

# The Health Trust

MAGAZINE

Spring/Summer 2017



Homelessness  
& Food Security  
in Silicon Valley



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**Cover:** A Produce Mobile client volunteers to help distribute produce at our monthly pickup in East San Jose.

# Letter from the Interim CEO

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It is hard to be healthy if you don't have a roof over your head. But being housed is only part of the battle. A person can't enjoy long-term health without access to healthy food. In this edition of The Health Trust Magazine, you will learn about the strides we're making on both of these fronts to build health equity in Silicon Valley.

As you read this issue, you will learn about our recent efforts to increase access to housing and food in Silicon Valley. We've made significant progress, as you can see in the "By the Numbers" section on the back cover of this issue. But to really change the health landscape for the most vulnerable communities in Silicon Valley, we are pursuing the strategic coupling of housing and food:

*Ensuring that everyone placed in affordable and supportive housing is food secure.*

This obvious, but not always realized, concept arose from our *Food for Everyone* assessment ([healthtrust.org/food-for-everyone](http://healthtrust.org/food-for-everyone)). We discovered that many affordable and supportive housing sites don't currently offer a food assistance program.

Everyone should be housed, and when they are, they should be food secure, and not just food secure but healthy food secure. This concept makes logical sense, but will require a lot of coordination, collaboration and strategic thought so that it evolves from mere concept to reality. We look forward to the challenge of leading this effort.

I hope you enjoy this issue of The Health Trust Magazine.

Charles C. Bullock, Ph.D.  
Interim CEO  
The Health Trust

# A plan to End Homelessness that's working

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**THERE ARE 6,556 INDIVIDUALS** that are homeless in Santa Clara County, 4,063 of which reside in San Jose.

Communities that receive federal funding to provide housing and services for homeless individuals and families are required to conduct comprehensive counts of their homeless populations every two years. These comprehensive counts are known as **Homeless Point In Time Counts**. The aforementioned numbers are from the most recent count in Santa Clara County, conducted in 2015. As alarming as those numbers are, they are actually an indication of progress; those numbers represent a **14% reduction in persons experiencing homelessness in Santa Clara County, the lowest numbers reported in 10 years.**

This past year was marked by continued progress towards ending homelessness in Santa Clara County. That's because Destination: Home, a program of The Health Trust, has a plan to end homelessness that's working.

## **DESTINATION: HOME'S 2015-2020 COMMUNITY PLAN TO END HOMELESSNESS**

No one lives outside. That's the vision of our plan, a vision that we're optimistic will turn into reality.

Since its inception, the plan has focused on the following three strategies:

- 1) Disrupt Systems** - disrupt and transform existing homeless response systems
- 2) Build the Solution** - secure the funding needed to create 6,000 housing opportunities and provide services to those who are homeless and at risk of being homeless
- 3) Serve the Person** - develop new solutions

with a client-centered approach to meet each individual's needs.

All of our work ties back to one of these overarching strategies and is measurably reducing homelessness in Santa Clara County. Here's a look at how each strategy is being used to materialize our vision.

### **1) DISRUPTING SYSTEMS**

In 2015, 703 veterans were identified as being homeless in Santa Clara County. As a result, Santa Clara County Supervisor Dave Cortese and San Jose Mayor Sam Liccardo collaborated with the Housing Authority of the County of Santa Clara and Destination: Home to address this community crisis by launching **All the Way Home, a campaign aimed at ending veteran homelessness in Santa Clara County by Veterans Day 2018. With 657 veterans housed to date, we are well ahead of schedule and it's because of our ability to transform existing systems.**

An essential tool toward ending veteran homelessness is the Housing and Urban Development (HUD) Veterans Affairs Supportive Housing (VASH) Program, which provides assistance to homeless veterans by combining rental assistance with case management and clinical services. Administered by the Housing Authority of the County of Santa Clara (HACSC), **in December of 2015, only 63% of the VASH rental assistance vouchers for veterans were in active use. Thanks to the efforts of All the Way Home, that percentage increased to 81% by December 2016.**

A major component to increased VASH voucher use was the creation of more available housing units for veterans. These units were made available by the creation



of a Landlord Incentive Program. The County Board of Supervisors and the City of San Jose were instrumental in this effort. In March, the County Board of Supervisors approved \$500,000 in landlord incentives in the form of gratitude payments and security deposits. Additionally, the San Jose City Council set aside \$5 million in June to launch a rehabilitation program to aide landlords in making more rental units available for use.

In the first 10 months of operation our Landlord Incentive Program paid over \$400,000 in landlord incentives, which includes gratuity payments, security deposits and minor repairs. And to date, **245 new landlords have entered our program.**

Co-chaired by Santa Clara County Supervisor Dave Cortese and San Jose Mayor Sam Liccardo, and working in partnership with the U.S. Department of Veterans Affairs, and with local nonprofit veteran programs at Goodwill Silicon Valley, HomeFirst, Sunnyvale Community Services and Veteran's Resource Center, All the Way Home is an example of how disrupting existing systems can help end homelessness.

## 2) BUILDING THE SOLUTION

Creating 6,000 housing opportunities is an ambitious goal; a goal made more plausible with the funding awarded to our cause by the passage of Measure A, a ballot initiative for affordable housing. The bond was initiated by the Santa Clara County Board of Supervisors and placed on the ballot in response to the County's crisis of housing and homelessness. We were pleased to have supported Measure A, but are even more grateful to the Measure A campaign team, our partner

organizations, elected officials and individuals who worked tirelessly to pass this bond.

Approved by more than 67% of voters in November 2016, **Measure A will fund \$950 million for the development and construction of new supportive and rapid rehousing units, including \$700 million for people experiencing homelessness.**



**San Jose Veterans Day Parade 2016:** Jennifer Loving, Executive Director of Destination: Home, speaks with a veteran about All the Way Home.

As a result, Santa Clara County is now on the road to ending homelessness. Building the solution for seniors, veterans, working families, survivors of domestic violence and men, women and youth that are chronically homeless is now possible.

## 3) SERVING THE PERSON

In our efforts to deploy new solutions to end homelessness, we are looking to build a countywide prevention model and system of care. **The County of Santa Clara Office of Supportive Housing recently committed \$2.67 million to this effort.** These funds will support seven Emergency Assistance Network (EAN) agencies and four housing specialists who

will help clients retain their housing or help with relocation when necessary. The EAN is a collection of local nonprofit organizations that help low income residents pay for rent and other housing costs to avoid eviction and homelessness. This network plays a critical role in homelessness prevention.

In working with the City of San Jose, the County of Santa Clara and local funders, we were also able to raise **\$3.3 million to create and implement a new Homelessness Prevention & Rapid Rehousing System.** This system will be responsible for coordinating all of the homelessness prevention efforts throughout the county. It will allow results to be tracked across the county, with shared outcomes and metrics, including how many families our system will keep from becoming homeless and how many families will be quickly moved from streets to homes.

We believe that the \$5.97 million accrued for prevention funding will result in preventing homelessness and significantly reducing the number of families who are currently without a stable place to live.

## MOVING FORWARD

Destination: Home believes that homelessness can be rare, brief and non-recurring. The effectiveness of our plan to end homelessness gives hope to this belief. We hope you will join us in our efforts as we work towards the vision that in Santa Clara County, no one lives outside.

*To get involved or learn more about Destination: Home, visit [destinationhomesc.org](http://destinationhomesc.org) or call 408-513-8700.*

# Food for Everyone

## New strategies emerge for building food security in Silicon Valley

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**IT'S NO MYSTERY** that certain populations in our community struggle with food insecurity. And for the longest time, we've known that a lack of **affordable** food is a significant contributor to this problem. That is why we've repeatedly found ways to increase food access points throughout Silicon Valley.

Our Jerry Larson FOODBasket routinely converts into a grocery store for our AIDS Services and Family Resource Center clients. Once a month, with the help of Second Harvest Food Bank, approximately **10,000 pounds of produce are distributed to low-income residents** at the Produce Mobile in East San Jose. Our Good. To Go. campaign infused three communities devoid of healthy food access points with Healthy Corner Stores. And for those with ambulatory difficulties, our Meals On Wheels program delivers roughly **80,000 meals** to nearly 600 clients per year.

Although we've made significant strides with regard to building food security for some of the most vulnerable among us, one of the biggest **challenges** we've always faced is a lack of data that could quantify the problem of food access, and guide us in developing solutions.

### CHALLENGE ACCEPTED

*Food for Everyone* met this challenge. When we released the report in March 2016, we had, for the first time, **data-driven insights into the food access challenges of the 30,000 low-income seniors and 4,000 individuals who are homeless** in San Jose. Geographic Information Systems (GIS) mapping revealed major gaps in the food assistance infrastructure, and we identified other barriers to healthy food, from lack of transportation to the neighborhood food environment.

Since releasing the report, with the support from the

David & Lucile Packard Foundation and The Applied Materials Foundation, in collaboration with partners such as the City of San Jose, the County of Santa Clara, Second Harvest Food Bank, Loaves & Fishes Family Kitchen, Valley Verde, and with investment of our own resources, we've identified and pursued new strategies that directly target the gaps in our food assistance infrastructure.

**“We had, for the first time, data-driven insights into the food access challenges of the 30,000 low-income seniors and 4,000 individuals who are homeless.”**

### WHERE FOOD MEETS HOUSING

Since the release of *Food for Everyone*, we've started to bridge the gap between the housing and food "worlds," because in a large geographic area like San Jose, the density of affordable housing provides a key access point to low-income seniors and families in need of food assistance. The City of San Jose Housing Department has been instrumental in this effort.

In September 2016, the Housing Department hosted a workshop, called "Housed and Fed," for housing developers and service providers representing over 95 properties. It is at this workshop where one new strategy began to take shape.

Following the workshop we conducted a detailed survey with the attendees, received responses

from over 50 representatives of affordable housing properties, and then had follow-up interviews with the providers and/or managers of about 30 housing sites. What we learned was extremely illuminating. **Almost all of the family, senior, and supportive housing sites had an interest in offering a food program for their residents.** Specifically, they liked the concept of offering grocery delivery, an on-site food pantry, or a community vegetable garden.

Equipped with this information, we began a preliminary needs assessment, while also building working relationships between our partners, like Second Harvest Food Bank, Valley Verde, and Loaves & Fishes,

Community members form a long line snaking around a plaza in East San Jose to participate in the monthly Produce Mobile pickup we operate in partnership with Second Harvest Food Bank.



and with resident service providers. Since then, we've identified and developed new ways to make food accessible, including:

### **Food programs at family and senior affordable housing**

We have been working with housing sites throughout San Jose to optimize the food programming and distribution networks of Second Harvest and Loaves & Fishes. Planning is also underway for community gardens at multiple sites, led by Valley Verde. Together, these programs have the **potential to reach 5,000 individuals** in affordable housing.

We also funded LifeSTEPS, a resident services provider, to pilot a program at four senior affordable housing sites led by resident volunteers that organize delivery and distribution of brown bags, monthly communal meals, and referrals to food assistance for their neighbors.

“These programs have the potential to reach 5,000 individuals in affordable housing.”

### **Food assistance for individuals in supportive housing**

With support from the Applied Materials Foundation, we are currently conducting a pilot program to bring food from The Jerry Larson FOODBasket to recently housed clients receiving intensive case management services. Our goal is to create a **model food delivery system that can adapt and grow as more supportive housing units come online.**

As we plan for food in future supportive housing developments, we are working with the City of San Jose Housing Department to explore how future developer contracts can include food assistance as a service,

ensuring resources will be set aside to provide food to residents.

### **SOLUTIONS IN RETAIL FOOD**

Creating new food access points, which we've tried through small farmers' markets, corner store conversions, produce mobiles and other efforts, is a tried and true approach to building food security. And although it works, it isn't always cost effective. That is why, in partnership with the County of Santa Clara and Catholic Charities, we're leading an effort to bring a retail food access solution to neighborhoods that need it most.

The **CalFresh Restaurant Meals Program (RMP)** is a federal program administered in Santa Clara County that allows individuals who are elderly, disabled, and/or homeless to use their CalFresh benefits on lower-priced prepared meals at restaurants. Santa Clara County currently has 41 participating restaurants, a relatively low number compared to other RMP counties.

We conducted extensive background research, including interviews with RMP administrators in Los Angeles, San Diego, and San Francisco, and with the owners and managers of RMP restaurants in San Jose. More recently, we convened a CalFresh RMP Advisory Group with the Santa Clara County Social Services Agency, Public Health Department, and Department of Environmental Health. Together, we laid the foundation for an RMP outreach strategy for both restaurants and CalFresh recipients **that we believe will significantly grow the RMP in Santa Clara County and fill a gap in access to prepared meals, while also increasing revenue to local restaurants.**

We have also addressed the insufficient food access resources in high-need areas by funding **Catholic Charities' Senior Bites Network, a pilot program in which participating restaurants provide smaller-portioned, affordable meals for seniors.** The

“We're leading an effort to bring a retail food access solution to neighborhoods that need it.”

aim of the Senior Bites Network is to increase the number of healthy, affordable meal options for seniors in their neighborhoods, while also increasing revenue at local restaurants. Catholic Charities is currently working with restaurant owners to revise their menus and begin marketing the Senior Bites Network.

### **MOVING FORWARD**

As we continue our efforts to build food security in Silicon Valley, it's become apparent that achieving food for everyone will require support from everyone. To that end, on **Tuesday, May 16, we will be presenting at the SV@Home 2017 Affordable Housing Week** to garner more support for food in housing and to educate the community on this issue.

**Anyone can contribute.** If you serve one of these populations and are part of a nonprofit in need of additional capacity or support, we want to hear from you. If you own a restaurant or small business, reach out to us to learn more about the CalFresh Restaurant Meals Program and the Senior Bites Network.

Building food security in Silicon Valley is possible. We are committed to leading this effort, forging strong partnerships, and leveraging our community's assets to make food for everyone a reality.

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*To get involved or learn more about Food for Everyone, visit [healthtrust.org](http://healthtrust.org) or call 408-513-8700.*

# New & Newsworthy



San Jose Mayor Sam Liccardo invites veterans from our All the Way Home campaign to enjoy a Stanley Cup Finals game at SAP Center.



San Jose City Council candidates answer questions about homelessness issues at Destination:Home's forum.



2016 Turkey Trot participants help raise over \$255,000 for The Health Trust Better Choices, Better Health program. The extra large check from the Silicon Valley Leadership Group Foundation is also pretty cool. Thank you!





San Jose City Council recognizes our AmeriCorps VISTAs for their dedication to community service.



Senior Safari Walkabout gets seniors moving! The 2017 series starts May 25! Learn more about this event and everything sprouting at The Health Trust. Sign up for our eNewsletter at [healthtrust.org](http://healthtrust.org); follow us on Facebook, Twitter, or Instagram!

(L) Supervisor Ken Yeager leads effort to launch Getting to Zero, a county-wide HIV initiative. (R) Second Annual World AIDS Day Gala raises support for AIDS Services.



Two new Family Resource Centers open for families with children ages 0-5 at Randall Elementary in Milpitas (top) and at Katherine R. Smith Elementary in San Jose (left).

# Supported by Community

Through direct services, The Health Trust is proud to change lives and advance wellness for the most vulnerable among us. We cannot do this work without the exceptional generosity of our donors. Recently, the following contributors have made significant donations to support our work.

- 1440 Fund (an advised fund of Silicon Valley Community Foundation)
- Aetna Foundation
- Applied Materials Foundation
- Applied Materials Silicon Valley Turkey Trot / Silicon Valley Leadership Group Foundation
- Broadway Cares/Equity Fights AIDS
- Brocade Communications Systems
- Bryce and Darla Beck
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- City of Campbell
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- Honmai and Joe Goodman
- Hurlbut-Johnson Charitable Trusts (an advised fund of Silicon Valley Community Foundation)
- Ira Holtzman
- Jockers Family Foundation
- Laura Watkins
- LMA LAW LLP
- MAC AIDS Fund
- Macy's, Inc.
- Magnum Medical Sales Inc.
- Meals on Wheels America
- Michele Brown
- Nancy Handel
- Pacific Gas and Electric
- Palo Alto Medical Foundation
- RBC Foundation - USA
- Richard Boucher
- SCAN Health Plan
- Sean Lynch
- Silicon Valley Social Venture Fund
- Sisters of the Holy Family
- Sourcewise
- Sunlight Giving
- Suzanne M. Avina
- The Seiger Family Foundation
- The Staple Family Fund (an advised fund of Silicon Valley Community Foundation)
- Tides Foundation - Convergence Partnership Fund
- Todd Hansen
- TouchPoint Foundation
- US Department of Agriculture
- Walmart Foundation

## Building Health Equity Together

Please consider donating today at [healthtrust.org/donate](http://healthtrust.org/donate) or by using the envelope attached in our magazine. You can also find ways to volunteer with us. To learn about individual and corporate volunteer opportunities visit [healthtrust.org/volunteer](http://healthtrust.org/volunteer), or email [volunteers@healthtrust.org](mailto:volunteers@healthtrust.org) to get started!

# Thank You.



## Corporate Volunteer Groups 2016-2017

Corporate volunteers play an integral role in helping us deliver vital services. These organizations have assisted us recently at our nutrition services facility, The Jerry Larson FOODBasket, or at our Produce Mobile pickup site. We are always open to hearing how you would like to serve the community! Contact us at [volunteers@healthtrust.org](mailto:volunteers@healthtrust.org).



# Applied Materials Foundation & The Health Trust

We sat down with Julie Lata and Siobhan Kenney to learn more about the work of The Applied Materials Foundation.

The Applied Materials Foundation, the charitable arm of Santa Clara-based Applied Materials, supports over 100 organizations and school districts in Silicon Valley. We recently received a grant from them to pilot three solutions to increase food access for individuals who are homeless and recently housed in San Jose. Read more on page 6.

**Q** Through giving and charitable support, what does Applied Materials Foundation hope to change in the world?

**A** At Applied, our charitable giving is rooted in the company's core value of Responsibility and Integrity, which includes a commitment to making a positive contribution to the community. Through strategic grantmaking and employee engagement, we hope to address issues of importance to communities where our employees work and live.

**Q** What areas in Silicon Valley do you think need the most support?

**A** There are many opportunities for engagement. We focus our philanthropic work in four areas: education, civic development, arts & culture and the environment. We hope

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**“We appreciated the process used to develop the pilot programs.”**

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our support helps nonprofits and schools meet their unique missions, whether it is addressing the opportunity gap for students, alleviating

food insecurity, building a more vibrant arts scene or promoting environmental stewardship.

**Q** Why was your foundation intrigued by our work in food access?

**A** Applied has been pleased to support the pilot programs that resulted from the *Food for Everyone* report. First, we recognize access to nutritious food is a problem in the Valley so the findings in the report were well-aligned with our interests. Second, we appreciated the process used to develop the pilot programs, including involvement of diverse stakeholders and a willingness to learn from the pilots as you scale the programs in ways that are sustainable.

**Q** What about our work in food access compelled The Applied Materials Foundation to join the effort?

**A** The Applied Materials Foundation is proud to contribute seed funding to new projects focused on serving many clients in new or improved ways. We are hopeful that The Health Trust's work will identify long-term solutions to positively impact individuals who are homeless and recently housed in San Jose.

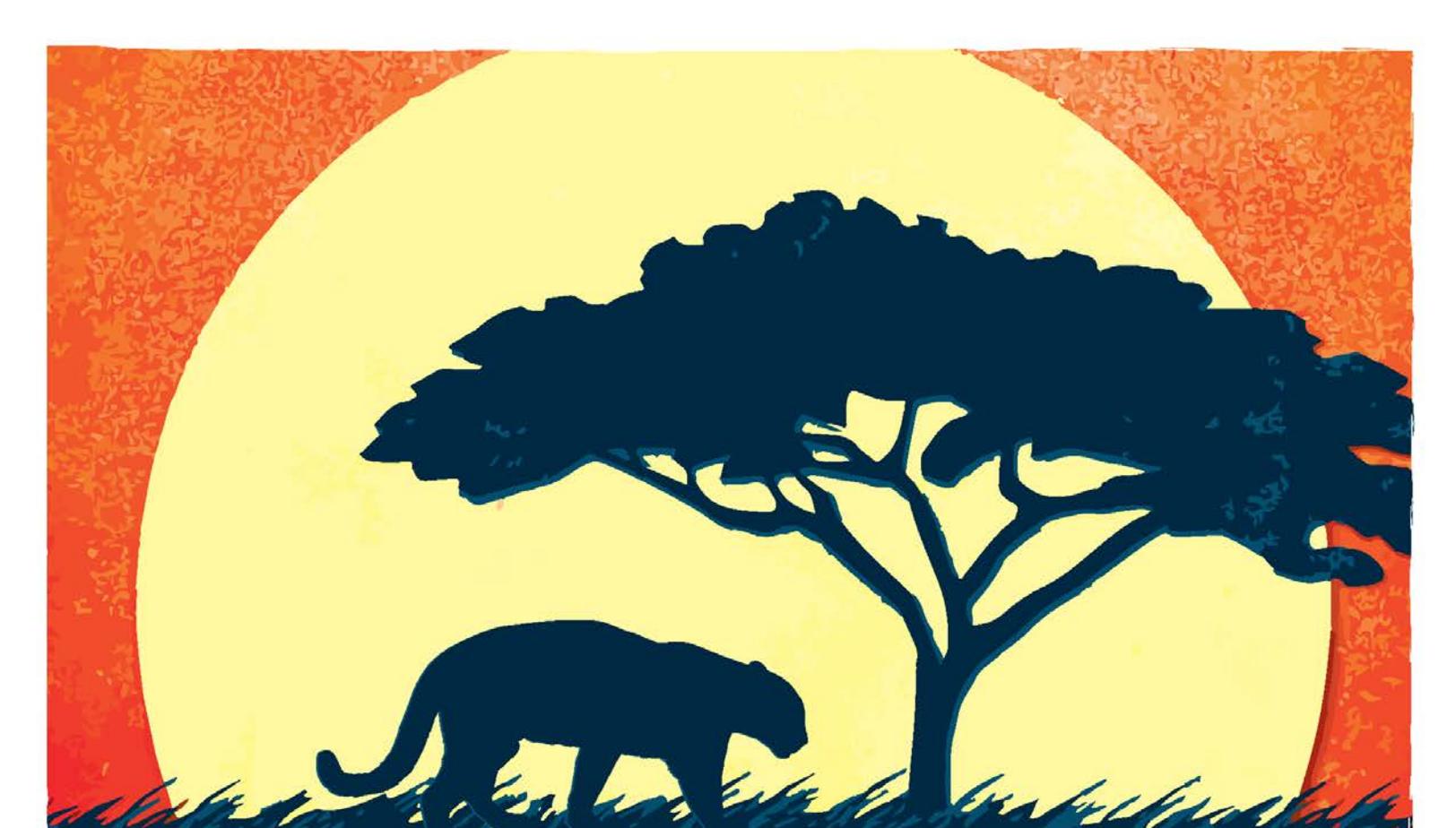
At Applied Materials, we act on our value of making a positive social contribution in the community. We are glad to be a part of The Health Trust's

**“We are hopeful that The Health Trust's work will identify long-term solutions to positively impact individuals who are homeless and recently housed.”**

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efforts that engage partners across sectors working together to increase access to nutritious food for our local community's most vulnerable populations.





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# BY THE NUMBERS

Our efforts to build health equity in Silicon Valley are having a significant impact on homelessness and food security.

## Destination: Home & Food for Everyone

**657**

HOMELESS VETERANS HOUSED

**\$950M**

APPROVED FOR NEW  
AFFORDABLE AND  
SUPPORTIVE HOUSING

**245**

NEW LANDLORDS JOINED  
INCENTIVE PROGRAM TO  
HOUSE VETERANS

**\$3.3M**

RAISED TO CREATE AND  
IMPLEMENT A NEW HOMELESS  
PREVENTION AND RAPID  
REHOUSING SYSTEM

**27**

HOUSING SITES WORKING WITH  
SECOND HARVEST TO PROVIDE  
FOOD FOR RESIDENTS

**4**

HOUSING SITES WORKING WITH  
LOAVES & FISHES TO PROVIDE  
COMMUNAL MEALS

**3**

HOUSING SITES WORKING  
WITH VALLEY VERDE TO BUILD  
COMMUNITY GARDENS

**5,000**

INDIVIDUALS WITH INCREASED  
FOOD SECURITY