A MESSAGE FROM THE CEO
Lisa Senadenos

Just over a year ago we got the stay-at-home orders and life changed in a flash. COVID-19 hit us all like a tidal wave. We never dreamed we’d be here over one year later, but here we are. Still.

COVID left many of us lonely and out of sorts. The inability to connect with our loved ones often caused agitation, uncertainty and sadness. Then it got worse. Some of us got sick and some lost our loved ones.

Fortunately, our Serra Center team of super heroes understood the effect this had on our clients. We all deeply missed our families. And some with intellectual disabilities are not able to grasp the why of this whole lockdown. So we gave them our all when they felt low. We got very resourceful when the day programs closed. We introduced indoor sports, Yoga, gardening, meditation, games, art -- you name it, we explored it. And we assuaged fears.

When visiting our clients, they were mostly upbeat and enthusiastic to share the new and creative activities they were doing.

We did our best to meet their emotional needs since visits with family and friends were relegated to Zoom or the phone. We care for each and every individual we serve like our own family -- because they are.

While we were here for our clients, YOU were here for us. You gave. And then you gave stimulus checks. And many of you gave yet again. We simply could not have kept up with our myriad costs without your tremendous support.

Now most of our family have been fully vaccinated. This will help turn the tide. And, as spring emerges, visits are finally happening. Woo hoo!

Thank you for being with us throughout -- you make everything we do possible. Check out the clients’ activities below. I hope they lift your spirits like they do mine!

Most gratefully,

[Signature]

Brian voted

Kevin & Avery biked

George gardened

Nancy picknicked (at a distance)

Marie zoomed

Eleanor sketched
WHO WE ARE

ETHNICITY

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Caucasian</td>
<td>76%</td>
</tr>
<tr>
<td>African American</td>
<td>4%</td>
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<tr>
<td>Asian/Pacific Islander</td>
<td>7%</td>
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<tr>
<td>Hispanic</td>
<td>8%</td>
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<tr>
<td>Native American</td>
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GENDER

<table>
<thead>
<tr>
<th>Gender</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Female</td>
<td>46%</td>
</tr>
<tr>
<td>Male</td>
<td>54%</td>
</tr>
</tbody>
</table>

AGE RANGE

23 to 84 years

WHERE WE LIVE

<table>
<thead>
<tr>
<th>Location</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fremont</td>
<td>74%</td>
</tr>
<tr>
<td>Hayward/ Castro Valley</td>
<td>7%</td>
</tr>
<tr>
<td>Newark/ Union City</td>
<td>7%</td>
</tr>
<tr>
<td>San Leandro</td>
<td>3%</td>
</tr>
<tr>
<td>Tri-Valley</td>
<td>9%</td>
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| Rent                            | 58%        |
| Own                             | 5%         |
| Live with family                | 13%        |
| Live in Serra Center Home       | 24%        |

WHAT WE DO

We served 80 clients in 2020

COUNSELING SERVICES

4 clients

18 clients

23%

RESIDENTIAL CARE HOMES

Serra Center owns and operates Intermediate Care Facilities for the Developmentally Disabled-Habilitative (ICF/DD-H) in Fremont. Licensed by the California Department of Health Services, we provide 24-hour care and supervision to individuals who have a need for recurring but intermittent skilled nursing services.

INDEPENDENT LIVING SERVICES

Provides up to 40 hours per month of living-skills training and support with the focus on the individual leading the most self-managed life possible in the least restrictive environment.

SUPPORTED LIVING SERVICES

Offers a broad range of services, providing for individuals to receive 24 hour daily support needs to be able to live in the home and community of their choice. Designed with the individual to foster nurturing relationships and promote full immersion in the community.

COUNSELING SERVICES

Serra Center provides counseling and behavioral health services to individuals with developmental disabilities and their families.
**THE PEOPLE WE SERVE**

**Victor**  
*DJing at our Serra Center St. Patrick's Day Dance*  
**Independent Living Services client**

Victor has been receiving services from Serra Center for 5 years. He is a busy guy! He’s worked at Lowe’s in Fremont for 16 years, where he recently received an award for Safety. He must be very proud, just as we are so honored and proud to call him our friend and family. Victor also “moonlights” as Serra Center’s DJ extraordinaire at all of our Holiday dinner dances. He spins the tunes that get everyone up and shaking our groove things. We can’t wait to be dancing to your tunes once again.

**Lori**  
*At a community event*  
**Supported Living Services client**

Lori has been with Serra Center for 8 years. She is an avid bowler -- in multiple leagues for years (until the recent closure of Cloverleaf Family Bowl). She’s also competed in Special Olympics such as field hockey. She is a mega Michael Jackson fan and loves the Smurfs. In fact she paints MJ often at her art workshop! She also enjoys cooking and baking and attends church and Bible study. She has such a warm nature about her. You can’t NOT love Lori.

**Donald**  
*Making lunch for his housemates*  
**Residential Care Home client**

Donald has been with Serra Center for 9 years. He is truly a renaissance man! He volunteers at the American Cancer Society Discovery Shop in Fremont. He’s the “toy & electronics guy”, sorting & testing to ensure that they work properly. He has a few hobbies about which he’s passionate. Gardening. He’s been hooked since his mom introduced him as a child. He grows onions, tomatoes and squash. He loves all crafts and thrives at his day program’s wood shop class and painting at Olive Hyde Art Guild’s art workshop. He often helps tutor other students. At home, he relishes his quiet time to delve into his creative writing and is always willing to lend a hand to his housemates!
**2020 FINANCIALS**

### REVENUE

- **State Funding**: 76%
- **Contributed Income**: 3%
- **Interest & Other Income**: 21%

While 76% of revenue comes from State funding, **those funds do not cover expenses**. YOUR GIFTS help fill this funding shortfall.

### EXPENSES

- **Program Services**: 82%
- **Management & General**: 15%
- **Funding Shortfall**: 3%

**Why is state funding not enough?**
The State does not cover some fundamental operational costs in our Residential Care Program, such as:
- Household maintenance
- Client transportation
- Special adaptive equipment
- Special dietary needs
- Employee training & education

**Our Team Stepped Up & So Did YOU!**

**THE POWER of OUR TEAMWORK**

- **18,100 extra** staff hours worked in 2020 to cover Day Programs and enact additional COVID-19 health and safety protocols.
- **$305K extra** payroll expenses incurred in 2020 to cover over-time and double-time.
- **$0.00** amount paid by Serra Center clients or their families for our services. Regardless if care is 24/7 or once-a-week. **Zero**.
- **$44K** increase in contributions in 2020 that helped defray staffing costs. THANK YOU and please continue your support. We're still covering Day Programs.
## 2020 Donors

### Individuals

#### $5,000 to $10,000
- Clara Goldberg
- Mimi Lou
- Ron & Joyce Nelson, Family Foundation
- Beverly & Jim Reynolds
- Andris Skuja
- Stuart & Carol Zeman

#### $2,500 to $4,999
- The Family of Roger Anglin, James Brady
- The Family of Cathy Covell
- Matt & Sandy Ketchum, Board Member
- Kathleen King
- James Pope
- Lois Smith
- Joan Sullivan
- Philip Wald, Board Treasurer

#### $1,000 to $2,499
- Linda & Douglas Dynes
- Danny & Jenny Fields
- Dr. Miranda Gabriel
- Susan Goddard, Board Member
- Karen Goldberg
- Jane Kaasa
- Deb & Mark Palmer
- Lisa Senadenos, CEO
- Teo Skuja
- Constance Williams

#### $500 to $999
- Elise Balgley, Board Chair
- Gail Blalock
- James Dunbar
- Sheetal & Ravi Kammaje, HR Manager
- Alison Kieft
- Gerald & Virginia Lang, Board Member
- Doral Main, Board Secretary
- Carol Ramsay
- Harry Reis
- Nancy Ruskin
- Alwar & Sudha Sankaranarayanan, Accounting Manager
- Kenneth & Teri Smyth

#### $100 to $499
- Alice Beaton
- Pamela & Brian Bronk
- John & Kim Cerchiai
- Renee Chatman, SLS Staff
- Patricia Cotts
- Jessica Elmore, former ICF Program Manager
- Aileen Fox, Volunteer
- Katherine Gavigan
- Steven Goldberg
- Shirley Gordon
- Paul & Karen Heuer
- Bess Jackson O’Shea, Volunteer
- Donna Jay
- William Jones
- Barbara & Larry Jordan
- Harold & Jeanne Kaufman
- Gary & Carol Kefer
- Karen & Bill Kerr
- Cole Kinney
- Rick Koelz
- Bruce Kuhlemann
- Donald & Joy Larson
- Phil & Sharon LeBrun
- Brad Louie
- Dr. Kenneth Louie
- Sherry Matsumoto
- Leslie McGarry, Development Manager
- Barbara Peck, former CFO
- Terry Carleton & Synthia Petroka
- Beth Rasler
- Jim & Terri-Lynn Rommelfanger
- Robin Schaut
- Linda Schlegel
- Neal Schlegel
- Richard Valle, Alameda County Supervisor
- Robert Wells

#### < $100 (continued)
- Susan Longini
- Alayna McGarry, Volunteer
- Jen Miller, SLS Program Manager
- Renee Moore
- Lorraine Papadakis
- Saundra Penkunas
- Ruth Poole
- Claire Siwula
- Brenda Stough
- Thomas Turner
- Sarah Van Hosen
- Martha Williams
- Robin Worthington

### Organizations

#### $10,000
- Benevity

#### $5,000 to $9,999
- Alameda County California Foundation for Stronger Communities Fremont Bank

#### $1,000 to $4,999
- Kaiser Permanente
- NFP
- Sutter Health
- Palo Alto Medical Foundation
- Washington Hospital Healthcare System

#### < $999
- Dominican Sisters of Mission San Jose
- Honeywell International Charity
- Olive Hyde Art Guild
- Niles Discovery Church

### Legacy Donors

#### Donors who have made a bequest to Serra Center
- Robert Scott Allred & Esther Marie Allred, Revocable Living Trust
- A. and J. Itzen Family Trust
- Collins Kelley Revocable Trust
- Deb & Mark Palmer
- Margaret & Daniel Pope
- Mildred & Elmus Ruff
- Estate of Clara Shiman
- Andris Skuja
- Estate of Guy Stevens
EVENTS 2020 style

In compliance with the stay-at-home orders, one of the highlights of 2020 was an Artist-in-Residence art club, sponsored by Olive Hyde Art Guild. This in-home club was in lieu of our annual 12-week art workshop held at Olive Hyde Art Guild.

Olive Hyde Art Guild generously donated supplies for the artists to utilize while sheltering at home. If you’ve ever attended our Heart & Soul Art Reception, you know how much the artists love to sell their artwork (as they keep all proceeds from their art sales).

We put some of their best art online for sale last October...just in time for our Heart & Soul Art Sale & Fundraiser.

Every new year, the artists inquire about the Serra Center Art Workshop and the Heart & Soul Art Reception. “When’s the class?” “Do we get to sell our artwork again?” And many more questions, borne from their ardent enthusiasm to get their creative juices flowing.

We simply had to come up with an alternative for them that would be safe, secure and FUN!

To that end, we chose each artist's best piece of artwork, got it professionally matted, and held an online art sale for one week. Voilà! Each piece sold and the artists could not have been more tickled -- especially when they received their fee for the art sales.

Thank you to our sponsors and supporters:

Dr. & Mrs. Stu Zeman and Robin Nicole Beauty Bar & Casey Zeman

Serra Center presents

Heart & Soul
Art Sale & Fundraiser

Celebrating the talents of individuals with disabilities

Washington Hospital Healthcare System | NFP | Matt & Sandy Ketchem | Sue Goddard | Philip Wald | Elise Balgley | Jerry & Ginger Lang | Doral Main
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Phil’s son, Jacob, center.

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ICF Program Manager/QIDP

Sheetal Kammaje
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Leslie McGarry
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