

ATTACHMENT 4: CORE INVESTMENTS - AWARD RECOMMENDATIONS BY STRATEGIC PLAN

In response to the Request for Proposals, all applicants identified a primary result area and strategic plan with which their services align. Many proposals identified more than one result area and some identified more than one strategic plan. The tables below identify the recommended award amounts by the strategic plan that the applicant identified. There are a few exceptions that are noted herein. Four proposals for childcare identified First 5 as their primary strategic plan and were changed to the Master Plan for Early Care and Education for greater consistency across proposals. For a few other recommended proposals, the secondary strategic plan was used to categorize the award because it was consistent with other proposals in that area. These changes are noted in footnotes below. As per the RFP, the minimal award amount was \$15,000. For programs awarded under \$30,000, only one funder allocated funds. Proposed programs are listed alphabetically by agency and then program.

COMMUNITY ROADMAP TO COLLECTIVE MENTAL HEALTH WELLNESS			RECOMMENDATION			
Agency	Program name	Short Description	Award	County Funding	City Funding	Percent of CORE
Cabrillo College Stroke and Disability Learning Center	Cabrillo College Stroke and Disability Learning Center	Provide instruction on physical and social activities to adults and seniors with disabilities.	\$44,000	\$29,000	\$15,000	0.8%
Family Service Agency of the Central Coast	Counseling Services	Provide counseling to individuals with mild to moderate mental health challenges.	\$57,000	\$28,000	\$29,000	1.1%
	Suicide Prevention Service	Provide a 24-hour crisis line that provides support and referrals for individuals contemplating suicide and/or engaged in suicidal behavior.	\$38,000	\$16,000	\$22,000	0.7%
	Survivors Healing Center	Provide therapy to survivors of childhood sexual abuse, ages 14-85.	\$25,000	\$25,000	\$0	0.5%
	WomenCARE	Provide therapeutic support groups for women diagnosed with cancer and their loved ones.	\$15,000	\$15,000	\$0	0.3%

Mental Health Client Action Network (MHCAN)	Drop-In Center	Provide peer advocacy and support services to low-income individuals with severe mental health illnesses.	\$37,000	\$20,000	\$17,000	0.7%
	Motivational Interviewing Peer Support Counseling	Provide counseling to adults with severe mental health illnesses.	\$42,000	\$25,000	\$17,000	0.8%
Monarch Services-Servicios Monarca	Monarch Services-Servicios Monarca	Provide violence intervention services to individuals who are victims of domestic violence or human trafficking. Program will predominantly serve Latinas who are mono-lingual from underserved areas of the County.	\$190,000	\$130,000	\$60,000	3.6%
NAMI-Santa Cruz County National Alliance on Mental Illness	"Sustaining Families" Program	Program will provide education and support with families whose loved ones suffer from a mental illness.	\$39,000	\$24,000	\$15,000	0.7%
Pajaro Valley Prevention & Student Assistance, Inc.	Functional Family Therapy	Provide family-centered counseling for youth experiencing mental health challenges and/or substance abuse. Program will primarily serve Latinos residing in South County.	\$41,000	\$41,000	\$0	0.8%
Parents Center, Inc.	Parents Center, Inc.	Provide mental health counseling (Early, Periodic, Screening, Diagnostic and Treatment) to low-income children and youth with a mental health diagnosis.	\$15,000	\$15,000	\$0	0.3%
SubTotal	11		\$543,000	\$368,000	\$175,000	10.4%

SUBSTANCE USE DISORDER (SUD) PREVENTION & TREATMENT PLAN			RECOMMENDATION			
Agency	Program name	Short Description	Award	County Funding	City Funding	Percent of CORE
Encompass Community Services	Nuevo Día Women's Program	Provide sober living environment beds, intensive outpatient treatment services, case management, child care and transportation to low-income women. Program serves predominantly Latinas with substance use disorder who have young children.	\$240,000	\$140,000	\$100,000	4.6%
Pajaro Valley Prevention & Student Assistance, Inc.	Seven Challenges	Provide family therapy to low-income children and youth and their parents. Program will target services to youth with a mental health diagnosis and/or substance use disorder, and/or youth referred by Probation or a school district. Services will predominantly be received by Latino children/youth residing in South County.	\$112,000	\$112,000	\$0	2.1%
SubTotal	2		\$352,000	\$252,000	\$100,000	6.7%

HEALTH IMPROVEMENT PARTNERSHIP			RECOMMENDATION			
Agency	Program name	Short Description	Award	County Funding	City Funding	Percent of CORE
Dientes Community Dental Care	Integrated Dental Care for Our Community	Provide dental care to low-income children, elders and homeless individuals.	\$196,000	\$144,000	\$52,000	3.7%
Pajaro Valley Unified School District	Healthy Start Program	Implement school-based health centers providing medical, dental and behavioral health services to elementary, middle and high school age children and their families. The Program will serve predominantly low-income Spanish-speaking Latino children residing in South County.	\$43,000	\$43,000	\$0	0.8%
Planned Parenthood Mar Monte (PPMM)	PPMM: Westside & Watsonville Health Centers	Provide general medicine health care, reproductive health care, transgender care, pediatric care and integrated behavioral health care to low-income individuals who have no other access to healthcare.	\$127,000	\$67,000	\$60,000	2.4%
Salud Para La Gente	Coordinated Care Program	Provide comprehensive medical care to uninsured and underinsured low-income individuals. The program will serve predominantly low-income mono-lingual Spanish speaking Latinos residing in South County.	\$200,000	\$200,000	\$0	3.8%
Santa Cruz Community Health Centers	Santa Cruz Community Health Centers	Provide preventative, primary, and behavior health care to low income patients, including people with diabetes and homeless people	\$151,000	\$136,000	\$15,000	2.9%

Second Harvest Food Bank Santa Cruz County	Nutrition Education Program	Provide health education and food distribution to nutrition program sites throughout the County.	\$88,000	\$88,000	\$0	1.7%
Volunteer Center of Santa Cruz County	Beat Back Diabetes	Provide health education, physical activities and diet promotion to low- income individuals with a severe mental health diagnosis.	\$19,000	\$19,000	\$0	0.4%
	Friends Outside	Provide reentry services to adults who have been released from correctional facilities.	\$44,000	\$29,000	\$15,000	0.8%
SubTotal	8		\$868,000	\$726,000	\$142,000	16.6%

ALL IN: TOWARD A HOME FOR EVERY COUNTY RESIDENT			RECOMMENDATION			
Agency	Program name	Short Description	Award	County Funding	City Funding	Percent of CORE
California Rural Legal Assistance, Inc.	Legal Services	Provide legal services to low-income and at-risk populations with the goal of preventing homelessness and improving access to all housing types.	\$20,000	\$20,000	\$0	0.4%
Community Action Board of Santa Cruz County Inc (CAB)	Rental Assistance Program - North/Mid-County	Provide rental assistance funds, budgeting/financial literacy services and case management to promote housing retention. Services will be targeted to primarily low income families with children, seniors, and individuals with disabilities who are at risk of eviction/homelessness.	\$77,000	\$47,000	\$30,000	1.5%
	South County Housing Collaborative	Provide assessments, case management, rental assistance, legal assistance and shelter days to homeless families and those families who are at-risk of homelessness and reside in South County.	\$190,000	\$190,000	\$0	3.6%
Encompass Community Services	Housing Pathways	Provide emergency shelter bed nights with meals, services, case management, housing assessment and linkage. The program will serve chronically homeless, disabled, and medically vulnerable adult individuals.	\$125,000	\$75,000	\$50,000	2.4%

Families In Transition of Santa Cruz County, Inc.	Family Housing Stabilization	Provide linkages to landlords/housing units, preparation for open houses/landlord negotiations and rental assistance. The program will serve homeless families with one or more dependent children.	\$70,000	\$55,000	\$15,000	1.3%
Homeless Garden Project	Transitional Employment and Job Training Program	Provide transitional employment, job training and support services to homeless individuals.	\$17,000	\$0	\$17,000	0.3%
Homeless Services Center	180/2020	Provide housing resources, support services and placement. The program will serve individuals and families who are chronically homeless and medically vulnerable.	\$183,000	\$68,000	\$115,000	3.5%
	Smart Path to Housing and Health	Provide assessments and housing resources to homeless individuals and families.	\$77,000	\$77,000	\$0	1.5%
United Services Agency	Warming Center Program	Provide shelter for homeless people on extremely cold nights in South County	\$15,000	\$15,000	\$0	0.3%
SubTotal	9		\$774,000	\$547,000	\$227,000	14.8%

AREA PLAN ON AGING			RECOMMENDATION			
Agency	Program name	Short Description	Award	County Funding	City Funding	Percent of CORE
Advocacy, Inc.	Long Term Care Ombudsman Program	Provide advocacy, education and outreach to elder and dependent residents of skilled nursing facilities and residential care facilities.	\$59,000	\$44,000	\$15,000	1.1%
Community Bridges	Elderday	Provide training on fall prevention and counseling for participants with a diagnosis of depression. Both the training and the counseling are in addition to onsite services at the adult day health center. Elderday predominantly serves Latino low-income elders residing in South County.	\$145,000	\$145,000	\$0	2.8%
	Lift Line	Provide transportation for low-income seniors and people with disabilities primarily for medical appointments	\$15,000	\$15,000	\$0	0.3%
	Meals on Wheels for Santa Cruz County	Provide home delivered meals and meals at dining sites throughout the County. Serves predominantly low-income elders, age 60 and over.	\$330,000	\$330,000	\$0	6.3%
Family Service Agency of the Central Coast	I-You Venture ¹	Provide individual and group therapeutic activities to socially isolated low-income elder residents of long-term care facilities.	\$15,000	\$15,000	\$0	0.3%

¹ Primary strategic plan identified was Community Roadmap To Collective Mental Health Wellness

	Senior Outreach ²	Provide volunteer senior peer counseling services to low-income homebound elders with physical and/or mental disabilities.	\$22,000	\$22,000	\$0	0.4%
Grey Bears	Healthy Food for Seniors	Provide delivery of fresh vegetables and fruits to low-income homebound seniors and seniors with volunteer opportunities.	\$110,000	\$95,000	\$15,000	2.1%
Senior Citizen Org of San Lorenzo Valley	Senior Outreach and Activities	Provide senior outreach and activities at its senior center that focuses on health, arts, physical exercise and socialization. Services are provided to predominantly low-income seniors living alone in the San Lorenzo Valley area.	\$15,000	\$15,000	\$0	0.3%
Senior Citizens Legal Services	Senior Citizens Legal Services	Provides legal services to low-income elder individuals at risk of eviction and elder abuse.	\$62,000	\$47,000	\$15,000	1.2%
Senior Network Services, Inc.	Aging in Community: Housing and Home Help Services	Provide referrals to housing and access to affordable home help for low-income seniors.	\$35,000	\$20,000	\$15,000	0.7%
Seniors Council of Santa Cruz & San Benito Counties	Area Agency on Aging of Santa Cruz & San Benito Co	Oversee the Area on Aging plan and monitor organizations contracted to provide direct services to seniors	\$131,000	\$131,000	\$0	2.5%
	TCE-Project Scout	Provide free tax preparation and assistance to low-income seniors.	\$15,000	\$15,000	\$0	0.3%
The Santa Cruz Lesbian and Gay Community Center (dba The Diversity Center)	The Diversity Center's 60+ Program	Provide lectures and group sessions on health and aging issues related to older adults. The majority of individuals served will be seniors and LGBTQ+ identified.	\$17,000	\$0	\$17,000	0.3%

² Ibid.

Vista Center for the Blind and Visually Impaired	Safe and Healthy Living Program	Provide case management, counseling and support groups to visually impaired low-income seniors.	\$15,000	\$15,000	\$0	0.3%
Volunteer Center of Santa Cruz County	Seniors Programs	Provide transportation, home safety checks and fall reduction training to low-income seniors.	\$41,000	\$26,000	\$15,000	0.8%
SubTotal	15		\$1,027,000	\$935,000	\$92,000	19.6%

YOUTH VIOLENCE PREVENTION PLAN			RECOMMENDATION			
Agency	Program name	Short Description	Award	County Funding	City Funding	Percent of CORE
Arts Council Santa Cruz County	Mariposa's Art	Provide art classes to at-risk and low-income youth utilizing a peer-to-peer approach where high school students are trained by art teachers who then together they teach elementary and middle school students. The program will be implemented in South County.	\$26,000	\$26,000	\$0	0.5%
Big Brothers Big Sisters Agency of Santa Cruz County, Inc.	One to One Mentoring and After School Enrichment	Provide mentoring and after school tutoring and program to at-risk youth. The majority of the services will be provided to low income Latino boys and girls.	\$70,000	\$55,000	\$15,000	1.3%
Boys & Girls Clubs of Santa Cruz County	Project Learn	Provide after-school activities that focus on creative writing, reading and educational software to increase familiarity with technology. Project will predominantly serve low-income boys.	\$68,000	\$25,000	\$43,000	1.3%
Central Coast Young Men's Christian Association	Afterschool and Day Camp Program/YF4L	Provide an afterschool and day camp program that includes nutrition education and physical activities focused on long-term health and wellbeing. The program serves low-income Latino youth in Watsonville and Pajaro Park.	\$17,000	\$17,000	\$0	0.3%
Coastal Watershed Council	Watershed Ranger	Implement an afterschool program and engage students and community members in service projects	\$20,000	\$0	\$20,000	0.4%

Community Action Board of Santa Cruz County Inc (CAB)	Alcance Street Outreach Program ³	Provide intensive case management services that foster youth developmental assets, such as leadership, positive decision making and community service. Services will be provided to low income Latino and African-American boys and young men impacted by violence.	\$45,000	\$45,000	\$0	0.9%
	Davenport Resource Service Center	Provide case management and curriculum that focuses on youth job readiness and career exploration, leadership, higher education, academic support and community service that links youth and seniors in the community. Services will predominantly serve Latino youth and older adults in North County.	\$67,000	\$67,000	\$0	1.3%
	Santa Cruz County Immigration Project ⁴	Provide legal services and case management to primarily low income immigrant youth and seniors who face employment and education barriers due to their immigration status.	\$63,000	\$63,000	\$0	1.2%
Court Appointed Special Advocates of Santa Cruz County "CASA"	Court Appointed Special Advocates of Santa Cruz County "CASA"	Provide mentor training, match children and youth with a long-term mentor and advocate for educational and employment goals of high school and college age youth. Agency provides services to children age birth to twenty one who are in the child welfare system.	\$105,000	\$85,000	\$20,000	2.0%

³ Probation will add \$10,000 to increase award in FY 17-18 to \$55,000

⁴ Primary strategic plan identified was Area Plan on Aging

Encompass Community Services	TAY (Transition Age Youth) Youth Advocacy Project	Provide adult mentors, peer support, public speaking and advocacy skill building to current or former foster youth.	\$56,000	\$23,000	\$33,000	1.1%
FoodWhat, Incorporated	FoodWhat or "Food, What?!"	Provide internship opportunities, a job training program and a management program located on a farm where students also learn how to prepare food.	\$15,000	\$0	\$15,000	0.3%
Santa Cruz Barrios Unidos, Inc	Educational Outreach Program ⁵	Provide tutoring and mentoring using a culturally-based approach supporting graduation from high school. Services are provided on-site at Santa Cruz High School and through outreach to other sites.	\$40,000	\$25,000	\$15,000	0.8%
	Kids Club	Provide mentoring with a focus on multiculturalism, social justice and community engagement. Program serves predominantly monolingual Spanish-speaking low-income Latino youth in Santa Cruz and unincorporated Mid-County.	\$24,000	\$0	\$24,000	0.5%
The Santa Cruz Lesbian and Gay Community Center (dba The Diversity Center)	The Diversity Center's Youth Program ⁶	Provide LGBTQ+ and Transgender Support groups for youth.	\$15,000	\$15,000	\$0	0.3%

⁵ Probation will add \$10,000 to increase award in FY 17-18 to \$50,000

⁶ Primary strategic plan identified was Community Roadmap To Collective Mental Health Wellness

Volunteer Center of Santa Cruz County	YouthSERVE	Provide afterschool activities and leadership training to low-income youth.	\$25,000	\$25,000	\$0	0.5%
Walnut Avenue Family & Women's Center	Youth Advocacy and Violence Prevention	Provide mentoring, college readiness activities, high school workshops on healthy relationship and supplemental food bags to low-income youth, ages 6-12.	\$28,000	\$28,000	\$0	0.5%
SubTotal	16		\$684,000	\$499,000	\$185,000	13.1%

FIRST 5 SANTA CRUZ COUNTY STRATEGIC PLAN			RECOMMENDATION			
Agency	Program name	Short Description	Award	County Funding	City Funding	Percent of CORE
Community Bridges	La Manzana Community Resources	Provide parenting education, therapy and outreach to low-income families in South County.	\$163,000	\$163,000	\$0	3.1%
	Live Oak Community Resources	Provide parenting classes, therapy, tutoring and outreach to low-income residents of unincorporated mid-County.	\$60,000	\$60,000	\$0	1.1%
	Mountain Community Resources	Provide parent education, therapy, social services, access to food/food resources and outreach to low-income families residing in unincorporated San Lorenzo Valley.	\$154,000	\$154,000	\$0	2.9%
	Nueva Vista Community Resources	Provide parent education, nutrition education, after school programming and outreach to low-income individuals and families residing primarily in the Lower Ocean Street and Beach Flats neighborhood.	\$68,000	\$15,000	\$53,000	1.3%
SubTotal	4		\$445,000	\$392,000	\$53,000	8.5%

CHILD WELFARE SYSTEMS IMPROVEMENT PLAN			RECOMMENDATION			
Agency	Program name	Short Description	Award	County Funding	City Funding	Percent of CORE
Encompass Community Services	PAPÁS , Supporting Father Involvement ⁷	Provide parent education, father-child relationship building activities, counseling, employment support and case management. The program serves predominantly low-income Latino fathers involved in the Child Welfare system, Family Court and/or Child Support system or incarcerated and/or on probation, and with at least one child between zero and age eleven.	\$79,000	\$79,000	\$0	1.5%
SubTotal	1		\$79,000	\$79,000	\$0	1.5%

⁷ Probation will add \$10,000 to increase award in FY 17-18 to \$89,000

MASTER PLAN FOR EARLY CARE AND EDUCATION			RECOMMENDATION			
Agency	Program name	Short Description	Award	County Funding	City Funding	Percent of CORE
Cabrillo Community College	Cabrillo Children's Center Lab School	Provide early childhood care and education workforce development activities to low-income student families and their children.	\$56,000	\$41,000	\$15,000	1.1%
Community Bridges	Child Development Division ⁸	Provide early education services throughout the county to children ages zero to five from low-income families.	\$218,000	\$145,000	\$73,000	4.2%
	Child & Adult Care Food Program ⁹	Provide outreach, education and food reimbursement to Family Child Care Homes to ensure that low-income children receive meal and snacks that meet USDA guidelines. The majority of County children receiving the benefits of these services will be under five years of age and residents of South County.	\$15,000	\$15,000	\$0	0.3%
Pacific Preschool	Pacific Preschool	Provide instruction in early literacy and math, music, arts & crafts and science to children age three to five residing in North County. Preschool reserves 50% of its child care slots for low-income families.	\$19,000	\$19,000	\$0	0.4%

⁸ Primary strategic plan identified was First 5

⁹ Ibid.

Pajaro Valley Children's Center	Pajaro Valley Children's Center ¹⁰	Provide reading and language development strategies in a daycare setting to children age 3 months to 5 years. The Center will predominantly serve Spanish-speaking Latino children from low-income families residing in South County.	\$25,000	\$25,000	\$0	0.5%
Santa Cruz Toddler Care Center	Santa Cruz Toddler Care Center	Provide childcare, home visits, and coaching for teachers. The center reserves 30% of its child care slots for children from low-income families.	\$75,000	\$37,000	\$38,000	1.4%
Walnut Avenue Family & Women's Center	Walnut Avenue Early Education Center	Provide bilingual early education services, training and supplemental food bags to participating families. Program will serve predominantly low-income Latina mothers and their children, age 0 to 5.	\$35,000	\$0	\$35,000	0.7%
YWCA of Watsonville	YWCA State Preschool ¹¹	Provide a preschool program for low-income children, 3-5 years of age. Children are predominantly monolingual Spanish-speakers residing in South County.	\$20,000	\$20,000	\$0	0.4%
SubTotal	8		\$463,000	\$302,000	\$161,000	8.8%
TOTAL	74		\$5,235,000	\$4,100,000	\$1,135,000	100%

¹⁰ Ibid.

¹¹ Ibid.