

National Non-Profit Day

MONTEREY HERALD
Monterey County, California

A Special Advertising and Content Section of the Monterey Herald

August 17, 2020



Provided photo of a formerly unsheltered Maria, who sits smiling and content at her lovely apartment in Moon Gate Plaza in Salinas

While much of our attention is rightly focused on the COVID-19 pandemic, it's important to keep in mind the continuing goal at Dorothy's Place in Salinas is to get our unsheltered population off the streets permanently.

Providing permanent affordable housing for the homeless is something everyone can agree on and support. But actually getting folks off the streets is another matter. It's often a colossal struggle for a variety of reasons.

Maria's life story is particularly poignant and starts on a farm in Mexico, where she was loved and secure. At age 20, she took a job across the US border as a maid, and since then, her life took a circuitous path, including stops in Laredo, TX, Long Beach, CA, Chicago, IL, San Francisco, CA (where she had a 2 decades-long career stop as a hospital laundry manager until the staggering costs of living in San Francisco

A life spared from the streets

Maria's story

forced a move), and San Jose, CA where she had no family, and no resources.

So, in 2013, at age 87, Maria gathered her things, boarded a Greyhound bus, and came to Salinas.

Maria recalls that her first couple of weeks in Salinas were rough. She slept on the pavement. One day, a Mexican couple suggested she go to "Dorotea's" in Chinatown, and there she would be able to bathe and eat.

One of the services Maria connected to while in Chinatown was the Women Alive Emergency Shelter. When Women Alive closed, she went into another available program, the House of Peace Transitional Living Residence.

This year, at age 94, Maria was assisted into a brand new studio apartment in Chinatown, at Moon Gate Plaza. Maria overcame many obstacles, and her program director, Roman Perez, interviewed Maria and asked her to speak about her life and difficulties.

Perez said "As I knock on the door of Maria's third-floor studio apartment and wait for her to answer, I

turn to my right and admire the contrasting view of Chinatown. I can actually see Dorothy's Kitchen and House of Peace's Soledad Street site from where I stand. I knock once more and as the door slowly opens, Maria appears. With her black and white polka dot bandana, she smiles and welcomes me into her apartment. As I enter her spotless apartment, the smell of fresh tortillas, eggs, and ham perfumes the room. Maria offers me a taco which I gladly accept."

Does that sound like a woman who's been homeless most of her life? No, it sounds like Perez was visiting his grandmother. Warm and welcoming with perfect manners and a seat at her table.

We must not judge people when we see them living an unsheltered life. We must have the courage to listen deeply to their stories, to offer them safety and dignity, and to do it with love and grace.

While Maria says her transition from Dorothy's to her new apartment at Moon Gate Plaza wasn't easy, she says she is grateful for all the help she received to increase the quality of life

she now enjoys. Now when asked, "Are you content?" Maria replies, "Si lo estoy. Gracias a Dios, si lo estoy." (Yes, I am. Thanks to God, I am.)

About Dorothy's Place For more than 3 decades, Dorothy's Place, operated by the Franciscan Workers of Junipero Serra, has been dedicated to serving people who experience homelessness, poverty, and

marginalization in Monterey County. They have continued to expand their understanding of chronic homelessness with the desire to create a trauma-informed safety net and springboard for health and self-sufficiency. If you are interested in learning more about the services mentioned in this story, donating, or volunteering, please visit dorothysplace.org.



Provided photo of Maria looking out the back window of her apartment

STREETS TO HOMES

Everyone has a Human Right to Dignity and Shelter.

With our Streets To Homes program we are coordinating service teams comprised of health workers, social workers, behavioral health and housing specialists.

The Formula Works.

162 People that were homeless into housing

168 On the waitlist

We need your help to end homelessness in Monterey County. Please invest in the formula with a monthly donation.

Scan code to



GIVE NOW

dorothysplace.org/donate



Dorothy's Place

PO Box 2027, Salinas, CA 93902-2027
831-757-3838

The Nonprofit Alliance of Monterey County



Provided photo of Elsa Quezada and Joe Grainger.

The Nonprofit Alliance of Monterey County (NAMC) was first convened in 2003 by community leaders Elsa Quezada, Ricky Mazzulo, and Joe Grainger in response to the financial and political upheavals at the time. They were especially concerned by dramatic decreases in public and private investment that were leading to a loss of critical community services and a decline in the quality of life in local communities. Today, The Nonprofit Alliance of Monterey County supports

hundreds of nonprofits throughout the region to share knowledge, improve the professional skills of those employed in the nonprofit sector, and help to raise our collective voice on behalf of all children, youth and families in the region. NAMC provides advocacy support and tools and facilitates connections including advocating for the nonprofit sector as a whole. The NAMC team conducts an annual forum, outreach to elected officials, and provides resources for members. NAMC is committed

to improving the quality of life for all residents in Monterey County, especially for those with the greatest vulnerabilities and disadvantages. Programs include conferences, workshops, and meetings with public and private agencies as well as research that measures the collective strength and impact of the sector. The first comprehensive report For the Common Good was released in 2005 with an update in 2014. The next report, entitled Monterey County Nonprofits 2020: Impacts and Insights, will be published on August 21, 2020. At the 7th Annual Awards Celebration Breakfast scheduled for September 25, 2020, inspiring nonprofits and nonprofit staff members will be honored for exemplary leadership and impact. This Zoom celebration will feature a Red Carpet Pre-Show Awards Presentation, performances, and a special presentation of the Perry G. Flicker Award to Rosemary Soto.



Provided photo of Rosemary Soto, right, at the 2019 Women's March Monterey Bay with co-emcee Fernanda Ocana.

ITN Monterey County pivots vital services during COVID-19 Shelter in Place

Mandate forces seniors and Monterey County residents to stay home



Provided photo

The Independent Transportation Network of Monterey County (ITNMC) is a Nonprofit Organization that takes pride in providing dignified transportation to senior citizens and visually impaired adults. Adapting to the Shelter in Place orders created a new challenge to our vulnerable senior community. ITNMC followed California State guidelines to update their services and continues to provide Contactless Delivery & Life Essential Rides to members throughout the pandemic. In March, ITNMontereyCounty's Executive Director, Jessica McKillip developed a partnership with Meals on Wheels of the Salinas Valley's

(MOWSV) Executive Director Regina Gage/ This partnership resulted in a collaborative project which included Monterey Salinas Transit (MST) and local restaurants to provide "zero contact" nutritious meals each day to isolated seniors affected by the Shelter in Place order. During the program, masks, bilingual census flyers, community outreach materials & Listos Emergency Readiness guides were included with meal delivery to ensure each senior was provided valuable resources. This regional project successfully delivered meals to over 280 seniors in rural areas in Monterey County for 13 weeks. Supporting 6 family-owned restaurants with a continuous funding source, and keeping ITNMC staff employed while thousands of Californians were being laid off or placed on furlough. This wonderful collaboration was graciously supported by the COVID-19 Relief Fund for Monterey County from the Community Foundation for Monterey County. ITNMC joined the Community Emergency Response Volunteers (CERV) team of the Monterey Peninsula, obtaining a local grant in January 2020 establishing a new goal to develop an emergency response plan for ITNMC. Ideally, one that

could be shared with affiliates nationwide. ITNMC is implementing distance learning via Zoom to provide its volunteer drivers and staff with emergency response training and materials for riders. ITNMC will continue to efficiently modify our services to support the needs of the community, whether it be providing safe transportation to seniors, hand-delivering meals, or distributing emergency preparedness resources. ITNMontereyCounty is dedicated to providing seniors and visually impaired adults in Monterey County a dignified solution to their transportation needs. For more information about their services, to make a donation or to volunteer and improve your community, call 831-233-3447 today.



Provided photo

JOIN US!!!!

Nonprofit Awards Celebration 2020!

Friday, September 25 at 8:00 am to 9:00 am on ZOOM*

Opening Remarks
Joe Grainger, Executive Director of Harden Foundation

Special Presentations
Perry G. Flicker Award Winner Rosemary Soto
7 Outstanding Nonprofits and 3 Unsung Heroes

Plus, Special Musical Performances

* Send request for zoom link to namccommittees@gmail.com
(Registration is Free; First 100 to register receive a special coffee mug!)

Nonprofit Alliance of Monterey County – visit us at alliancemonterey.org

*Connect * Collaborate * Succeed*

Special Thanks:

Dignified transportation for seniors

Volunteers Needed Now!

Drive at Your Convenience

Earn Credits for Yourself for A Loved One or Get Mileage Reimbursement

Most Rides Less than 20 Minutes

Rides Available Now!

Helping to reduce senior isolation

Monterey
831 233-3447

Salinas
831 240-0850

ITNMontereyCounty.org

Independent Transportation Network Monterey County A 501(c)

National Nonprofit Day recognizes life-changing work locally and globally

Founded on August 17, 1894, by Sherita J. Herling, National Nonprofit Day commemorates that date more than a hundred years ago when the Tariff Act became law and gave exemptions for charitable institutions and nonprofit organizations. Herring was a renowned speaker, best-selling author, and business strategist and her purpose for National Nonprofit Day was said to be “to educate,

enlighten, and empower others to make a difference.” All these years later, National Nonprofit Day continues to celebrate the world-changing work of local nonprofits, as well as on a global scale. Monterey County is fortunate to be home to many outstanding charitable organizations and you’ll be introduced to dozens of them in these pages. National Nonprofit Day recognizes more

than a nonprofits’ primary altruistic goals (awareness, research, and aid); it also acknowledges the added positive impacts they have on their communities, and around the world. This special section is a chance for our readers to learn about the diverse efforts of our nonprofits and their missions. Nonprofits constantly strive to gain support, to engage the

community, and to celebrate those who dedicate their time to worthy causes in an effort to make the world a better place. You can show your appreciation for nonprofits by making a donation, volunteering, engaging in conversations, or by simply saying thank you to the people who dedicate their lives to impact social change. For those of you who work in the nonprofit/char-

itable organization sector, National Nonprofit Day provides a great opportunity to gather with your co-workers and volunteers and reflect on your accomplishments and what motivates you to even great achievements. Hats off to those who have the vision to start nonprofits, who lead them, who work for them, volunteer, donate and support them in various ways. The need for everyone

to pull together and ask ourselves “is there anything I can do to help?” has never been greater.



Working for affordable housing in Monterey County



Grand Opening Castroville Farm Labor Center

Monterey County is a majestic community, rich in agriculture and natural splendor. However, it is also facing a long-term epidemic that affects tens of thousands of local residents. Housing prices in the county have risen dramatically in the 21st century, as they have throughout the state of California. This is especially true for renters, many who live from paycheck to paycheck.

The Monterey County Housing Authority Development Corporation (HDC) is a 501(c)(3) nonprofit housing developer that builds affordable housing by bringing together funding sources, from lenders and investors, to local and federal government. HDC’s mission is to strengthen communities through the development, repair, and renovation of affordable housing, and to grow the economy by

partnering with the diverse people that live, work, and invest in these communities. We are committed to enhancing the quality of life for low and moderate income persons by development of decent affordable housing. We create safe, well-planned, and attractive residential communities, assisting residents to become self-sufficient, and communities to become stable. HDC is an independent

entity not tied to Monterey County jurisdiction, which allows the organization flexibility in assisting jurisdictions outside of the county to more efficiently produce affordable housing. HDC is overseen by a seven-member board of directors, which includes two members who reside in HDC’s family or elderly housing units, and are on the board to represent resident needs.

HDC has developed and also manages affordable housing for families, seniors, and agricultural workers and their families. Since its inception, HDC has developed over 1300 units with an overall development budget totaling over \$385 million. Their newest housing development was the Castroville Farm Labor Center. It is a 54-unit, multi-family project for farmworker families, that was certified LEED Gold, and includes playgrounds, a community room where ESL and other classes are offered, and a computer room. The Center was partly funded by the USDA Rural Development Office.

While we are charged with

solutions to the affordable housing crisis, HDC believes it is important that the community understands who the organizations are that are trying to overcome this long-term problem.

“As we tackle the affordable housing issue in Monterey County, we believe it is necessary for people to understand not only the issues, but the different agencies and organizations committed to tackling them.

This is such a monumental problem we need everyone on board, bringing outside-the-box ideas and solutions for public and private enterprises, and, where appropriate, public and private partnerships,” stated Starla Warren, President and CEO of HDC Monterey.

HDC wants the community to know it is continuously working to bring more affordable housing to Monterey County.



HCD Residents at Farm Labor Center Interviewed by Univision.



Together, Building a Better Tomorrow

Affordable Housing + Community Development = HDC Monterey

When you hear the words “affordable housing” what do you think? Do you think “there isn’t enough” or “impossible to fix” or even “NIMBY”? When it comes to affordable housing, the team at HDC Monterey is constantly thinking how do we build more.

Housing Development Corporation (or HDC) Monterey is a 501 (c)(3) affordable housing developer invested in our community and always ready to build communities that will enhance the lives of our residents. We bring together developers, grants, and investors, to build affordable housing that strengthens our community and our economy.

To learn more about HDC Monterey and the important topic of affordable housing, we encourage you to read this recent article about our most recent development at bit.ly/3grTUo5 and to check out our website, hdcmonterey.org. You can also reach out to our VP of development [Carolina Sahagun-Gomez](mailto:csahagun@hdcmonterey.org) at csahagun@hdcmonterey.org.



notice of
non-discrimination



831-796-4666



hdcmonterey.org



Improving lives through exceptional care

Community Hospital of the Monterey Peninsula and its parent company, Montage Health, have operated as nonprofits since each was founded, taking the money they earn and reinvesting it to help realize this single vision: Improving lives by delivering exceptional care and inspiring the pursuit of optimal health.

- That reinvestment takes many forms:
- Recruiting and retaining excellent staff and doctors to provide the care the community needs
 - Adding technology to ensure the best healthcare is available close to home
 - Providing sponsored care,

- a program that helps pay for care for those who can't pay for it themselves
- Health and wellness education and outreach for the community, from nutrition programs for children to cancer survivorship support for patients and families
 - Educational opportunities for the staff and for future clinicians
 - Partnerships with other community entities to work together to build a healthy community
- Achieving optimal health for our community requires an ongoing commitment to delivering exceptional, value-based care that is:
- Preventive — building and

- retaining health
- Restorative — facilitating recovery from illness or injury
 - Palliative — maximizing well-being when recovery is not possible
- Community Hospital of the Monterey Peninsula and Montage Health are dedicated to care that is coordinated across all care settings and designed to match each person's individual goals and needs. Essentially, they are committed to meeting them whenever and wherever they need healthcare services.
- For more information, visit www.chomp.org/nonprofit.



Web photo

Meal delivery continues throughout pandemic

Meals on Wheels of the Salinas Valley (MOWSV) believes no senior should go hungry. They deliver nutritious meals to the homes of those who cannot shop or cook for themselves. Frozen meals are delivered throughout the Salinas Valley by caring volunteers, improving the health and well-being of people who are homebound, elderly or disabled, helping them to remain in their homes and maintain their independence.

Funding to support the Meals on Wheels program comes from a variety of sources, including donations from individuals; businesses; community-based organizations; foundations, corporate and city grants; government contracts; special fundraising events; and a small percentage of donations from clients. Each year, nearly

400 seniors rely on MOWSV for meals. During fiscal year 2019-20, 87,072 nutritious meals were delivered to clients' homes.

Who is eligible to receive home-delivered meals?

- Homebound seniors in the Salinas Valley, 60 years and older, who cannot shop or cook for themselves. People of all income levels are eligible.
- Nutritious, frozen meals are available for clients who need help for the long-term as well as temporary, short-term service. Short-term service can help a senior returning home after a hospital stay to help get back on their feet and ease the stress for family members.

In addition to the frozen meal program, and in response to the COVID-19 Shelter-in-Place order, MOWSV started a fresh

meal delivery program that served 285 recently homebound seniors. This program was made possible through unexpected donations received from local ag businesses, foundations, and community groups. Partnering with Monterey-Salinas Transit and ITNMonterey, they were able to deliver one fresh meal, Monday – Friday, from March 30 through June 26, 2020, when funding for the program was exhausted. The donations received were used to pay six local restaurants in Salinas, Prunedale, and King City who provided these fresh meals for clients.

This essential service, critical to homebound seniors, would not be possible without our dedicated volunteers and the ongoing

generosity of the community. MOWSV asks for your continued support to fulfill their mission: Delivering meals, nurturing hearts, and nourishing homebound seniors.

There are so many reasons to give:

- To ensure nutritious meals are delivered to the homes of some of the most vulnerable and “invisible” members of the community.
- To help frail seniors throughout the Salinas Valley remain in their homes and maintain their independence.
- To assist homebound seniors to improve their health and well-being by providing a balanced, nutritious diet and ensure that no senior goes hungry.
- To ensure seniors lead meaningful and dignified lives in their own homes to

prevent placement in expensive nursing homes. Please visit www.mowsalinas.org/donate to make an

online donation, or send your donation to MOWSV, 40 Clark Street, Suite C, Salinas CA 93901.



Provided photo

Meals on Wheels of the Salinas Valley

Do you know a senior who could benefit from our meal delivery service?



To qualify for our meal delivery program you must be:

- 60 years or older
- a resident of the Salinas Valley
- homebound
- unable to shop and cook for yourself

If you meet this criteria, please contact our office or visit our website, mowsalinas.org, to begin the process of receiving nutritious meals delivered to your home weekly.

Do you know someone who is interested in becoming a volunteer?



Volunteers are our driving force. If you have a few hours to spare each week, we could use your skills as a:

- delivery driver (in your own car)
- meal delivery volunteer
- meal packaging volunteer

If this sounds like something you would like to try, please contact our office or visit our website, mowsalinas.org, to complete a volunteer application to get started.

Meals on Wheels of the Salinas Valley, Inc.
40 Clark Street, Suite C, Salinas, CA 93901
tel: 831.758.6325 • fax: 831.758.6518
www.mowsalinas.org • info@mowsalinas.org



Our nonprofit promise to you



For more than eight decades, Community Hospital of the Monterey Peninsula has operated as a nonprofit. That means we put the money we earn back into the hospital, investing in the people, skills, services, and technology to serve everyone who comes through our doors. By being careful stewards of the community's money, we ensure we will be here when you need us.

We are here for you now — fighting the COVID-19 pandemic in the best and safest ways for all our patients, staff, and the community.

We could not do any of this without you — your support, your trust, and your partnership. Thank you.

And we are here for you every day, with programs and services like:

I SPONSORED CARE

Covering all or part of the cost of care for those who can't afford it

I COMMUNITY BENEFIT

Putting millions of dollars back into the community each year to meet healthcare needs and support local organizations

I EDUCATION

From co-funding the Maurine Church Coburn School of Nursing at Monterey Peninsula College to co-sponsoring a physician assistant program at CSU Monterey Bay, we are investing in future clinicians to care for you



Community Hospital
of the Monterey Peninsula
Montage Health

Learn more about our nonprofit promise at chomp.org/nonprofit

Local nonprofit helps children who are deaf or hard of hearing

The Deaf and Hard of Hearing Service Center (DHHSC) is an invaluable resource to the parents of deaf and hard of hearing children: They care about and support the child and the family and strive to be a part of the team who poises the child for success. DHHSC offers so much, and at no-cost: Services include peer counseling; advocacy, Individualized Family Services Program, and Individualized Education Program meetings. They also provide access to American Sign Language

interpreters at your child's medical appointments; independent living skills instruction, including communication-building sessions (ROCK Program), which can be held online through ZOOM; preparation for higher education and future employment for your teenagers (YES! Program); and an exhaustive list of resources. Let them be there for you and your child. Let them help inspire your child to aim higher in life and become independent.

DHHSC has tremendous respect for the wishes of each and every parent, and will adapt their services to meet YOUR needs. Their goal is to provide families with the support and resources needed for a deaf or hard of hearing child to thrive. By working closely with you to lay the foundations for stronger communication, both within the home and at school, DHHSC believes your child will succeed. Visit www.dhhsc.org to learn more.



Provided photo of an instructor teaching American Sign Language to students

Serenity on the coast preserved by local nonprofit organization

Point Lobos State Natural Reserve is a wondrous place where people go to restore their spirit, draw a deep breath of fresh ocean air, sit in silence among the cypress grove, or hike and enjoy the amazing views of our unique coastline. Point Lobos Foundation is committed to inspiring a love of the land and ocean, instilling the importance of conservation of open space through education, and continuing to protect and restore trails and habitats for

future generations to enjoy. COVID-19 has had a significant impact on our community and has demonstrated how essential access to parks and open spaces are for our physical and mental well-being. Like you, we are grateful that Point Lobos has re-opened and we are asking for your support to replenish funds that were significantly diminished with the closure. Your support ensures continued conservation of the

Reserve, supports vital educational programming and provides ongoing trail and habitat restoration efforts that will allow everyone to seek solace and restoration of their spirit in the wild beauty of Point Lobos today and for many years to come. Your generous support of the Point Lobos Foundation will leave a lasting legacy on this dynamic landscape. Visit pointlobos.org to learn more.



Provided photo of China Cove



THE ONLY NON-PROFIT COMMUNITY BENEFITS ORGANIZATION IN MONTEREY COUNTY DEDICATED TO SERVING THE DEAF AND HARD OF HEARING

SERVICES WE OFFER TO DEAF AND HARD OF HEARING INDIVIDUALS OF ALL AGES:

- Communication Assistance, including Interpreting
- Peer Counseling
- Advocacy
- Independent Living Skills Instruction
- Job Development & Placement
- Information & Referral
- Community Education

SPECIAL PROGRAMS:

- Deaf Access Program: Funded by Harden Foundation, this program offers systems advocacy on behalf of the Deaf and Hard of Hearing Community and Deaf Sensitivity trainings for staff.
- Communication Access Program: Funded by Monterey Peninsula Foundation, this program offers communication assistance services, including interpreting.
- ROCK Services (Reaching Out and Communicating with our Kids): Funded by Stevenson, this program offers communication building sessions to families with Deaf and Hard of Hearing children.

CONTACT US TODAY FOR MORE INFORMATION!

Central Coast Outreach Office
36 Quail Run Circle, Unit #100-T
Salinas CA 93907

Voice/TTY: 831-753-6540 | VP: 831-240-4020 |
Fax: 831-753-6542
E-mail: ccinfo@dhhsc.org
www.dhhsc.org
www.facebook.com/DHHSC
www.twitter.com/DHHSCtweets
www.youtube.com/DHHSCvideos



Invest in the future
Educate | Inspire | Protect | Preserve

Join us in our mission to protect and nurture Point Lobos State Natural Reserve, to educate and inspire visitors to preserve its unique natural and cultural resources, and to strengthen the network of Carmel Area State Parks.

pointlobos.org



How the YMCA continues to foster a healthy community amidst a pandemic

The Central Coast YMCA is a nonprofit dedicated to keeping our communities healthy, safe and thriving for all. Some of the meaningful ways they have been working toward improving lives, nurturing families and strengthening the community during these unprecedented times are noted here.

Essential Childcare for Essential Workers

When schools closed, local essential workers needed reliable, affordable child-care. The Central Coast YMCA devoted facilities and resources to providing emergency childcare for essential workers, first responders, health care staff, agricultural workers, grocery store employees, delivery drivers

and anyone else required to go to work during the pandemic. The YMCA childcare staff has been trained on the prevention of the spread of COVID-19 and strictly follows CDC guidelines and complies with local and state social distancing protocols. Over 990 children of Essential Workers attended YMCA Essential Camps in March, April and May.

Summer Camp

Summer Camp is crucial for our youth and community. The Central Coast YMCA provides safe, reliable childcare while following all current local, state and CDC guidelines. The Central Coast YMCA provided over 2450 children

a summer camp experience that will last a lifetime.

Excel Beyond the Bell

The Central Coast YMCA is filling a need with schools moving to distance learning by offering a curriculum-based program through its Excel Beyond the Bell Outside of School Program. Excel Beyond the Bell is a four-part curriculum which includes Character Development Learning Institute, Youth Fit 4 Life, Enrichment Activities, and Homework Time. Youth will participate in enrichment activities such as arts and crafts, STEM projects and daily fitness. Homework time is an important part of these planned activities, allowing students to work



Provided photo



Provided photos

on distance learning and school assignments.

Senior Outreach Wellness Calls, Meals and Essential delivery for Seniors

Central Coast YMCA staff made calls to homebound senior members as well as delivered groceries, prescriptions and other essential items during the statewide shelter-in place order. The Central Coast YMCA provided over 1,000 wellness checks to our senior members and 17 essential pharmacy pick-ups. The Y, with our community partners, served over 20,000 meals to three separate senior living communities since March.

Volunteers

Central Coast YMCA employees have been assisting local food banks, school districts and other community organizations

to provide daily food and grocery pickup for families in need. Over 655 hours of volunteer service!

The YMCA has always been more than just a gym, more than access to a building. The Y is about ensuring everyone—no matter who they are or where they come from receives the support they need. The Y is a cause.

For the past 122 years, the Central Coast YMCA has been here to strengthen the foundations of our community.

For more information on our programs or if you would like to support our current efforts, please call your local YMCA branch or visit www.centralcoastymca.org. Stay safe and be well.



Provided photo



WE ARE A CAUSE

CENTRAL COAST YMCA

www.centralcoastymca.org

Gathering for Women continues to serve the community during the pandemic

For the past several months most of us have been sheltering in place, fearful to leave home, wiping down everything, and washing our hands constantly. The Peninsula was a ghost town with only the homeless on the streets. Imagine the fear of this invisible virus when you cannot shelter in your own home, or take a hot shower and put on clean clothes, or even wash your hands. For homeless women, there is no place to call home.

Homelessness can happen to anyone – especially during this pandemic and economic downturn. Gathering for Women expects to see the numbers increase in the months ahead as the toll of unemployment, economic uncertainty, and COVID require more women to seek help. However, homelessness does not have to equal hopelessness.

The Day Center in Monterey has remained open during the pandemic, with a skeleton staff and volunteers providing services. With the Food Bank stretched beyond capacity, Gathering for Women was able to partner with local restaurants to ensure nutritious takeout meals for their guests. In turn, restaurants were able to keep workers employed.

Each weekday, 20-30 guests arrive for take away breakfasts and lunches, and have access to showers, clean clothes, soap, masks, hand sanitizers, and

other necessities from the clothes closet. They receive case management to help them find employment and housing opportunities, and access to mental health counseling through a partner organization, Interim. Gathering for Women is grateful they can continue to provide a safe space even if for just a short while before these unsheltered persons return to the streets or their cars until they can come back again. All of these services help them stay safe and healthy, and decrease the likelihood of COVID-19 transmission within the homeless community.

With another partner, Community Human Services, plans proceeded and they broke ground on Casa de Noche Buena, the Peninsula's first 90-day shelter with wrap-around services for homeless women and children with families. They hope to open this shelter in November if funding is in place. You can see the virtual groundbreaking at: <https://www.gatheringfor-women.org/casa-de-noche-buena.html>.

As Gathering for Women navigates these challenging days and continues to plan for the future, they count on the generous support of the community to ensure they can continue to provide continuity of care and a safe and nurturing place for our most vulnerable residents.

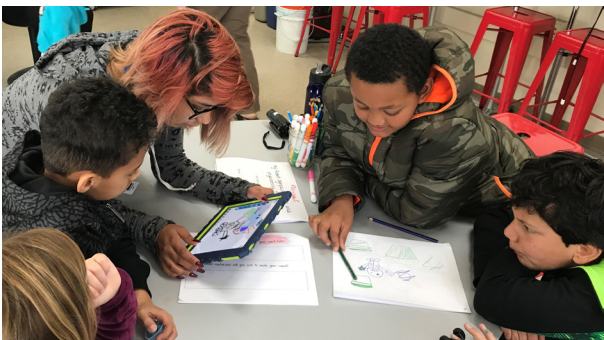
(See ad on page 14)

Village Project opens doors and enriches lives for an underserved segment

Donors to Natividad The Village Project, Inc. was founded in 2008, partly in response to the passage of California voter-approved Mental Health Services Act of 2004. It was initially founded to meet the mental health needs of the African American community, a community designated by the Mental Health Services Act as one of five historically underserved communities. The others being Native Peoples, Latinx, Asian/Pacific Islander, and LGBTQ+ communities. Shortly after opening its doors, The Village Project, Inc. began providing culturally defined clinical services to all of these communities. In early 2010, The Village Project, Inc. was declared a "Model Agency" for grassroots organizations attempting to reduce and eliminate disparities in the communities they serve.

In short order and in response to other needs these communities had, an acclaimed Afterschool

and Cultural Enrichment Academy was created. Now named after late Founding Board Member and nationally recognized local Educator and Administrator Mae C. Johnson, this 10-year old Academy has been touted as a model by agencies throughout the state for its successful work with students often referred to as "at-risk." We call them "Students of Promise." In due time, other programs and services were added, most of which were named in the full-page ad in today's Herald. One, Emanyatta ("Warriors Camp" in Maasai) is a five-year research project funded by the State Department of Public Health's Office of Health Equity. This project, now going into its fourth year, is proving that children of African Ancestry once they learn their true identity and history, will not have mental health issues that will be severe and disabling. Maasai Warriors from Kenya visited the children in the first year of the program in December 2017. A Mental



Provided photo

Health Education series was started two years ago that was greatly attended by members of the community. Named after the late Lucille Hralima, a former therapist intern, the series serves to educate the community about mental health and reduce the stigma that has often been associated with seeking mental health treatment.

Two of The Village Project, Inc.'s newest programs are the Eagala model of Equine-assisted therapy and the Nyumbani ("Returning Home" in Kiswahili) Program for formerly incarcerated people who are being released to come back to the community. Many are victims of the "war on drugs." The program is designed to provide these home returners with program support, including therapy – both equine and talk therapy- and connection to other vital community services and programs that will assist them in living productively and not returning to prison. The program also attempts to be proactive and preventive by providing interventions designed to steer people away from criminal justice involvement. The program is facilitated by a case manager who has lived the experience. The Eagala model of equine-assisted therapy does not involve riding the horse. It is an on the ground therapeutic, unhindered experience with the horse being front and center and allowing the client to interact with and reflect, project, and make a deep connection. There are two Eagala-trained and certified therapists to assist in this process. Children and families have experienced much success with this model, as have Nyumbani clients. Some long-time supporters of The Village Project donated three horses to The Village Project so the Eagala/Equine-Assisted Program could be a reality.

The Village Project, Inc.'s mission is "To help our communities reach a greater state of well-being by strengthening families through the provision of community-based culturally appropriate services." Their Motto is "Boa Me Na Me Mwoa Wo" (Help me and let me help you." The group's logo is the West African symbol for Collective Responsibility and Interdependence, two principles of functioning that has historically kept communities vibrant and healthy.



Provided photo

SUPPORT YOUR FAIRGROUNDS

76 FAIRGROUNDS IN CALIFORNIA
representing all 58 counties serve more than 35 million Californians that visited fairgrounds. Fairgrounds preserve 30,000 jobs annually

FAIRGROUNDS ARE THE HEARTBEAT
Fairgrounds are often the heartbeat of their community generating over \$35 million in non-profit and community benefits

REVENUE GENERATION
Fairgrounds generate more than \$3.5 billion in annual economic impact while contributing over \$200 million in tax revenue to local and state government.

EMERGENCY SERVICES
During natural disasters Fairgrounds serve as command centers for Office of Emergency Services, Homeland Security, Law Enforcement, and FEMA. Fairgrounds serve as hospitals, homeless shelters, warming and cooling centers, and drive-thru testing facilities. Fairgrounds are a community lifeline during: earthquakes, floods, wildfires. Essential shelters for rescued animals. Fairgrounds receive no revenue for these services.

WHY FAIRGROUNDS MATTER

Fairgrounds are an essential part of the infrastructure necessary for the state to effectively respond in natural disasters and emergencies. During wildfires, Fairgrounds stage emergency vehicles and fire equipment, shelter displaced residents and animals, and generally support the community efforts to cope with each emergency. As an example,

several Fairgrounds are currently serving as coronavirus testing centers, command centers for the Office of Emergency Services, or homeless shelters to help the state's effort to deal with the myriad of issues resulting from the Covid-19 pandemic. California Fairgrounds receive no revenue for providing these necessary services.

GROUNDS FOR EMERGENCY

The cost of canceled events and the closure of California's 76 Fairs is estimated at \$200 million based on 2018 figures, additional liabilities to date and inflation. California's 76 Fairs operate with collective revenue of \$420,055,785 and collective expense of \$392,585,565, per the 2018 CDFA Statement of Operations (STOP).

GROUNDS FOR CONCERN

- Fair funding in decline
- Aging infrastructure of State Facilities
- At risk: More than \$3.5 billion in annual economic impact
- At risk: More than 30,000 jobs tied to Fairgrounds
- At risk: More than \$200 million in tax revenue generated annually
- At risk: More than \$35 million in non-profit and community benefits

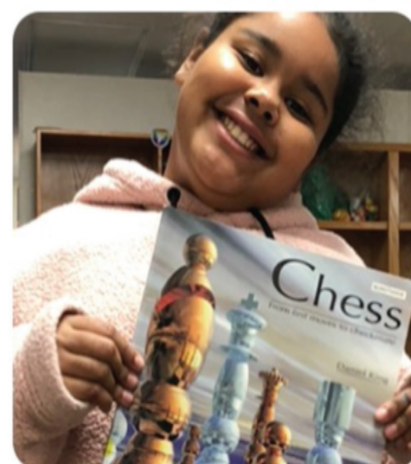


Based on data from the California Department of Food and Agriculture, the California Fair Network incurred more than \$330 million in expenditures in 2018. It is estimated the Network would need at least \$200 million to cover outstanding costs for the remainder of 2020. Most fairs will also need assistance through the first and second quarter of 2021 as they prepare to host events again, like the Annual Fair.



The Village Project, Inc.

*Boa Me Na Me Mmoa Wo
Help Me and Let Me Help You*



OUR MISSION

The Village Project, Inc. has the mission of providing effective services to every child and adult who requests assistance. The doors are open to all people in an effort to produce positive outcomes for the families and the children we serve

**The Village Project's work is unconditional & your support is crucial.
Contact us to DONATE**

village@villageprojectinc.org
(831) 392-1500 office
(831) 392-1501 fax
www.villageprojectinc.org

PROGRAMS WE OFFER

- ❖ Emotional Emancipation Circle
- ❖ Young Ladies of Empowerment Teen Leadership Program
- ❖ One Circle
- ❖ Counseling
- ❖ Emanyatta
- ❖ Equine Therapy
- ❖ Mae C. Johnson Education & Cultural Enrichment Academy
- ❖ Nyumbani Prison Rentry Program

A nonprofit offering hope, healing and recovery for more than 50 years

In 1968 our founders Martin and Nancy Dodd saw something special when they looked at the property that was to become the flagship program on Sun Street in Salinas. Their vision was to take an old labor camp and turn it into a place where men and their families could heal from the ravages of drugs and alcohol. Relying on a proven social model developed by the Dodds, as well as the compassion and experience of their staff, Sun Street Centers welcome all individuals and families to hope, heal, share, and thrive with a drug-free and alcohol-free lifestyle. Sun Street Centers has been around for over 50 years and has come a long way providing exceptional recovery programs for their clients, life skills classes for parents, prevention and education in schools, continuity of care in outpatient services, and safe sober living environments that promote self-sufficiency and independence. Since 1968, Sun Street Centers has evolved into an organization that serves over 14,000 men, women, and children in our community each year. With compassion and care, Sun Street Centers looks forward to serving the communities of Monterey and San Benito Counties for the next 50 years to come.



Provided photo of Martin Dodd



Provided photo of Martin and Nancy Dodd



Provided photo of Anna Foglia

Helping our community attain safe affordable housing

For Over 30 Years!



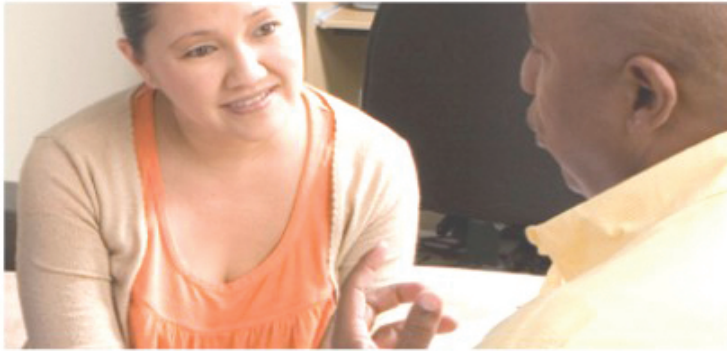
(831) 424-9189

201 A John St • Salinas
hrcmontereycounty.org

SUBSTANCE ABUSE TREATMENT

Residential & Outpatient

Individual, Group, Youth, Family & Couples counseling—English & Spanish
“We are here to help with over 50 years of experience.”



Serving the communities of Monterey and San Benito Counties

Most private insurance accepted including Medi-Cal, Anthem Blue Cross, Aetna, Cigna, Blue Shield, United Healthcare, Aspire, Healthnet/MHN, Magellan, Tricare, Coastal, Western Growers, and United AG Benefit Trust

Seaside Outpatient
Office 831.899.6577
Fax 831.899.6565
1201 Echo Avenue, Seaside, CA

Salinas Outpatient
Office 831.753.6001
Fax 831.753.5169
11 Peach Drive, Salinas, CA

King City Outpatient
Office 831.525.8101
Fax 831.525.8130
641 Broadway Street, King City, CA

Sun Street Centers is committed to treatment, recovery, and aftercare .



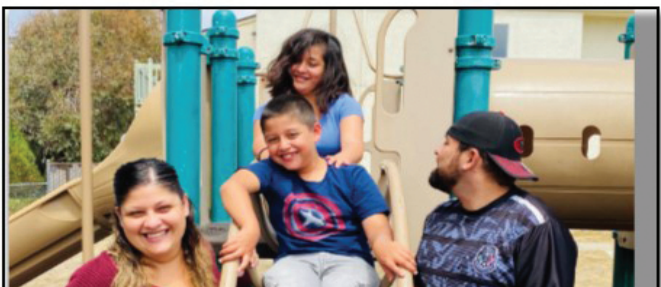
Gordon Horne
Clinical Supervisor
Sun Street Centers

831-809-8176
ghorne@sunstreet.org
www.sunstreetcenters.org



Most private insurance accepted.

Serving Adults, Youth & Families
in Seaside, Marina, Salinas & Soledad



Salinas Residential Men
Office 831.753.5145 | Fax 831.753.6007

Hollister Residential Women and Perinatal
Office 831.265.7317 | Fax 831.265.7461

King City Residential Men Only and Women Only
Office 831.525.8181

Salinas and Hollister Sober Living Environments Men, Women, and Women with Small Children
Marciano Huerta 831.753.5150

Marina Family Recovery Community
Office 831.582.9461 | Fax 831.582.9476

www.sunstreetcenters.org

“It feels good to be a part of a community where everyone understands you, I don’t feel embarrassed about my past. We are learning to rebuild our lives, learning to have meaningful relationships, and both of us are enrolled in school full-time. With the support and care from Sun Street Centers ‘staff we are learning to live a life of self-sufficiency and living a healthy life in recovery.” -Luis, Connie, Aliyah, and Jose Vasquez

Local organization works towards housing the homeless

The Housing Resource Center of Monterey County's mission is to provide a continuum of housing resources for homeless prevention and affordable housing opportunities. Their homeless programs are connected with intense case management and financial services to help those in need in our community obtain one of our most valuable needs for survival which is to have safe, secure housing. They are an invaluable resource

for anyone seeking information on the housing market in Monterey County. No matter the housing path, this nonprofit agency connects individuals to housing stability, whether they are currently homeless, at risk of becoming homeless, or even looking to purchase a home for the first time. Visit www.hrcmontereycounty.org to donate and to learn more about the programs and services provided.



Provided photo of a young family who transitioned from homelessness into permanent housing just in time for a birthday celebration.

Lions and tigers and bears await at Monterey Zoo

Lions and tigers and bears await at Monterey Zoo



Provided photo

Known in the community for many years as "Wild Things," owner and animal trainer, Charlie Sammut, long dreamed of bringing Monterey County residents their very own - and very first - zoological property. Beginning in 1983, Wild Things' Sammut provided guided walking tours of the Salinas facility, hosted educational programs for the schools and youth groups in the area, all while training and providing animals to the film and television industry. Sammut and his animal's credits include The Lion King, George of the Jungle, Dr. Doolittle, Mighty Joe Young, and many more.

In 2015, the decision was made to transition Wild Things into a "real zoo" and Monterey Zoological Society achieved its 501(c)(3) non-profit zoological status.

The zoo was built completely with funds generously donated by the Sammut family and the animal-loving Monterey County community. The great majority of labor necessary to complete the project was achieved by Sammut himself, his staff, and family so that the majority of the donations could be channeled towards materials only. This enabled Sammut to build as much as possible with as little as possible. Old style caging that occupied just five acres of the Vision Quest Ranch were torn down and replaced with professional zoological habitats and exhibits that offered the animals much more mentally stimulating and comfortable environments, many twenty times the size of their previous enclosures.

Seven years and seven million dollars later, Monterey Zoo saw its completion in March of 2020. Sammut could not have been more proud when the zoo was inspected and accredited by the Zoological Association of America in June of 2020. Unfortunately, plans for a formal grand opening and unveiling of this very unique and special property were halted by the unprecedented COVID19 pandemic. But once again, a very generous and caring community that helped build the zoo stepped up with donations to keep the completely closed zoo afloat, affording them the ability to continue offering the animals the extremely high quality of life they so very much need and deserve.

Today, Monterey Zoo is NOW OPEN, with COVID19 proto-

cols in place that assure its visitors an extremely safe and comfortable visit. All are encouraged to visit www.montereyzoo.org to learn about those protocols and how they can make their visit even safer by purchasing tickets online and making their visit completely contactless. Not the grand opening that was hoped for but nevertheless, an opportunity to begin sharing the animals with the community and visitors to Monterey County with the hope that all will leave realizing the tremendous value animals bring to our planet and how worthy they are of our love, support, and protection. Monterey Zoo is located at 400 River Road in Salinas. Visit montereyzoo.org to learn more and plan your visit very soon.



NOW OPEN ~ 7 Days Weekly
A very fun, safe and educational adventure the entire family will enjoy.
For more information, please visit
www.montereyzoo.org



Planned Parenthood Mar Monte provides a health home for Monterey County residents



Provided photo

Planned Parenthood Mar Monte (PPMM) has been a trusted provider in Monterey County for more than 50 years, supporting patients with quality, affordable health care. PPMM health centers in Salinas and Sea-side are often the primary and sometimes the only place a resident can access the health care they need. They provide critical family planning services, including all FDA-approved forms of contraception; STI screening and treatment; and abortions. Last year, PPMM served almost 10,000 patients, with more than 14,000 visits in Monterey County – 84% of these patients were women, and 94% were between the ages of 15 and 49. PPMM’s health centers not only

provide critical health care services to community patients, they are their health home. PPMM is on the frontlines of the COVID-19 pandemic, and acted swiftly to protect staff, patients, and the community. They saw first-hand how this health care crisis had a disproportionate impact on people who already face constant and systemic barriers to equitable health care. They have now resumed all services while maximizing the use of telephone and video tele-health visits in an effort to increase access to services and mitigate the risk of potential exposure of patients and staff. PPMM is proud to partner with the Monterey County Board of Supervisors and Monterey Penin-

sula College to provide a drive-through COVID-19 testing site at MPC. With school shutdowns in place, the PPMM Education team took immediate action to plan the implementation of the Peer Leaders program virtually. Peer Leaders will receive online training on medically-accurate sexual health information, and will act as advocates within their community to disseminate information through virtual, peer-led webinars or 1:1 peer engagement sessions. Your support makes PPMM a health home for all who need services in Monterey County. For more information, visit <https://www.plannedparenthood.org/planned-parent-hood-mar-monte>.



A Health Home for Monterey County Residents

With school shutdowns in place, the PPMM Education team began redesigning our Peer Leaders program to be implemented virtually. Peer Leaders will receive online training on medically-accurate sexual health information and disseminate that information through virtual, peer led webinars or 1:1 peer engagement sessions.

Your support makes PPMM a health home for all who need us in Monterey County.

For more information, visit ppmarmonte.org

YOSAL

YOUTH ORCHESTRA SALINAS

YOSAL provides tuition-free music education for underserved Salinas youth, giving students the opportunity to develop lifelong skills, increase academic success, & achieve personal growth. Become a part of the YOSAL family today!

VOLUNTEER



Show your support in person by joining one of our volunteer groups or committees! We can put virtually any skill to good use in order to help our students...get in touch & help us change lives!

Visit:
yosal.org/get-involved

DONATE



Your generosity allows us to continue to use music as a vehicle for social change. Your support will enhance our efforts and ensure the youth of Salinas have access to the transformative effects of music education!

Visit:
yosal.org/donate

JOIN



With our current online programming, YOSAL students receive weekly private lessons, classes in music theory & history, and more! Learn from our highly-skilled Teaching Artists by joining YOSAL today!

Visit:
yosal.org/apply-online

Catalina’s story of surviving abuse

How Community Homeless Solutions helps the vulnerable get their lives back on track

Community Homeless Solutions is Monterey County’s largest provider of homeless transitional housing and emergency shelter beds, including shelter for women and children fleeing domestic violence. Since 1978, they have successfully impacted thousands of lives by providing shelter, housing, supportive services, and compassion to those in need.

One of those success stories was a young woman named Catalina, who arrived at the shelter as a domestic violence victim. Her significant other had recently beaten her and kicked her frail body and stomach. She was nine months pregnant.

Catalina entered the shelter with her young daughter, her purse, and the documents she needed. The shelter staff did all they could to make her and her daughter feel safe and comfortable. Staff counseled her, explained the program, and provided her

with basic living essentials that included toiletries, blankets for her and her child, and diapers, clothing and wipes for her soon to arrive baby. They provided her with access to a food and clothing pantry.

After being at the shelter for only a week, she gave birth to a healthy baby girl. Catalina was not the first guest to give birth while at the shelter. She may have been, however, the first to have a C section due to her physical abuse.

Soon after she returned from the hospital, shelter staff began connecting her with many of the services available to her. She was given bus passes, rides to the doctor, and rides to agencies that support domestic violence survivors and homeless women. Staff entered her into the county-wide system for homeless housing, assisted her with housing and other applications, and

taught her how to navigate the system for accessing social services and available benefits.

During this time, she began the healing process and learned to cope with her situation. She gradually began to empower herself by regaining her self-confidence and self-esteem. Her child too was connected to therapy through “First Five” and is also learning to cope with the trauma left behind by her mother’s abuser.

A short three months after entering the Shelter, Catalina transitioned into one of the transitional housing programs offered by Community Homeless Solutions. She is working hard, saving money, and will soon be moving into permanent housing with her two daughters. Catalina continues to express her gratitude to Community Homeless Solutions for the support she has received and has questioned ‘where

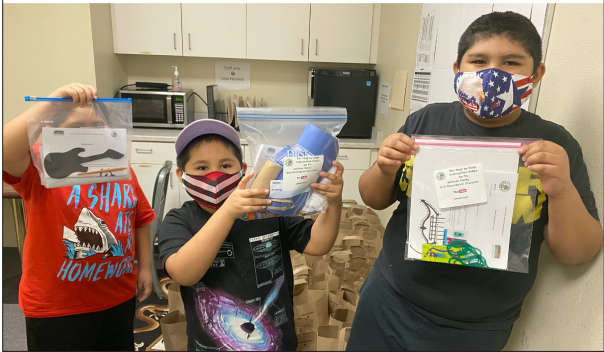
she would be if the shelter or other programs had not been available to help her.

In 2019 Community Homeless Solutions offered over 110,000 bed nights to homeless persons and those fleeing domestic violence in Monterey County. They operate ten programs that include emergency shelters for domestic violence survivors, overnight warming shelters, transitional housing, permanent housing, and outreach. Services are confidential and includes case management, counseling, legal advocacy, linkages to community resources, and more.

This hard-working nonprofit humbly seeks your support so they may continue to serve some of the County’s most vulnerable women, men, and children. Your support is especially needed during this unpredictable time of COVID-19.

SUPPORTING CHILDREN

Salinas Warming Shelter | Salinas



Provided photo

A NEW FAMILY MOVES IN

Permanent Supportive Housing | Marina



Provided photo

PROJECT ROOMKEY

H.O.M.E. Resource Center | Hollister



Provided photo

HOMESCHOOLING CHILDREN

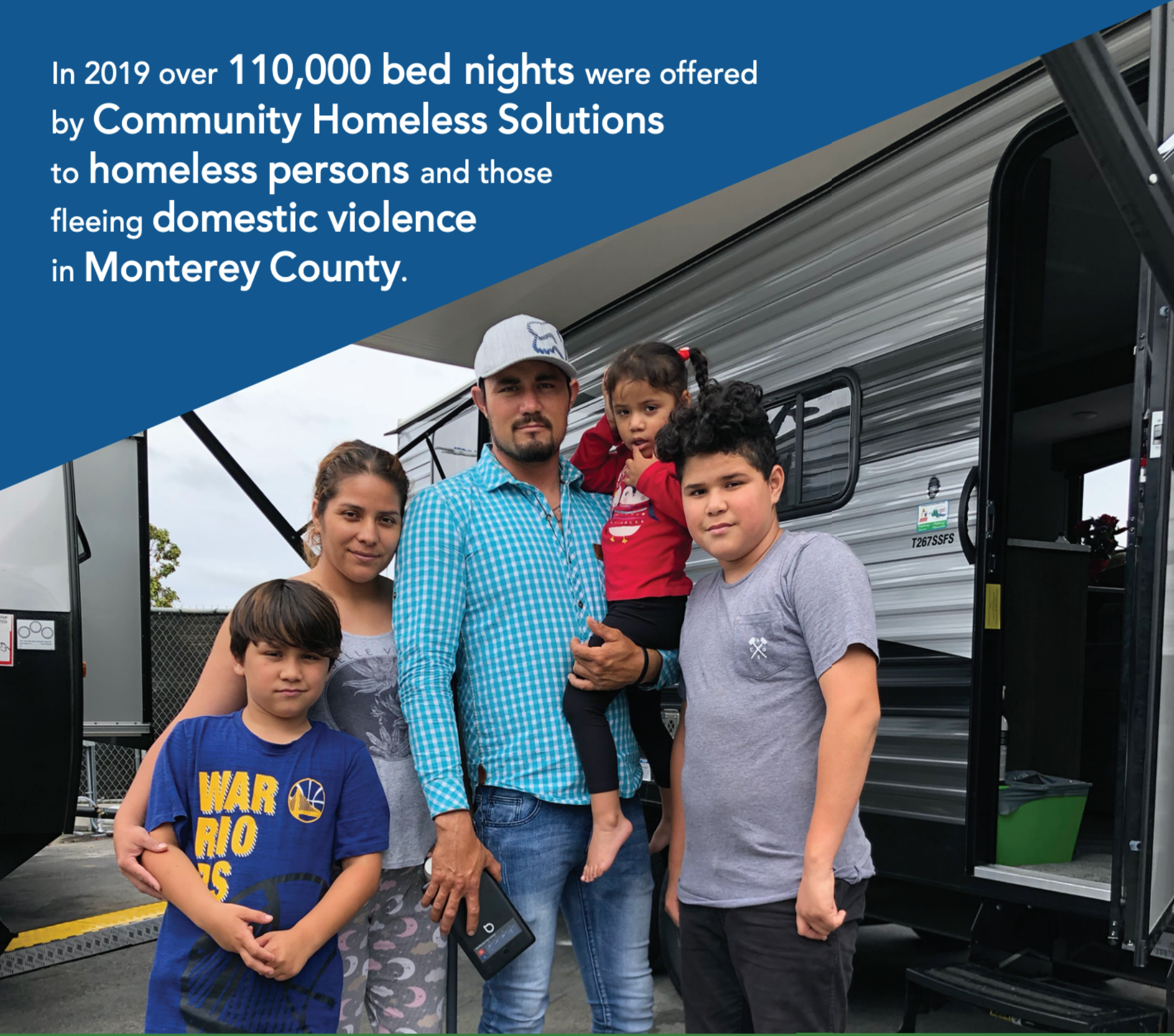
Domestic Violence Housing



Provided photo

You can make a difference in the lives of children, women and men by donating today. Your donation will help provide shelter and services to some of the County’s most vulnerable residents: persons fleeing domestic violence and the homeless. In additon, your donation is tax deductible

In 2019 over 110,000 bed nights were offered by Community Homeless Solutions to homeless persons and those fleeing domestic violence in Monterey County.



www.CommunityHomelessSolutions.org

(831) 383-3388

Since 1978 Community Homeless Solutions is Monterey County's largest provider of housing and resources for people experiencing homelessness and victims of domestic violence.





Gathering for Women • Monterey
Providing homeless women with supportive resources and a caring community



Gathering for Women – Monterey continues to provide homeless and housing insecure women nutritious to-go and café style meals, as well as access to case management, showers, clean clothes, masks, and hand sanitizers. We are thankful for the generosity of our community in these uncertain times.



If you are interested in supporting GFW then email- volunteer@gatheringforwomen.org.

Gathering for Women-Monterey

831-241-6154

147 El Dorado Street Monterey, CA 93940

Outstanding services available to local Veterans

The Veterans Transition Center (VTC) is a 501c(3) non-profit that has been serving California's homeless Veterans since 1998. The VTC's Transitional Housing programs are designed to emphasize Veteran accountability through a strong partnership between the Veteran client and their Case Manager. Veterans enrolled in any of the three Transitional Housing programs- Clinical, Bridge, or Service Intensive- work to establish short-term goals that accumulate to reach larger program goals. In 2017, the VTC added 22 permanent supportive housing units and 12 emergency residential shelter beds. Since opening in 1998, the VTC has provided assistance and support to more than 16,000 Veterans and Veteran families in crisis.

The VTC operates three transitional housing programs, an emergency residential shelter program, and permanent supportive housing. All 5 temporary housing programs are actively case managed and designed to meet the unique needs of each Veteran. VTC has maintained a Service Intensive housing model, which is an up-to 24-month program, for the past 20 years. The Clinical program is similar to the Service Intensive model but places more emphasis on addressing mental health diagnosis, substance use disorders, or a dual diagnosis. It too, is an up-to 24-month program as clinically appropriate and requires the Veteran's

motivation to primarily address their clinical needs. The Bridge housing program is for Veterans who already have a housing voucher and are either looking for a house or have found housing and are waiting for availability. Bridge housing is an up-to 90-day housing program. The emergency residential shelter program provides rapid shelter to qualified Veterans for up-to 60 days while they are searching for more long-term transitional or permanent housing options.

The VTC's transitional housing program is home to 3 Veteran families, 6 single females and 48 single males, with an additional 21

single males, and one family unit in permanent supportive housing, and 10 single males in an emergency residential shelter. On an average day, there are 95 people residing at the VTC. Veterans receiving services from the VTC range in age from the early 20s to the early 80s. Veterans come from every ethnic background and the VTC does not discriminate against any Veteran for their race, gender, sexual orientation, religion, or disability. The VTC practices a Housing First model program that focuses on getting Veterans healthy but does not require a Veteran be clean and sober or achieve a certain income level prior to enrollment.



EMPOWERING VETERANS TO MOVE FROM CRISIS TO SELF-SUFFICIENCY



Veterans Transition Center provides housing, case management, living essentials, food pantry and support resources to all homeless and at-risk Veterans seeking a hand up.

Tax deductible and physical donations accepted.

VTCMonterey.org
(831)833-VETS (8387)



VTC is a 501(c)(3) Public Charity, EIN: 77-0431413



Donors to Natividad Foundation support COVID-19 response programs

Donors to Natividad Foundation help Natividad, Monterey County's only teaching hospital and Trauma Center, respond quickly and effectively to the coronavirus pandemic. Your giving heals the sick and injured by providing funding for medical equipment, programs and training and ensures all patients get the best care. Natividad Foundation's generous donors have funded:

- Personal Protective Equipment (PPE) for our health care heroes
- BiPAP machines that help

patients with pre-existing breathing conditions

- iPad tablets that connect isolated patients with their loved ones through video conferencing such as FaceTime and Zoom
- Materials for volunteers to hand-sew 1,700 masks for hospital staff to use in the community while performing essential tasks such as shopping for groceries
- Advanced medical equipment for a new Isolation Unit at Natividad
- 5,000 face masks distributed to our local essential agricultural workers
- A medical triage tent to

provide care separate from patients who are suspected or confirmed have COVID-19

- A specialized machine to determine how well a mask fits and filters out virus particles
- Testing machines and community-based COVID-19 testing
- Prevention education in the agricultural fields and via video public service announcements for people who speak indigenous languages, including Mixteco, Triqui and Zapateco

These unique and creative responses to the global

pandemic and our community's needs are only possible because of people like you. To donate to the COVID-19

Response & Resiliency Fund and help us continue to support Natividad's COVID-19 response, please visit www.natividadfoundation.org/donate, email jennifer@natividadfoundation.org or call (831) 755-4187.

Arts Education is essential now more than ever

The Arts Council has been providing arts education classes in schools across Monterey County since 1988. They place professional teaching artists in classrooms to enhance the learning environment for students and spark their creativity. In partnership with the schools, they create a customized arts education experience, including workshops, long-term artist residencies or hands-on projects, to ignite the creative minds of local youth.

Due to COVID-19, while schools are preparing to conduct classes via distance learning, the Arts Council is also preparing to provide art classes virtually with

real-time instruction. Their teaching artists are receiving professional development training on the technology needed to provide an effective and engaging remote learning environment.

The arts are core curriculum with standards and mandated in the education code that requires schools

to provide visual arts, music, dance, theater and media arts classes to each K-12 student. It is not an optional program to be offered only when times are good. The arts cultivate young imaginations and facilitate success in school, enhancing students' academic achievement in multiple subject areas. Students involved in

the arts have tremendous academic benefits compared to students without exposure to the arts. It helps students stay in school, increases motivation, improves attitudes and attendance, and improves academic performance.

Through the Professional Artists in the Schools (PAS)

program, they provide enriching visual and performing arts program to over 25,000 students through 35 partner schools each year. However, there are approximately 78,000 K-12 students in Monterey County and the goal is to ensure all students have access to a high-quality arts education. Arts education helps youth develop artistic skills, while promoting academic success and socio-emotional development through the arts. Through the arts, students learn to express themselves, creatively problem-solve, make healthy choices, and positively impact their communities. Please support arts education in Monterey County with a donation to the Arts Council for Monterey County.

To learn more or to donate please contact:

Arts Council for Monterey County, 1123 Fremont Blvd, Suite C Seaside, CA 93955
arts4mc.org/donate.
Taxpayer ID #94-280507.
Email info@arts4m.org
831-622-9060

Please support the arts in Monterey County!

The Arts Council is working to create a "new normal" where every student receives an enriching and high-quality visual and performing arts education, whether in a classroom or virtually from home.

Current Impact vs. Outstanding Need

25,000 Students Served

78,000 Students in our Community

53,000 Students Still Waiting

"Our students are benefitting from work with true visual and performing arts experts. We look forward to continuing our partnership and expanding our children's artistic abilities."

- Jennifer Zanzot, Principal, Mission Park Elementary School

Can We Count on You?

Our goal is to raise \$25,000 by August 31st to help bring arts education to every student in Monterey County.

E	\$50	Supports one hour of arts instruction
T	\$100	Purchases supplies for one art class
A	\$250	Sponsors an Arts4Home tutorial video
N	\$500	Funds a month-long after-school program
O	\$1000	Provides one professional teaching artist residency

DONATE today at

www.arts4mc.org/donate

Or mail check to Arts Council, 1123 Fremont Blvd, Suite C, Seaside, 93955

The Arts Council for Monterey County is a 501(c)(3) non-profit organization, taxpayer ID #94-2805076.



This medical tent...



and these 1,700 masks
for our hospital staff...



and this drive-thru
COVID-19 testing...



and this iPad to connect
COVID-19 patients with
their families...



and this isolation unit...



and these 5,000 masks
for local essential
agricultural workers...

are all made possible
by people like you.



To give to Natividad Foundation's COVID-19 Response & Resiliency Fund,
visit www.natividadfoundation.org or call (831) 755-4187