



**Eden I&R, Inc.**  
*"linking people and resources"*

# ANNUAL REPORT

## FY 2013

[www.edenir.org](http://www.edenir.org)

Eden I&R, Inc. 570 B Street, Hayward, CA 94541

July 2012-June 2013

## From The Executive Director & Board Chair

### Events & Milestones in FY 2013

Dear Eden I&R Community, Partners and Supporters:

On behalf of the Eden I&R staff and Board of Directors we submit to you the 2013 Annual Report which recaps the significant events that were achieved agency-wide during Fiscal Year 2013.

Eden I&R prides itself in being a truly efficient and effective nonprofit agency which uses its limited financial resources to achieve maximum outcomes. You will note throughout this report a small, hard-working staff was able to provide over a hundred thousand very low income individuals and families with thousands of much needed resources. Some of this year's highlights include:

- **2-1-1 handled 105,569 calls from 23,715 unduplicated clients and provided 189,081 referrals to critical health, housing and human services. This is the third straight year that 2-1-1 has handled over 100,000 calls (Alameda County's 211 call volume goal)!**
- **2-1-1 Resource Specialists significantly increased the number of CalFresh pre-screenings/outreach by 36%**
- **Eden I&R's online resource directory received 1,134,534 hits from 120,000 visitors.**
- **Eden I&R staff attended numerous monthly re-entry meetings to further solidify partnerships with the Alameda County Probation Department and various community-based organizations that serve the re-entry population. The ultimate goal is to increase safety and reduce recidivism rates.**

- **Over 4,000 units of affordable housing were added to the database for a total of 79,615 units at the end of the fiscal year; and over 2,850 program records were updated and managed in order to provide the public with the comprehensive and accurate health, housing, and human services needed by at-risk individuals and families, as well as their advocates.**
- **Eden I&R participated in 104 health, senior, and resource fairs; and distributed over 74,000 pieces of marketing materials.**
- **In May, six staff were eligible for and received their Alliance of Information and Referral Systems (AIRS) re-certification, further assuring the public of highly professional services 24/7.**

These accomplishments were not achieved in a vacuum. We therefore wish to thank:

- **Our community partners, including countywide community based organization, government department agencies, and landlords/property managers who provide their updated information so that our databases can remain comprehensive and accurate.**
- **Our funders, including the cities, county departments, and public/private foundations and businesses that invest in Eden I&R's successful programs and services.**

- **Our staff who work so diligently to make sure that those most in need throughout Alameda County can access critical resources, 24/7, and in multiple languages.**

Thank YOU for reading about Eden I&R's accomplishments in Fiscal Year 2013 as we begin our 38th year of proudly and successfully achieving our mission of "linking people and resources."

Sincerely,

Robert Macias, President,  
Board of Directors



Barbara Bernstein,  
Executive Director



# Community Partnerships

***"2-1-1's level of professionalism was wonderful. Things went very smoothly. It was great working together. Thank you!"-- Sidney Pucek, Coordinator of the California Free Tax Events***

Every year, Eden I&R collaborates with various community agencies and organizations on a number of programs designed to empower vulnerable populations and increase economic achievement. In FY 2013 some of the programs included:



Eden I&R subcontracted with 2-1-1 San Diego to conduct outreach to Alameda County eligible individuals and families about the **CalFresh** food assistance program. Thanks to technological innovations and staff training, the second half of FY 2013 saw a dramatic increase in the number of 2-1-1 calls in which Resource Specialists conducted outreach/pre-screenings for CalFresh eligibility. CalFresh outreach/pre-screenings occurred in 7,213 calls to 2-1-1, a 36% increase over the number in FY 2012.



**California Free Tax Events-** For the fifth consecutive year, Eden I&R was contracted by the Computer and Communications Industry Association and the Intuit Financial Freedom Foundation to provide information and refer callers to nine free tax assistance events held throughout California. 2-1-1 Resource Specialists handled a total of 1,356 calls about this year's program—an increase of nearly 40% from last year. 684 appointments were scheduled for lower-income taxpayers and those on active military duty.



**Earn It! Keep It! Save It!-** The United Way of the Bay Area once again requested that Eden I&R participate in the Earn It! Keep It! Save It! Program that provides free tax preparation at over 200 Bay Area locations to low-income households. Eden I&R again successfully participated in the program with 2-1-1 Resource Specialists explaining to 871 callers the eligibility guidelines for the Earned Income Tax Credit (EITC) and providing 1,720 referrals to the tax preparation sites closest to them.

## Enhanced Partnerships: Services to Re-entry Population

Throughout the year, Executive Director Barbara Bernstein and other key staff attended numerous meetings related to the realignment process and re-entry populations in order to stay abreast of various efforts and updates in the field. In particular, Eden I&R is interested in the services being provided to, and still needed by, formerly incarcerated individuals in order to reduce the recidivism rate, as well as overall crime, throughout Alameda County. Midway through the year, the agency began tracking in its database those 2-1-1 callers who self-report as formerly incarcerated. Beginning in FY 2014, thanks to a grant from the Alameda County Probation Department, those callers currently on probation will also be tracked. This information will be used in the aggregate—individual caller identification will be kept strictly confidential—to inform Eden I&R and the County as to what resources these populations are requesting.



***2-1-1 scheduled appointments for callers to receive free tax assistance throughout California.***

## After-Hours Phone Service

Eden I&R handles the after-hours (nights, weekends, and holidays) critical calls for Alameda County's Child Protective Services, Foster Care Placement Line, Adult Protective Services, and Public Guardian's Office.

### After-Hours Calls Handled

|                           |               |
|---------------------------|---------------|
| Child Protective Services | 10,695        |
| Foster Care Placement     | 455           |
| Adult Protective Services | 1,719         |
| Public Guardian           | 603           |
| <b>Total Calls</b>        | <b>13,544</b> |

# Programs and Services

## Housing & Human Service Data Programs

Eden I&R's housing department gathers and manages information about affordable housing, and the Information Management staff does the same for health and human services data.

Housing staff actively seek out property owners/managers to list their properties in the agency's housing database. When callers contact 2-1-1 they are provided comprehensive information about the available listed units. Only clients who meet the property owner's general guidelines are referred.

Eden I & R works closely with the Rental Housing Owner Association in Alameda County to develop innovative ways to market the housing list to new landlords as well as encourage landlords to rent to low-income individuals. The housing database is kept current by staff and volunteers contacting property owners and managers monthly to ask for current rental availability and new rental units.

At the end of June, 2013 the housing database contained 79,615 total housing units including information on Section 8 units, Public Housing units, voucher programs, transitional and supportive housing, and Below Market Rate rental units. This year 6,743 units were added to the database.

During FY2013 the Information Management department updated and managed 2,863 program records (which included 143 new programs) by contacting 1,111 agencies. The comprehensive and current health and human services database was available to the public, 24/7, via 2-1-1 and the agency's website.

## Disaster Preparedness

When disaster strikes, 2-1-1 is ready to connect callers with emergency information, relief and recovery resources. 2-1-1 can access essential information before, during, and after a natural disaster or terrorist attack, due to its ongoing partnerships with the Office of Emergency Services (OES).

Because Eden I&R has a dedicated seat in the Emergency Operations Center (EOC), when it is activated, 2-1-1 has access to, and can distribute information about, the following:

- *Location of emergency shelters*
- *Which freeways, roads and bridges are closed*
- *Location and hours of disaster relief services*
- *Where to find food and water*
- *Where to find temporary housing*
- *How to access other government resources*
- *How to volunteer to help*
- *How to make a donation*
- *How to locate family and friends*

In order to stay prepared and to enhance necessary partnerships, Eden I&R continued to be an active participant in a variety of disaster drills. The exercises went well and resulted in improvements to our response activities. Examples include:

At the Operation Independence Disaster Preparedness Fair in July, Eden I&R again provided one-on-one 2-1-1 communication trainings with people from the general public and representatives from several agencies. Agency staff explained how 2-1-1 functions before, during, and after a disaster.

In October, the agency participated in the annual statewide Great California Shakeout, and the national Urban Shield drills.

In May, Eden I&R participated in this year's Golden Guardian Exercise, a statewide drill designed to foster government and NGO's to work together. Eden I&R deployed the Executive and Deputy Directors to the County's EOC where we tested: communication systems between the agency and the EOC (including HAM radios); high call volume disaster calls to the Resource Specialists; and communication flow between interenal departments.

In June, Eden I&R's Housing Coordinator Ollie Arnold was elected as the new Chairperson of the Alameda County Voluntary Organizations Active in Disasters (VOAD) Executive Committee. Alameda County VOAD is entering its third year. On a regular basis, Ollie Arnold teaches Disaster Preparedness on behalf of the American Red Cross. This gives her the opportunity to get the community prepared and ready to be self-sufficient and explain the role of 2-1-1 during a disaster, large or small.



*Eden I&R's Executive Director Barbra Bernstein participates in an Urban Shield Disaster Drill held at the Amtrak Yard.*

# 2-1-1 Alameda County

***“Eden I&R staff and their 2-1-1 service are visionaries. They are ahead of the curve.”-Gabriela (Gabby) Velazco, Community Benefits/ Community Health Specialist, Kaiser Permanente—Northern California Region.***

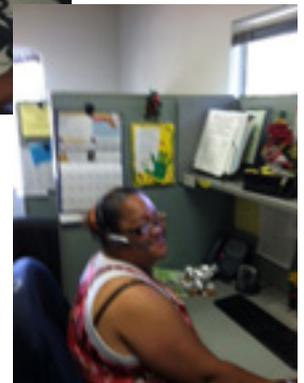
## Caller Feedback:

*“I was at a prenatal appointment for my five month old twins and was told the twins were in distress and were not doing well. I was scared to reveal that it was due to the night of abuse I endured the night before. Somehow I mustered up the courage and told the hospital’s social worker. She called 2-1-1 and I spoke with someone who was very calming and assuring. I knew they would help me. They found a bed at a shelter in a different county... somewhere I would be safe. It was so quick, my life changed for the better in a matter of minutes. I wish I had called sooner. I am forever grateful to 2-1-1.”—2-1-1 Caller*

*“I just got off the phone with your [resource specialist]. I just got out of prison and I told her that I was looking for shelter and she took her time with me. She assisted me with a lot of things I didn’t know about. I really, really appreciate that. I want to let someone know that she is excellent...I mean 100% real. I appreciate her and I love the 2-1-1 service. Thank you very much.”*

*“This is my second time calling 2-1-1 and your [resource specialist] was very resourceful...he provided me with many resources...as well as names of organizations, the contact phone numbers, addresses and location... and I was given several resources to assist me with what I was looking for. I got more information than I had anticipated, so I am grateful for that and I really appreciate the service.”*

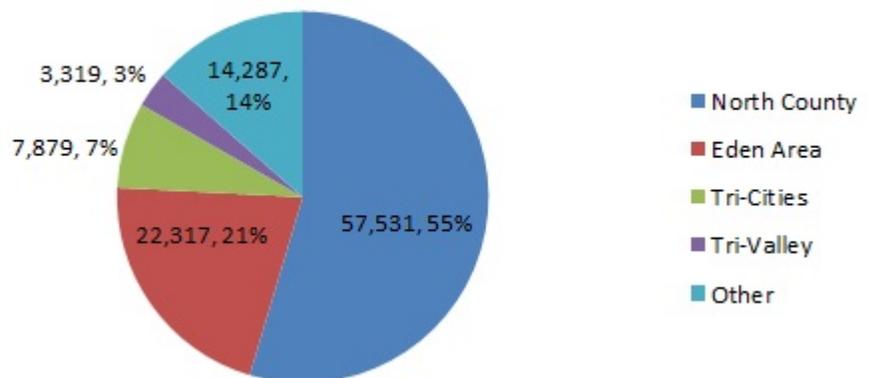
*“I called 2-1-1 and was referred to East Oakland Community Project Emergency Shelter. Through their housing program I was able to get Section 8 within two weeks. They also helped me with deposit, furniture, and the other needs that I had moving into a place. 2-1-1 really works for people, they really help. Thank God for 2-1-1.”*



## Top 10 Caller Needs:

- |                               |   |
|-------------------------------|---|
| 1. Housing/Shelter            | 6. Utility Assistance                   |
| 2. Information Services       | 7. Individual & Family Support Services |
| 3. Legal Services             | 8. Material Goods                       |
| 4. Food Assistance            | 9. Substance Abuse Services             |
| 5. Public Assistance Programs | 10. Employment Services                 |

## 2-1-1 Call Volume by Geographic Area



2-1-1 is a free and simple three-digit telephone number available to all Alameda County residents and employees in over 150 languages, 24 hours a day, 7 days a week.

## Examples of 2-1-1 Calls Received in FY 2013

### *Housing:*

A Hayward resident who is a single mother with an infant called for help finding housing. The caller explained that she had been recently released from prison and was homeless. The caller was referred to Sojourner House, Berkeley Food and Housing, and Shepherd's Gate for immediate shelter. A few days later she called again for temporary housing and was referred to several transitional housing programs.

### *Transportation:*

An 83-year-old resident of Oakland with a physical disability and living with her older sister called for help with transportation to her medical appointments. The caller stated that she has had to rely on ambulance services to get to her monthly blood transfusion appointments at the hospital and she was trying to find an option that would not cost so much. The caller was referred to the PACE program through Center for Elders' Independence, East Bay Paratransit, the City of Oakland Paratransit, and Oakland's Taxi Up and Go program.

### *Employment:*

A Fremont resident called as she had been searching for employment. She had previously been an executive level employee, but was ineligible to collect unemployment. She needed rental assistance (she had received a three-day notice from her landlord), food, and medical services for one of her sons, but had no health insurance. For employment assistance, the caller was referred to Tri-Cities One-Stop Career Center in Fremont, Fremont Resource Center, and East Bay Professional Experience Network. She was informed about the CalFresh program and Health-PAC. The caller was also referred to Alameda County Social Services for General Assistance.

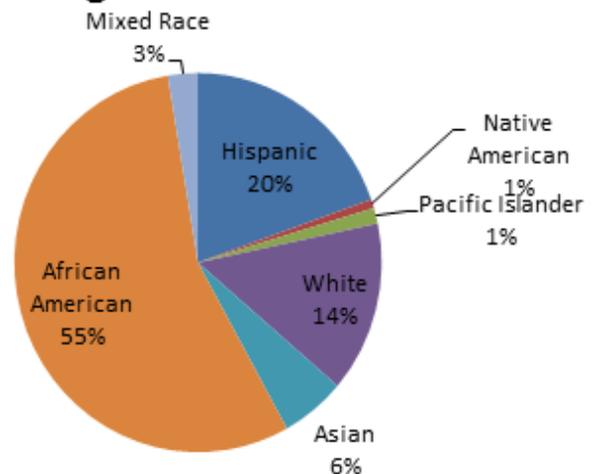
### *Health:*

An Oakland resident called for information on health-related referrals. The caller was a single male with multiple physical and mental disabilities, and was "battling cancer." The caller stated he had a current Medi-Cal application that was pending and also that he had been denied Medi-Cal in the past on more than one occasion. The caller sought information on clinics that assist the uninsured, and was provided referrals to Alta Bates Summit Medical Center Cancer Program and to Highland Hospital. The caller mentioned that he had frequent thoughts of suicide. 2-1-1 asked the caller additional questions to get a better understanding of the caller's immediate safety in order to direct the caller to appropriate services. The caller was referred to Alameda County Behavioral Health Care Services Crisis Response Program

### *Legal Services:*

A Pleasanton resident called for legal referrals. The caller is part of a two-parent family with two children. One of the parents is disabled. The caller was on Cal-Works. The caller was referred to the Alameda County Bar Association and Money Management International for bankruptcy counseling and assistance. The caller called a second time and was referred to the Tenants Together Hotline, Centro Legal de la Raza, ECHO Housing, and Bay Area Legal Aid for tenant rights counseling to fight an eviction from a foreclosed rental unit.

## Ethnic Background of 2-1-1 Callers



# Roving Housing Resource Programs

*"The clients love both Pam and Janet. It takes a team to help house veterans in Alameda and Contra Costa County. I am really happy with your services, and your Veteran Rovers are both fantastic." --Tracy Cascio, LCSW, Homeless Program Manager, U.S. Dept. of Veterans Affairs*

*" I have troubles with my phone and Pam was tenacious in reaching me. She gave me answers and really helped me. She gave me some hope... She is good at explaining things. Pam's really good with people. I was really distraught, but Pam made me a person again." --Linda, Roving Housing Resource Program Client*

## Veterans Administration Supportive Housing Program

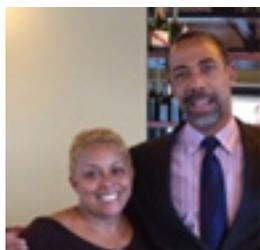
Eden I&R partners with the Veterans Administration Supportive Housing Program (VASH) in Alameda County as well as Contra Costa County to provide housing Rovers who work one on one with veteran clients in the HUD/VASH program. Eden I&R's Rovers are equipped to help the veterans with security deposit assistance, rental assistance, utility bill assistance, furniture, and many more essentials necessary to help a veteran obtain and maintain housing.

Eden I&R's HUD VASH program served 175 clients in FY 2013 with housing searches, deposit assistance, back rent and utility bill assistance. The Alameda County Rover provided 257 housing referrals and 1,478 service referrals to 86 clients. The Contra Costa County Rover provided 102 housing referrals and 77 service referrals to 89 clients. Service referrals consisted of agencies that provided back rent, utility and deposit assistance. Although many clients were already housed when the program started these clients needed assistance with back rent and utility assistance in order to stay stably. For homeless program vets, 77 in Alameda County and 41 clients in Contra Costa County were housed.



*Rover Pam Glassoff working with property manager, Valerie Fee, of Franciscan Apartments in Concord*

## AIDS Housing and Information Project



*Darice Bridges, AHIP Resource Specialist, at WORLD AIDS DAY 2012 Luncheon with Ron (Kabir) Hypolite, Director of the Alameda County Office of AIDS*

The AIDS Housing Information Project (AHIP) Rover travels to various AIDS Service Organizations throughout Alameda County and meets one-on-one with people living with HIV/AIDS. The program was developed to provide intensive, customized client services regarding housing and resource issues to people living with HIV/AIDS.

AHIP fulfilled an unmet need by providing a centralized database of permanent AIDS dedicated housing, transitional housing beds, housing subsidies, Market Rate and Below Market Rate housing in conjunction with social and health related services for individuals and families living with HIV/AIDS in Alameda County.

The Rover has developed and nurtured connections with many landlords and property management companies throughout Alameda County. Also provided by the Rover are referrals to community resources such as food, furniture, deposit assistance, medical resources and other critical information.

This year, 1,991 affordable housing applications, including affordable market rate referrals from Eden I&R's housing database and Section 8 listings, were distributed to clients through phone referrals, mail, email requests, and walk-ins.

## Alameda Point Collaborative

Eden I&R provides housing assistance to formerly homeless families, survivors of domestic violence, and people living with HIV/AIDS at the Alameda Point Collaborative, a transitional housing program located at the former naval base. In FY 2013, the Alameda Point Collaborative Rover helped 11 families secure permanent housing.

# Community Outreach

## Outreach Activities

Eden I&R maintains a strong presence in the community and actively works to inform all Alameda County residents and employees about the agency's vital services. Agency staff and volunteers distributed over 74,000 pieces of marketing material at 104 countywide events. These events included health, senior, youth, career, veterans, emergency preparedness, and other resource fairs, as well as presentations to service organizations, social service agencies, schools, senior and low-income housing facilities. The following is just a sampling of the events at which Eden I&R provided outreach:

### Housing:

- Project Access Resource Fair
- Alameda County Housing Authority Healthy Families Fair
- Oakland Housing & Community Development Resource Fair

### Health:

- City of Livermore Health & Safety Fair
- City of Fremont Four Seasons of Health Expo
- Kaiser Permanente Employees Family Wellness Festival

### Senior Services:

- Assemblymember Mary Hayashi's Senior Health Fair
- United Seniors of Oakland Healthy Living Festival
- Community Center Senior Resource Fairs

### Youth:

- Congreso Familiar Conference for disabled youth and their families
- Valley Alternative High School Back to School Night
- Transition Information Night for students with disabilities
- 4C's of Alameda County Resource Fair

### Preparedness:

- Lawrence Berkeley Laboratory Preparedness Fair
- American Red Cross Preparedness Classes
- Kaiser Permanente Emergency Preparedness Fairs

### Career:

- ITT Technical Institute Resource Fair
- Alameda County Mental Health Consumer Job Fair
- EC Reems Community Services Job & Health Fair

### Veterans:

- Alameda County Veterans Collaborative
- Senator Ellen Corbett's Veterans Resource Fair
- East Bay Stand Down

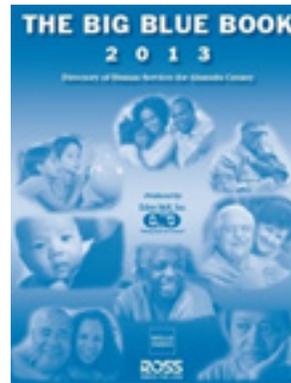
### Other Resource Fairs:

- Make A Difference for Pleasanton Festival
- Newark SummerFest
- Ashland-Cherryland Together Neighborhood Street Party
- Alameda Health Services Social Work Resource Fair
- Bike to Work Day

State Senator Ellen Corbett and Housing Outreach Specialist Angelica Moore at Housing Authority Annual Family Sufficiency Health & Resource Fair.



## 2013 Edition of The Big Blue Book



"We do not know what we would do without The Blue Book. It has been such a wonderful source of information to help our clients start the path forward to living a better life and restoring a sense of self-worth. Thank you, Eden I&R, for this gift of information all in one book."

- Diana Ambrose,  
Past President, St. Vincent de Paul Society, Church of the Transfiguration Chapter

## Eden I&R Website

By the end of December 2012, Eden I&R proudly launched its redesigned website which can be found at [www.edenir.org](http://www.edenir.org) and [www.211alamedacounty.org](http://www.211alamedacounty.org).

Whether visiting the website to search for services, learn about the agency's programs, or read about the agency's accomplishments, many find the redesign much easier to read, more user friendly, and more client centric. People looking for services can now search right from the home page.

In FY2013 over 120,000 online visitors accessed over 1,134,500 hits of resource information.



# Volunteers and Funders

## Volunteer Program

Eden I&R utilizes volunteers to achieve its mission of helping homeless people and low-income families obtain health and human services. Without the volunteers' time and energy Eden I&R simply would not be able to maintain the breadth of services offered. Volunteer tasks include:

- *Researching and compiling information on organizations which provide services to the community.*
- *Contacting landlords to update housing listings; providing 2-1-1 follow-up calls.*
- *Performing administrative tasks.*
- *Representing the agency at community fairs and events.*

In April Eden I&R celebrated the agency's 13 volunteers who contributed over 6,000 volunteer hours during FY 2013. During National Volunteer Appreciation Week, the volunteers were treated to an appreciation breakfast, an ice cream social, and a barbecue with an awards ceremony. As Volunteer Coordinator Ollie Arnold likes to state, "At Eden I&R we celebrate volunteers every day!"



*Volunteers Efen & Melissa at the ice cream social as part of Volunteer Appreciation Week.*



## Eden I&R Board of Directors

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**Ilene Weinreb**  
Former Mayor of Hayward

**EXECUTIVE DIRECTOR**  
Barbara Bernstein

## FY 2013 Funders and Supporters

*Eden I&R is the proud recipient of financial and in-kind support from government agencies, foundations, local businesses, corporations, and individuals. The agency's Board of Directors, staff, and clients wish to thank the following funders, in addition to many individual donors, without whom Eden I&R could not have provided services to over one hundred thousand individuals and families:*

### Public Funders

Alameda County Adult Protective Services  
Alameda County Area Agency on Aging  
Alameda County Behavioral Health  
Alameda County Housing and Community Development  
Alameda County Healthcare Services  
Alameda County Social Service Agency  
Alameda County Workforce Investment Board  
Alameda Point Collaborative  
Alameda County SSA/IHSS  
HOPWA  
Veteran's Administration  
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City of Newark  
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City of Union City

### In-Kind Donations

Bay Area Rapid Transit  
Buffalo Bill's  
Barnes & Noble  
Big Apple Bagels  
Castro Village  
Berkeley Bowl  
Black Angus  
Buttercup Grill and Bar  
Casper's Hot Dogs  
Cobblers, The Boots-Shoe Repairs  
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Jamba Juice  
Lush Gelato  
Nacho Spot  
Nothing Bundt Cakes  
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Starbucks Coffee  
Sweet Tomatoes  
The Yoga Company  
Total Woman  
Tribes Salon & Spa  
Weight Watchers

### Corporate/Foundation Funders

2-1-1 San Diego/CA Public Health  
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Crescent Porter Hale Foundation  
Eden Area Foundation  
Eden Township Healthcare District  
Firedoll Foundation  
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Office Depot  
Pacific Gas & Electric Company  
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Ross Dress for Less  
Safeway Foundation  
SanDisk Corporation Fund, an advised fund of the Silicon Valley Community Foundation  
The San Francisco Foundation  
Thomas J. Long Foundation  
United Way of the Bay Area  
Walter & Elise Haas Foundation  
Wells Fargo Bank  
Western Digital Foundation

