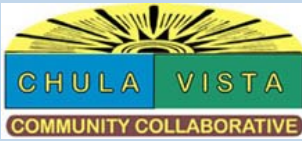


Chula Vista Community Collaborative

2014-2015 Highlights



Mission:

Enhancing community partnerships to develop and implement coordinated strategies and systems for future generations

Vision:

A healthy community of Chula Vista residents

CVCC Family Resource Centers:

Beacon FRC

Vista Square Elementary Campus

New Directions FRC

Rice Elementary Campus

Fair Winds FRC

Loma Verde Elementary Campus

Rayo de Esperanza FRC

Otay Elementary Campus

Open Door FRC

Palomar High School Campus

As the Chula Vista Community Collaborative (CVCC) continues to work to reach our vision of “A healthy community of Chula Vista residents” we are pleased to share with you highlights from the 2014-2015 year. CVCC is able to achieve its goals through partnerships and collaboration as is indicated in our name. Our focus is to build on the strengths of each family and individual. We are for and about the community and families, and are grateful for the generous support from our funders, donors, and sponsors, who make this amazing work possible. We are reaching and empowering our community one family at a time.

Margarita Holguin, CVCC Executive Director

- ⇒ **38,000** Services provided
- ⇒ **29,000** Individuals educated on health insurance
- ⇒ **11,432** Individuals assisted with family support services
- ⇒ **5,000** Individuals connected for health insurance assistance
- ⇒ **4,458** Students supported
- ⇒ **594** Children and youth provided holiday toys and gift cards
- ⇒ **499** Families assisted w/Calfresh applications
- ⇒ **280** Families provided emergency food / grocery store cards
- ⇒ **432** Individuals provided clothing
- ⇒ **9,047** Women educated on breast health and **160** linked to preventive mammograms
- ⇒ **100** Thanksgiving baskets provided to families
- ⇒ **14** Families adopted



CVCC Taking the “labor” out of Collaboration

“Thank you for the help; thanks to you [CVCC] my family and I are healthier, safer and happier, with everything we need for us to succeed and have a better quality of life”

FRC Client

CVCC Staff:

FRC Community Referral Specialists: Rosalba Anaya, Rebecca Enriquez, Maria Orozco, Joanna Ramirez, and Elsa Servin

FRC Service Coordinators: Joe Buselt, Mary Olivares, Mari Rios, and Angelica Ruiz

Promotoras: Patricia Lomeli, and Lilian Villareal

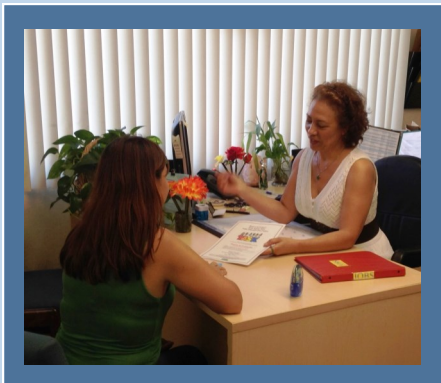
Administrative Staff: Arturo Angeles, Margarita Holguin, Barbara Lugo, Heather Nemour, and Christina Ross

FRC SERVICES INCLUDE

- Family advocacy/service navigation
- Support groups
- Health insurance enrollment assistance
- Employment services
- Emergency food & clothing
- Information & referral to other agencies
- Application to SDG&E Care Program
- CalFresh application & retention
- Adult education classes
- Volunteer/community service opportunities
- Paperwork assistance (simple)
- Linkages to mental health
- Safety & health information

FRC Mission: Strengthen and support families through quality programming and partnerships

FRC Vision: A community of strong, healthy, and engaged families



CVCC tracks the referral reasons from schools to identify specific trends in the school communities to ensure that we have needed services in place for families

2014/2015 School Referral Trends:

- 1) Mental Health (Student behavior, anger & defiance, divorce & separation)
- 2) Food and clothing
- 3) Housing

At FRCs, staff are committed to our work and our families, we value... Integrity, Respect, Customer Service, Teamwork, and the Wellbeing of our staff and clients

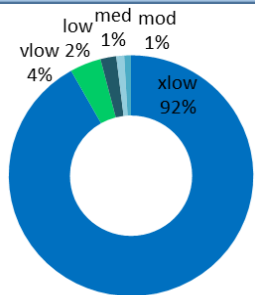
CVCC hosted two (8 week) **Es Difícil Ser Mujer** (women in depression support group) classes, one at Otay Ranch High School and one at Los Altos Elementary. Both groups were very well received in the community and built strengths and skills to strengthen women. The Otay Ranch High School group enjoyed the group so much that they decided to form their own monthly breakfast club and continue to meet every month.

CVCC Coalitions and Initiatives

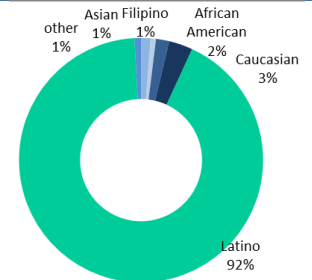
CVCC continues to advance issues of community importance in South Bay. Through collaboration we can best coordinate services in our community and maximize community impact. The newly established South Bay Poverty Task Force will focus efforts around poverty and family support. CVCC also continues its work with the South Bay Homeless Advocacy Coalition, the South Bay Teen Pregnancy Prevention Coaliton, and the Healthy Weight Collaborative.

FRC Clients Served

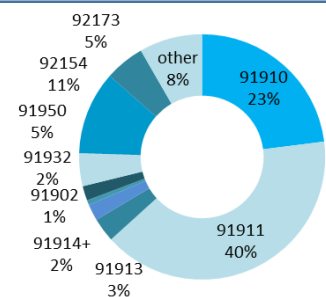
By Income



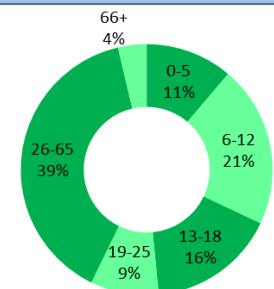
By Ethnicity



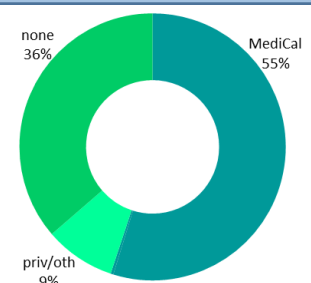
By Zip Code



By Age



Health Insurance



Day of the Child Community Health Fair

One of the most attended and awaited health fairs in the South Bay

- Over **100** booths provided health, social, and family wellbeing services and resources to more than **4,000** attendees
- **267** free health screenings and **230** child safety ID kits distributed



Community Closet

- Through clothing donations from friends and partners, CVCC provided new and gently used clothing to **432** individuals
- Each family is provided with an average of 2 to 3 outfits for each family member

Adopt-A-Family

- In the spirit of giving, **14** families identified by the FRCs were adopted by individuals and organizations, and were provided gifts, clothing, money, food, and a holiday that will always be remembered



Santa Shop

- **594** children and youth received beautifully wrapped toys and gift cards and their families were provided a bag of groceries so they too could experience a warm and magical holiday

Food Distribution

- **280** boxes of food and gift cards to purchase food were provided to underserved families through the partnership with Chula Vista Welfare Council (CVWC) and the Chula Vista Elementary School District



Parenting Educational Book Club

More than **50** parents attended a new 8 week book club that focused on topical issues related to parenting, culture and family traditions.



The mission of the CVCC Promotores Active for Community (PAC) Program is to assist community residents achieve optimal levels of health and wellbeing through neighborhood and school outreach strategies focused on prevention and education.

PAC hosted a **“Senior Dance Social”** where seniors were treated to food, music and entertainment; also, as part of the **“Prom for All”** project, PAC conducted a prom dress drive and collected over 100 dresses to give to girls in need of a prom or graduation dress. PAC also hosted community yard sales to fundraise to provide clothing for almost 100 homeless individuals.

In July, CVCC hosted its annual **Adelante Promotores Conference** with 165 people in attendance; the conference was a tremendous success; 100% of Promotores stated that they increased their personal and professional skills. The Conference provided excellent keynote speakers and workshops to build the skills and confidence of Promotores.

SPECIAL “THANK YOU” TO OUR FUNDERS AND DONORS

Funders and Sponsors:

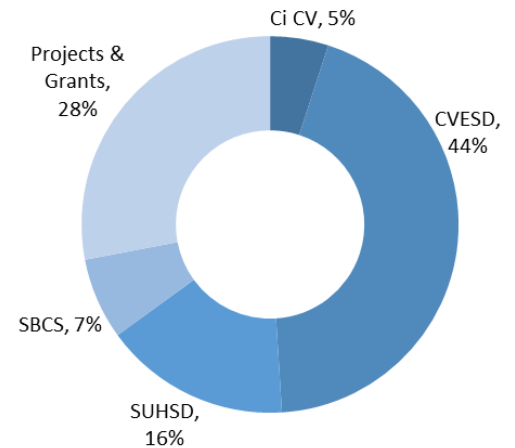
- California Family Resources Association
- City of Chula Vista
- Chula Vista Elementary School District
- Family Health Centers of SD
- San Diego County Employees' Charitable Organization
- San Diego Foundation
- San Diego Gas & Electric
- San Diego Hunger Coalition
- SANDAG
- San Ysidro Health Center
- South Bay Community Services
- Susan G. Komen San Diego Affiliate
- Sweetwater Union High School District
- University of California San Francisco

Donors & Partners:

- Border View YMCA
- Chula Vista Cares
- Chula Vista Fire Fighters Foundation
- Chula Vista Sunrise Rotary
- Chula Vista Rotary
- Chula Vista Police Activities League
- Chula Vista Women's Club
- Church of Christ
- GOYA Foods
- San Diego Magazine
- St. Rose of Lima
- Sweetwater Women's Club
- Walmart

A very special “Thank you” to all our event and family sponsors, Your generosity is greatly appreciated and makes a difference in the lives of South Bay families.

2014 - 2015 CVCC Funding



Chula Vista Community Collaborative
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www.chulavistacc.org
(619) 427-2119

CVCC Steering Committee:

- Petros Alemeselassie, Health & Human Services Agency
- Kendra Brandstein, Scripps Mercy Hospital Chula Vista
- Tony De los Santos, Family Health Center of San Diego
- Paula Guerra, Home Start
- Nancy Kerwin, Chula Vista Elementary School District
- Steven Lizarraga, Sweetwater Union High School District
- Kristi McClure-Huckaby, City of Chula Vista
- Wendi Messina, South Bay Family YMCA
- Mauricio Torre, South Bay Community Services