

# Press Release

**Contact:**

Maria Stokes, United Way of the Bay Area  
415-808-4264, [mstokes@uwba.org](mailto:mstokes@uwba.org)

## **Hawthorne Family Resource Center wins United Way Community Collaboration Award**

SAN FRANCISCO, May 5, 2006 – Yesterday evening, United Way of the Bay Area (UWBA) honored the Oakland-based Hawthorne Family Resource Center (HFRC) with its Excellence in Community Collaboration Award for 2005.

Each year, United Way singles out one top-performing Bay Area collaborative that exemplifies the best practices and values of partnership and community impact, with the ultimate goal of poverty prevention.

Located at the East Oakland Community Charter School and Hawthorne Elementary School – one of Northern California's largest elementary school campuses with almost 900 students -- the HFRC was recognized by United Way for its holistic approach, which reaches far beyond classroom walls to serve an East Oakland neighborhood where 26% of families live below the poverty level and 81% of students qualify for free or reduced-price lunches.

"The HFRC team effectively uses collaboration to tackle a wide range of pressing community issues, focusing on the academic success and well-being of its youth, while addressing the needs of their families and the neighborhood as a whole," said United Way Vice President Molly Wertz. The United Way awards committee was particularly impressed by HFRC's impact: significantly higher attendance and dramatically improved state test scores among students whose families participated in its programs. Overall, the school has exceeded its goals for growth in the federal Academic Performance Index over the last two years.

Commenting on the award, HFRC Program Director Jamie Lopez said, "Our model of school-based student and family services truly demonstrates the power of community partnership. Each youth, parent, staff person, and community partner takes an active role in creating a safe, high-quality learning environment for youth and works to provide services and resources necessary for families to thrive."

HFRC, a program of the East Bay Agency for Children, uses a multi-pronged approach to address community issues, including: after-school academic support and enrichment for 350+ students; information and referrals for employment, housing, food, clothing, transportation, interpretation and

- more -

translation services through a Parent Center; intervention services such as individual counseling and other basic and emergency needs; adult education including ESL, GED, and nutrition offered in conjunction with free childcare during class sessions; and an on-site medical and dental clinic.

To deliver this wide range of services, the HFRC collaborates with almost 50 different public and private sector partners, including Education for Change, Oakland Unified School District and Adult Education, Children's Hospital Oakland, UC Berkeley, Planned Parenthood, Girl Scouts, Asian Community Mental Health Services, the Oakland Raiders, Chevron, Heffernan Insurance Group, McKesson, Wells Fargo, UPS, and United Way of the Bay Area.

Collaboratives from around the Bay Area submitted applications for the 2005 award, which were reviewed by an independent evaluation committee composed of representatives from Bay Area nonprofits, one UWBA staff member, and one Bay Area corporation.

In addition to the Excellence in Community Collaboration Award, United Way presented awards in several other categories to recognize local companies and individuals for their outstanding dedication to community. (Ambassador award winners employ 500 or more individuals locally, while Advocate award winners have fewer than 500 local employees.) These include:

- 2005 Spirit of the Bay Award presented to Enterprise Rent-A-Car.
- Corporate Engagement Leadership Award presented to Deloitte's Juliana Deans and Macy's West's Laura Heffron, who served as co-chairs of UWBA's Community Leadership Council.
- Employee Giving Campaign Awards presented to Enterprise Rent-A-Car (Ambassador) and Pillsbury Winthrop Shaw Pittman LLP (Advocate).
- Bay Area Community Fund Support Awards presented to AT&T (Ambassador) and Valero Refining Company – California (Advocate).
- Leadership Giving/Tocqueville Investing Awards presented to Wells Fargo (Ambassador) and Dow Chemical Company (Advocate).
- Innovative Partnership Awards presented to UPS (Ambassador) and Gordon & Rees LLP (Advocate).

Other companies recognized were: Bank of America, BRE Properties, Inc., Chevron, Combined Federal Campaign, Dodge & Cox, Enterprise Rent-A-Car, GPSG North America, IKON Office Solutions, KGO-TV / ABC 7, Macy's West, McKenna Long & Aldridge LLP, Men and Women of Organized Labor, and Sonnenschein Nath & Rosenthal LLP.

### **About United Way of the Bay Area**

United Way of the Bay Area is one of the largest private funders of health and human services in Northern California. Our mission is to be the catalyst that enables people to strengthen their communities by investing in one another. Through the Bay Area Community Fund, United Way is helping prevent poverty through targeted investments in early childhood development, affordable health care, youth violence prevention and increasing opportunities for the working poor. For more information, please visit [www.uwba.org](http://www.uwba.org).