022 ANNUAL REPORT

Serra Center

A MESSAGE FROM THE CEO Lisa Senadenos

Hello my friend, I hope you are doing good!

This is the exuberant greeting I received from a client whom I ran into at a local store, while they were shopping with their living skills instructor.

Although some time had passed since we last met, the client remembered details from our last encounter, taking the time to revisit and ask about my family and what was new. It truly made my day!

Such encounters remind me of the genuine kindness and present centeredness so many of those we serve possess in their outlook on life.

It is one of the many gifts I have received in my 31 years of service to Serra Center and hold dear to my heart.

If you are like me, when you fully invest in something – whether it be emotional or financial – you want to know that you will receive a return on your investment. While our motivations for donating may differ, we want to know the impact and benefit.

Every donation made to Serra Center is an investment in our most precious resource – people. It seems so simple, yet people are all so different, so complex, so many things to consider. I want you to know that the focus of every decision and every dollar at Serra Center is rooted in the desire and philosophy to provide outstanding care to meet every individual's unique and specific needs.

The success of Serra Center's 48 year mission is rooted in our shared investment in people. Of our 60 team members, 28% have over 15 years of service and 21% over 5 years. In an industry where staff turn-over is notoriously high, consider that 49% of our team remain. In return, the men and women whom we serve receive care from dedicated, knowledgeable and compassionate caregivers whom have chosen to serve. This is an invaluable return.

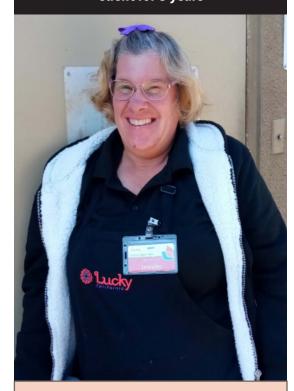
The contributions you give mean we are able to keep up with the ever-increasing and exorbitant expenses of running a business in one of the most expensive regions in the nation. And we do this without compromise to our outstanding care.

Your dollars matter no matter how modest or large, and your service – donating your time and talents – are needed to sustain Serra Center's mission into the future.

Most gratefully,

Lisa

JENNIFER LEE Serra Center Independent Living Services Client for 3 years



Check out that smile - she beams! Jennifer receives Independent Living Services from Serra Center and lives on her own in Fremont. Her instructor, Malahat, picks her up every Friday to start the morning off with a walk around Lake Elizabeth. Then they do a banking errand and any other errands she needs to do. Afterwards, Malahat drops her off at her job at Lucky's.

Jennifer has been working for Lucky's in Union City for over 22 years. She enjoys her coworkers and they value her work. Many days she loves to ride her bike around the Fremont Hub after work.

She is well-versed at taking public transportation and often heads to the movies on weekends.

We're so honored to serve Jennifer and are elated with her positive and effervescent attitude!

2022 DONORS

You are the reason we keep up our amazing work! Without your support each and every year, we simply could not continue to provide our superlative service to the beloved men and women we serve. Your 2022 donations enabled Serra Center to replace the roof at the Ellen ICF home, perform safety improvements on our vans, purchase new washers and dryers for the ICF homes, purchase new computers for the administrative office and for our direct-care programs, and perform modifications at the ICF homes to meet increasing accessibility needs. From our Board of Directors and our Serra Center team: THANK YOU!

If your name is not here, please make a gift today to ensure that you're "back in the spotlight" soon!

Please note that this is last year's donor list (2022).

\$5,000 to \$10,000

Anonymous Beverly & Jim Reynolds Ron & Joyce Nelson Family Foundation

\$2,500 to \$4,999

James Brady Mimi Lou Mark & Debra Palmer Andris Skuja Stuart & Carol Zeman

\$1,000 to \$2,499

The Family of Roger Anglin Linda & Douglas Dynes Susan Goddard, Board Member Anna Gonzales. former Serra Team Member Donald & Leah Humpal Matt & Sandy Ketchem, *Board Member* Valerie Parker, Serra Team Member Harry Reis Lisa Senadenos, Serra Center CEO Lois Smith Philip Wald, Board Treasurer Mark Zehrung

\$500 to \$999

Elise Balgley, Board Chair Gail Blalock John & Kim Cerchiai The Family of Cathy Covell Michael Denisco, Jr. Katherine Gavigan William Jones Harold & Jeanne Kaufman Gerald & Virginia Lang, Board Member Alfred Mueller Nancy Ruskin

<u>INDIVIDUALS</u>

\$100 to \$499

Alice Beaton Barbara Bousquet. Serra Team Member Pamela & Brian Bronk Renee Chatman, Serra Team Member Natalie DaRosa, *Volunteer* Aileen Fox, Volunteer Dr. Miranda Gabriel Bess Jackson O'Shea, Volunteer Donna Jay Irene Jordahl Barbara & Larry Jordan Jane Kaasa Rick Koelz Bruce Kuhlemann Susan Longini Doral Main, former Board Member Sherry Matsumoto Leslie McGarry,

former Serra Team Member

Terry Carleton & Synthia Petroka

< \$100

Sheila Mellow

Joan Sullivan

Robert Wells

Shari Zelman

Kristi Caracappa Bruce A. Farrington Kristhen Fernandez, Serra Team Member Paul & Karen Heuer Cynthia Johnson Maribelle Marquez Kevin McGarry & Carmen Santillan Renee Moore Saundra Penkunas Beth Rasler Susan Wasserman

ORGANIZATIONS_

\$15,000

Wyndham Hotels & Resorts

\$1,000 to \$4,999

Kaiser Permanente Fremont Bank Olive Hyde Art Guild

Washington Hospital Healthcare System

< \$999

Niles Discovery Church

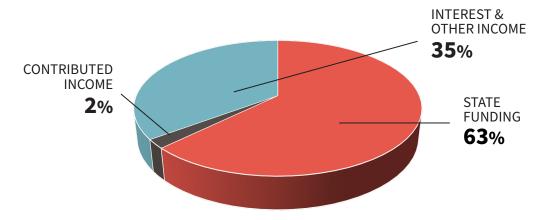
LEGACY DONORS

Key stakeholders who have made a bequest to Serra Center

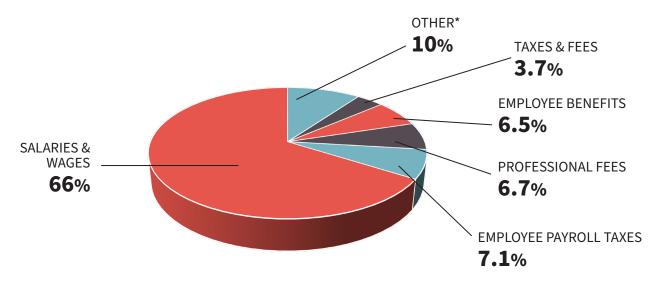
Robert Scott Allred & Esther Marie Allred, Revocable Living Trust A. and J. Eitzen Family Trust Collins Kelley Revocable Trust Deb & Mark Palmer Margaret & Daniel Pope Mildred & Elmus Ruff Estate of Clara Shiman Andris Skuja **Estate of Guy Stevens**

2022 FINANCIALS

REVENUE



EXPENSES



*OTHER: 2.3% food & supplies, 4.1% occupancy, 1.3% fundraising/events 1.5% transportation, 0.5% postage/telephone, 0.3% IT.

Why state funding is not enough...

- Like any business, Serra Center's operations are subject to the impact of rising costs due to inflation and operational expenses.
- The State funding does not increase relative to these factors.
- Staff salaries & wages account for 79.54% of operational expenses.
- The average staff rate of pay is \$17.00 per hour.
- Stagnant State revenue results in a 3% budget shortfall and directly impedes Serra's ability to pay a sustainable living wage.
- YOUR GIFTS to are needed to fill the funding shortfall and ensure services to our treasured clients.

WHO WE ARE

ETHNICITY

Caucasian **71%**

African American **5%** Asian/Pacific Islander **9%**

South Asian

Hispanic/ LatinX **9%** Native American **2%**

GENDER



Male **58%** Have Children 4%

AGE RANGE

20 to 84 years

WHERE WE LIVE

Fremont **72**%

Hayward/ Castro Valley **6%** Newark/ Union City **6%** San Leandro **7**%

Tri-Valley **9%** Rent 60% 0wn **5**% Live with family 14%

Live in Serra Center Home **20**%

WHAT WE DO

We served 77 clients in 2022



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.