



Villages of San Mateo County

NEIGHBORS HELPING NEIGHBORS



MidPeninsulaVillage

2016 Annual Report

Overview

Villages of San Mateo County (VSMC) is a 501(c)(3) 'hub and spoke' organization that was formed to help older residents of San Mateo County to age in place. VSMC is the hub organization that currently supports two local Village spokes:

- Sequoia Village (SV) serves residents of Redwood City, Redwood Shores, Belmont and San Carlos
- Mid Peninsula Village (MPV) serves residents of Burlingame, Hillsborough and San Mateo

VSMC and the local Villages aim to assist seniors and others in finding the services and information they need to remain safe and healthy in their own homes. In addition, we organize activities outside the home, such as shopping trips, lectures and social events.

History

Development of SV started in early 2014 when a group of San Carlos residents met with leaders of the San Carlos Adult Community Center, the Sequoia Healthcare District, Peninsula Family Service and other local nonprofits. It was quickly decided that the service area would extend from Belmont to Redwood City, and strong relationships were established with the senior centers in this area. SV was incorporated and approved as a 501(c)(3) nonprofit. Volunteers and potential members were recruited, and SV officially launched services on July 1, 2015.

About the same time, another group of leaders was working toward development MPV in the San Mateo to Burlingame area. In late 2015 the two villages decided to combine operations, so they can share resources and leverage their strengths to assist each other. In early 2016 the official name of our 501(c)(3) was changed to Villages of San Mateo County (tax ID 47-3571718). MPV officially launched services to members in September of 2016. The VSMC 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. The villages also share a webpage, email, and phone number:

www.VillagesofSMC.org

info@VillagesofSMC.org

Phone: (650) 260-4569

Membership Statistics

- We offer two levels of membership: Full members qualify for all services, while Associate members support the village and may participate in social activities. At both levels, members may join as Individuals or as a Household.
- At the end of 2016, VSMC had 131 members.
 - 112 SV and 19 MPV
 - 107 Full and 24 Associate
 - 85 Individual and 46 Household
 - 101 Women and 30 Men
 - Average age of members: 82 years
- Membership renewal has been high. During 2016 (our first full year of operation), 106 SV members were asked to renew. A remarkable 80% (85 members) decided to re-enroll, while only 13% made a decision not to re-enroll, and the remaining 7% had life changes preventing re-enrollment.
- We offer membership scholarships for low income members whenever specific funds are available. In 2016, two scholarships were awarded.

Services

Receiving or delivering services for each other as a community are the real reasons to join a village. The end goal is that our members will be able to lead active and fulfilling lives in their own homes and communities, for as long as possible. In 2016 VSMC delivered 2,698 services to members, in the following categories:

1,938	72%	Transportation
318	12%	Social Events
202	7%	Home Repair/Home Safety
99	4%	Household Assistance
141	5%	All Other
2,698		Total Services Delivered/Received

As expected – and typical of other villages – transportation was the number one requested service. Over 98% of the rides were delivered by 42 volunteer drivers, while just 28 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 the number two service used by our members, 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 started two new programs in 2016:

- Cultural Excursions took members to museums and points of interest

- Neighborhood Groups were formed, and began planning their own local gathering for meals and other social events.

Home safety is another priority goal for VSMC, and was directly addressed in many of the 202 Home Repair/Home Safety services performed in 2016. Our volunteer handypersons conducted home safety evaluations, improved lighting and security, installed smoke and carbon monoxide alarms, installed grab bars and handrails, and so on. The volunteer labor was provided without cost to members, and many of the materials were covered by grants that funded our home safety program.

At 5%, the All Other category is small, but includes some very important services such as technology assistance (with computers, smart phones, TVs, and so on) and referrals to local vendors/contractors that members can hire for jobs beyond the scope of our volunteers.

Volunteers

It's impossible to say enough about the skill, generosity and dedication of our volunteers. Our extensive vetting and training process was completed by 108 volunteers who were available in 2016 to provide services. Twenty-six (26) of these volunteers are also members of a VSMC village, while eighty-two (82) non-member volunteers were attracted to the village concept and chose this way to serve their community.

Attracting and retaining volunteers is key to our service delivery model. They are the magic that makes the village successful. In 2016 our volunteers reported 10,289 hours of service, which equates to approximately five (5) full time employees, and could be valued at \$283,873 based on the \$27.59 hourly rate that is estimated for California volunteers.

In 2016, volunteers from outside of the organization also provided member services. Together with our fully vetted volunteers, a large group of Keller-Williams employees spent their corporate service day completing house and yard projects for dozens of our village members. Our members also appreciated the enthusiastic service of several middle school and high school students during 2016. The students completed some chores for the members and received credit for service hours, but more importantly this provided an intergenerational visit that brightened the day for all involved.

Finances and Staffing

The financial status of VSMC is strong. Income for 2016 was \$81,045, while expenses were \$45,089. The surplus will provide an operating reserve to cover income timing issues and ensure that we can move ahead with anticipated hiring of staff in 2017. Income in 2016 was 63% membership dues, 13% donations, and 23% grants.

In 2016 we hired a part-time Services Manager for about 9 months. Since most of our service management is covered by volunteer office staff, we learned that what we really need to continue to grow our program is an Executive Director (ED). We have posted an opening for a part-time ED, and hope to fill this position by May of 2017.

Grants and Gifts

Grant funding allowed us 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, and so on.
- 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 awarded to support these efforts came from:

- Peter & Paula Uccelli Foundation
- Dignity Health
- West Valley Federated Women's Club
- Sequoia Healthcare District
- City of San Carlos
- Danford Foundation
- The Charis Fund

In addition to grants that support specific projects, we received generous donations from other major supporters:

- Trinity Presbyterian Church of San Carlos
- Mid Peninsula Vineyard Christian Church
- Rotary Club of San Carlos
- Kiwanis Club of San Carlos
- Redwood City Parks & Recreation Department (provided office space)
- Howard and Martha Girdlestone Foundation

Future Plans

In January of 2017 VSMC held a one-day Leadership Team Retreat. Our dedicated group of 20 leaders reviewed the progress of the past year, and established five priority goals for 2017:

- Finalize the Executive Director job description, post the opening, and fill the position by May of 2017.
- Create a clear organizational chart for VSMC so that leadership needs and succession planning can be developed for the future.

- Develop a comprehensive membership program: recruiting, nurturing and retaining members.
- Develop a comprehensive volunteer program: recruiting, training, nurturing and retaining volunteers.
- Develop a three-year strategic plan for VSMC, including size, structure, finances, staffing, services, identity, partnerships and sustainability.

Teams were formed to work on each of these goals, and follow up meetings have begun.

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 – 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. As we develop our own villages, it has been our pleasure and honor to assist other leaders as they have launched their village operations in Half Moon Bay, CA (Village of the Coastside) and San Luis Obispo, CA (SLO Village). We are active in the California Village Coalition (CVC), the Bay Area Villages (BRAVO), and the national Village to Village Network (VtV).

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