



## 2018 Annual Report

### Overview

**Villages of San Mateo County** continues to have solid growth in membership, in the volunteer base, and in the number of services delivered. The organization is on strong financial footing and has a dedicated team of leaders who have developed a strategic plan to assure sustainability. While current efforts focus on our existing geographic service area (from Burlingame to Redwood City) the long term plan is to develop new villages throughout San Mateo County. We strive to be a premier organization for services to older adults in the county.

### VSMC Board of Directors

Scott McMullin, President  
Dave McClure, Treasurer  
Patrick Brown, Secretary  
Wen Chang  
Deborah Flaherty  
Eric Hanson  
Debra Lepold  
Victoria Kline  
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### Background

The recent “Village Movement” developed from recognition that nearly everyone wants to continue living in their own homes as they age. Added to that is the concept that individuals thrive when they are in a community, and communities thrive when people help each other. Villages of San Mateo County (VSMC) was established on that basis, to help older residents of San Mateo County find community with each other, and to enhance their ability to continue living in their own homes as they age.

Villages of San Mateo County is a 501(c)(3) nonprofit (tax ID 47-3571718). Operating on a “hub and spoke” model, VSMC is the hub organization that currently supports two local spoke Villages:

- **Sequoia Village** serves residents of San Carlos, Belmont, and Redwood City including Redwood Shores. Services began in July of 2015.
- **Mid Peninsula Village** serves residents of Burlingame, Hillsborough and San Mateo, and started in September of 2016.

VSMC and the local Villages organize activities outside the home, such as lectures, social events, and educational excursions. In addition we assist our members in finding the services and information they need to age well, and many of the helpful services are provided by volunteers

who are part of this community.

Sequoia Village (SV) and Mid Peninsula Village (MPV) exist within one organization so they can share resources and leverage their strengths to assist each other. Our Operations Office is located at 711 Nevada Street in Redwood City, in space that is generously made available to us by the Redwood City Parks & Recreation Department. Our Executive Director (Linda Burroughs) works from an office generously provided by Dignity Health at 749 Brewster Avenue in Redwood City. The villages share a webpage, email, Facebook page, and phone number as follows:

[www.VillagesofSMC.org](http://www.VillagesofSMC.org)

[info@VillagesofSMC.org](mailto:info@VillagesofSMC.org)

[www.facebook.com/villagesofsmc](https://www.facebook.com/villagesofsmc)

Phone: (650) 260-4569

Executive Director Linda Burroughs can be reached at:

Email: [lindab@VillagesofSMC.org](mailto:lindab@VillagesofSMC.org)

Phone: (650) 394-5227

### **Membership Statistics**

- Members can join as Full members who may qualify for services, or as Associate members who support the village and may participate in social activities. For both categories, members may join as Individuals, or as a Household.
- At the end of 2018, VSMC had 190 members.
  - 151 SV and 39 MPV
  - 163 Full and 27 Associate
  - 144 Individual and 46 Household
  - 152 Women and 38 Men
  - Average age of members: 83 years
- We offer membership scholarships for low income members whenever specific funds are available. In 2016 there were 3 low income scholarships awarded, then 10 in 2017, and 13 in 2018.

### **Community and Services**

By joining the Village a member becomes part of a community, with many opportunities for social interaction and learning how we can help each other to age in place. As needs are established, so are service opportunities for volunteers. Delivery of social opportunities and services leads to the end goal, that our members will be able to lead active and fulfilling lives in their own homes and communities, for as long as possible. In 2018 there were 5,944 services

delivered to members, compared with 4,410 services in 2017. The 2018 detail of service by categories is as follows:

Transportation	4,015	67%
Social events	868	15%
Home repair/safety	429	7%
All other	632	11%
<b>Total Services</b>	<b>5,944</b>	<b>100%</b>

As expected, and typical of other villages also, transportation is the number one requested service. Over 95% of the rides were delivered by 62 volunteer drivers, while just 188 rides were handled by Lyft and taxis on the rare occasions when volunteers were not available. It's likely that the portion handled by Lyft will grow as membership grows.

Social events are number two in participation, and we are delighted to find that our members are eager to get out and engage in cultural and social activities when opportunities (and transportation!) are provided. Avoiding isolation and encouraging social interaction is one of our primary goals, and to that end we will continue to develop programs that are of interest to our members.

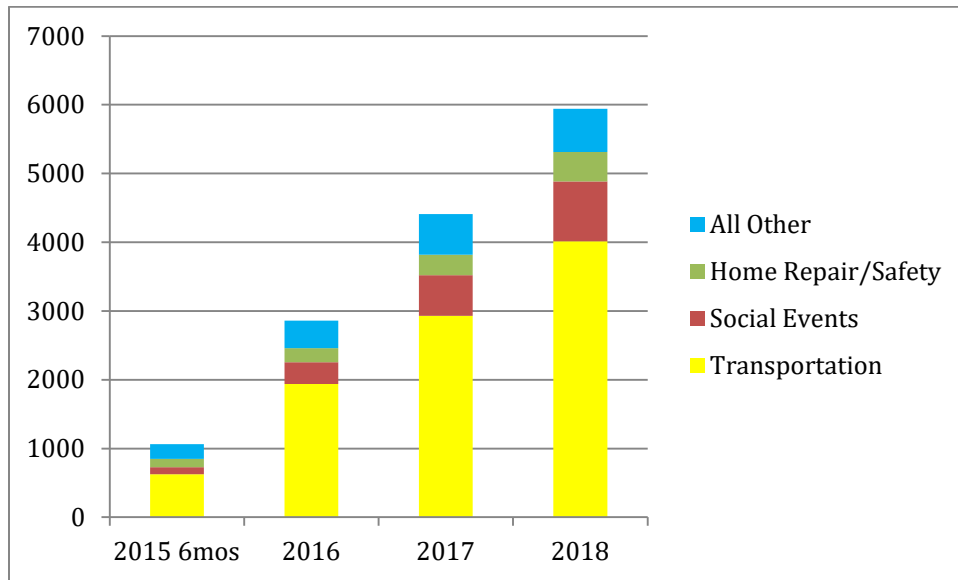


“Safety in the home” is another priority goal, and was very much addressed in many of the 429 home repair/safety services in 2018. Our volunteer handypersons conducted home safety evaluations, made improvements to lighting and security, installed smoke and carbon monoxide alarms, installed grab bars and handrails, and much more. The volunteer labor was “free” and many of the materials were covered by grants that funded our home safety program.

While the “All other” category is small, it includes some very important services such as technology assistance (with computers, smart phones, TVs, etc.), assistance with organizing and de-cluttering, and referrals to local vendors/contractors that members can hire for jobs beyond the scope of our volunteers.

In the brief four year history of VSMC, the delivery of services has grown rapidly as demonstrated in the graph below. Transportation has consistently been the highest frequency

service, by far. By design, offerings and participation in social events has grown significantly, as we recognize the very important need for people to engage with each other and avoid isolation.



### **Volunteers**

Volunteers are a key component of the success of our Villages. Membership growth must always be accompanied by a proportional growth in volunteers in order to maintain our service level. Since 2015 over 241 people have gone through our extensive vetting and training process. Many of our members serve as volunteers, but we also have a larger group of non-member volunteers who are attracted to the village concept and have chosen this way to serve their community. In 2018 our volunteers reported 12,197 hours of service, which equates to approximately 5.86 full time employees, and could be valued at \$345,803 based on the hourly dollar value that is estimated for volunteers in California.

### **Finances and Staffing**

The financial status of VSMC is strong. Income for 2018 was \$160,534 of which \$84,708 (53%) was membership dues, \$59,936 (37%) was grant income to support programs, and \$12,319 (8%) was donations. Expenses were \$137,104. The surplus represents grant funds that are designated for project spending in the coming months, and reserves for the anticipated hiring of an additional staff person in 2019. In 2017 we hired an Executive Director, and we see a growing need for a part-time assistant to support the growth in services and programs.

### **Grants & Gifts**

Through grant funding we have been able to implement programs that have improved the safety and well being of older adults in our communities.

- Home safety improvements, including smoke and carbon monoxide alarms, grab bars, improved lighting, etc.
- Medical alert devices to some of our most vulnerable members.
- Scholarship memberships to low income seniors in the community.
- Transportation by Lyft for the times when a volunteer driver is not available.
- Transportation for group excursions to local cultural events.
- Incentives to encourage members to participate in local Senior Center activities.

Grants and donations (over \$2,000) awarded to support these and other efforts came from:

- Bristol-Meyer Squibb
- City of San Carlos
- Dignity Health
- Intero Foundation
- Peninsula Health Care District
- Peter & Paula Uccelli Foundation
- Redwood City Parks & Recreation
- Sequoia Healthcare District
- TouchPoint Foundation
- Trinity Presbyterian Church
- Wells Fargo
- West Valley Federated Women's Club

### **Summary**

VSMC has been extremely fortunate to have the support of many community partners. We are very grateful to all who have provided grants and donations, and to those who have given suggestions and encouragement. San Mateo County, and indeed our entire nation, will have an ever-growing percentage of seniors for the foreseeable future, and the village movement promises to be a significant resource for providing services to this segment of our population. VSMC is an active member of Village Movement California, the Bay Area Villages Organization, and the national Village to Village Network. With the teamwork exhibited throughout all of these organizations, the future of the village movement is exciting and assured.

On behalf of the VSMC Leadership Team,  
Scott McMullin, Board Chair  
Villages of San Mateo County