CVCC Monthly Partners Meeting is a cornerstone for service providers in the South Bay. Our monthly meetings provide a forum for partner organizations to learn about each other’s services, efforts, resources, and programs that aim to support Chula Vista families. In 2018-2019 we grew our partners list from about 300 to 422, and increased our subscribers from 800 to 962. We want to thank all of our partners for their commitment and ongoing engagement!

CVCC sends weekly announcements to our 900+ partner subscribers to share program information and upcoming events. In addition, CVCC also has 1,000+ community residents subscribers which receive news on upcoming events, programs and services. CVCC also started an Instagram page to create more avenues for awareness and grew to 400+ followers in one year!

CVCC provides a venue for agencies to connect with each other and increase awareness of the multitude of services available for families. We know that our families need a comprehensive service support system and providers benefit from awareness of services and resources.

CVCC Family Resource Centers

CVCC manages five Family Resource Centers (FRCs) in Chula Vista which provide a safe and accessible place for families to connect with comprehensive and coordinated services. These services help strengthen families to become more self-reliant. The FRCs create pathways for families to receive wellness services and are open to serve all members of the community. CVCC focuses on providing families with support across five protective factors: 1) Concrete support in time of need 2) Parent resiliency 3) Social connections 4) Knowledge of parenting and child development 5) Social and emotional competence of children.

The five protective factors are the foundation of the Strengthening Families Approach. Research supports that these protective factors build strengths and foster an environment that promotes optimal child and youth development. CVCC is proud to continue our strong collaboration with agencies and partnership with school districts in support of school families. The CVCC Family Resource Centers offer services to all families in the Chula Vista Elementary School District and the Sweetwater Union High School District.
**Family Resource Center Programs**

**CVCC Referral Program**

In 2018—2019 schools sent CVCC a total of **861 Referrals**. Each referral included **2 - 3 reasons** which needed addressing, a total of **2,400 reasons —68% of reasons concerned Mental Health.**

**Mental health referral reasons included:** 543 -counseling/therapy | 387 -student behavior | 150 -family functioning | 93 -defiance/aggression | 90 -depression | 89 -anxiety/stress/grief | 278 -miscellaneous

**Impact of Family Resource Centers**

A youth referred by a school was struggling academically and emotionally. This student lived with Grandmother since the mother was in jail with a substance addiction. Our Open Door FRC staff provided support and connected the youth to therapy and psychosocial support. The youth went from having extreme defiance and aggressive outbursts to getting school awards. The school psychologist said that she had “not seen that much improvement in the past 25 years.”

**98%** of Families are low/very low income | **92%** of Families assisted are Latino | **23%** of Families lack health insurance

A single mom of three had hours of employment reduced and was struggling to make ends meet. Our Rayo de Esperanza FRC staff provided her with support and CalFresh application assistance. The additional food resources from CalFresh made a huge difference for the family. The Mother returned to the FRC and praised the staff, “**Your services are excellent! I want you to know that we feel better, because we eat better.**”

**437** Individuals Clothed | **300** Emergency Food Cards | **226** Emergency Family Food Boxes

**Family Resource Center Community Closet**

Family Resource Center families have access to a Community Closet which provides emergency clothing for families in need. Families can select 2-3 complete outfits of gently used and new clothing. Our clothing is entirely donated by community members and our partners. Community Closet assisted 437 individuals with clothing needs!

**Santa Shop**

The 8th Annual Santa Shop brought together our donors and partners to create holiday magic for families in need in Chula Vista. This year, the CVCC partnered again with the Chula Vista Welfare Council to host the Santa Shop event on December 13th. Together, we assisted over 400 families, and over 1,000 children and youth were provided with holiday gifts/gift cards.

**Adopt-A-Family**

In December 2018 FRCs selected 12 families with tremendous needs who had been working to reach self-sufficiency. Families are adopted by our donors and received a food donation, gifts for their family and resources to continue their efforts to stabilize their families.

“I am grateful to Angels like you who take your valuable time to help families like ours” - **Adopt-A-Family 2018**

**Thank you FRC Outstation Partners**

- County of San Diego Health and Human Service Agency
- CSA SD Fair Housing
- Episcopal Community Services
- Family Health Centers of San Diego
- South Bay Community Services

**10% of Families are Homeless/ Transitional Housing**

An FRC client and his 14-year-old brother were homeless and living in a van; they were in need of multiple services including housing, medical insurance, food, employment, etc. Our Rayo de Esperanza FRC staff were able to connect them to medical insurance, a safe place for the family to park, clothing, emergency food, basic necessities, and enrollment in English classes. Working with the FRC, the youth is now enrolled in school and the Client has gained full employment, this family is on their way to a stable future!

**86% of Families** say they would not have known where go for assistance if it were not for the FRCs!
CVCC Promotoras Programs

CVCC Project Promotoras have been active in the community reaching families. They trained 162 Promotoras/es in Patient-Centered Research, exceeding our contract goal! Our project Promotoras have also been out in the community encouraging residents to be involved in civic engagement and provide input into the San Diego Forward Regional Transportation Plan and various initiatives through our partnership with SANDAG. In addition, Promotoras assisted in gathering community input for the planning of a new Loma Verde Aquatic and Recreation Center in Chula Vista.

Promotoras continue to reach the community with education messages that improve family well-being. Promotoras educated 4,933 residents on prevention of accidental child poisoning. Promotoras and CVCC staff reached 2,958 with information, education and referrals to immigration services. CVCC Promotoras will play a vital role in ensuring all residents of Chula Vista are counted in the 2020 Census and will be directly reaching out to residents in hard-to-count areas in the region.

Adelante Promotores 2019 Conference

CVCC continues to lead the Adelante Promotores Conference. The Conference continues to grow and has now reached capacity, having to turn away Promotoras this year. The conference features informative keynote speakers and 18 workshops. With almost 250 participants representing over 50 organizations, the 2019 Adelante Promotores Conference was a great success!

San Diego County Promotores Coalition (SDCPC)

CVCC continues as Co-Chair of the SDCPC, advancing the work of Promotores in San Diego County as well as working with agencies that utilize the Promotores model, in our mission to improve health outcomes for all. The SDCPC is thriving and is recognized as a center for collaboration around Promotores work.

CVCC Promotoras Active for Community (PAC)

In 2019 PAC Promotoras donated 545 hours towards community benefit projects! PAC organized two Parking Lot Sales to fundraise for their yearly activities. They made various donations to CVCC including Thanksgiving baskets and 48 backpacks filled with school supplies for FRC families in need. They also donated 200 pasta sauce cans to the annual Chula Vista Welfare Council food drive. Thank you for all of your donations, PAC!

Additionally, PAC participated in the CVCC December food-packing event where they helped organize hundreds of food baskets for families. This year, PAC organized an Egg Hunt for FRC Families during Spring Break and hosted a fun-filled booth at Day of the Child. PAC also hosted an annual “Senior Social” event for the community where seniors enjoyed playing Bingo, great food, activities, and prizes!

19th Annual Day of the Child | 115 Organizations | 5,000+ Attendees

For nineteen years, Day Of The Child (DOTC) has linked families to a wide array of free and low cost well-being services offered by local community organizations, government agencies and health clinics.

Today, DOTC is the most attended fair in the South Bay with over 5,000 attendees. In recognition of the importance of community wellness and engagement, Senator Ben Hueso, Assemblywoman Lorena Gonzales, Mayor Mary Salas Casillas, and Councilmembers McCann and Galvez, made welcome remarks and invited everyone to take advantage of the programs and services offered at DOTC. We thank everyone who participated and made the event a success. We look forward to our Day of the Child Fair 2020. Mark your calendar for Saturday April 25, 2020!!
Thank You to our Donors, Partners and Sponsors!

Thank you to our DOTC Event Sponsors! First 5 San Diego | San Ysidro Health | Walmart | Radio Latina 104.5 FM | Entravision | Blue Shield California Promise | South Bay Community Services | UCSD Radiation Oncology South Bay | California Poison Control | San Diego Gas & Electric | UC San Diego Health | Community Health Group | Family Health Centers of San Diego | Molina Healthcare | Health Net | Pronto Insurance | Sylvan Learning Center | Talamantes Immigration Law Firm

Thank you Santa Shop Sponsors! Chula Vista Sunrise Rotary | Sweetwater Woman’s Club | Chula Vista Firefighters Foundation | Chula Vista Elementary School District | Sweetwater Union High School District | City of Chula Vista | Church of Christ | Chula Vista Police Activity League | Blue Shield of California | Target

Special heartfelt “THANK YOU” to Chula Vista Sunrise Rotary and Sweetwater Woman’s Club for your tremendous support helping our families!

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CVCC Executive Director's Message
I am so very proud of the work of the CVCC and our FRCs! As you can see from the data presented, our staff work diligently to ensure families are supported and connected to all needed services. The role of the FRCs as an independent entity that functions as the safety net for all families is extremely valuable. FRCs are the “go to” place for thousands of families. We are able to be here for families through the tremendous support from our partners and stakeholders who make this beautiful work possible; we are thankful for your support and partnership! My most sincere and heartfelt “thank you” to all CVCC staff who dedicate their time, effort, and heart to our families. Thank you!
Margarita Holguin, MPA, Executive Director

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