

# Eden I&R, Inc.

"linking people and resources"



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## Agency Annual Report Fiscal Year 2010

(July 1, 2009 – June 30, 2010)

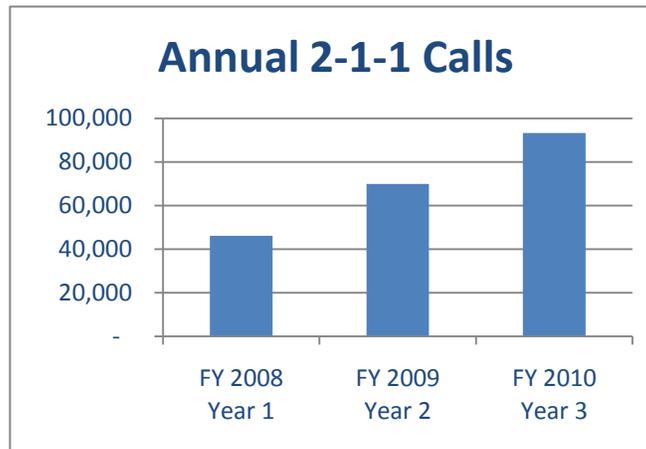
Despite the continuing downturn in the economy, Eden I&R's dedicated staff was able to provide to the Alameda County community a significant array of services throughout the past twelve months, including directly assisting over 107,700 callers and clients.

Eden I&R, Inc., like most nonprofit agencies, faced many challenges in Fiscal Year 2010. Decreased funding forced the agency to cut back its spending by reducing administrative staff salaries, reducing some staff hours, and leaving some positions vacant. This conservative approach, along with new and renewed contracts and funding, allowed the agency to remain a stable and reliable resource for people in need and their advocates.

### Telephone Information and Referral Programs

#### 2-1-1 Alameda County Phone Line

Three years since Eden I&R first launched the 2-1-1 Communication System in Alameda County, the number of 2-1-1 calls doubled from its first year of service.

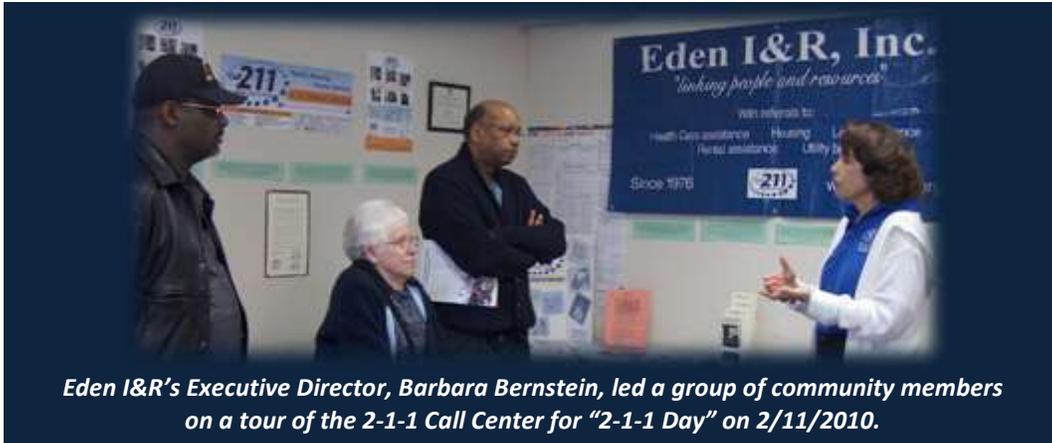


The worsening economy no doubt played a factor as to why over 93,100 callers sought help through 2-1-1, coupled with countywide marketing efforts, word of mouth, the ease-of-use, and the professional information and referrals provided. Transcripts from the 2-1-1 Caller Feedback Line (examples below) indicate that many are not only thankful that the service exists, but are appreciative of the quality of the service provided.

 "I am elderly and hard of hearing. The [Resource Specialist] I spoke with was very patient with me and gave me very good information. Thank you for your patience and understanding."

 "2-1-1 service was very fast, very professional, and very efficient. I thank you for using my tax dollars in a constructive way."

 "This is my first time calling 2-1-1. I was very satisfied. It was a really good experience. It's the best thing you can do for people like me who can't read or can't understand things clearly. It helps to be able to talk to someone who understands. Thank you very much to everyone who works there."



2-1-1 Alameda County's success is also due to its ability to assist the culturally and linguistically diverse communities in the county. The 2-1-1 Call Center is staffed with Bilingual Phone Line Resource Specialists who speak Spanish, Cantonese, Mandarin, and Vietnamese during regular business hours. Callers who speak other languages and call after hours are assisted via the real-time translation help of TeleInterpreters, while speech impaired and hard-of-hearing individuals are assisted via Text Telephone (TTY). Furthermore, Eden I&R continues to be the only agency that calls 18 Alameda County emergency shelters twice a day to check on bed space availability for the homeless and battered women. Individuals and their advocates rely on this updated, critical information by dialing 2-1-1 on a daily basis.

During FY 2010, 2-1-1 Alameda County handled 93,190 calls, provided 161,374 referrals, and distributed over 138,000 flyers, cards, and magnets throughout the county. The majority of 2-1-1 callers continued to seek housing and housing-related services with the following top 10 service needs in FY 2010: shelter/transitional housing, rent and deposit assistances, public benefits, rental housing, legal issues, utility assistance, health care, food access, mental health/addiction issues, and financial services.

Every 2-1-1 call is unique. Below are three examples of the thousands of calls received monthly (more caller examples can be viewed at [www.211alamedacounty.org](http://www.211alamedacounty.org)):

 A **Spanish-speaking Oakland** resident called to inquire about **food programs** while she was waiting for her unemployment benefits to become available. She was screened for basic eligibility and then referred for food stamps. She also received referrals for rent and utility assistance, job search assistance, as well as counseling and stress management programs.

 The **Alameda Police Department** called seeking information on **emergency shelters** for a homeless 18 year old man. They were given information on 5 shelters accepting single males.

 A **teenager from Newark** called seeking information on **relationship violence programs**. She was referred to SAVE in Fremont for information about their Teen Dating Violence Prevention Program and to their 24-hour crisis line.



Programs Partnering with 2-1-1:

2-1-1 Alameda County's success has prompted new and continued partnerships with other programs to serve individuals and families in a more efficient and convenient manner:



**Bank On Oakland:** An initiative of Bank On California, Bank On Oakland (BOO) helps individuals establish credit and save money through the opening of a free/low-cost checking/savings account. BOO partnered with area financial institutions to provide free or low-cost banking services to individuals who did not have bank accounts and who have traditionally relied on check cashing services. By simply dialing 2-1-1, callers are able to locate the nearest participating bank and upcoming financial education classes to learn how to plan and save for the future.



**Food Stamp Pre-screening:** As Alameda County residents continue to underutilize the Food Stamp program (currently known as the Supplemental Nutrition Assistance Program), the California Association of Food Banks contracted with Eden I&R to pre-screen 2-1-1 callers for Food Stamp eligibility. From October 2009 to June 2010, Resource Specialists pre-screened 666 2-1-1 callers for eligibility in the food program.



**Turbo Tax:** From January to April 2010, Intuit (the company that produces Turbo Tax) contracted with 2-1-1 Alameda County to provide statewide information about free workshops and to set appointments for people to do their own taxes using Turbo Tax software at community centers. As a result of this partnership, 256 callers throughout the State were assisted.



**Earned Income Tax Credit (EITC):** During the tax filing season (January to April 2010), Eden I&R's 2-1-1 Phone Line Resource Specialists assisted low-income individuals and families by explaining EITC eligibility guidelines and referring them to the most convenient Volunteer Income Tax Assistance (VITA) sites. For FY 2010, Eden I&R staff assisted 1,647 EITC callers to 33 VITA sites, 24 AARP sites, and other neighboring counties' EITC lines. In addition, Eden I&R's Bilingual Resource Specialists assisted 152 Spanish callers, 69 Chinese callers, and 7 Vietnamese callers. These free tax filing sites generated \$12,485,509 in tax returns to the thousands of low-income individuals and families throughout Alameda County.



**\*New for FY 2010\* Homelessness Prevention and Re-Housing Program (HPRP):** Through the EveryOne Home Priority Home Partnership program, Eden I&R pre-screened applicants for eligibility in receiving rental/utility deposit/payment assistance funded by Federal Stimulus Funds. From November 2009 to June 2010, 2-1-1 Alameda County pre-screened 3,600 callers and directed them to the most appropriate Housing Resource Centers.



**\*New for FY 2010\* NUMMI Displaced Worker Assistance:** When NUMMI announced it was closing its plant in Fremont at the end of April 2010, Eden I&R worked with the Alameda County Workforce Investment Board to assist the over 4,700 displaced NUMMI workers as well as thousands of NUMMI-affiliated laid off employees. Eden I&R has a dedicated Bilingual Phone Line Resource Specialist to assist former NUMMI and NUMMI-affiliated employees in identifying and locating affordable housing and human services through 2-1-1.



**\*New for FY 2010\* AC Hire:** Eden I&R was contracted by Alameda County Social Services Agency to prescreen CalWORKS clients and other qualified unemployed callers for eligibility to participate in the county's Subsidized Employment Program funded through a grant from the American Recovery and Reinvestment Act of 2009. From April to June 2010, Eden I&R pre-screened 3,680 callers for employment eligibility and provided 8,391 referrals.

## Roving Housing Resource Programs

### Roving Housing Resource Programs

Throughout the fourteen (14) years since the Roving Housing Resource Program (RHRP) was implemented, the foundation of the program has not changed: educate through the Housing Academy, provide one-on-one case management and advocacy, and identify appropriate human services so that the client will have the necessary tools to successfully transition into permanent sustainable housing. What did change are the partnerships with the additional different organizations to allow the Rovers to shift their services where they are most needed. With a laptop computer containing the housing and human service databases, the Rovers regularly traveled to various sites to conduct one-on-one assessments and to work with homeless and low-income individuals and families to acquire housing.

During FY 2010, Rovers met clients at Alameda Point Collaborative, Davis Street Family Resource Center, Midway Shelter, and ABODE Services' Sunrise Village. The Housing Academy, an intensive two-day training and skills-building workshop, is the educational component of the RHRP and was held three (3) times in FY 2010.

The RHRP has been beneficial to all parties involved: it eliminated the need for the emergency shelters and resource centers to dedicate personnel to help clients seek housing; it provided a unique opportunity for homeless clients to work with the same person even while he/she moved to a different shelter; and it enabled Eden I&R to provide its comprehensive services where it was needed most. In FY 2010, 111 individuals attended housing workshops; 43 clients and their families were placed into permanent or transitional housing; and 32 clients received financial assistance that allowed them to retain their current housing.

Below is an example of how the Roving Housing Resource Program assisted a client:

*Sam, a father of three teenage sons, came to the program and requested financial assistance for his monthly rent which was in arrears. He was unable to maintain his current living situation due to a work-related injury that led to a change in position with reduced wages and hours. He was living in an affordable housing apartment with very reasonable rent which was an important reason to help him retain his unit. In addition to rent assistance, Sam needed dressers for his sons and a mattress for their bunk bed. Through HPRP financial assistance and other programs, the Rover was able to assist Sam with his back rent of \$626; secure a four month rent subsidy of \$400 per month; and obtain four dressers, one twin bed, and a mattress. After becoming stably housed, the Rover provided Sam with follow-up case management referrals to the One-stop Career Center to assist with his job search.*

The efficiency of having a Rover travel to various sites to assist clients in seeking housing and other services prompted the development of specialized Roving services:

#### - **Roving Veterans Affairs Supportive Housing**

Veterans Affairs Supportive Housing (VASH) is a contracted program with the Veterans Administration that draws on the flexibility of Eden I&R's Rover to assist homeless and unstably housed veterans in Alameda County. VASH clients were provided with the information, education, and advocacy needed to begin to secure and maintain stable and permanent housing. From October 2009 to June 2010, Eden I&R's Veterans Housing Program assisted 56 clients and provided 216 referrals.

#### - **Food Stamp Roving Project**

The Alameda County Community Food Bank contracted with Eden I&R to outreach to those members of the community who could benefit from receiving Food Stamps. Eden I&R's Food Stamp Rover traveled to different community agencies to assist clients in applying for the Supplemental Nutrition Assistance Program (or what is more commonly known as the Food Stamp Program), and to also educate the community about the program's eligibility criteria. From November 2009 to June 2010, the Food Stamp Rover hosted 29 Food Stamp Application Assistance Clinics, pre-screened 355 clients for Food Stamp eligibility, provided case management services to 147 clients, and submitted 62 completed applications to the County.

Below is an example of how the Food Stamp Rover's persistence led to a client's success in receiving benefits:

*Karen, a single mother of two whose full-time job was recently cut to part-time status (while many others in the company got laid off), called Eden I&R's Food Stamp Rover when she realized her reduced working hours would mean her entire salary would go directly to paying rent and bills. After meeting and pre-screening Karen, the Food Stamp Rover recognized that Karen could be eligible for Expedited Service (Emergency Food Stamps), and subsequently assisted Karen in filling out the appropriate applications. Five weeks after completing the applications and calling Karen several times to inquire about the status of her application (which Karen had to hand deliver to the County in order to qualify), the Rover received a card from the County stating that Karen had been approved for Expedited Services. That same day, Karen called saying she appreciated all the follow-up calls, and that had it not been for the continued calls, she most likely would not have turned in her application given her overwhelming situation.*

- **AIDS Housing Information Project (AHIP)**

The AIDS Housing and Information Project has two components: (1) a specialized phone line where callers can receive information and referrals to housing and human services designed for people living with HIV/AIDS in Alameda County; and (2) an AHIP Rover who visits various AIDS service organizations and meets with clients living with HIV/AIDS who are in need of customized housing and human services. In FY 2010, the AHIP Rover served 439 unduplicated clients and assisted 556 callers.

Below is an example of how AHIP assisted a client:

*Damon, an HIV positive homeless man with no income, initially met with the AHIP Rover at Highland Hospital. Through many more meetings, the AHIP Rover helped Lamar apply for and receive SSI and get into Tassafaronga, an affordable housing complex for people living with HIV/AIDS. The following is an unsolicited email from Damon to the AHIP Rover: "Hello, Ms. Denise Ross. I got into the apartment. Yes I did, and I wanted you to know. Thank you so much. Without your help God only knows where I would be. I am thankful for you walking in and helping me out."*

## Translation and After-Hours Human Services Programs

**AT&T's Cantonese Language Assistance Bureau (CLAB)**

Through a contract with AT&T, Eden I&R provided 24-hour Cantonese translation services in the Bay Area to assist AT&T operators in communicating with AT&T Cantonese-speaking customers. In FY 2010, Eden I&R translators assisted 165 CLAB callers.

**After-Hours Emergency Phone Services**

Eden I&R handles the after-hours emergency calls for Alameda County's Child Protective Services, Foster Care Placement Line, Adult Protective Services and Public Guardian's Office. In FY 2010, Eden I&R handled 10,326 Child Protective Services calls; 356 Foster Care Placement calls; 2,266 Adult Protective Services calls; and 410 Public Guardian calls.

## Disaster Preparedness and Community Building

**Disaster Recovery Services**

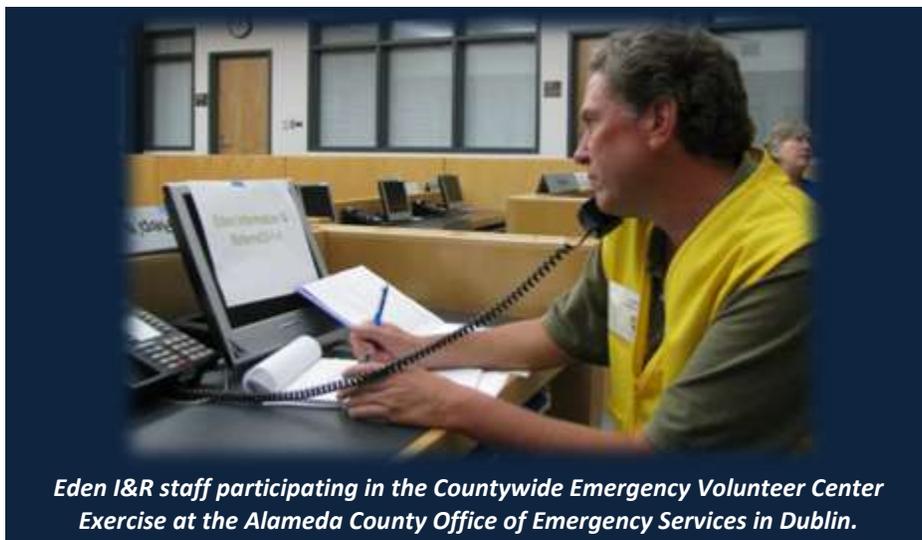
In October 2009, Eden I&R joined hundreds of people at the anniversary event of the Loma Prieta Earthquake. It was precisely because of this one natural disaster that took place 20 years ago that propelled Eden I&R to its current role at the forefront of local, regional, and statewide disaster planning. Throughout the two decades since that fateful earthquake, Eden I&R has proven to be a vital link between disaster survivors and recovery services.



*Eden I&R staff promoting 2-1-1 and its role in a disaster during the Loma Prieta Earthquake Anniversary event in Oakland.*

Since it is not a matter of if a disaster will occur, but when, Eden I&R continued to prepare for its role in the disaster recovery process by remaining an active member of the Alameda County Emergency Managers' Association, Collaborating Agencies Responding to Disaster (CARD), 2-1-1 Bay Area Partnership, and Northern California and Alameda County Voluntary Organizations Active in Disaster (VOAD). In addition, staff also attended The San Francisco Foundation's disaster planning trainings, Alameda County Public Health Department's Medical and Health Preparedness Strategic Vision meeting, Emergency Volunteer Center trainings, Bay Area Cross Sector Partners for Preparedness Crisis Emergency and Risk Communications Training, and other disaster-related events.

In June 2010, Eden I&R demonstrated its planning efforts by participating in the Countywide Emergency Volunteer Center (EVC) Exercise in which agency staff practiced its role in managing and executing the Spontaneous Volunteer database in a disaster. In order to make more community members and agencies aware of the role Eden I&R plays before, during, and after a disaster, the agency hosted booths at five (5) disaster preparedness events held throughout the County.



*Eden I&R staff participating in the Countywide Emergency Volunteer Center Exercise at the Alameda County Office of Emergency Services in Dublin.*

### **Community Education and Leadership**

The core of what Eden I&R does – maintaining databases of information about resources and affordable housing units throughout Alameda County – requires the collaborative efforts of the hundreds of community agencies and property owners/managers that provide information about its programs, services, and housing availabilities.

During FY 2010, Eden I&R's Information Management Department worked with over 1,000 agencies, and the Housing Department worked with 2,705 property owners and managers, to update the over 2,600 programs and 73,700 affordable housing units currently in the databases.

During FY 2010, Eden I&R's project-specific partnerships included the following: Alameda Point Collaborative, Safety Net Providers Collaboration, EveryOne Home Ending Homelessness in Alameda County Program, Emergency Food and Shelter Program Local Board, Hayward Community Action Network, Alameda County Senior Services Coalition, Ashland/Cherryland Violence Prevention Committee, Community Living Review Team, and others. These partnerships contributed to the knowledge and expertise necessary in planning and improving services in Alameda County. The agency also partnered with East Bay Housing Organizations and Oakland Housing Authority in planning and hosting Affordable Housing Week events/workshops during the month of May to inform and educate the public (renters, property owners, etc.) about housing resources.

Eden I&R maintained a significant presence in the community by hosting informational booths at fifty-six (56) community fairs, providing PR materials at ten (10) additional community fairs, providing testimony at numerous public meetings, presenting at community workshops, and going to various agencies and businesses throughout the county to promote 2-1-1 and other services.

Eden I&R's Executive Director has been an active Board Member of the California Alliance of Information and Referral Services (CAIRS), the statewide professional organization which represents locally-based information and referral agencies, for over seven (7) years. Her additional role as CAIRS Public Relations Chair involved producing a quarterly statewide newsletter on I&R developments. In October 2009, the Bay Area Red Cross honored her with their 2009 Community Hero Individual Award for her tireless efforts in bringing 2-1-1 into fruition for Alameda County.



*Eden I&R's Executive Director, Barbara Bernstein (center), Red Cross Representative Marian Wilson-Sylvestre, and Eden I&R's Housing Outreach Coordinator during the Bay Area Red Cross' 2009 Community Hero Award.*

## Information Management Products and Services

### Human Services Database

Eden I&R's Information Management Department works year-round in updating and maintaining the Human Services Database of over 2,600 health and human service programs provided by over 1,000 agencies located throughout Alameda County. The majority of the programs listed are free and/or low cost programs run by government departments and non-profit agencies. Every record is updated a minimally once per year. Eden I&R's one-of-a-kind comprehensive database of resources for Alameda County makes the agency the County's hub for comprehensive and up-to-date communitywide program information.

### **Housing Database**

Eden I&R's Housing Department is tasked with identifying new landlords and explaining to them the benefits of listing their rental units with the agency. The department's outreach efforts, which include active membership and participation in various housing-related groups and events, yielded an additional 4,500 units for FY 2010. The increase in the number of units allowed individuals and families searching for rental homes a larger pool of housing options. At the end of FY 2010, Eden I&R's Housing Database tracked over 73,700 rental housing units throughout Alameda County. Access to the Housing Database is free to the public via 2-1-1 and the Roving Programs, and housing subscriptions are available on a sliding fee scale for organizations and government departments.

### **The Big Blue Book: Directory of Human Services for Alameda County**

Eden I&R annually publishes the countywide resource guide, *The Big Blue Book: Directory of Human Services for Alameda County*, using selected information contained in the comprehensive Human Services Database. It is the only directory of its kind providing comprehensive information on over 1,800 health and human service programs in Alameda County. The 2010 edition contains 655 pages of detailed contact information, narrative descriptions of services, fees and eligibility requirements, days and hours of operation, public transit routes to each location, language capabilities, application procedures, and more. People utilize the directory everyday at hundreds of locations throughout the county including libraries, human services agencies, hospitals, and schools. The directory is sold on a sliding fee scale and sells out each year.

### **Online Human Services Directory**

For individuals who prefer to use the computer to conduct their own search, Eden I&R's comprehensive Health and Human Services Database is available online at no cost at [www.211alamedacounty.org](http://www.211alamedacounty.org) and [www.alamedaco.info](http://www.alamedaco.info). This free searchable database also allows registered users to save a list of agencies that they refer to frequently and to record notes. During FY 2010, the website received over 3.7 million hits (an increase of 85% from FY 2009) by over 367,300 visitors.

### **Other Uses of Eden I&R's Human Services Data**

Throughout the year Eden I&R is called upon by numerous local agencies, CBOs, and elected officials to provide information for targeted mailings, research projects, and the production of specialized directories. In addition to the agency's own online services directory, data about services in Alameda County for the elderly and disabled is provided to the statewide Network of Care website at [www.networkofcare.org](http://www.networkofcare.org). Eden I&R worked closely with Trilogly Integrated Resources during the development of this very successful project and has provided monthly updates of the services data since its launch nine (9) years ago. During FY 2010 Eden I&R, along with most other 2-1-1s in California, began providing data to the website [www.healthycity.org](http://www.healthycity.org). This statewide project is designed to provide powerful tools for researchers and policy/decision makers to use in evaluating the availability and need for services in selected geographic areas.

## **Volunteers, Interns and Funders**

### **Volunteers and Interns**

Volunteers and interns play a critical role in Eden I&R's successful operations. Aside from specialized projects, volunteers are accepted only if they can commit to a minimum of 75 hours. This requirement ensures that the return on investment of staff time to train volunteers produces mutual benefits for the agency as well as for the volunteer. During FY 2010, Eden I&R's volunteers and interns from CalWORKS, Cal State East Bay, Los Positas Community College, Alameda County Superior Court, and Hayward high schools contributed over 3,255 hours of dedicated service.

In addition to administrative and program volunteers, Eden I&R has an eight (8) member volunteer board that meets quarterly in full session and monthly in committees, to provide guidance for the agency. In many respects, their dedication to the agency and its mission is unsurpassed: 1 member has served on the board since it was founded in 1976, 2 members for more than 30 years, 1 member for more than 20 years, and 3 members for more than 10 years.



### Funders

Eden I&R's unique services and products not only benefit the community, but they also benefit service providers, including many government departments. As a result, Eden I&R continues to be funded by both the public and private sectors.

The agency's Board of Directors, staff, and clients wish to thank its individual donors, and the following financial and in-kind supporters without whom Eden I&R could not have provided services to thousands of individuals and families:

#### **Public:**

Alameda County Area Agency on Aging  
Alameda County Community Food Bank  
Alameda County Office of Housing and  
Community Development  
Alameda County Public Health  
Department  
Alameda County Social Services Agency  
Alameda County Workforce Investment  
Board  
Alameda Point Collaborative  
Associated Community Action Program  
California Association of Food Banks  
EveryOne Home  
Hayward Community and Economic  
Development  
HOPWA  
Veteran's Administration  
The Cities of Alameda, Albany, Berkeley,  
Dublin, Emeryville, Hayward,  
Livermore, Newark, Oakland,  
Pleasanton, San Leandro, and Union  
City

#### **Private:**

AT&T  
Bank of America Foundation  
Chevron Corporation  
East Bay Community Foundation  
Eden Area Foundation  
Eden Township Healthcare District  
Firedoll Foundation  
First 5/Every Child Counts  
Intuit/Computer and Communications  
Industry Association  
Kaiser Permanente  
Pacific Gas and Electric Company  
Thomas J. Long Foundation  
United Way of the Bay Area  
Walter & Elise Haas Fund  
Western Digital Foundation  
Y & H Soda Foundation

#### **In-Kind:**

American Licorice Company  
Annabelle Candy  
Applebee's Neighborhood Grill & Bar  
Bronco Billy's Pizza Palace  
Chili's Grill & Bar  
Costco Wholesale Corporation  
DualStar Digital  
Elephant Bar  
Food Source  
LeadGenaires  
Olive Garden  
Panda Express  
Panera Bread  
Peet's Coffee & Tea  
Safeway  
The San Francisco Foundation  
Sizzler  
Starbucks Coffee Company  
T.G.I. Friday's  
Wal-Mart Stores

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