A Better Tomorrow Starts Now
Samaritan House’s Plan to Lift Up Our Community during COVID-19

Overview for A Better Tomorrow
For over 45 years, Samaritan House has been leading the fight against poverty in San Mateo County. We are the only organization that delivers the full breadth of essential services and personalized support to the working poor. In response to the unprecedented economic fall-out caused by COVID-19, we have focused our efforts on providing the most basic necessities of living, while continuing to operate services that will help those that have been destabilized get back to self-reliance.

In the past year, more than 23,000 people have turned to us for help. That’s 8,000 more than the year before. As benefits like unemployment run out and the moratorium on evictions does not provide full relief for renters, more and more members of our community will face hunger and homelessness. That’s why we’ve launched A Better Tomorrow Starts Now, a campaign to raise the $1,250,000 in additional funding needed to meet the surge in demand that we’re expecting to see in the coming year. Your help is needed now, so that we can see our less fortunate neighbors through this uncertain time and help them - and our community - achieve stability on the other side.

Our entire community benefits when every person is thriving and contributing.

What We Do
We ensure the working poor aren’t invisible – suffering in silence – and provide the resources and support they need to be fed, clothed, healthy, and housed so they can remain an active, successful part of our community. Food, shelter, healthcare, and financial assistance are the core of what we do, but we also provide financial empowerment services, case management, children’s and school programs, worker resources and much more. Our clients pay no fees for any of the help they receive from Samaritan House.
COVID-19’s Impact on the Working Poor and the Middle Class

According to a 2019 study by NORC at the University of Chicago, 40% of Americans are just one paycheck away from financial ruin. This statistic is especially troubling in areas of tremendous wealth, like San Mateo County, one of the most expensive areas in the country. With more than half a million Bay Area jobs eliminated during April and May, thousands of families have been thrust into poverty. While some have been able to go back to work, the increase in COVID-19 cases, deaths and resulting closures of more businesses tells us that many will not have consistent work for some time.

“My husband loves working. He’s in the sales industry, but because of COVID-19, there is no work. I was so thankful when Ariana [my case manager] called me and told me I was approved for financial assistance. …It’s so helpful what Samaritan House is doing for the community.” - Nydia, Samaritan House Client

Our Response

We believe an enduring community is only possible when every person has the resources they need to live. Because of this core value, Samaritan House will continue to lead the fight against poverty in San Mateo County with commitment and determination by effectively leveraging resources and implementing programs that lift up the working poor. And we will do it for more people than ever before. As the central anti-poverty organization for San Mateo County, we are uniquely positioned to take care of our community in the wake of COVID-19, so that anyone who needs help can get it.

Your Help Will Grow the Safety Net Now

Between March and mid-July, over 3,300 families applied for financial assistance in San Mateo County, representing $8,000,000 in need. These numbers are likely to grow in the coming months. While the extension of the evictions moratorium through early 2021 does offer some immediate relief, renters must still pay a portion of their rent each month from September onward to avoid eviction.

We know the pandemic is expected to last well into 2021 and, until there is a treatment or vaccine for COVID-19, the economic stability of our community is at risk. Your support now, will enable us to:

1. Keep the working poor in their homes
2. Nourish children and families with healthy food
3. Protect the uninsured with comprehensive preventative medical care
4. Shelter the homeless
5. Strengthen our community

Your investment will help us keep pace with the demand, pivot quickly if and when the situation changes, and remain innovative, creative, and responsive to the needs of our community.
Details of Our Strategic Response

1. We Will Keep Hardworking Individuals and Families Housed – Cost: $7,137,525
We’re delivering over $200,000 in assistance each week to keep hardworking families from becoming homeless. That’s an increase of 471% over pre-COVID times. With the expiration of the evictions moratorium in early 2021, we must be ready for these numbers to increase dramatically again. In addition to critical, immediate assistance, we will also continue to assess the needs of each family and provide services like financial empowerment coaching, so that when their situation stabilizes, they are prepared to get back on the road to self-reliance.

2. We Will Keep Families Nourished with Healthy Food – Cost: $4,675,066
Since April, we have seen a 247% increase in the number of families requesting food. We provided 1,700,000 meals last year – up from 1,400,00 the year before. If trends continue, that number will grow to over 2,500,000 over the next year. We operate 12 food programs altogether, including our drive-thru pantry, take-out dining room, Mobile Meals delivery program, and children’s snack and lunch program. All of our grocery and meal programs have been adapted to low or no-contact distribution.

3. We Will Keep the Uninsured Healthy with Comprehensive Preventative Care – Cost: $4,207,438
Our clinics help keep the uninsured out of emergency rooms. Diabetes and hypertension are risk factors for especially severe cases of COVID-19. We will help our patients manage their conditions through quality medical care including evaluation and monitoring, education, medication when appropriate, and access to our Food Pharmacy, so that patients have the right foods to nutritionally manage their conditions.

4. We Will Provide Safe Shelter for the Homeless – Cost: $3,812,674
In partnership with the County of San Mateo, we are dedicated to housing as many of our county’s homeless people as possible. Our shelter, Safe Harbor, will continue operating with social distancing protocols in place. Residents will continue receiving two meals a day and a safe, warm place to sleep for as long as they need it. In order to protect more vulnerable residents and under the direction of the County, senior and higher-risk shelter residents have been moved to single occupancy rooms. At present, we do not know how long funding (presently provided by the Federal Emergency Management Agency) for these single-occupancy rooms will be available. The cost of operating these facilities for six months is $2,000,000.

5. We Will Strengthen Our Community – This is the overall goal of our strategic response and a result we expect to accomplish. Through each of our programs, we work to build a strong and enduring community. With help from volunteers, donors, and community stakeholders, Samaritan House will be on the front lines of ensuring our community has what it needs to survive and thrive during these challenging times.

FOOD  |  SHELTER  |  CLOTHING  |  HEALTHCARE
Why Samaritan House?

We are at the forefront of battling poverty in San Mateo County. We take progressive approaches to tackle tough problems. We aren’t afraid to break new ground if it maximizes the impact. And our visionary thinking and proactive outreach are building awareness of the challenges faced by the working poor. While we are largely volunteer-run, our professional staff have deep experience in anti-poverty work and we invest in their development.

In the five years before COVID-19, the increase in area cost of living necessitated our growth by 30%. During that time:
- Over 42,000 people received homelessness prevention services to help them remain stably housed
- Nearly 6,000,000 meals were provided to families and individuals to prevent hunger
- Free quality healthcare was provided through more than 43,000 medical and dental patient visits

**We grew by 51% between 2019 and 2020**, in response to the increase in demand after COVID, and closed the fiscal year with:
- 185% growth in our food pantry program and
- 63% growth in our financial assistance program.

We collaborate with hundreds of organizations throughout San Mateo County to maximize the impact we all can have for those in need. Our 45+ year history of effectively leveraging partnerships and other resources means we can and do serve more people. Due to our long history of efficient and effective distribution of direct financial assistance to those in need, we were selected by Silicon Valley Community Foundation and multiple agencies and municipalities to administer their COVID-19 relief funds. Our partnership with Second Harvest of Silicon Valley makes us the largest food distribution agency in the County. We work closely with both the Sequoia and Peninsula Health Care Districts, as well as local hospitals and health care networks, to ensure that those without insurance have access to free high-quality health care. And, as the lead agency for the County’s Coordinated Entry System, we do all of the intake and work with a variety of organizations to arrange placements for anyone seeking shelter in the region. We are the go-to resource for the County of San Mateo when new needs are identified or programs developed because of our proven track record of collaboration.

“Samaritan House is an outstanding partner with Bayshore Christian Ministries, through its generous donations of nutritious meals and backpacks with school supplies for youth in our programs. During this difficult period of the pandemic, in which pressures on the East-of-Bayshore community have increased, we especially appreciate Samaritan House’s support of our mission to help East-of-Bayshore youth gain hope and a future.” - Kim Shimazaki, Bayshore Christian Ministries
Financial Story

COVID-19 has required the fast expansion of several key services. Though Samaritan House is largely volunteer-run and we have been able to fill key positions with some volunteers, we have also had to expand our staff and operations to ensure continuity of services, so we can consistently address hunger and poverty. In addition, more funds than ever before are needed to help families pay the rent and avoid homelessness. We are projecting $18,582,704 in revenue from institutional sources including foundations, corporations and the government. Samaritan House seeks an additional $1,250,000 from individual donors, to keep up with the dramatic increase in demand for our services.

Funding Needed to Lift Up Our Community During COVID-19: $19,832,704

- Shelter Emergency Services: $7,137,525 (36%)
- Health Services: $3,812,674 (19%)
- Food: $4,675,066 (24%)
- Homelessness Prevention: $4,207,438 (21%)

*More detailed financial information available upon request

Samaritan House fiscal policies and practices are focused on liquidity, adaptability, and durability to ensure that we are fiscally strong to serve the future needs of the community. Part of our $20,000,000 budget for FY21 includes over $4,000,000 in in-kind (donated goods and services) donations.

Using in-kind goods and services allows us to make the best use of donated funds.

In-Kind Goods and Services:
- 61% of our in-kind contributions are food donations, valued at $3,076,401.
- 21% represents medical supplies and lab tests valued at $1,052,804.
- 8% represents professional volunteer hours –provided by doctors and nurses at our clinics–and valued at $375,749.
- 10% represents kids’ clothes, bus vouchers, and goods and services donated for our facilities and valued at $506,568.
“When I first found Samaritan House, they helped us in getting food, clothes, and diapers for my two young boys. We are a small family, and because we were able to get by without receiving services every week, we felt that families in urgent need should use these services. However, when the pandemic hit, my wife and I lost our jobs. We were in dire need since we were without an income. Our situation was stressful, but we’ve always felt welcome at Samaritan House.” – Gerardo, Samaritan House Client

Goal for A Better Tomorrow

COVID-19 will be with us until at least 2021 and more and more people will need help to survive its economic impact. Samaritan House will provide the resources and support our community members need to be fed, clothed, healthy, and housed so they can remain an active, successful part of our community. We cannot do this without you. In order to meet the increase in demand, we have set a goal of $1,250,000 from individual donors for this campaign, to ensure that everyone in our community who needs help can get it.

For the security guard sleeping in his car. Or the teacher whose emergency room visit put her a month behind on rent. Or the mom working three jobs to make sure her kids have food. For all who are struggling to make ends meet, Samaritan House will be here to help. For over 45 years, we have connected the working poor to the resources they need to remain a healthy and stable part of our community. Your support now will help our community heal today and emerge stronger tomorrow.