



**PCRC**

PENINSULA CONFLICT RESOLUTION CENTER

A photograph of three children standing outdoors. On the left is a young girl with dark hair in braids, wearing a pink tank top and a denim skirt, with a black backpack. In the center is a young boy with short dark hair, wearing a blue striped long-sleeve shirt and a green backpack. On the right is a young girl with brown hair, wearing a green t-shirt and a pink backpack. They are all looking towards the camera.

# RESILIENCE STRENGTH HOPE

2019–20 Annual Report

**We engaged over 41,000 individuals by providing information and resources, ways to connect and get involved, and inspiring stories!**

**We wouldn't be where we are today if it hadn't been for you stepping up during these difficult times.**



# VISION

We envision a world in which people advance equity, practice empathy, and understand each other's differences.

# MISSION

To partner with the community to reduce violence, increase civic engagement, and strengthen community resilience through collaborative and innovative processes.

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# Message from Michael Smith, Incoming Board Chair, and Michelle Vilchez, Executive Director

## Dear Friends,

What a year it has been. It's fair to say 2020 has been a challenging year for many of us. While it may feel like a year we may want to forget, let's remember how it brought out our resiliency, strength, and compassion. We are eternally grateful to you for being there for PCRC and, most importantly, for the community. We wouldn't be where we are today if it hadn't been for you stepping up during these difficult times to benefit all of us.

Almost halfway through our fiscal year, we were hit by the COVID-19 pandemic and ordered to shelter in place. We quickly pivoted by being strategic, agile, and innovative in how we engaged with and delivered services to the community. We heavily relied on online platforms, social media, texting, and phone calls. Through it all, we learned which approaches worked best for our youth, families, and communities.

Leveraging our expertise in bringing people together, building partnerships, and inspiring action, we launched a series of virtual webinars on COVID-19 and racial disparities, as well as Facebook Live videos on the census and coping during the pandemic. Using a variety of media, **we engaged over 41,000 individuals by providing information and resources, ways to connect and get involved, and inspiring stories.**



## PCRC

PENINSULA CONFLICT RESOLUTION CENTER

We began receiving a high volume of calls about tenant/landlord and neighborhood issues and have been conducting virtual mediations to help people reach a resolution. For our Conflict Transformation program at the jail, we continued our program by developing and sharing a curriculum and written materials. Most of all, we wanted everyone we serve to know that they are not alone, that we value them, and that we continue to be available to provide services. And you helped make that happen through your support!

PCRC recognizes that the country is currently in a lot of pain. Recent events, coupled with COVID-19, have exposed deep-rooted inequities and violence in our society. We believe that by leaning into who we are, we are doing our part to actively address these entrenched issues and become the change we so desperately need. We know that our community has the power to make that change so that all races and ethnicities have equal opportunities to thrive and succeed.

*As we approach our 35th anniversary, now more than ever, PCRC is committed to advancing equity. And we look forward to partnering with you!*

In Partnership,



*Michael Smith*

Incoming Board Chair



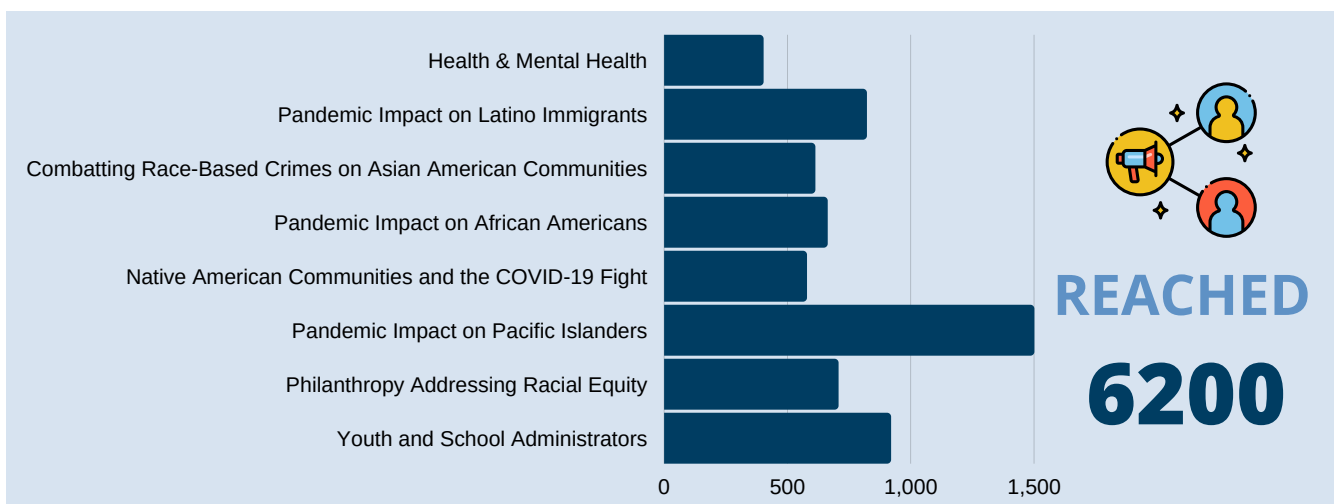
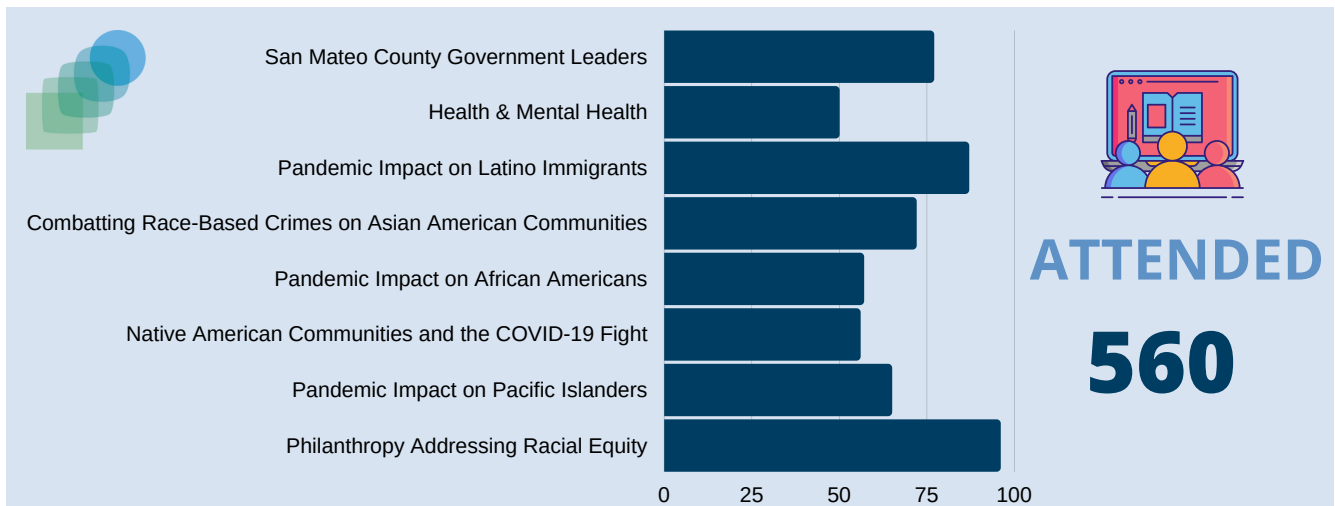
*Michelle Vilchez*

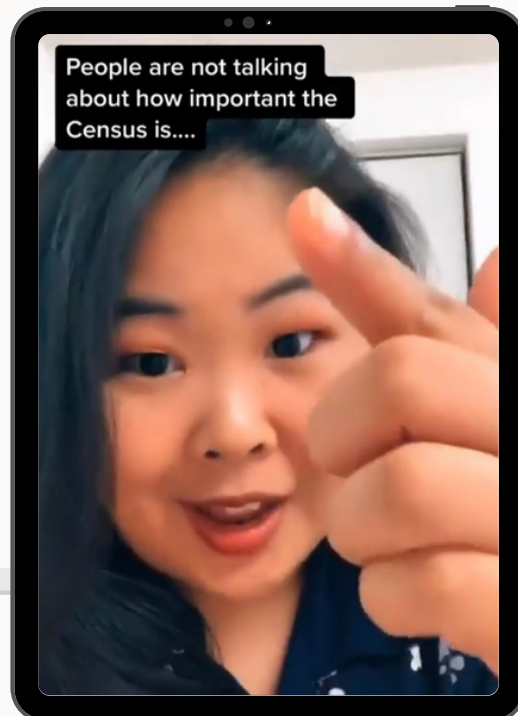
Executive Director

# Building Empathy and Respect Through Dialogue

Under our Engaging Communities Initiative we believe that all voices should be heard, and through communication and collaboration we contribute to a thriving community. We create a safe space where people can come together, build community and trust, and be inspired to take action towards a shared goal.

At the onset of the pandemic, PCRC acted swiftly, launching a series of virtual dialogues on COVID-19 and racial disparities which reached 6,760 individuals. Facilitated by PCRC’s executive director, Michelle Vilchez, we convened national, state, and local leaders who shared their respective communities’ responses, strategies, and challenges. With so much changing daily, we addressed updates and accurate information, dispelled myths and misinformation that could lead to fear or racial bias, and heard personal and inspiring stories. These dialogues provided insight into working collaboratively to support particular groups and recognized the power of kindness, understanding, and empathy during uncertain times.





# Building Power For the

# Next Decade

Under the U.S. Constitution, the federal government is required to count all people living in the United States every ten years. PCRC believes having a complete and accurate count of all people is critical to the individual and collective quality of life.

Reiterating how it is safe and simple to complete the census and what is at stake, the Pacific Islanders Complete Count Committee (PICCC) reached out and educated over 30,000 individuals. With PCRC serving as the committee chair, the PICCC implemented a comprehensive, inclusive, and creative strategy.

Efforts included giving presentations, hosting tabling events, engaging Native Hawaiian & Pacific Islander college students, and phone banking. The PICCC also implemented their Voice of Oceana Musical Series streaming live on Instagram and Facebook, with special guest hosts, singers, and disc jockeys.

Hosts kept the audience engaged with critical messages and trivia questions related to the census, culminating in one of the most well-attended and appreciated events of the year.

We heard:

***"What a wonderful way to promote Pacific Islanders being heard both vocally talented & in our community that is here to be heard!!"***

***"Such a perfect song to sing during these hard times... We need to do our part to stay safe"***

It was also a way to build community and continue being connected while socially distancing.



# Creating Strong, Healthy, and Thriving Families

Many of the parents we serve are first-generation immigrants integrating into a new culture, learning a new language, navigating the education system for their children, and seeking vital resources for their families. Compounded with the challenges of living through a pandemic, PCRC programs and services are so critical at this time.

**Our services uplift and empower families to achieve their full potential** by connecting them with community resources, helping them build strong family connections, and encouraging them to embrace an advocacy role for their children's success in school. PCRC pivoted to conduct weekly Facebook Live videos on how to cope with COVID-19 and to **implement its nationally acclaimed, research-based Parent Project online, reaching a total of 5,093 parents.**

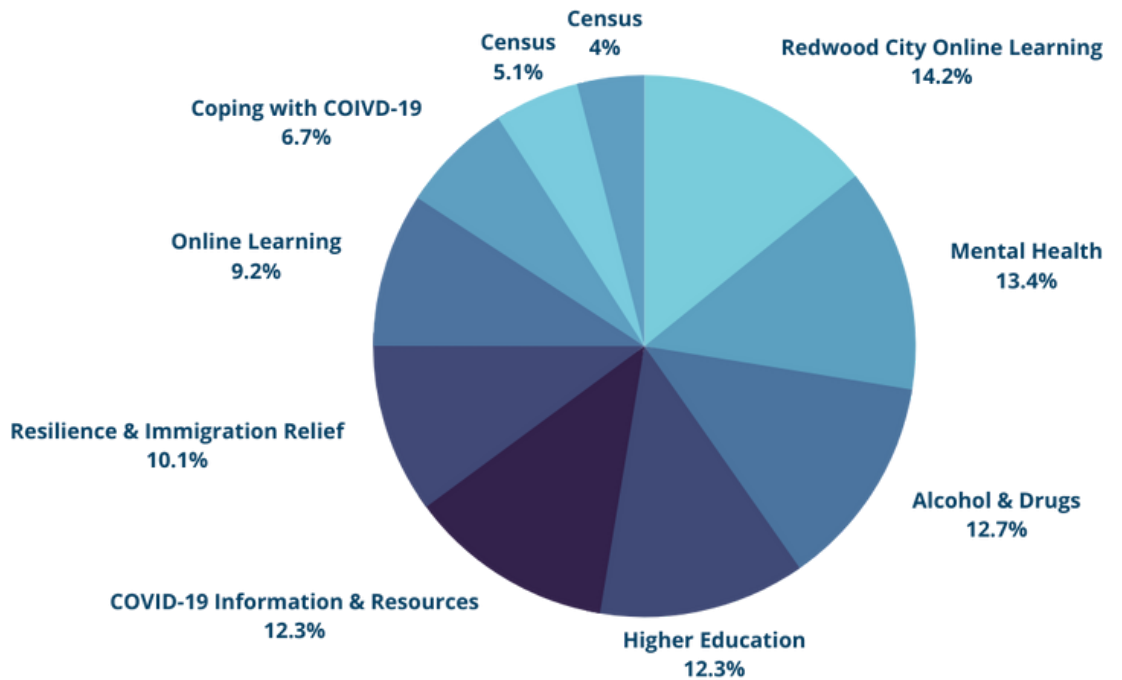
# Café de Padres

In partnership with CARON, PCRC collaborated with Catholic Charities, StarVista, and Friends for Youth, to conduct weekly Facebook Live videos to address issues parents face, compounded with the challenges of living through a pandemic. It not only provided essential information on COVID-19, resiliency, mental health, navigating online learning, and immigration relief, but it was also an outlet for parents to find support. Comments we received expressed overwhelming gratitude for the information, guidance, and ways to be connected.

*"Como padres, es nuestra responsabilidad escuchar a los hijos. Estamos viviendo una nueva era y tenemos que estar muy informados."*

*"As parents, it is our responsibility to listen to our children. We are living in a new era and we have to be very well informed"*

**11**  
Facebook  
Live  
Webinars  
**5093**  
Individuals  
reached on  
Facebook



**Redwood City Online Learning**  
14.2% | 695 individuals

**Mental Health**  
13.4% | 655 individuals

**Alcohol & Drugs**  
12.7% | 623 individuals

**Higher Education**  
12.3% | 604 individuals

**COVID-19 Information and Resources**  
12.3% | 600 individuals

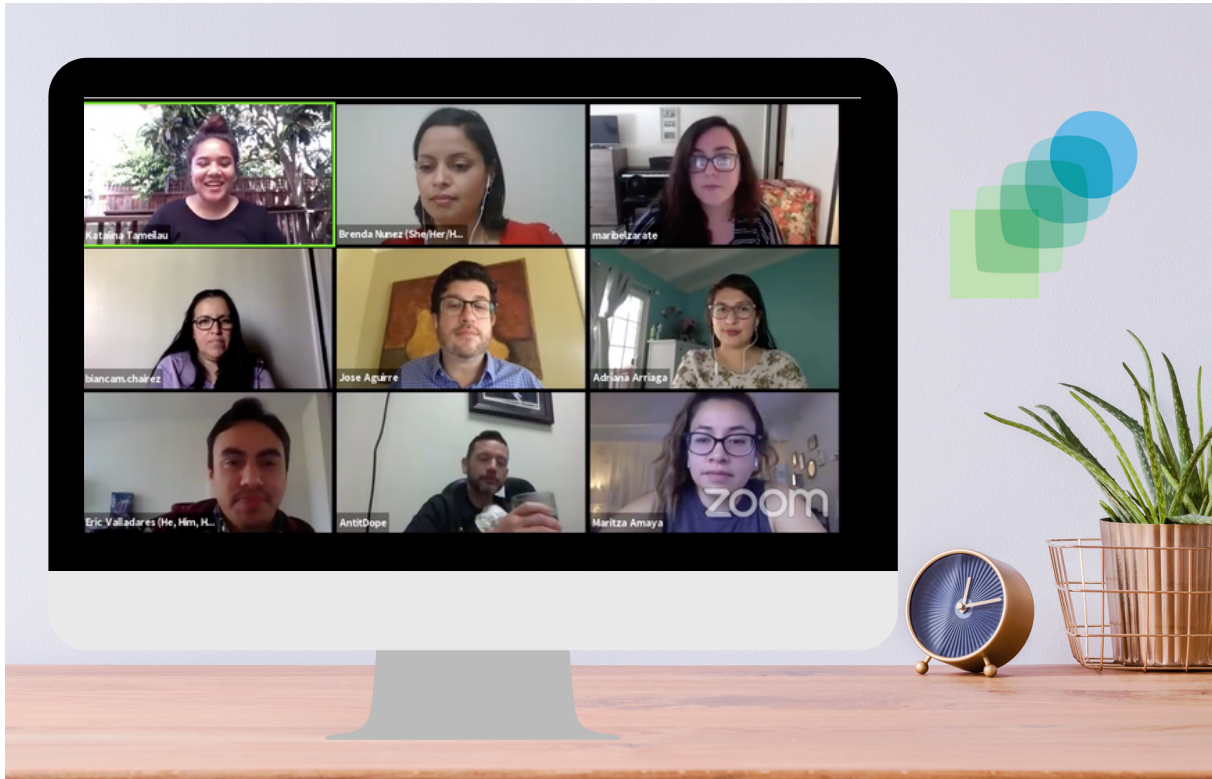
**Resilience & Immigration Relief**  
10.1% | 496 individuals

**Online Learning**  
9.2% | 451 individuals

**Census**  
9.1% | 444 individuals

**Coping with COVID-19**  
6.7% | 329 individuals





# Parent Project

Believing that families are the foundation to creating a vibrant community, we are in our eighth year providing the Parent Project parenting program to English-, Spanish- and Tongan-speaking parents to build their capacity as parents and as advocates in their children's education. Since its inception, we have trained approximately 8,060 parents.

This year, we held two six-week Parent Project programs for Latino immigrant and Pacific Islander parents. While moving online may have affected the number of parents participating, it did not impact the results.

Parents expressed that these workshops made them:

- ***"More patient, understanding and loving"*** towards their children
- Value the importance of building a foundation of ***"wisdom, beliefs, and respect"*** and with ***"guidance and consequences"***
- Recognize they are ***"preparing for the future of their families"***

<b>8</b> years providing the Parent Project	<b>8060</b> trained parents
OFFERED IN 3 DIFFERENT LANGUAGES: <b>ENGLISH, SPANISH, &amp; TONGAN</b>	

Parents like Finau & Edwin participated in this workshop to be better listeners and communicators. As a result, they found that their kids are open to sharing their personal experiences and feelings with them and building trust. If it weren't for the Parent Project, they believe their kids wouldn't be as open to sharing their feelings. Instead, their kids would internalize their thoughts and feelings causing disconnection and avoidance.

After graduating from the Parent Project, Finau and Edwin described themselves as more patient, understanding, and open parents. They learned new things about themselves and their children and said it couldn't have happened at a better time for them.



## Investing in Our Future

At PCRC, we are investing in our future. We believe that every young person should have opportunities to achieve academic success. We help them see and realize their potential. PCRC taps into their leadership abilities and provides training in communication, decision making, violence prevention, and social justice action. We implement best practices, including classroom-based instruction, mentorship, and art-based and cultural programs.

We work in collaboration with families, school staff, and administration to help youth gain confidence in their abilities as students and contributors to their communities. PCRC works with K-12 schools throughout the county and has engaged and trained a total of 940 youth.

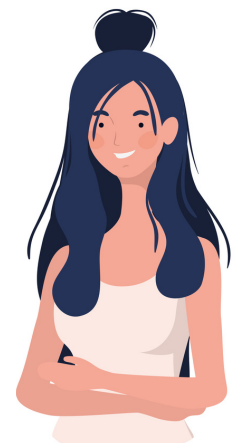
Thank you for supporting future leaders like Viga, a local high school student, who will transform our communities and our world.

Hello,

I am Viga, a student from San Mateo High School, and alumni of the Pacific Islander Leadership Academy (PILA) – a collaboration between PCRC and the San Mateo County Sheriff's Office CARON program.

Being part of PILA taught me that it's okay to show your emotions, to feel these ways. We are youth going through different things. And it was okay for us to express it and not to hide it. It was a great experience. I was able to let go of burdens and let others know, "I'm struggling too, I know how you feel!"

It was really good to see other youth just like me going through struggles, being able to help each other out, and letting me know that I had them on my side if I ever need anything, that I can depend on them, including the police officers."



# A Driving Force in Our Community



We are grateful to our devoted volunteers, who are the backbone of our service delivery, for their talent, time, and energy. Our work is not possible without you.

PCRC brings people together and supports them in working through challenging conversations. To date, we have facilitated several housing and racial equity conversations throughout San Mateo County, and it was done through the support of our dedicated volunteers.

Volunteers like Jayne Uberti, who has volunteered with PCRC since September 2019, gives of her time and talent because, in her words, "PCRC is creating positive changes in our community, and life-changing contributions are exhilarating."



*"PCRC is creating positive changes in our community,  
and life-changing contributions are exhilarating."*



~ Jayne

Jayne believes that without PCRC, "We would see more conflict in our communities and a lower quality of living. Conflict management is vital to keeping the peace in high-density communities in the Bay Area. PCRC services are critical in community conflict and retribution management."

Our dedicated volunteers, some of whom have been with PCRC since we opened our doors in 1986, understand the importance of facilitating processes that bring people together in a safe space to build partnerships and inspire action towards shared goals. Our volunteers drive this work and excel at it! Not only do they bring their talent, but they also bring their diversity, experience, generosity, compassion, and kindness, for which we are deeply grateful.

# INCOME STATEMENT

## Revenue and Support

Direct Contributions	\$289,386	18%
Non-Government Grants	\$398,860	15%
Government Grants	\$110,000	6%
Revenue - Government Agencies	\$807,325	48%
Revenue - Fee for Service	\$245,892	12%
Investments	\$7,794	1%

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Total Revenue	\$1,859,257	100%
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## Expenses

Core Programs and Services	\$315,363	19%
Engaging Communities	\$639,390	38%
Strengthening Families	\$229,591	14%
Empowering Youth	\$116,803	7%
Administration	\$280,127	17%
Development	\$91,853	5%

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Total Expenses	\$1,673,127	100%
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<b>Change in Net Assets</b>	<b>\$186,130</b>
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\* Audited Financials as of 6/30/2020

# PCRC BY THE NUMBERS

Because of **YOUR** support, we served over **41,000** individuals through our Core Services & Initiatives.

## ENGAGING COMMUNITIES INITIATIVE

### Civic & Public Participation

- Census
- 4 R's

### Community Health & Wellness

- Substance Abuse Prevention
- Pacific Islander Health Ambassadors
- Pacific Islander Initiative

### Violence Prevention

- Sheriff's Office of San Mateo County CARON (Community Alliance to Revitalize our Neighborhood)

### Strengthening Communities/Neighborhoods

- General Plan

## STRENGTHENING FAMILIES INITIATIVE

### Family Engagement & Leadership Development

- Whole Health Youth Initiative

### Strong & Healthy Families

- Parent Project
- Adult Mental Health

## EMPOWERING YOUTH INITIATIVE

### Student Engagement & Leadership Development

- Partnerships with Menlo Park and East Palo Alto Academy (EPAA)

### Strong & Healthy Schools

- Parent Project

### Youth Well-Being & Safety

- Youth Mental Health

## CORE PROGRAMS AND SERVICES

Conflict Coaching

Conflict Transformation in Jails

Mediation

Facilitation

Training

Workgroup Effectiveness

We Served Over  
**41,000** Individuals

Facilitation **34,697**

Outreach **4,093**

Training **2,509**

Mediation **249**

Volunteers

Individuals **122**

Hours **2,552**

# THANK YOU

## OUR GENEROUS DONORS AND SUPPORTERS

We are eternally grateful for your commitment to advancing a vibrant, inclusive, and thriving community.

Aila Malik  
Alice Shikina  
Alicia Santamaria  
Alix Wall  
Amazon Smile Foundation  
Amy Eilberg  
Anna Phillips  
Anonymous Donors  
Arthur L. Storch  
Asian Americans Advancing Justice - Los Angeles  
Atkinson Foundation  
Barbara Liedtke  
Barrie Hathaway  
B. Packer & A. Weinberg  
The Benevity Community Impact Fund  
Beth Weisberg  
Bohannon Foundation  
Brenda Sell  
Bright Funds  
B. V. Scoles  
Cardum Harmon  
Cargill  
Celia Benavides  
Chad M. & Carissa Hamilton  
Chan Zuckerberg Initiative Community Fund  
Chick Adams and Laurie Davies  
Chris Hsiung  
Christopher Wuthmann  
City of Belmont  
City of Brisbane  
City of Burlingame  
City of Daly City  
City of Foster City  
City of Menlo Park  
City of Millbrae  
City of Redwood City  
City of San Bruno  
City of San Mateo  
City of San Mateo Community Development Block Grant  
Colin Rule  
Community Census Partners  
County of San Mateo  
County of San Mateo Behavioral Health and Recovery Services  
County of San Mateo Health Department  
County of San Mateo Office of Sustainability  
Craig Ackerman  
Cynthia Hinestroza  
Dale Young  
Danford Foundation  
Deborah E. Schechter  
Diana Reddy  
Diane Weible  
Dignity Health Sequoia Hospital  
Diyana Dobberteen  
Doug McGlashan

Ed Barberini  
Ella & Cruz Hamilton  
Ellyn Corey  
Eugene & Theresa Mullin  
Friends for Youth, Inc.  
Gabriela Simon  
George Fulvio  
George Westermark  
Georgina LaBerge  
Gloria Brown  
Gloria Kennett  
Gretchen Wehrle  
The Grove Foundation  
Gustavo Lopez  
Hal Forbes  
Harriette Unger  
Herbst Foundation, Inc.  
Illyasha Peete  
International Brotherhood of Electrical Workers  
James Ingwersen  
James Madison  
Janice & Monte Klein  
Janis Stoner  
Jennifer Bullock  
Jenny Kim  
Jim Harb  
John Bejarano  
Jon Kaufman  
Jose Aguirre  
Joshua Hugg  
Judith Bloom  
Judy Ho  
Judy Kramer  
Karen Herrel  
Kathryn Cross  
Katie Howard  
Kaye Crawford  
Keith & Naomi Dale  
Keith Rahder  
Kirk Anderson  
Kristi Denham  
Katherine Carswell  
Larry and Kathie Fosgett  
Lauren McLaughlin  
Leonard & Freda Warren  
Lewis Smiler  
Lorna Strachan  
Magda Gonzalez  
Malissa Netane-Jones  
Margaret Marshall  
Maria Lorente-Foresti  
Marie & John Violet  
Mario Rendón  
Marti Woolford  
Max Bloom  
Mercedes Rodriguez  
Michael Abkin

Michael Coyne  
Michael Smith  
Michelle & Alejandro Vilchez  
Michelle Hoover  
Mieke Bloomfield Barrows  
Mustafa and Zehra Vahanvaty  
Nadine Levin-Abrams  
Nancy & David Crabbe  
Nancy Colman  
Newton Harband  
Nicole Stephen  
Paola Pretorius  
Patricia Brown  
Paul Michel  
Peeranut Visetsuth  
Peninsula Health Care District  
Peter & Paula Uccelli Foundation  
Richard & Roberta Rudman  
Robert Cid & Patricia Diaz  
Robert Muzio  
Rod & Jo-Ann Sockolov  
Rosemary Eng  
Roxanne Newton  
Sally Hare  
Sam Lee  
San Bruno Community Foundation  
San Mateo County  
San Mateo County Central Labor Council  
San Mateo County Sheriff's Office  
San Mateo Credit Union  
Sandy Sans & Yvonne Freund  
Sequoia Healthcare District  
Sequoia Union High School District  
Shawneece Stevenson  
Sheila Purcell  
Silicon Valley Community Foundation  
Stacia Sarna  
Steve Minden  
Superior Court of California  
Susan Loftus  
Susan Manheimer  
Tamara Dale  
Ted Hannig  
Teresa Whitehair  
Theodore Geballe  
Thomas McCune  
Thurman V. White, Jr.  
Timothy Elliott  
Tom Huening  
Toni Barrack  
Town of Colma  
Town of Hillsborough  
Town of Portola Valley  
Transform Collaborative  
Valerie Powell  
Victoria Chen  
The Wallace Alexander Gerbode Foundation  
Warren L. Dale

# Our Team

PCRC is led by a dynamic team whose dedication, passion, and guidance keeps PCRC moving forward.



## STAFF MEMBERS

### ADRIANA ARRIAGA

*Community Engagement Associate*

### CARLA GARCIA

*Office Manager*

### EVELIA CHAIREZ

*Community Engagement Associate*

### JOSÉ R. LÓPEZ

*Community Engagement Associate*

### KEISARINA HAFOKA

*Youth Engagement Associate*

### MICHELLE VILCHEZ

*Executive Director*

### ROSIE RIVERA

*Operations Associate*

### SUE VUNA

*Community Engagement Associate*

### AIDA NEGRÓN

*Training and Facilitation Associate*

### CELIA BENAVIDES

*Director of Finance*

### FLORENCE ORTIZ

*Engagement Specialist*

### JULIET VIMAHU

*Community Engagement Associate*

### MALISSA NETANE-JONES

*Director of Initiatives*

### NELMARIE VILARÓ CARO

*Mediation Services Associate*

### TALAVOU AUMAVAE

*Community Engagement Associate*

### SEINI MATEIALONA

*Manager of Mediation Programs*

### ANNE BERS

*Collaborative Processes Coach*

### DEBBIE SCHECHTER

*Manager of Facilitation Services*

### HUZAYFA AHMED

*Initiative Manager*

### KATALINA TAMEILAU

*Family Engagement Associate*

### MERCEDES RODRIGUEZ

*Director of Operations*

### PATRICIA DIAZ

*Interim Director of Operations*

### STACEY DAVIDSON

*Engaging Communities Associate*

### WALTER MANUOFETOA

*Community Engagement Associate*

## Parent Project Facilitators:

### CLAUDIA RODRIGUEZ

### IVETTE MELENDEZ

### MARIA ECHEVERRIA

## BOARD OF DIRECTORS

### JO-ANN SOCKOLOV

*2019-2020 Chair*

### ALICE SHIKINA

*Vice Chair*

### CHRIS HSIUNG

*Board Member*

### LILLIAN BARDEN

*Board Member*

### LORNA STRACHAN

*Immediate Past Chair*

### STEVEN MINDEN

*Treasurer*

### MAGDA GONZALEZ

*Board Member*

### MICHAEL SMITH

*Incoming Board Chair & Secretary*

### WARREN DALE

*Board Member Emeritus*

### MANUFOU LIAIGA-ANOA'I

*Board Member*

### PAOLA PRETORIUS

*Board Member*



# COMMUNITY HOPE

Peninsula Conflict Resolution Center  
1670 South Amphlett Blvd., Suite 115  
San Mateo, CA 94402  
650.513.0330  
[www.pcrcweb.org](http://www.pcrcweb.org)