



**vision**

a community united  
 to ensure that every  
 child and adult is  
 free from poverty



**mission**

to build a community  
 free from poverty  
 by creating hope,  
 opportunity, and action.  
 we provide essential  
 services, work together  
 to improve our lives,  
 organize for justice,  
 and inspire our community  
 to love, serve, and share.



# what we learned from 2020-2021 and where we go from here

**“Movement building... is about being able to solve real problems in people’s lives and it’s about thinking about and changing how we express how we are together.”** –Alicia Garza

These last few years have been among the hardest, most humbling, and deeply transformative for our community. I am taking away two big lessons and a strategy for the next generation of our work.

The challenges of responding to the impact of the pandemic have taught us that we cannot make progress alone. We are all in this together.

We also more clearly understood how some communities were left far more vulnerable than others because of a legacy of racial injustice in our community. The need to take action has never been more clear.

In 2020-21 Sacred Heart Community Service stepped up our efforts to respond to the disruptions of the pandemic because we are strong, with friends that both support us and many that look to us for support. We adapted our programs to deal with new constraints, and ramped up our efforts to provide financial assistance to those who lost income because of the economic shock. Ultimately, we learned many of the most vulnerable were still left behind, so with our partners at Destination: Home, we engaged over 70 sister organizations to get over 72 million dollars into the hands of over 18,000 households.

The murders of Breonna Taylor and George Floyd were searing reminders of how some of us are targeted, brutalized, and marginalized because of the color of our skin. Despite cries for justice and accountability, and public statements of unity and solidarity, precious little has changed in how our government does its work. Sacred Heart has partnered with the the Silicon Valley Council of Nonprofits to build the Race Equity Action Leadership (REAL) Coalition, a network of over 100 sister organizations pushing for racial justice in systems such as law enforcement, public health, housing, and economic opportunity.

In both responding to critical needs and pushing for policy reform, Sacred Heart’s emphasis has been working together, building our skills, sharing resources, and learning from one another. Leadership means slowing down enough to listen to our community members and putting their priorities at the center of decisions. This is the collective work of movement building.

## **Strategic Plan**

Over the last year, we spoke with and surveyed hundreds of our members, and reflected on the priorities and feedback with volunteers, our Board of Directors and Leadership Council as we developed our new strategic plan.

We recommit ourselves to pursue our dual goals of transformational community change through leadership development and public policy led by people affected by economic and racial injustice AND helping people meet their immediate needs for food, clothing, better jobs, and financial assistance.

## **What’s New**

The new plan goes further to push us to focus on COVID relief and recovery, racial justice, regional leadership, and organizational development.

Our members emphasized that our community is still feeling the toll of the pandemic, so we must maintain our focus on COVID-relief. They reinforced the need to redouble our efforts to engage our community in understanding how systemic racism harms us all and how we can help fight for meaningful change. They agreed that we must expand our capacity to support partner organizations in advocating for both policy change and providing services grounded in the voices and leadership of our communities.



Success will require us to invest in our organization, such as facilities, technology, training and support systems for our staff and leaders. As we develop tools and curriculum we plan to share our best practices with other organizations also seeking to change and create change.

## **What does it all mean?**

With your help, Sacred Heart will continue to respond effectively to urgent needs. We also understand the necessity and opportunity to build a movement in the fight against poverty and injustice.

We are not in this alone. I invite you to volunteer, to donate, to learn, and help us build a better future for everyone in this community.

Sinceramente,

Poncho Guevara  
Executive Director

SACRED HEART COMMUNITY SERVICE  
**STRATEGIC PLAN**  
**2021-2024**



### CORE STRATEGIES

#### Programs and Resources:

Sacred Heart mobilizes members and sister organizations to share their talents and resources to address the consequences of poverty. We provide essential resources to help stabilize individuals such as food, clothing, financial, and utility assistance. We implement programs to support and strengthen families such as education, employment and financial coaching, and urban gardening.

#### Policy Action:

Sacred Heart organizes members and partner institutions to join committees where we share concerns impacting low-income residents, analyze the causes, identify public policy solutions, and advocate for policy change with decision makers.

#### Support Systems:

Sacred Heart creates spaces for members to provide support to each other, to identify common goals, and to share knowledge, resources, and talents to improve their own lives.

### 2021-24 STRATEGIES

#### COVID19 Relief & Recovery:

Sacred Heart will provide support to our members and create space for mutual support. We will continue to provide rental relief, and reimagine our programs so that we can build solidarity and community.

#### Racial Justice:

Racial disparities leave some of us much more vulnerable to systemic violence, health inequities, and economic deprivation, especially Black, Latine, Asian, and Indigenous people. Sacred Heart will continue on a path to becoming an anti-racist organization. This requires patient learning, and a commitment to use our power and voice to challenge public institutions and our partners to advance racial justice.

#### Regional Leadership:

Sacred Heart cannot do its work alone. SHCS will invest in building a robust network of partners who support each other, organize, and learn together. Sacred Heart will focus systems-building work on Homelessness Prevention System partners, including mutual support efforts for smaller organizations serving marginalized communities of color. SHCS will build power and solidarity with the Race Equity Action Leadership Coalition, to advance racial justice and institutional change.

#### Organizational Development:

Sacred Heart will strengthen its capacity to respond to critical needs by securing and improving new and existing facilities. SHCS will invest in the learning and leadership of our staff, leaders, and partners with a focus on racial justice, building power, and sharing power with our members.



# “give local, participate local, and serve local”

by Mike Murray

I first started volunteering at Sacred Heart in 2004, supporting the Thanksgiving holiday program. I was impressed by Sacred Heart's organization, its ability to attract large numbers of individuals from the community, and the overall enjoyment conveyed by all.

I began volunteering one day a week in the pantry, and quickly expanded that to three, then four days a week, including joining the amazing Saturday program. I also assumed overall ownership of non-cooking issues, from maintaining inventories of food supplies to defining and building non-cooking bags (something I still do today).



There are many reasons I continue to support Sacred Heart. Early on, it became apparent that Sacred Heart doesn't just help people in need, it promotes community involvement. It furthers that familiar phrase of “buy local” to add “give local, participate local, and serve local” to encourage a more actively engaged community. Over time, the need for these services continues to grow, and Sacred Heart maintains its leadership role among other similar organizations in adapting to these new challenges.

I have a lot of appreciation and respect for Sacred Heart, as I have seen the positive progression of this organization over the years. It has become the face for local giving and community involvement, from the welcoming murals inside and outside the building to the comforting and encouraging demeanor of its staff and volunteers. It has established itself as a leader of local cooperatives providing similar goals. It is personally gratifying for me to be able to say I have been a part of this organization. And I have made a lot of great new friendships there as well.

## volunteer!

- 1 BECOME A VOLUNTEER**  
if you are new to sacred heart, visit [sacredheartcs.org/volunteer](https://sacredheartcs.org/volunteer) to fill out an application and attend an orientation.
- 2 SCHEDULE A SHIFT**  
we need volunteers throughout the year to provide food and clothing to more than 300 families each day. you can schedule a shift at [sacredheartcs.org/volunteer](https://sacredheartcs.org/volunteer).
- 3 BRING A GROUP**  
organize a group of coworkers, friends, or family to volunteer! contact Luc Gnamien at [lucg@sacredheartcs.org](mailto:lucg@sacredheartcs.org).
- 4 LEARN ABOUT OPPORTUNITIES**  
we have many other programs where you can help. contact Terri Teresi-West at [terriw@sacredheartcs.org](mailto:terriw@sacredheartcs.org) to learn about the different opportunities to support our efforts.

# 2020 **2021**

## THE ACCOMPLISHMENTS

### EARLY CHILDHOOD/PARENT SUPPORT

**253** parents graduated from the Safe Secure & Loved families program taught by **17** volunteers/promotoras. Participants learn skills to cope with stress and be fully present for children under five.

One mother had a child that needed frequent blood transfusions and constant medical care. She learned the resilience practice of Compassionate Listening with Heart and practiced it with her son during this painful experience. *"I know it hurts. Mama is here. You can cry all you need. Mama's got you. It's going to be okay."*

### ECONOMIC EMPOWERMENT

**436** households participated in our employment, savings, and public benefits enrollment programs. Volunteers helped members secure **\$816,000** in tax refunds. Logrando Juntos, our education and mutual support network, graduated **4 cohorts** of members.

Did you know 29% of people eligible for CalFresh (food stamps) do not use them? Economic Empowerment program members started the Public Benefit Committee to change that. They have focused on reducing the stigma associated with the program and creating an outreach plan to help people access it.

### ESSENTIAL SERVICES

Our pantry served more than **25,000** people last year.

To make access easier, our team **built an online member application** in Spanish, Vietnamese, Chinese, and English.

This not only saves members time waiting for services, but also keeps members safer since they don't wait in person to get their application approved.

### ENERGY

Our Energy program supports households throughout Santa Clara County with their immediate home energy needs by providing payment assistance for gas and electricity costs. In total we provided

**\$3.1 million** in payment assistance to **8,052** households.

### YOUTH EDUCATION

During the 2020-2021 school year with SJUSD in distance learning, SHCS provided full day childcare for **32** students so they could be safe and supported. **36** students accessed free online tutoring. SHCS organized an **education action committee** of parents in 2021.

The committee has conducted 160 surveys to learn about the issues in SJUSD so that they can advocate together for improvements.

### FAMILY ASSISTANCE

Sacred Heart's family assistance team provided **\$7.7** million in assistance to **984** households with rental assistance to prevent homelessness.

Unfortunately, this was just under one third of the 3,435 people screened over the same period—a powerful reminder of the importance of organizing to change public policy to make housing affordable for everyone in our community.

# HOMELESSNESS PREVENTION & COVID RELIEF

Sacred Heart partners with Destination: Home to coordinate a countywide network to provide rental assistance and covid-relief. From we provided over **\$15.4 million** of direct assistance and **\$11 million** of assistance and infrastructure support to 19 partner organizations. We also **added five new partners** to the network so we can reach people with a diverse range of challenges.

Sacred Heart provides partner organizations with financial and administrative infrastructure so they can focus on providing consistent, client-centered, and compassionate service.



## System Partners



## New Partners



Through over **12,000** hours of volunteer work, over **100** members of La Mesa Verde program have been able to supplement family meals with their own home grown organic produce.

Members aren't just gardening, they provide workshops on the food system, California native plants, and racial justice.

# URBAN GARDENING

# COMMUNITY ENGAGEMENT

While social distancing and stay at home orders made it hard for SHCS to engage our community in our traditional ways, we had **2,900** volunteers work more than **21,000** shifts. Hundreds of members grew in their leadership, showing up to help when we needed them most.

# COMMUNITY ORGANIZING

SHCS continues to build our base of political power. Last year we invited more than **1,600** community members to join in community organizing. Leaders have successfully fought to **extend eviction moratoriums** at a local and state level, pushed policy makers to **pause on building a new jail** facility, and establish a community-led process to **reimagine public safety**.

Sacred Heart also established new action committees working on public safety and local business displacement on Calle Willow.

# RACIAL JUSTICE

Sacred Heart and the Silicon Valley Council of Nonprofits co-convened leaders from over **100** organizations to establish the **Race Equity Action Leadership Coalition (REAL)** to coordinate efforts to advance racial justice in local decision-making. REAL has successfully advocated for millions in investments in **racial equity capacity** in government and community-based organizations, and a **community based mental health response** pilot. REAL advocated for the **reimagining public safety** process, **eviction moratoriums**, and has influenced political **redistricting** maps, **city charter** proposals, and **held business leaders accountable** for racist political attacks.



## “I didn’t feel alone anymore”

The members of Sacred Heart know that they can come back whenever they need help. Minerva became a member almost twenty years ago. She had recently arrived from Mexico City, and was feeling isolated and alone in San José with most of her family still living in Mexico. “We were very poor,” she told us. “We would eat what others would throw away.”

For several years, Minerva and her family no longer needed services from Sacred Heart. When times became rough and work ran dry, it became difficult again to juggle bills and a mortgage. Minerva knew that if nothing else, there was one way to make sure there would be food on the table. She told Emilio, “we can go back to Sacred Heart.”

Minerva was almost ready to move her family back to Mexico. Though some things were better here, she had never been so far from family and it was so cold compared to Mexico City. The apartment they lived in was so run down that it was later condemned by the city. Her brother-in-law suggested that she go to Sacred Heart, because he’d heard that you could get some help here. Finding Sacred Heart is what helped her decide to make a life here. She said “I didn’t feel alone anymore, I felt there was apoyo [support] to help with food, clothes and rent. So I thought, ‘Wow, I can do it with this support.’”

The last time Minerva received services from Sacred Heart was in 2009. Since then, she has enjoyed stability and financial security. She is a grandmother now. She and her husband have been able to attain green cards and driver’s licenses. After years of partnership, she and her husband are legally married in this country.

She had never heard of programs like this in Mexico. Here at Sacred Heart, she found not only support and services, but also a community. Her kids loved attending the After School Academy and the whole family would come to events held by different programs. With this support, Minerva and her husband, Emilio, were able to begin saving their money. Emilio started his own business doing sheetrock and painting. She found construction work as a union carpenter, a job she has held for the last twenty years. They were able to put a down payment on a house for their family, which had grown to six children.

This summer, Minerva was able to walk into Sacred Heart’s Welcome Center and make a donation of \$1,000. “I always said one day I would like to give so they can help someone else like they have helped us,” she said. Even for those who have been fortunate enough to no longer need our services, Sacred Heart still remains a treasured resource in the community.

## save the dates:

**26**

saturday  
FEBRUARY 2022

We will be holding a very special, fun, family-friendly community event in downtown San José to kick off an important project we are working on. Stay tuned.



**30**

saturday  
APRIL 2022

Join us for our 3rd Annual Solidarity Summit. Learn about how by supporting one another and working together we can eliminate poverty and create a more inclusive and thriving community for everyone.



## BOARD OF DIRECTORS

**Melissa Morris, Esq.**  
President  
Public Interest Law Project

**Vu-Bang Nguyen**  
Vice President  
Community Leader

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City of San José

**Maria Rico**  
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**Sameena Usman**  
Council on American-Islamic Relations

## LEADERSHIP COUNCIL

**Martha Barahona**  
La Mesa Verde  
Network Advisory Committee

**Tania Bravo Bernal**  
Personas Activas Sobresalientes  
Organizando Soluciones (PASOS)

**Nicole Buccalo**  
Showing Up for Racial Justice (SURJ) at Sacred Heart

**Magdalena Cornelio**  
Logrando Juntos

**Yanet Crisostomo**  
Logrando Juntos

**Yazmin Espinoza**  
Resilient Families:  
San José promotores network

**Veronica Orozco**  
La Mesa Verde Network  
Action Committee

**Perla Ovin**  
Sacred Heart Housing  
Action Committee

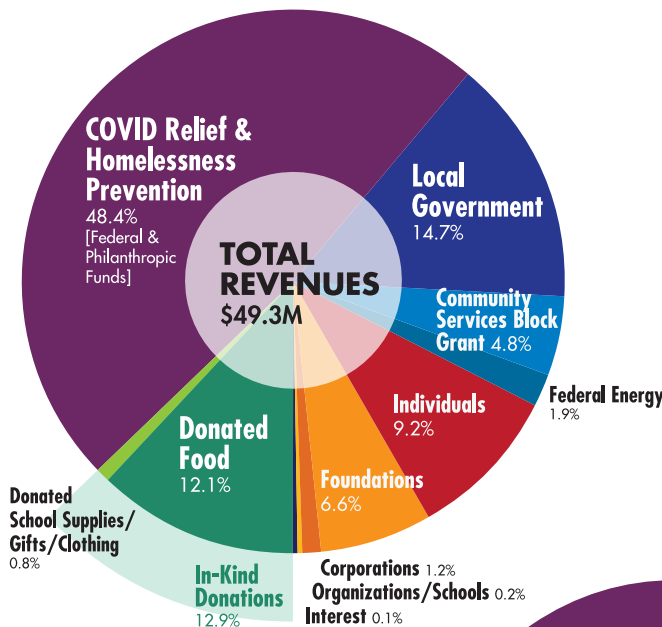
**Roxana Romero**  
Resilient Families:  
Gilroy promotores network

**Ma Soledad Téllez**  
PASOS

## STATEMENT OF FINANCIAL POSITION

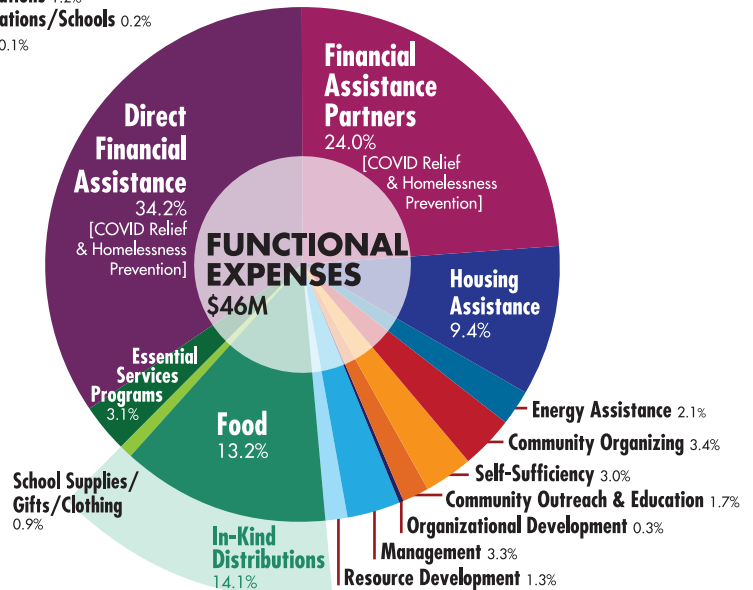
		<b>2021</b>	<b>2020</b>
<b>ASSETS</b>	Current Assets	\$ 15,016,244	10,927,603
	Property & Equipment	4,407,032	4,043,912
	Other Assets	1,567,997	1,400,399
	<b>TOTAL ASSETS</b>	<b>20,991,273</b>	<b>16,371,914</b>
<b>LIABILITIES &amp; NET ASSETS</b>	Current Liabilities	\$ 5,796,406	4,527,215
	Net Assets without Donor Restrictions	11,733,767	9,243,260
	Net Assets with Donor Restrictions	3,461,100	2,601,439
	<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>20,991,273</b>	<b>16,371,914</b>

## STATEMENT OF ACTIVITIES



# 2020-2021

## THE FINANCIALS





**“There is no stability  
without solidarity  
and no solidarity  
without stability.”**



**-Jose Manuel Barroso**