



United Way of the Bay Area

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United Way of the Bay Area Absorbs Programs and Services of Northern California Council for the Community

SAN FRANCISCO (February 3, 2005) – United Way of the Bay Area (UWBA) is pleased to announce that, effective February 1, 2005, it absorbed the programs and services of Northern California Council for the Community (NCCC), which discontinued operations on January 31 and is currently taking steps to dissolve its nonprofit organization.

"United Way and Northern California Council for the Community have a shared history of success based on our mutual commitment to community problem solving through a systematic assessment of our region's most pressing needs," said Anne Wilson, CEO of United Way of the Bay Area. "The transfer of the Council's programs and services to United Way enhances our ability to benchmark best practices, educate the community, and create successful, collaborative solutions."

In keeping with its mission to mobilize people, information and resources to solve complex community problems and inspire people to invest in one another, UWBA has assumed the following NCCC programs and services:

- **HELPLINK** -- HELPLINK is a toll-free telephone information and referral service for Marin, Napa, San Francisco and Solano Counties. HELPLINK, which is called by 45,000 Bay Area residents each year, has been designated by the California Public Utilities Commission as the official 2-1-1 provider for the city and county of San Francisco.
- **Data Central** -- Data Central is an online source of up-to-date data for over 50 measures of community progress (e.g. employment, literacy rates) at regional, county and neighborhood levels. United Way and other community leaders use Data Central as a tool for tracking progress against goals, and for bringing other partners and investors to the table to focus on shared community outcomes.
- **Emergency Food and Shelter Program (FEMA/EHAP)** -- Since 1994, NCCC has provided administrative support for the regional distribution of funds from the Federal Emergency and

Management Agency (FEMA) and the State Emergency Housing and Assistance Program (EHAP). Since its inception in 1983, the program has distributed \$32 million in federal and state funds to more than 70 food and shelter programs in five Bay Area counties.

- **Ready to Respond** -- Since 1994, this program has helped prepare the Volunteer Centers of the Bay Area and community-based organizations for their respective roles in mobilizing and deploying spontaneous volunteers in the case of a disaster.

More detailed information about each of these programs and services is provided in the attached fact sheet.

"Now that these services are part of United Way, we look forward to even greater synergies," said NCCC President Ed Schoenberger. "We are very proud of the work NCCC has done over the years in referring people in need to the right service; preparing community organizations to handle disasters; ensuring the distribution of resources for homeless and hungry people; and tracking critical community needs and the region's ability to address them. Ultimately, the transfer of these essential community programs to United Way will ensure their long-term sustainability, while enhancing United Way's ability to deliver on its mission."

Wilson noted that the transfer will also generate greater efficiencies in a time of fewer resources. NCCC approached UWBA during the Council's annual review of programs and funding. Both organizations realized that to sustain these valuable programs over the long term, they should be transferred to UWBA. "As part of United Way, these services will have not only the benefit of the United Way capacity, but also the support of our experienced marketing and development teams," she added.

UWBA's Community Investment Task Force and Finance Committee have conducted a thorough due diligence of NCCC's projection of personnel, systems and other resources necessary to continue the programs and services for the current fiscal year. UWBA has made a one-time, \$150,000 investment from its reserves to ensure the sustainability of the programs and to meet all of their existing program contractual agreements and service demands. This one-time investment is in addition to UWBA's annual grant of \$621,000 to NCCC and supplements the remaining balance from NCCC's reserves, which will be transferred to UWBA once all of NCCC's outstanding program obligations have been met. UWBA will not assume any existing NCCC debt or financial liabilities from this transaction. NCCC ceased programs and operations on January 31, 2005. On February 1, 2005, UWBA hired certain

former NCCC employees to staff the transferred programs and services. Additionally, NCCC's non-cash assets – staff expertise and experience, research, data, equipment and technical capacity – have been transferred to UWBA.

As part of the transaction, UWBA is taking on NCCC's role as fiscal agent for One Small Step, a non-profit employer membership association that encourages the development of employee and family-support initiatives in Bay Area workplaces. As fiscal agent, UWBA will provide One Small Step certain administrative services, including human resources and accounting functions, and act as its fiduciary signatory for grants.

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. For more than 80 years, United Way has been focusing on "what matters" -- improving lives and transforming communities in Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo and Solano Counties. Through the Bay Area Community Fund, United Way is helping to create meaningful change in the areas of early childhood education, health care access, youth violence prevention and economic independence for working families. For more information, please visit www.uwba.org.

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United Way of the Bay Area

FACT SHEET

Description of Programs and Services Transferred to UWBA from NCCC

HELPLINK

Established by United Way in 1975, HELPLINK is a toll-free telephone information and referral (I&R) service for Marin, Napa, San Francisco and Solano Counties. It is the only regional comprehensive source of assistance to thousands of individuals who do not know where or how to access the help they need. HELPLINK's free and confidential service is called by 45,000 Bay Area residents each year. HELPLINK also maintains a resource database and publishes a "Directory of Human Services" for several Bay Area counties, as well as the "Help for Hard Times," a regional assistance pocket guide. HELPLINK provides support to people, agencies and decision makers in all four UWBA issue areas – Education, Health, Safe Communities and Self-Sufficiency.

Spun off to NCCC in 1994, HELPLINK has been designated as the official 2-1-1 provider for the City and County of San Francisco. Plans by HELPLINK to collaborate with other entities to launch the 2-1-1 designation in Napa, Marin, and other Bay Area counties are also well underway. HELPLINK is currently funded by UWBA, the Zellerbach Foundation, and from the sales of its published directories. UWBA will continue to seek funding support from community, government and corporate sponsors as the service moves toward 2-1-1 deployment (operating 24 hours a day, 7 days per week). Currently, the service is available in English, Spanish, Chinese and for the hearing impaired, Monday – Thursday from 8am to 2pm, with a live answering service after-hours and on weekends. HELPLINK's toll-free number is 800-273-6222.

Data Central

Launched in 2002, Data Central is an easily accessible, online source of up-to-date data for over 50 measures of community progress at the regional and county levels, and for demographic data on the neighborhood level. The web site offers online access to the most comprehensive selection of community indicators in the Bay Area, and is the only site containing these key indicators that is updated on a monthly basis. Currently, the site receives approximately 400 visitors per month. With the support of UWBA marketing and resource development teams, Data Central expects to boost visits from UWBA donors, partners and agencies.

Data Central's rich information provides United Way and other community leaders with timely, user-friendly data and data tools for making the Bay Area Community Fund investment case, for tracking progress, and for bringing other investors to the table to focus on shared community goals. Users include the San Francisco Foundation, National Economic Development Law Center, Applied Survey Research, Social Equity Caucus, Bay Area Council, Bay Area Alliance for Sustainable Development, Bay Area Partnership, and Urban Strategies Council. Non-profit hospitals in Napa County are also using the site to collect data for community needs assessments.

Most of the funding Data Central currently receives, with the exception of United Way's support, is earmarked for specific, custom projects. Funders of these projects include the Hewlett, Irvine and San Francisco Foundations. UWBA's goal is to maintain support from these existing funders, while continuing to deliver on Data Central's contractual agreements with them. At the same time, UWBA's development and marketing teams will be working to identify and recruit new sponsors.

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Emergency Food and Shelter Program (FEMA/EHAP)

The National Emergency Food and Shelter Program (EFSP) was created by Congress in 1983 to supplement the work of local social service agencies, both non-profit and governmental, in assisting people in need of emergency assistance. Like other local United Ways throughout the country, UWBA supported the program locally by providing administrative support since its inception. In 1994, administrative support was transferred to NCCC.

Since 1994, NCCC has provided administrative support to five Bay Area "Local Boards," comprised of local community experts, who organize and oversee the regional distribution of funds from the Federal Emergency and Management Agency (FEMA) and the State Emergency Housing and Assistance Program (EHAP). Bay Area Local Board members include health care professionals, former or current consumers, city and county homeless coordinators, food bank representatives, housing experts and foundation representatives. All bring their expertise and knowledge to the process of setting priorities and allocating funds.

Last year, NCCC helped the program allocate over \$2 million in federal funding and \$430,664 in State funding to over 70 food and shelter programs in Alameda, Contra Costa, San Francisco, San Mateo and Solano Counties; since the program's inception in 1983, it has distributed \$32 million in federal and state funds.

This program represents a unique public-private partnership between federal and state government and the United Way of America network. This program will be staffed by one UWBA employee and is funded entirely by FEMA EFSP and EHAP administrative allowances.

Ready to Respond

Since 1994, this program has helped prepare the Volunteer Centers of the Bay Area and community-based organizations for their respective roles in mobilizing and deploying spontaneous volunteers in the case of a disaster -- both traditional, earthquake, flood, fire, etc., as well as newer challenges such as terrorism and public health emergencies. Thanks to this program, staff from all the Bay Area Volunteer Centers (located in Contra Costa, San Francisco, San Mateo and Marin Counties) have been educated on personal preparedness, SEMS (California's emergency management system), and the roles of key disaster response agencies. Each Center also has an updated emergency response plan and maintains close working relationships with other response agencies and organizations.

NCCC, United Way of the Bay Area, the San Francisco Foundation and the East Bay Community Foundation have jointly funded one staff member to coordinate this program. Continuing to support this program aligns with UWBA's ongoing commitment to disaster and emergency readiness.