

# “BIGGER” BETS

Exciting initiatives to support  
in Silicon Valley

As of February 2020

*Magnify*  
Community



# Who we are

---

**Magnify Community is a nonprofit initiative making local giving easy, effective, and rewarding, by providing Silicon Valley donors with the inspiration, insight, and tools to propel their local philanthropy.**

**We aim to catalyze an additional \$100 million locally by 2023.**

We are neutral, centered around partnership and collaboration, and do not take fees for our work.

# What are “Bigger” Bets?

---

**“Bigger” bets are initiatives referred to us by our network of trusted foundations, philanthropists, and community leaders that have the ability to impact Silicon Valley and its residents positively at scale.**

They meet the following criteria:

- Clear project scope
- Existing descriptive information, including a budget
- Identifiable impact goals, representing a major increase over the current state
- Capacity to absorb/looking for 5- to 6-figure donations
- Third party validation/endorsement (existing funder(s) backing the organization/initiative)

# Additional information

---

Additional information is available for each of these initiatives on a dedicated Google Drive accessible here:

**[Magnify Community Google Drive](#)**

## **Disclaimer**

The financial data presented in this portfolio was provided by nonprofits at a given point in time. Each of these nonprofits is actively fundraising to bring these projects to life, and therefore the information presented can quickly become outdated. Feel free to reach out to us for further information.

# Featured initiatives

5

## Arts & Culture

- ▷ De.Coded, Institute of Contemporary Art
- ▷ EPACENTER
- ▷ Montalvo Arts Center

## Civic Engagement

- ▷ Census Pooled Fund

## Digital Inclusion

- ▷ San Jose Digital Inclusion Partnership

## Early Childhood

- ▷ All Five
- ▷ Magical Bridge Foundation
- ▷ Midway Child Development Center, Peninsula Family Service

## 6 Economic Empowerment.

- ▷ Destination: Work, Destination: Home

## Education

- ▷ 10,000 Degrees
- ▷ CuriOdyssey
- ▷ The Big Lift

10

## 12 Environment

- ▷ Future Farmlands, Peninsula Open Space Trust (POST)
- ▷ Solve for Earth, The Tech Interactive

14

## Health

- ▷ Planned Parenthood Mar Monte

## Housing and Homelessness

- ▷ Homelessness Prevention System, Destination: Home
- ▷ Partnership for the Bay's Future
- ▷ St Francis Center

18

## Safety Net Services

- ▷ Sunnyvale Community Services
- ▷ West Valley Community Services

20

## Youth

- ▷ One Valley, YMCA

24

27

29

33

36

# Arts & Culture

## ▷ De.Coded, Institute of Contemporary Art

Bringing to life a multimedia exhibition around identity in Silicon Valley by UK-based artist Marcus Lyon, at the Institute of Contemporary Art in San Jose

## ▷ EPACENTER

Funding a robust program offering, leveraging digital, visual, literary, and performing arts for the young people of East Palo Alto in a uniquely designed physical space

## ▷ Montalvo Arts Center

Challenge grant for a multi-disciplinary Arts Center in Saratoga, to renovate and restore its facilities



# De.Coded

## Institute of Contemporary Art

---

In 2021, the Institute of Contemporary Art (ICA) will be presenting *De.Coded: A Human Atlas of Silicon Valley*, a multimedia exhibition and publication about identity.

UK-based artist Marcus Lyon's undertaking represents a unique artistic and sociological project that will dynamically combine photographic portraiture, oral histories, and DNA mapping of 100 Bay Area residents.

The project will map together the visual, spoken and genetic identities of a remarkable group of individuals to cast light on the deeper truths of our shared values and identities. Each portrait will be part of the gallery-wide exhibition and a free image-activated app will be available that will give gallery visitors intimate access to each portrait soundscape. An accompanying publication will include each portrait, the written oral histories, as well as infographic displays of each participant's DNA map.

While appropriately focused on the vibrantly diverse population of Silicon Valley, this project will also significantly expand our understanding of what a 21<sup>st</sup> century portrait can be anywhere in the world. At the intersection of art, science and technology, De.Coded will generate, as Lyon describes it, "a human atlas" of the region. Funds are needed to bring this exhibition to life.

**Geographic reach:** Silicon Valley, located in San Jose

**Funding needs:** \$500K

**Total project cost:** \$1M

**Contact:** Cathy Kimball, Executive Director, cathy@sjica.org, 408.283.8155

**Major supporter/Funder:** David and Lucile Packard Foundation

---

More information available upon request.

# EPACENTER

---

EPACENTER was conceived and developed by the young people of East Palo Alto (EPA). Its goal is to help EPA youth become visible, powerful, and capable of more than they ever thought possible, by being part a place where they can transform themselves, connect with others, and elevate their community through the arts.

Art education is critical to a vibrant community, and can be a catalyst for progress: students in under-resourced neighborhoods who study the arts are five times less likely to drop out of school, and more than twice as likely to go to college.

EPACENTER began offering classes in arts education in 2015. They currently reach 400 students annually through classes taught at partner sites and at their temporary location in EPA.

A new facility is rising in EPA (25,000 square foot state-of-the-art building scheduled to open to the public in 2020) and with growing demand from the youth of EPA, the need for additional funding to support innovative programming is key to leverage the tremendous investment already made. The programming will include free, culturally-responsive instruction in the digital, visual, literary, and performing arts after-school and during the summer. EPACENTER will engage youth in organizational decision-making and key leadership roles. To foster long-term change, they will also link youth to meaningful summer employment opportunities, college, and careers.

**Geographic reach:** East Palo Alto

**Funding needs:** \$5M

**Total project cost:** \$50M

**Website:** [epacenterarts.org/](http://epacenterarts.org/)

**Contact:** Nadine Rambeau, Executive Director, [nadine@epacenterarts.org](mailto:nadine@epacenterarts.org)

**Major supporter/Funder:** John and Marcia Goldman Foundation

---

More information available [here](#) and upon request.

# Montalvo Arts Center

---

The Montalvo Arts Center is a unique multidisciplinary arts organization that has become a place for people of all ages and all walks of life to engage in meaningful, accessible, and inspiring arts experiences.

Its mission is to engage the public in the creative process, acting as a catalyst for exploring the arts, unleashing creativity, and advancing different cultural and cross-cultural perspectives.

Located in Silicon Valley's Saratoga Hills, the Montalvo grounds include a 1912 Mediterranean-style Villa, its formal gardens, and two-acre Great Lawn; the historic Claire Loftus Carriage House Theatre and the Lilian Fontaine Garden Theatre; and 175 acres of trails through redwood trees. Below the Villa and across the creek are ten free-standing live/work studios and the Commons of the Sally and Don Lucas Artists Residency Program (LAP), which host over 100 artists each year from diverse backgrounds across the nation and the world. The LAP is the third-oldest artist residency program in the United States.

The \$1M Challenge grant will enable the organization to:

- Renovate its facilities to be ADA compliant
- Restore some of the rooms within the Villa that have been damaged over time, as well as a century-old elevator
- Conduct additional repairs and maintenance to ensure the integrity and safety of the property

**Geographic reach:** Saratoga

**Funding needs:** \$800K

**Total cost:** \$1M (Challenge grant)

**Website:** [montalvoarts.org](http://montalvoarts.org)

**Contact:** Angela McConnell, Executive Director, [angela@montalvoarts.org](mailto:angela@montalvoarts.org), 408.961.5841

**Major supporter/Funder:**  
Warmenhoven Family Foundation

---

More information available [here](#) and upon request.

# Civic Engagement

## ▷ Census Pooled Fund

Supporting initiatives led by local nonprofits in the Bay Area to increase participation among hard-to-count populations, and ensure there is a fair, accurate count for the 2020 Census



# Census Pooled Fund

---

The Census is a constitutionally-required undertaking to count every person living in the US, including non-citizens and undocumented residents, every 10 years. The U.S. Census Bureau will be conducting the upcoming census starting on April 1, 2020. with challenges ahead:

- For the first time ever, most questionnaires will be collected online. Canvassing and door-to-door outreach will be scaled back and the number of field offices will be cut in half
- The size of many hard-to-count (HTC) populations (i.e., immigrants, renters, children, African Americans, Latinos) has increased since the last census, and many anti-immigrant measures, including raids, may make immigrants reluctant to participate

The Silicon Valley Community Foundation (SVCF) has established two funds to increase participation among hard-to-count populations, and ensure there is a fair, accurate count:

- The San Mateo and Santa Clara County Pooled Fund: Funds will primarily be used for grantmaking to nonprofit organizations that are trusted messengers in the community, reaching HTC populations
- The Bay Area Regional Pooled Fund: Funds will be used to provide grants to nonprofits that will conduct census outreach to HTC populations in one or more of the nine Bay Area counties

SVCF received 171 proposals amounting to nearly \$9.5M in requested dollars, and awarded \$3.3M in September 2019. There are many more worthwhile initiatives to fund to ensure a fair count for 2020.

**Geographic reach:** Bay Area

**Funding need:** \$6M

**Contact:** Anne Im, Immigration Program Officer, Silicon Valley Community Foundation, aim@siliconvalleycf.org, 650.450.5400

**Major supporter/Funder:** SVCF

---

More information available [here](#) and upon request.

# Digital Inclusion

- ▶ San Jose Digital Inclusion Partnership  
Closing the digital divide for 100,000 residents in San Jose, to building an inclusive city where technology benefits all of residents



# San Jose Digital Inclusion Partnership

---

San Jose is the first city in the country to pledge to close the Digital Divide by establishing the Digital Inclusion Partnership, a \$24 million cross-sector fund that will be distributed in grant awards over a 10-year period. It is the city's largest philanthropic effort in recent history.

The Digital Inclusion Partnership aims to:

- Connect 50,000 San Jose households with universal device access and universal connectivity at speeds of at least 25 Mbps download/3 Mbps upload over the next 10 years
- Ensure 50,000 San Jose households achieve and sustain the appropriate digital skills proficiency level to stay ahead of technology and increase quality of life outcomes in education, workforce, healthcare and more

The \$24 million fund will be raised through a combination of public and private efforts. \$14 million in funding will come from innovative public-private partnerships with telecommunication companies. San Jose has earmarked infrastructure fees from 5G small cell deployments toward digital equity programming.

In addition to this commitment from the City of San Jose, another \$10 million is needed from private and philanthropic donors to bring the total available for community grants to \$24 million. Every dollar given is already matched by City funding.

**Geographic reach:** San Jose

**Funding need:** \$10M

**Website:** [sjdigitalinclusion.org](https://sjdigitalinclusion.org)

**Contact:** Apoorva Pasricha,  
Technology and Innovation Advisor,  
[apoorva.pasricha@sanjoseca.gov](mailto:apoorva.pasricha@sanjoseca.gov)

**Major supporter/Funder:** City of San Jose

---

More information available [here](#) and upon request.

# Early Childhood Development

## ▷ All Five

Expansion of a leading, year-round, full-time preschool program in San Mateo committed to building an equitable society

## ▷ Magical Bridge Foundation

Replication of world-renowned inclusive playground, initially developed in Palo Alto

## ▷ Midway Child Development Center, Peninsula Family Service

Improvement and upgrades of facilities for the Midway Child Development Center, including the complete build-out of all classroom spaces and three external playgrounds



# All Five

---

All Five is a year-round, full-time preschool program, committed to building an equitable society, where each family, no matter their background, has access to high-quality early childhood education for their children in a nurturing and respectful learning community.

Half of All Five students come from low-income families and are supported through public funding. The other half come from middle-income and high-income families, who make a financial commitment on a sliding scale according to their financial resources.

There are still many more children who need a beginning like All Five. In addition to unmet community demand, families are desperate for infant and toddler care on the Peninsula. San Mateo County has 34,000 children under the age of 5 and existing childcare centers do not have the physical space to care for over 10,000 of these kids. All Five regularly maintains a lengthy waitlist that is nearly triple capacity.

In 2020, All Five aims to provide care for all five of a child's earliest years - from infancy to preschool. To realize this vision, more space is needed. They have secured a 10-year lease with Ravenswood City School District. Now that space is secured, they aim to raise funding to renovate the facilities made available by the School District and bring them up to modern standards, as well as ensure a more ADA compliant site.

**Geographic reach:** San Mateo County

**Funding needs within the next 6 months:** \$400K

**Total project cost:** \$800K

**Website:** [allfive.org/](http://allfive.org/)

**Contact:** Carol Thomsen, Executive Director, [carol@allfive.org](mailto:carol@allfive.org)

**Major supporter/Funder:** Peery Foundation

---

More information available [here](#) and upon request

# Magical Bridge Foundation

---

Magical Bridge Foundation is building innovative and truly inclusive playgrounds throughout the Bay Area for children and adults of *all* abilities and disabilities, giving everyone a chance to play together, form friendships, improve health and wellbeing, and be treated with dignity and respect.

Universally, intentionally, and mindfully designed for everyone, Magical Bridge uniquely welcomes the 1-in-4 of us living with a physical or cognitive disability, autism, visual and auditory impairments, the medically fragile and even our aging population. In short, they meet the needs of absolutely everyone, at every stage of life.

With a playground located in Palo Alto, and four more under construction in Mountain View, Morgan Hill, Redwood City, and Sunnyvale, Magical Bridge Foundation is looking to expand to Santa Clara. The project (announced in October 2019) has already received commitments from the City of Santa Clara (\$1.8M) and from the Santa Clara County All Inclusive Playground Grant (\$1.7M). Magical Bridge Foundation is now working to raise the remaining funding to be able to begin construction. The funds raised will go towards construction documents, construction, and installation of playground equipment. Once construction is complete, the playground will become part of the Santa Clara Parks and Recreation Department, ensuring maintenance over time.

**Geographic reach:** Santa Clara

**Funding need:** \$950K

**Total project cost:** \$4.5M

**Website:** [magicalbridge.org/santa-clara/](https://magicalbridge.org/santa-clara/)

**Contact:** Jill Asher, Co-founder,  
jill@magicalbridge.org,  
650.520.8512

**Major supporters/Funders:** City of Santa Clara, Santa Clara County All Inclusive Playground

---

More information available [here](#) and upon request.

# Midway Child Development Center

## Peninsula Family Service

---

Midway Village is an affordable housing development operated by San Mateo County's Housing Authority. Peninsula Family Service currently runs an early learning center on the site, housed in deteriorating portables.

In 2017, the Housing Authority began a multi-year plan to rebuild all of the housing on the site, including a shell for a new childcare facility.

While the county will provide minimally finished interior, heating and cooling system, plumbing, restrooms, and interior lighting, additional funding will be needed for:

- Overall tenant improvements for the early learning center
- Complete build-out of all classroom spaces and three external playgrounds

Peninsula Family Service is committed to expanding the number of children served at this location, and is currently in the planning stages for a campaign which will include foundation, corporate, governmental and individual funding partners to help them realize their vision.

**Geographic reach:** San Mateo County, facility located in Daly City

**Total project cost:** Approx. \$6.5M

**Website:** [peninsulafamilyservice.org/](https://peninsulafamilyservice.org/)

**Contact:** Deborah Miller, VP of Advancement, 650.403.4300 x4412

**Major supporter/Funder:** Sunlight Giving

---

More information available [here](#) and upon request.

# Economic Empowerment

## ▷ Destination: Work

Forging Pathways to Employment in Santa Clara County for traditionally marginalized job applicants – formerly homeless, mostly people of color – in one of the highest cost-of-living regions in the country



# Destination: Work

## Destination: Home

---

Job loss, reduction in work hours, illness, or unexpected expenses can lead to an inability to pay rent, followed by eviction, rendering an individual or family homeless. Contrary to some assumptions, many people experiencing homelessness are not jobless; they are employed but, in a region with continuously increasing housing costs, they do not earn enough to pay rent.

Increasing household income is recognized as an effective strategy for preventing or ending homelessness in many situations. Launched in 2017, Destination: Work brought key stakeholders together (people with lived experience, employment services providers, City and County staff, and employers) to design and implement a new system that would break down systemic barriers to employment for people who were formerly homeless. The goal was to link those receiving Rapid Rehousing Assistance to careers in high-growth industries.

After serving hundreds of residents over two years and gathering feedback, Destination: Home made strategic changes to the program to serve more households more effectively. This will include:

- Increasing access to and supply of permanent employment opportunities for clients in supportive housing programs
- Creating an internal government position to develop employment opportunities and place clients
- Launching a new business model staffed with formerly homeless residents providing specialized housekeeping and property management support for supportive housing developments

**Geographic reach:** Santa Clara County

**Total project cost:** \$4M over the next 3 years

**Website:** [destinationhomesv.org/](https://destinationhomesv.org/)

**Contact:** Maia Bishop Bookoff,  
Development Officer,  
[maia@destinationhomesv.org](mailto:maia@destinationhomesv.org),  
858.922.6191

**Major supporters/Funders:** City of San Jose, City National Bank, Excite Credit Union, County of Santa Clara

---

More information available [here](#) and upon request.

# Education

## ▷ 10,000 Degrees

Expansion of one of California's leading college success nonprofit programs to San Jose

## ▷ CuriOdyssey

Capital campaign to remodel and expand the current museum, allowing for additional exhibit space, more classrooms, expanded school programs, and outdoor play

## ▷ The Big Lift

Large scale initiative transforming early learning in San Mateo County for preschool to third grade children from low-income backgrounds



Credits: CuriOdyssey

# 10,000 Degrees

---

10,000 Degrees supports students from low-income backgrounds to and through college. They provide students with comprehensive personal support, college advising, and financial aid management. With this support, over 80% of the four-year college students attending their program earn bachelor's degrees, compared to 31% of their peers nationally.

They are currently reaching 10,000 students and their families, including direct support to over 2,200 college students in 27 high schools, 34 community colleges, and over 50 four-year colleges and universities across the nation.

With an impressive track-record, and proven success of the program in the North Bay and San Francisco, 10,000 Degrees is expanding its innovative program model to San Jose. In the 2020-2021, they are launching the initial program in the East Side Union High School District, where more than 50% of the 27,000 students are from low-income backgrounds.

Their goal is to grow the programming by year four to directly support over 1,000 students from San Jose in their journey to a college degree, with a strong foundation for growth going forward.

**Geographic reach:** San Jose

**Funding Needs:** \$300K to secure by July 1, 2020 (Challenge grant)

**Total project cost:** \$4.1M over the next 4 years

**Website:** [10000degrees.org/](https://10000degrees.org/)

**Contact:** Claudia Moeller, Vice President, Strategic Growth, [cmoeller@10000degrees.org](mailto:cmoeller@10000degrees.org), 415.464.6065

**Major supporters/Funders:** Sand Hill Foundation, Westly Foundation

---

More information available [here](#) and upon request.

# CuriOdyssey

---

CuriOdyssey is a science museum and zoo for young children based on powerful ideas about how children learn.

As champions for early science learning in San Mateo County, they are revolutionizing science education by harnessing children's in-born curiosity about animals and nature, so children believe science is for them instead of opting out of science classes as soon as they can. (A large body of research shows that by 8<sup>th</sup> grade, approximately two thirds of all kids have lost interest in science. This is disproportionately true for girls and children of color from underserved backgrounds.)

The Campaign for CuriOdyssey will transform the space from a community treasure to a world-class institution where children learn to love science. They are planning on modernizing and completely remaking their building to increase usable space, allowing for more classrooms, camps, exhibits, and school programs. They will offer new experiences such as a wildlife observation deck and an inclusive Physics-in-Motion Play Area.

Shovel-ready plans are in hand to bring this project to life and take CuriOdyssey to the next level, as soon as funds are raised.

**Geographic reach:** San Mateo County

**Funding need:** \$22M

**Total project cost:** \$33M

**Website:** [curiodyssey.org](http://curiodyssey.org)

**Contact:** Rachel Meyer, Executive Director, [RMeyer@curiodyssey.org](mailto:RMeyer@curiodyssey.org)

**Major supporter/Funder:** available upon request

---

More information available [here](#) and upon request.

# The Big Lift

---

The Big Lift is a bold social venture intent on transforming early learning. The venture combines high-quality and connected learning experiences for San Mateo County preschool to third grade students. This early learning transformation is focused on literacy, reducing chronic absence and summer learning loss, as well as engaging families and the broader community to support both home and school learning.

Big Lift is a public-private collaborative of 300+ organizations, providing low-income children with the evidence-based boosts they need to read and succeed:

- 2 years of quality preschool
- 3 years of “inspiring summers” programs, designed to end summer learning loss and inspire kids to engage with STEM subjects
- Family engagement to support reading and regular school attendance

Since 2014, 5,000 children have received one or more Big Lift interventions, with demonstrated impact:

- Study shows Big Lift participants scored higher on kindergarten readiness than demographically similar children who did not attend preschool (+ 27 percentage points)
- Big Lift participants are gaining 1.5 months of reading progress each summer, instead of the usual two-month summer slide, for a net gain of 3.5 months each year.

**Geographic reach:** San Mateo County

**Funding need 2019-2020:** \$2M

**Total project cost:** \$40.6M for 5 year pilot

**Website:** [thebiglift.org/](http://thebiglift.org/)

**Contact:** Andrea Jones, Initiative Officer, The Big Lift, Silicon Valley Community Foundation, [ajones@siliconvalleycf.org](mailto:ajones@siliconvalleycf.org)

**Major supporters/Funders:** Packard Foundation, Google.org, SVCF

---

More information available [here](#) and upon request.

# Environment

## ▷ Farmland Futures, Peninsula Open Space Trust (POST)

Reversing the trend of disappearing farmland on the San Mateo coast, through a combination of land acquisition, legal land protection, and strategic investments in infrastructure

## ▷ Solve for Earth, The Tech Interactive

Supporting an exhibition, living laboratory and interactive gallery using the power of technology to tackle Earth's greatest challenges



# Farmland Futures POST

---

Local farms do so much for communities: they provide healthy local food and connection to where foods come from, support the local economy, and preserve the agricultural heritage and scenic beauty of this region. Unfortunately, local farming faces an uncertain future. Many farmlands have been bought and converted for other uses. This has inflated the price of farmland, making it harder for farmers to continue or get started in the Bay Area.

Since the 1980s, the Bay Area's nine counties have lost nearly 200,000 acres of agricultural land, with 46% of San Mateo County farmland converted to development or no longer in production.

The Peninsula Open Space Trust (POST) protects open space on the Peninsula and in the South Bay for the benefit of all.

In February 2016, POST launched the Farmland Futures Initiative to stem this alarming trend, through a combination of land acquisition and agricultural conservation easements. Their goal is to raise \$25 million in order to triple the number of farms and farmland acres permanently protected for agriculture on the San Mateo coast. Meeting these goals will increase the number of farms protected on the San Mateo County coast from 11 to 33 and grow the total acreage of protected productive farmland from 750 to 2,250 acres.

**Geographic reach:** San Mateo coast

**Funding need in 2019:** \$8.9M

**Total project cost:** \$25M

**Website:**

[openspacetrust.org/farmland-program/](https://openspacetrust.org/farmland-program/)

**Contact:** Megan Derhammer  
Director, Donor Relations,  
mderhammer@openspacetrust.org  
650.352.6279

**Major supporter/Funder:** Sand Hill  
Foundation, Gordon and Betty Moore  
Foundation

---

More information available [here](#) and upon request.

# Solve for Earth

## The Tech Interactive

---

The Tech Center for Sustainability will inspire the next generation to build a sustainable future. Its activities and programs will engage millions of young people around the world to problem-solve for the environment. The core of the Center is the Solve for Earth exhibition, living laboratory, and interactive gallery. Inside this R&D space, the Tech Interactive is developing novel interactive STEM experiences that use the power of technology to tackle Earth's greatest challenges. The Tech's 500,000 annual visitors will experiment with activities in Solve for Earth and help explore those activities' impact and scalability so that the best educational experiences can be delivered globally.

### Objectives:

- Encourage people to think about living sustainably as a web of interconnections, a systems-thinking challenge
- Help people understand that both personal and aggregate choices impact our environment
- Promote problem-solving for living sustainably in a fun and engaging way
- Become a place that spurs thoughtful conversations and action that continue beyond the walls of The Tech
- Equip everyone with practical tools to tackle environmental issues in a way that is hopeful and empowering

Grand opening: Fall 2020.

**Geographic reach:** Silicon Valley and beyond

**Funding need in 2019:** \$3.2M

**Total project cost:** \$16M

**Website:** [thetech.org/](http://thetech.org/)

**Contact:** Shonelle Quattlebaum,  
Foundation Relations Director,  
[squattlebaum@thetech.org](mailto:squattlebaum@thetech.org)

**Major supporter/Funder:** Scott  
Foundation

---

More information available [here](#) and upon request.

# Health

## ▷ Planned Parenthood Mar Monte

A comprehensive campaign to meet immediate challenges, seize emerging opportunities, and establish a firm foundation for a secure future for the organization



# Planned Parenthood Mar Monte

---

Planned Parenthood Mar Monte (PPMM) provides essential health care and sex education, and advocates for access to these services across 42 counties in California and Nevada. In 2016, Planned Parenthood Federation of America celebrated 100 years of providing high quality, compassionate, and affordable care. In honor of that milestone and in preparation for the next chapter, Planned Parenthood Mar Monte launched its *Second Century Campaign* to meet immediate challenges, seize emerging opportunities, and establish a firm foundation for a secure future.

The funding priorities for this campaign include:

- Health Care: Continue to provide reproductive and primary care, while expanding integrated behavioral health and using technology to increase access to services
- Education/Outreach/Youth Development: Focus on school-based education, including comprehensive Spanish sex ed; peer programs; and digital learning, to reach even the most marginalized audiences
- Advocacy: Champion expanded access to services and invest in ongoing grassroots efforts and coalition building
- Infrastructure: Address care gaps by opening new health centers and updating and securing existing sites to best meet patient needs; pilot new models for recruiting and retaining staff
- Fund for the Future: Fund entrepreneurial endeavors and leadership in innovation

Regardless of the challenges ahead, PPMM is committed to providing care, no matter what.

**Geographic reach:** California and Northern Nevada

**Funding needs:** \$28M

**Total project cost:** \$50M (+\$21M raised to date)

**Website:** [plannedparenthood.org/planned-parenthood-mar-monte](https://plannedparenthood.org/planned-parenthood-mar-monte)

**Contact:** Meghan Macaluso, Chief Development Officer,  
meghan\_macaluso@ppmarmonte.org,  
408.795.3789

**Major supporters/Funders:** Grove Foundation, Sunlight Giving, Heising-Simons Foundation

---

More information available [here](#) and upon request.

# Housing and Homelessness

## ▷ Destination: Home

Expanding the Homelessness Prevention System , a pilot program with the goal of implementing a countywide homelessness prevention system and preventing all instances of homelessness in Santa Clara County

## ▷ Partnership for the Bay's Future

An innovative multi-sector collaborative effort aimed at advancing the region's future by solving its interconnected challenges—housing, transportation, and economic opportunity

## ▷ St Francis Center

Supporting the expansion of the Center's inventory from 135 to 182 affordable housing units in Redwood City's North Fair Oaks neighborhood and East Palo Alto.



# Homelessness Prevention System

## Destination:Home

---

Destination: Home is committed to making homelessness rare, brief and non-recurring. Through the combined resources of public and private partners, \$4.2 million was initially raised to restructure the way homelessness is prevented in Santa Clara County. With this support, in 2017 Destination: Home launched the Homelessness Prevention System (HPS), a pilot program with the goal of implementing a countywide homelessness prevention system and preventing all instances of homelessness.

Since its launch, the HPS partners have provided essential, stabilizing prevention assistance to 1,086 households at imminent risk of homelessness. Of those served by the program, 96% remained stably housed while receiving prevention services, 94% of those who exited the program have remained stably housed 12 months after their exit.

Despite the notable impact of HPS over the past two years, demand for prevention services in Santa Clara County continues to outpace available resources. Over the past program year, 1,683 households qualified for HPS services, but due to capacity constraints, only 626 (or 37%) received services through the program. To more adequately meet this need, Destination: Home and its partners have created a bold vision to increase the capacity of HPS and its partners over the next two years to serve 1,500 households annually. Expanding the program by 67% means that significantly more households will have access to the critical services and supports they need to stay in their homes and stabilize.

**Geographic reach:** Santa Clara County

**Funding need:** \$5M

**Total project cost:** \$20M

**Website:** [destinationhomesv.org/](https://destinationhomesv.org/)

**Contact:** Maia Bishop Bookoff,  
Development Officer,  
[maia@destinationhomesv.org](mailto:maia@destinationhomesv.org),  
858.922.6191

**Major supporters/Funders:** Cisco, David and Lucile Packard Foundation, Google.org, LinkedIn

---

More information available [here](#) and upon request.

# The Partnership for the Bay's Future

---

The Partnership for the Bay's Future is a multi-sector collaborative effort aimed at advancing the region's future by solving its interconnected challenges—housing, transportation, and economic opportunity. With an initial focus on housing, the collaborative effort aims to expand and protect the homes of up to 175,000 households over the next five years, and preserve and produce more than 8,000 homes throughout the Bay Area over the next 5 to 10 years.

The Partnership for the Bay's Future supports innovative renter protection policies, preservation and production of affordable housing, and cross-sector collaboration to keep families in their homes and neighborhoods, reverse displacement trends, and protect the Bay Area's racial and economic diversity. They advance this goal through grantmaking, affordable housing financing, and convening diverse interests across sectors to work together to achieve this goal.

The partnership has 2 needs:

- **Policy Fund:** Led by the San Francisco Foundation, this fund makes grants to pilot and scale effective practices to support innovative local policy change. Needs: \$20M funded out of \$25M needed for this program over the next 2-3 years
- **Bay's Future Fund:** Led by LISC, this fund provides flexible financing for affordable housing production and preservation. The initial fundraising goal of \$500 million was met and continues to raise funds to expand impact and invest in more affordable housing projects

**Geographic reach:** Bay Area (Santa Clara, San Mateo, San Francisco, Alameda and Contra Costa counties)

**Funding need:** \$5M or more.

**Website:** [baysfuture.org](https://baysfuture.org)

**Contact:** Wendy Guzman, Program Assistant, [wguzman@sff.org](mailto:wguzman@sff.org), 415.733.8551

**Major supporters/Funders:** San Francisco Foundation, Chan Zuckerberg Initiative, Ford Foundation, Facebook, Genentech, William and Flora Hewlett Foundation, SVCF, and the Stupski Foundation

---

More information available upon request.

# St Francis Center

---

The St. Francis Center of Redwood City was founded in 1986 to provide food, clothing, and other essential services for working poor families who, though working at one and sometimes two low paying jobs, find it very difficult to pay both the exorbitant rental costs and provide basic necessities for their families. To date, the St Francis Center owns and manages 135 low-income units in Redwood City's Fair Oaks neighborhood.

The St Francis Center has two rare opportunities to expand their inventory of affordable housing to 182 units. This would mean that approximately 860 people would be able to benefit from affordable, clean, stable, and dignified housing.

- Two buildings have been identified in Redwood City (7 units) which would enable working families to access safe, dignified and affordable housing as well as benefit from the wrap-around services provided at the Center (food, clothing, after-school etc.). The buildings could be acquired for \$3.5M and St Francis has already received a matching grant of up to \$1M for this expansion.
- The Sisters of Charity in East Palo Alto have reached out to St Francis Center to ask them to purchase a 40-unit building they have owned and operated for the past 13 years, but are unable to continue doing so due to increasingly complex rent regulations. The purchase price for this building is \$8.5M, and would prevent 40 families from losing their home. St Francis has received a \$1M matching grant for this initiative.

**Geographic reach:** Redwood City's North Fair Oaks neighborhood and East Palo Alto

**Funding need:** \$8M

**Total project cost:** \$12M

**Website:** [stfrancisrwc.org](http://stfrancisrwc.org)

**Contact:** Sister Christina Heltsley, Executive Director, [schristina@aol.com](mailto:schristina@aol.com), 650.365.7829

**Major supporters/Funders:** Bob and Connie Lurie, Ned and Carol Spieker, Packard Foundation

---

More information available [here](#) and upon request.

# Safety Net Services

## ▷ Sunnyvale Community Services

Acquiring a new building in Sunnyvale to meet the growth in demand for services from low-income families and homeless residents

## ▷ West Valley Community Services

Renovating facilities and upgrading services to meet increasing needs and better serve vulnerable populations in Santa Clara County



# Sunnyvale Community Services

---

Founded in 1970, Sunnyvale Community Services (SCS) is an independent, nonprofit emergency assistance agency in the heart of Silicon Valley. SCS's mission is to prevent homelessness and hunger in the local community. SCS is one of seven Emergency Assistance Network (EAN) agencies who together to ensure a safety net for all zip codes in Santa Clara County.

SCS has experienced a steep growth in demand for services (+35% growth in clients over 5 years). At this rate, SCS will serve over 12,000 low-income clients by FY 2024-25. The demand for services for homeless clients also continues to rise. SCS served 831 homeless individuals in FY 18-19, an increase of 22% in a single year and is forecasting assisting 1,000 homeless individuals by 2021.

Additional space is critical to support the growth and quality of services delivered and will offer much-needed meeting rooms, bathrooms, food pantry space, waiting area, and offices for caseworkers for confidential 1:1 meetings. The goal is to be the *hub* for safety-net services in the local community; and always treat clients, volunteers, and staff with compassion, dignity and respect.

SCS has recently sold its current building to the City of Sunnyvale (\$6M) to acquire a larger facility a few blocks away (\$12M). Additional funding is required to cover the funding gap on the building purchase as well as to improve the facility (\$8M), and build operational reserves (\$1M) to support the fast growth of the organization.

**Geographic reach:** Santa Clara county

**Funding needs:** \$9M

**Total project cost:** \$14M

**Website:** [svcommunityservices.org/](https://svcommunityservices.org/)

**Contact:** Marie Bernard, Executive Director,  
mbernard@svcommunityservices.org,  
408.738.0121

**Major supporters/Funders:** City of Sunnyvale, LinkedIn, Sunlight Giving.

---

More information available [here](#) and upon request.

# West Valley Community Services

---

West Valley Community Services provides critical safety-net services for those with the greatest needs, including food and housing assistance, affordable housing, family support, homeless services, financial assistance, financial coaching, and case management, as well as information and referrals. Each year, West Valley Community Services helps 3,000–4,000 community members facing a hunger or housing crisis.

Over the last five years, West Valley Community Services has seen an unprecedented increase in need for support and services. Between 2017 to 2018, client demand increased by 54%. According to recent reports, one-third of Bay Area residents are unable to afford food and rent. Rent has increased by 15–30% since 2012, while income levels have stagnated for low-and middle-income workers.

In order to meet this demand, West Valley Community Services needs to renovate their facility to double the size of the food pantry, add a new dry food storage room, make better use of office space, and add a new 1,000-square-foot multipurpose room for client and staff use. The agency will also purchase and customize a new 22-foot mobile pantry vehicle to take food to clients who have mobility or transportation challenges. These changes will allow them to serve more clients both at their main office in Cupertino, and throughout the community.

**Geographic reach:** Cupertino, Saratoga, West San Jose, Monte Sereno, Los Gatos and the surrounding mountain regions

**Funding needs:** \$1M

**Total project cost:** \$2.1M

**Website:** [wvcommunityservices.org/](http://wvcommunityservices.org/)

**Contact:** Josh Selo, Executive Director, [joshs@wvcommunityservices.org](mailto:joshs@wvcommunityservices.org), 408.956.6113

**Major supporters/Funders:** Sunlight Giving.

---

More information available [here](#) and upon request.

# Youth

▶ One Valley, YMCA

Expanding programs and facilities to serve 250,000 youth, including 100% living below self-sufficiency in Silicon Valley



Credits: YMCA

# One Valley

## YMCA Silicon Valley

---

For more than 150 years, the YMCA has been bringing Silicon Valley together by building healthy communities and developing youth with the skills they need to achieve their goals and have their voices heard. They currently reach 260,000 people, including 170,000 children every year.

YMCA Silicon Valley has a big, audacious plan to get their services out to those who need it most, through their 11 facilities and partnerships. They are aiming to double the number of families who have access to YMCA Silicon Valley's programs by 2025, and reach 250,000 youth every year, including 100% of those living below self-sufficiency.

This effort will focus on:

- Ensuring 100% of Y facilities are accessible to people of all abilities and mobilities, by renovating existing facilities
- Supporting and growing programs that close the achievement gap and prevent chronic disease, working in partnership with other players and providing financial assistance to those who need it most
- Expanding the busiest Ys to accommodate more people to promote health and connections, investing in undersized Ys
- Ensuring sustainable funding for the Ys that serve the greatest number in need, by building endowment funds

**Geographic reach:** Bay Area

**Funding need:** \$110M by 2025

**Total project cost:** \$600M with \$490M coming through earned revenue and government grants

**Website:** [ymcasv.org/](https://ymcasv.org/)

**Contact:** Simon Chiu. Vice President of Financial Development, [Simon.Chiu@ymcasv.org](mailto:Simon.Chiu@ymcasv.org)

**Major supporters/Funders:** David and Lucile Packard Foundation, Tosa Foundation, Silicon Valley Bank

---

More information available upon request.

We welcome  
your feedback



# A collaborative effort

---

Magnify Community compiled the information in this portfolio by consulting with numerous partner foundations, philanthropists, nonprofits on the ground, and community leaders.

This is, by no means, an exhaustive list of all the many worthwhile initiatives led by effective nonprofits to impact Silicon Valley and its residents positively at scale.

This document is constantly evolving, as we hear about new initiatives to include from our network of trusted foundations, philanthropists, and community leaders.

**If you are aware of any other “Bigger” Bets you believe should be featured here, please reach out to us.**

**If this document enabled you to learn more about one or more initiatives you ultimately decided to fund, please let us know. This learning is critical to enable us to refine our tools, and catalyze more local giving.**

# Contact us



**Catherine Crystal Foster**

Chief Executive Officer  
catherine@magnifycommunity.com



**Kathy Jackson**

Managing Director  
kjackson@magnifycommunity.com



**Aude Anquetil**

Director of Strategic Partnerships  
aude@magnifycommunity.com

Magnify

Community