

community information program

Peninsula Library System

CIPResource Bulletin

March 2009

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CIP Community Calendar Highlights

March 11 , 8:45 am - 4:30 pm

The Nonprofit Forum:
Making an Impact in
Today's Realities

>> details

March 11, 2:30 pm - 5:00 pm

Open House for the New
Receiving Home

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March 13, 8:30 am - 4:30 pm

Circle of Women
Conference: Wise Up and
Take Off

>> details

Click here for the complete
**CIP Community
Calendar.**

Click here for the **CIP
Calendar of Ongoing
Events.**

Email

shulman@plsinfo.org
anytime to submit your
upcoming events for either
calendar.

Welcome to our e-newsletter!

Happy St. Patrick's Day! Daylight Savings
Time is back. Remember to "spring forward"
at 2:00 am on March 8.



Now that our new lawmakers have settled in,
do you know how to get in touch with them? If you need
or want to contact your lawmakers, whether on the
local, state or federal level, CIP has made it easy for
you! We just updated our flyer "How to Contact Your
Lawmakers." It even includes how to address our
elected officials. To download the flyer, [click here](#).

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Article deadline for the April issue of the *Resource Bulletin* is March 15. Email your submission to shulman@plsinfo.org.



Community Calendar Highlights

The Nonprofit Forum: Making an Impact in Today's Realities

March 11, 8:45 am - 4:30 pm. The Center for Excellence in Nonprofits (CEN), the Silicon Valley Council of Nonprofits (SVCN) and Thrive present this forum to provide tools, strategies and discussions grounded in the current realities nonprofits are facing today. The keynote presentation in the morning will be on "How We Can Work Together for a Greater Impact" and the afternoon one will focus on "The Economic Realities Facing Nonprofits - Are You Ready?" Session topics include Fundraising Planning in the New Economic Environment; Belt Tightening in Challenging Economic Times: Navigating the Law to Avoid Larger Liabilities; Understanding Social Networking and Web 2.0 for Supporting Your Cause; Preparedness in Times of "Economic Disaster;" Marketing and Branding to Attract Individual Donors, Volunteers, and Corporate Supporters; Financial Management in a Tough Economic Climate; and The Governance Difference: How Boards Can Add Value in Challenging Times, among others.

Location: Oracle Conference Center, 350 Oracle Parkway, Redwood Shores. \$175 general admission; \$89 for members of CEN, SVCN or THRIVE or staff, volunteers and board members of organizations located or doing significant work in Santa Clara and San Mateo Counties. For more information or to register [visit www.compasspoint.org/onevent/details.php?id=3105](http://www.compasspoint.org/onevent/details.php?id=3105).

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Open House for the New Receiving Home

March 11, 2:30 pm - 5:00 pm. There will be a brief program, silent auction, raffles, refreshments and tours of the facility.

Location: San Mateo County Children's Receiving Home, 31 Tower Road, San Mateo. For more information and to RSVP [contact Ruth Swanson, Executive Secretary to the Children and Family Services Director at 802-6546 or rswanson@smchsa.org](mailto:rswanson@smchsa.org).

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Circle of Women Conference: Wise Up and Take Off

March 13, 8:30 am - 4:30 pm. Learn financial basics and tips from easy-to-understand experts in a fun environment on how to adapt to our changing economic situation. By the end of the event you will gain tools for smart financial decision making; transform your relationship with money; learn the basics of what every woman should know about living within her means; managing credit; how to stop being the community "ATM;" shopping for the right financial institution and products; preventing identity theft; financial preparedness; and insurance, real estate and investments 101. Discover how being green can give you more green and network with women you can relate to.

Location: The Hiller Aviation Museum, 601 Skyway, San Carlos. Early Bird Registration: Students/Seniors \$25; General Admission \$35. At the Door: Students/Seniors \$35; General Admission \$45. Conference registration includes breakfast, lunch, conference tote bag, keynote presentation, break-out workshops and access to local financial resources. For more information or to register [visit **www.circleofwomenconference.eventbrite.com**](http://www.circleofwomenconference.eventbrite.com).

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Complete Articles

Recession Resources, Part One: PLS Community Resources FAQs (Frequently Asked Questions)

Need help in this struggling economy? Check out some Community Resources as compiled by local PLS Reference Librarians that might help you find solutions with your career, mortgage, healthcare and other issues during these challenging times. [Visit **plsinfo.org/getanswers/CommunityResourcesFAQ.htm**](http://plsinfo.org/getanswers/CommunityResourcesFAQ.htm) for answers.

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Recession Resources, Part Two: Community Services Locator Link

For people who frequent the San Mateo County Web site home page (www.co.sanmateo.ca.us) for governmental and nonprofit resources, a new link has been added called the "Community Services Locator." The link is one of the options under the County Links listed on the right side of the page and connects users with the CIP Database, *Community Information Handbook* and other CIP publications. Visit it directly at cip.plsinfo.org/locator.html.

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Plan Better With Your Library Card

Planning is central to the success of every organization, whether nonprofit, government agency or business. The San Mateo Library now offers a new service to help plan an organization's future. Whether it's writing a grant, creating a new five-year strategic plan or planning an outreach campaign, Business Decision is the tool needed.

Business Decision is a subscription database, reporting and mapping service that combines extensive consumer household, market segmentation and demographic data with GIS (Geographic Information Systems) mapping technology.

Business Decision components include:

- Community Tapestry segmentation system by ESRI Business Information Solutions (BIS) provides an accurate, detailed description of the Bay Area's neighborhoods. Use Tapestry descriptions to get a picture of a community's values, attitudes and preferences.
- The Consumer Expenditure Survey, a comprehensive value-added database using the

latest data from the Bureau of Labor Statistics, updated annually. Data are reported by product or service and include total expenditures, average spending per household and a Spending Potential Index (SPI).


- Current year updates and five year demographic forecasts, updated annually.
- Thematic geographic information systems (GIS) map displays a location along with a multitude of demographic variables shaded at any geographic level: state, county, tract, block group and ZIP Code.

With Business Decision, San Mateo county organizations have a tool to forecast community needs to 2013, evaluate the need for services and plan outreach campaigns to the right neighborhoods.

The service is free with a PLS library card. To check out Business Decision [click here](#). Don't have a library card? Apply online [here](#) and pick up the card at your local library.

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ZURB: Applications for Marketing Marathon Due March 11

ZURB is an interaction design and strategy consultant with over 10 years  and more than 75 start-up companies under their belt. They aim to help organizations connect their goals to people's desires through services, products and campaigns.

ZURB will work with one nonprofit to identify a marketing challenge and solve it within 24 hours. They will cover all associated costs, including printing, delivery, production, photography purchases, etc. If your organization needs a complete identity overhaul, wants to better connect with donors or just needs a better Web site, this event will be a huge help for your organization.

To get involved in ZURBwired 2009 and be part of their second coffee-fueled 24-hour marketing marathon on April 9 at ZURB Headquarters that will propel one nonprofit years ahead [visit www.zurb.com/zurbwired2](http://www.zurb.com/zurbwired2).

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Bank of America Grants Recognize Neighborhood Improvement Programs: Applications and Nominations due June 30

The Neighborhood Excellence Initiative, Bank of America's philanthropic program, recognizes nonprofit organizations and individuals working to improve their communities. The focus is on areas such as education, community development and/or neighborhood preservation, arts and culture, and health and human services. The Initiative's Neighborhood Builders category provides grants of \$200,000 each to two nonprofit organizations working to promote vibrant neighborhoods in each of the Bank's 45 markets. The Local Heroes category provides grants of \$5,000 each to nonprofit organizations selected by each of five recognized individuals in the targeted markets. Applications and nominations must be submitted online by June 30; early submission is encouraged. Guidelines for both categories are available by [visiting www.bankofamerica.com/foundation/index.cfm?template=fd_neighborexcell](http://www.bankofamerica.com/foundation/index.cfm?template=fd_neighborexcell).

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Smithsonian Latino Center Young Ambassadors Program: Deadline to Apply March 31

The Smithsonian Latino Center has announced the 2009 Young Ambassadors Program, a national leadership development program for high school seniors. The aim of the program is to cultivate the next generation of Latino leaders in the arts and culture fields through one-on-one interaction with artists, curators, historians and other museum and arts professionals.

Students with an interest and commitment to the arts (e.g., film, dance, design, music, visual, performing and/or literary arts) will be selected to travel to Washington, DC for a week-long arts enrichment and leadership seminar at the Smithsonian Institution. Conducted by experts, the seminar encourages youth to examine Latino identity and embrace their own cultural heritage through first-hand observation of the Smithsonian's Latino collections, lectures and other activities. Following the seminar, students return to museums and other cultural institutions in their local communities, including Smithsonian-affiliated organizations, to participate in a four-week summer internship.

Participation is underwritten by Ford Motor Company Fund and includes meals and accommodations for the duration of the one-week seminar, as well as the cost of round-trip travel to Washington, DC and a program stipend. Students selected are responsible for all expenses during the four-week internship, including meals, transportation and accommodations. Upon completion of the program, participants will receive \$2,000 towards their higher education.

The deadline to apply is March 31. For further information, program requirements and to apply, [visit **www.latino.si.edu/education**](http://www.latino.si.edu/education) or [**contact Emily Key, Education Programs Manager, at 202-633-1268 or keye@si.edu**](mailto:emily.key@si.edu).

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San Francisco Bay Area Clean Energy Career Project Receives Community-Based Job Training Grant

Skyline College will lead the San Francisco Bay Area Clean Energy Career Project (BayCEC), an innovative program with an aggressive approach to fulfilling the need for training a new workforce in clean energy. On January 16, The U.S. Department of Labor awarded nearly \$123 million to 68 community colleges and community-based institutions that competed successfully under the President's Community-Based Job Training Grants Initiative. The grant will expand enrollment in education and training programs. The 68 grants awarded will support projects in 36 states. The San Mateo County Community College District was chosen from among 274 applications and will receive \$1,900,000 for the BayCEC project.

The BayCEC job training program will be led by Skyline College in partnership with Laney College, College of Marin, The Workforce Investment Boards of San Mateo and Alameda Counties and the San Mateo Regional Occupation Program, with Solar City, PG&E, Siemens and Controlco as program partners. The program will provide training and career pathways in selected clean energy careers.

For more information [**contact Mike Williamson, Dean, Science, Math and Technology at 650-738-4354 or michael.williamson@smccd.edu**](mailto:mike.williamson@smccd.edu).

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Silicon Valley Index Released

The global financial collapse and national mortgage crisis have finally caught up to Silicon Valley, but the region can rebound as a leader in clean technology innovation, according to the 2009 Silicon Valley Index recently released by Joint Venture: Silicon Valley Network and Silicon Valley Community Foundation.

The Silicon Valley Index, published annually since 1995, measures the strength of the region's economy and the health of the community. It includes data from all of San Mateo County this year for the first time and reports its findings in five major sections: People (talent flows, diversity); Economy (innovation, employment, income); Society (preparing for economic success, early education, arts and culture, health, safety); Place (environment, land use, housing, commercial space); and Governance (revenue, civic engagement).

To access the Index, [visit www.siliconvalleycf.org/docs/joint-venture/2009Index.pdf](http://www.siliconvalleycf.org/docs/joint-venture/2009Index.pdf).

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Galileo Learning Offers 1,800 Camp Scholarships

This summer, Galileo Learning, the operator of Camp Galileo for pre-K through fifth graders and Galileo Summer Quest for fifth through eighth graders at sites on the Peninsula, is offering camper scholarships valued at over \$450,000 for families struggling against the economic tide.



The Galileo Scholarship Program provides full and partial awards to low- and middle-income families needing financial assistance for Galileo's programs. This summer, 1,800 scholarships will be offered to campers, a figure representing about 10% of Galileo's total available spots. Through a partnership with the Girl Scouts of Northern California, Galileo Learning is also offering scholarships specifically for campers who are registered Girl Scouts with financial need. All scholarship applications are reviewed on a rolling basis with deadlines on March 13 and April 24. [Visit www.galileo-learning.com](http://www.galileo-learning.com) for more information or to apply.

At Camp Galileo, campers rotate through 75-minute sessions of hands-on, age-appropriate art, science and outdoor curriculum revamped annually with their partners at the de Young Museum (art), the Tech Museum of Innovation (science) and Klutz® (outdoors). Sessions run the week of June 15 through the week of August 10 and vary by location.

For older children, Galileo Summer Quest elevates Camp Galileo's curriculum to the next level via three key components: Majors and Minors, where campers can select and pursue subjects they're passionate about or want to explore, and Crews, where they can develop teamwork skills and have fun with peers through outdoor games and challenges. The mix of majors include Claymation; Comic Book Creators; Fashion Design; Go-Kart Makers; Junior M.D.; Lego Robotics; Magazine Makers; and Video Game Design. Minors include Improv Acting; Jewelry Making; Science of Explosions; Solar Engineering and Sports. Camp Galileo's Peninsula locations include Belmont/San Carlos; Burlingame/Hillsborough; Menlo Park/Woodside; Palo Alto and San Mateo. Galileo Summer Quest is available in Palo Alto and San Mateo. For more information, [call 800-854-3684](tel:800-854-3684) or [visit www.galileo-learning.com](http://www.galileo-learning.com).

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News From the ACAT (Adolescent Collaborative Action Team) Monthly Meeting



At the February meeting of ACAT (Adolescent Collaborative Action Team), information on resources to report Internet predators and help teens in abusive relationships was provided.

The Congressionally mandated CyberTipline is a reporting mechanism for cases of child sexual exploitation including child pornography, online enticement of children for sex acts, molestation of children outside the family, sex tourism of children, child victims of prostitution and unsolicited obscene material sent to a child. Reports may be made 24-hours per day, seven days per week by **calling 800-843-5678 or visiting www.cybertipline.com**.

When does caring become controlling? When does affection become obsession? When does talking become stalking? If you feel like you or someone you know might be in an abusive relationship, there are people you can talk to and resources that can help. Not sure if a situation is abusive or not? Ask yourself if your boyfriend or girlfriend is overly jealous or possessive; puts you down or criticizes you; threatens or scares you; hits, slaps, pushes, or kicks you; controls where you go, what you wear, or what you do; tries to stop you from seeing or talking to friends and family; or tries to force you to have sex. For advise on these issues and others, **visit www.thatsnotcool.com**.

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2008 Income Tax Preparation Aid



Don't pay to get your taxes prepared. As mentioned last month, free tax help is available for those whose 2008 household income was less than \$45,000 at more than 160 sites across the Bay Area. IRS-certified tax preparers will help you get the refund you deserve. Visit a site near you to learn about other tax credits you may be eligible for, free or low-cost bank accounts and other financial services. Remember to bring the Social Security Cards or Individual Taxpayer Identification Numbers (ITIN) for all members of the family; all W2s, 1099s and other income forms; landlord contact information; a voided check for direct deposit; last year's tax return if available; the 2008 Economic Stimulus Payment amount; and childcare provider name, address and tax ID number.

For more information and to find a site near you **call 800-358-8832**. To download a flyer listing sites in English, **[click here](#)**. For the Spanish version, **[click here](#)**.

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San Mateo County Citizen Review Panel

The San Mateo County Citizen Review Panel (SMCRP), established in 1994, provides opportunities for members of the community to play an integral role in ensuring that the Child Protective Services System in San Mateo County is protecting children from abuse and neglect and meeting the permanency needs of children. The San Mateo County Citizen Review Panel has been



operating longer than any other local California Panel. SMCRP is an independent body funded by the State Office of Child Abuse Prevention, through the San Mateo County Human Services Agency. It meets monthly to identify approaches to improving the child welfare system in the county and to review implementation of recommendations made in its annual report to the State Office of Child Abuse Prevention. For more information about SMCRP and its work [visit **www.smcrp.org**](http://www.smcrp.org).

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Database Updates

The Ombudsman of San Mateo County has moved. Their new address is 711 Nevada Street, Redwood City, California 94061. The building is part of the Veterans Memorial Senior Center. Their phone number has changed to 650-780-5707; their new fax number is 650-364-5399. They are also expanding their services to include information and referral. Their Web site is still www.ossmc.org/html/index.htm.

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At CIP cip.plsinfo.org

- To submit an article for the **CIP Resource Bulletin**, or to add your next event to one of the CIP Community Calendars, **email Amy Shulman** at shulman@plsinfo.org.
- Find our publications, including *Resource Bulletin* archives, at **CIP Publications**.
- Search our database online at **CIP Database**.
- Contact us: 650-802-7950 or cip@plsinfo.org.
- We're part of the Library! **[Link to Peninsula Library System](#)**.

Who we are:

- Susan Gaggero
CIP Program Assistant
- Amy Shulman
CIP Publications Coordinator
- John McDonald
CIP Database Manager

CIP Database Highlight

CIP maintains a **database** of more than 2,600 nonprofit agencies, government programs, community clubs and social, service, environmental and fraternal organizations that serve residents of San Mateo County. In each issue of the *Resource Bulletin*, we feature one or more resources to help familiarize readers with the depth and breadth of the **database**. Following is the highlight for this month.

March is Music in Our Schools Month. Our highlight this month is a nonprofit organization in existence since 1975 that provides music education programs for elementary school classrooms.

Music for Minors

883 North Shoreline Blvd., Suite C120
Mountain View, CA 94043
Telephone: 650-237-9130
Fax: 650-237-9150

- Pat Michelin
CIP Program Manager
- Linda Crowe
Executive Director,
Peninsula Library System

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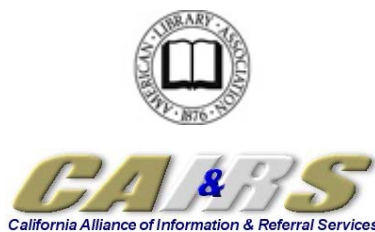
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