



## United Way of Santa Cruz County



# Who we are

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- Founded in 1941, we are one of the legacy organizations in Santa Cruz County dedicated to creating a thriving community for all.

We want Santa Cruz County to be a healthy and thriving community – a place where we can achieve our dreams, no matter where we live or how much money we make; a place where our children are in great schools, learning skills to prepare them for college and career pathways; a place where hard-working families earn enough to make ends meet and save for a rainy day.

***This is our vision of Santa Cruz County – the place we call home.***



GET CONNECTED.  
GET HELP.

211

# Our Impact in 2022

211's impact is captured by the number of connections that are made to resources through our **phone service, our website, and through our community partners**. The numbers captured through our database not only show who accessed 211 and how we've helped them, but it also gives us a glimpse into what the specific needs are in our community.



6,032

Number of distinct calls  
Capitola – 165 distinct calls



9,980

Number of referrals  
Capitola – 297 referrals



95

Number of 2-way text

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211

# Why People Call 211?



**Housing**  
(2,519)



**Utility Services**  
(616)



**Legal Services**  
(499)



**Food**  
(386)



**Public Assistance Programs**  
(327)

| <b>Additional Categories</b>           | <b># Of Needs</b> |
|----------------------------------------|-------------------|
| Transportation                         | 296               |
| Mental Health Care/Services            | 249               |
| Individual and Family Support Services | 203               |
| Material Goods                         | 194               |
| Domestic Animal Services               | 149               |

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211

## 2022 Highlights

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Our **211 Helpline** provided COVID-19 information and services 24 hours per day, 7 days per week.

**Delivered nearly 2,591 pantries/meals to homebound residents through the 211 and DoorDash Food Pantry Delivery program**, supporting the Second Harvest Food Bank participating food pantries.

**Delivered nearly 497 pet food\* to homebound residents through the 211 and DoorDash Pet Food Delivery program**, supporting the Santa Cruz SPCA participating pet food agency.

*\*Program created for disaster only*

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2022 other 211 Programs:

1. [Grocery Worker's Appreciation Fund | United Way Worldwide](#) this one opens every month 1<sup>st</sup> till 15<sup>th</sup>
2. Tobacco Cessation Referrals
3. Affordable Connectivity Program: connects low-income families to discounted internet services
4. Provide 2 non-emergency Lyft rides up to \$22 dollars
5. Help Families With Rent Assistance Through the Housing is Key program

# Making the Invisible Visible Data Snapshot (2020) and SCCBHMI Spotlight (2021)



Preliminary

# Data Highlights

*"There is so much involved with being one of the few in the room or community. People leave because of this. We have to address this."*

– FG Participant

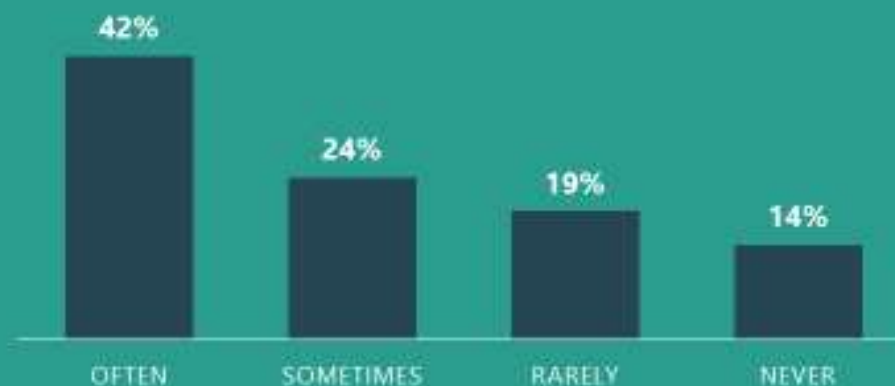
*"I feel isolated and very alone as a person of color in this County. Even though, it is a beautiful place to live. I wish it was more diverse."*

– Survey Participant

*"Being Black in Santa Cruz can feel very isolated."*

– Survey Participant

**SURVEY QUESTION** – How often have you experienced social isolation as a result of being Black/African American in Santa Cruz County? ("Very Often" and "Often" Combined)



Overall n=82

Source: Santa Cruz County Black Health Matters Initiative Survey, (2021)

Note: Percentages may not add up to 100 due to rounding.

Note: Preliminary findings, full report in production.

**SANTA CRUZ COUNTY**

# **YOUTH ACTION NETWORK**

**2023-2024**





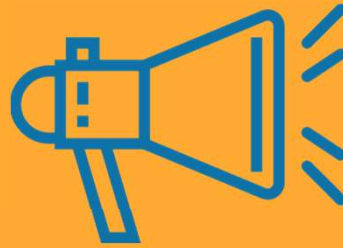
# Our Focus

## Youth



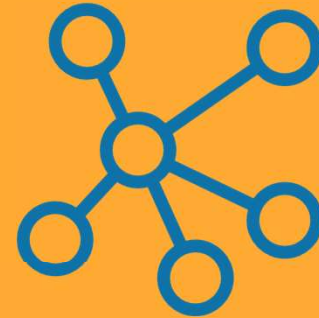
Amplifying Youth Voice &  
Youth Leadership

## Action



Youth & Adults working  
together to create positive  
change!

## Network



A space where youth, Network  
members, & adult allies can  
connect, collaborate, &  
support one another

# Capitola City Youth Partnership

## Problems Addressed

- **Unsafe Behavior:** There is a concern about unsafe behavior of youth in Capitola, which includes loitering, vandalism, & potential conflicts.
- **Lack of Positive Engagement:** Some youth aren't engaged in positive opportunities, leading to boredom & potentially fostering negative behaviors.

# Capitola City Youth Partnership

## Approach to Addressing the Problems

- **Strength-based Approach:** The project aims to shift away from punitive responses for addressing unsafe behavior. Instead, it intends to create an atmosphere that promotes positive interactions & behaviors among the youth and adults.
- **Youth-Centered Space:** The project includes the establishment of a designated Youth-Centered Space within the mall. This space is designed to cater to the interests & needs of the youth, providing them with a safe & engaging environment.
- **Collaborative Approach:** To tackle the problem collectively, the project involves collaboration between various entities, such as Capitola PD, Capitola City, Capitola Mall, County Office of Education, Capitola Library, Cradle to Career, & other allied organizations.

# Engaging Youth

- Countywide survey & youth listening sessions
- Youth were asked questions including the following:
  - **What kinds of activities would you like to see at the Mall & Village?**
  - **Ideas for creating safe & inclusive youth spaces in Capitola?**

# Next Steps

- Star Card: will continue with program in the Village & do something similar at the Mall
- CPD Space at the Mall: work with youth & agencies to plan out a Fall series of youth-centered program

# Recruiting Youth for

**YAN  
Steering  
Committee**

**Youth  
Participatory  
Action  
Research  
Project**

**Capitola City  
Youth  
Partnership**

# Stay Connected!



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