



# CADRE

## ANNUAL REPORT 2022

### CADRE

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## Meet the Current Board

Executive Board		Function Role
<b>Chair</b>	Araceli Gonzales	Case Management
<b>Vice-Chair</b>	Natalie Baylosis	Emergency Management
<b>Secretary/Treasurer</b>	Ginny Ortiz	Mass Care
<b>Past Chair</b>	Lindsey Guerrero	Case Management
<b>Finance Committee</b>	Cole Cameron	Veterans
<b>Finance Committee</b>	Sheri Burns	Access and Functional Needs

Members		
	Kelle Kroll	Emergency Management
	Liz Dietz	Mass Care
	Rich Saito	Community Emergency Response Team
	Maya Murthy	Food/Feeding
	Marcel Pajuelo-Schwartz	

City Liaisons		
	Meredith Albert	Cupertino City Liaison
	Sherrilynn Sledge	San Jose City Liaison

Advisors		
	Bharat Desai	Board Advisor
	Dipankar Bose	Board Advisor

## Staff Members

- Marsha Hovey, Executive Director
- Franci Collins, Community Relations
- Lynn Brown, Emergency Manager
- Mary Tucker, Volunteer Grant Writer
- Cindy Stewart, Operations Manager
- Savannah Gwynn, Accounting
- Thomas Stimson, Special Project

## Nine new partner organizations in 2022

We welcome these new organizations who have committed to be part of CADRE disaster planning and recovery efforts.

- ♦ Council on American Islamic Relations – SFBA, ♦ Grace Community Home Health,
- ♦ PitStop Outreach, ♦ Team Rubicon, ♦ South County Compassion Center,
- ♦ San Jose Water Company, ♦ Temple Beth El – JCC of Santa Cruz,
- ♦ Welbe Health.

# Communication

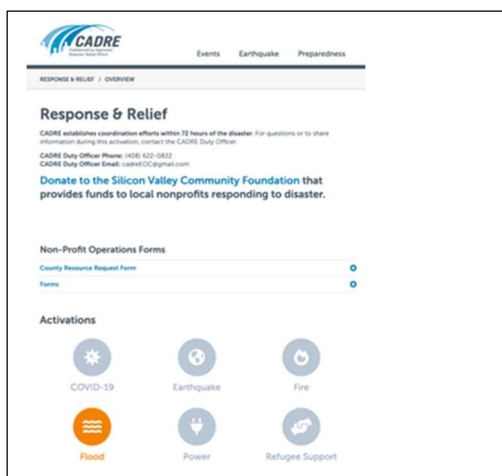


**Newsletter:** Our monthly newsletter continues to gain popularity with more clicks every month and more people asking to be added to the 700+ person distribution list.

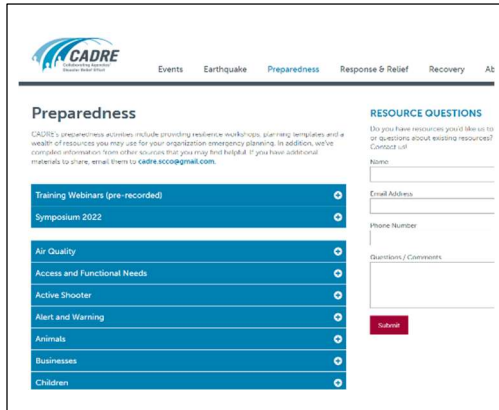
We highlight preparedness activities happening in the county and preparedness information and opportunities from across the nation.



**Solar Project:** The San Jose Rotary Club provided grant funding for CADRE to develop the capability of running a coordination meeting without electricity. We purchased solar panels, a converter, battery, projector, screen and laptop in order to conduct our coordination meetings anywhere, any time.



**Website Emergency Information:** Our website is the go-to place if you are looking for information related to an ongoing emergency. CADRE participates in County Office of Emergency Management Coordination meetings with all of the cities, county departments and other stakeholders and captures all updates relevant to nonprofits. We also post all resources currently available such as open shelters, road closures, posts from the cities and county. The website is designed to collect information in an easily accessible format.



**Website Preparedness Information:** We continue to add new preparedness information and webinars to the website. In 2022, we also created an Earthquake page, with a grant through the United Way. The page has earthquake safety information translated into 18 languages in an effort to ensure the whole community has access to information in languages that they can understand.



**Language Equity – Alert and Warning:** We got really focused on language equity in 2022. First, in the area of Alert and Warning we decided to investigate possible solutions since our County emergency alert messages are only distributed in English.

We received grants from Supervisor Otto Lee (2021) and Supervisor Cindy Chavez (2022) to explore methods for rapid translation of emergency messages into multiple languages.

CADRE met with the County to gather information and surveyed 50 nonprofits to begin to develop a communications map of the county, identifying languages spoken, methods of communication, and translation capabilities. We met with these nonprofits to discuss the challenges related to translations and emergency alerts and possible solutions. Our goal is to develop real-time translations of emergency alerts. It's not an easy fix. This is a national problem. We're participating in a coordination group of organizations from across the nation who are trying to come up with the same solution. None of the existing alert and warning systems have the ability to put out real-time translations except through Artificial Intelligence. Because the notifications are limited to 360 characters, there isn't really a way to publicize multiple languages simultaneously.

# Collaboration



One of our big collaborations last year was with the Hope Crisis Response Network (HCRN). They have a Disaster Resource Village that come complete with portable office space, jumbotron TV to post information, childcare and more to fully service disaster survivors to help them obtain resources in a Local Assistance Center setting. HCRN has found that resource centers where there is no government presence receive more traffic than those that are combined with government resources. CADRE is supporting their efforts with our Visionlink case management software. While waiting in line to talk to nonprofit service providers, individuals can register themselves in Visionlink on their smartphone or tablet and tell their story. The service providers can then bring up their registration record and not require them to keep retelling their story thus reducing stress.

A registration QR code and URL can be created in a few minutes and be publicized to the community so they can immediately register as part of the disaster. Even if they stay with family and friends, we have a way to reach them via email and text and no one gets forgotten.



**Cooling Centers:** One of the goals of our Strategic Plan is to connect and incorporate the faith community's response to disaster into the overall framework. During the September heat wave, we reached out to our list of faith organizations and asked for help with Cooling Centers. Two organizations offered to help. Thank you to Jewish Silicon Valley and Willow Glen United Methodist Church for being the first to help us provide community-based emergency support to neighborhoods.

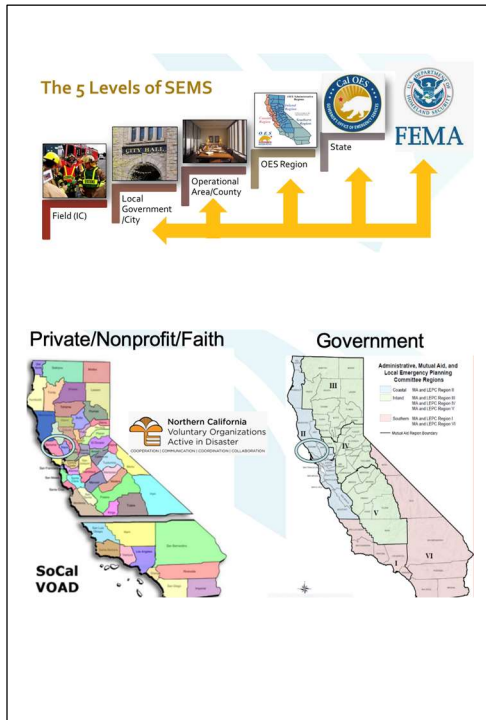
Following the heat event, CADRE held a [webinar](#) to highlight some examples of how the faith community supports emergency response.

Examples included:

- Jewish Silicon Valley & United Methodist Church Willow Glen Cooling Centers
- San Francisco Interfaith Council information sharing
- Church of Jesus Christ of Latter-Day Saints disaster coordination
- Westgate Church community projects model
- Community Emergency Response Teams model
- American Red Cross Spiritual Response Team

**Visionlink:** Santa Cruz County continues to use our Visionlink software. We're working with the Hope Crisis Response Network (HCRN) to increase our capacity to respond. HCRN used Visionlink at a Local Assistance Center for the Mosquito fire in the counties of Placer and El Dorado. Case Managers said it made their jobs much easier and they assessed over 200 people in one day.

# Coordination



While local government coordinates through the levels of the Standardized Emergency Management System (SEMS), with the Operational Area (County) coordinating with local cities and the State, CADRE coordinates with those same SEMS levels as well as with NorCal VOAD (Voluntary Agency Liaison) that connects us with other County VOADs. Because of our efforts supporting other County's disasters (Santa Cruz and Monterey) we have a great relationship with our State Voluntary Agency Liaison (VAL) as well as several of the FEMA VALs. The VALs participate on NorCal VOAD coordination calls and the long-term recovery coordination calls in the impacted counties. This gives us real-time information about resources being developed or distributed at the State and Federal level so that we can take advantage of them in our communities.



CADRE works closely with these organizations to share information and opportunities to partner.

- Silicon Valley Council of Nonprofits – SVCN and CADRE meet monthly to discuss projects. SVCN also monitors city council and Board of Supervisor meetings and alerts us if there are disaster-related topics being discussed.
- Thrive Alliance in San Mateo County - we were contracted by Silicon Valley Community Foundation to help San Mateo develop their COAD (Community Agencies Active in Disaster).
- Red Cross – Gives us office space and we coordinate closely during shelter operations.
- United Policyholders – Works with us on the Visionlink case management project in Santa Cruz County.

**Government Emergency Plan Review:** In order to ensure full integration of CADRE and our capabilities into government emergency plans, CADRE meets with County Office of Emergency Management and cities to review and provide feedback for their plans. This year, City of San Jose and Santa Clara County developed Crisis Communication, Sheltering, Recovery, Damage Assessment and Evacuation. We're thankful that these jurisdictions recognize the importance of having nonprofit emergency managers at the table representing the non-governmental community.

## Function Teams.

CADRE's Facebook page (@cadrescco) has a list of private discussion groups designed to be used before, during and after disasters for coordination and collaboration among those with similar support functions. These include Food/Feeding, Case Management, Mental Health, Mass Care/Housing, Access and Functional Needs, Animals, Transportation, Language Access and In-Kind Donations.

**Mass Care/Housing:** Partnering with the County Office of Supportive Housing to address shelter challenges.

**Immigrant Support:** Brought together organizations supporting Afghan refugees in order to share information, increase understanding and strengthening relationships. Working on language equity through the MyShake/Earthquake Safety program to provide translation of earthquake safety information in 18 languages. We believe that, in order to build community, it's important to acknowledge and address our diverse languages and make safety available to as many as possible in their preferred language. Continue translation work of emergency preparedness materials, identifying more organizations that can provide real-time translation/interpretation.

**Spiritual Care:** CADRE is partnering with the Red Cross to work with local faith leaders to develop a strong spiritual care group that can support all types of local community emergency needs. We're creating a joint team so that the participants may choose to be involved with day-to-day family emergencies and/or disaster support.

**Mental Health:** With the retirement of Janet Childs from the Bill Wilson Center for Living with Dying, our mental health team is looking for a new leader. CADRE can bring mental health organizations together during a disaster, but the pre-disasters discussions create a more effective response and recovery.

**Case Management:**

**Access & Functional Needs:** AFN team meets on the last Thursday of the month from 10:00-11:30 a.m., hosted by the Silicon Valley Independent Living Center. Leadership is Sheri Burns, SVILC, Saskia VandeKamp and Natalie Baylosis, San Andreas Regional Center. Members include

- CADRE Staff
- CBOs
- SCC Public Health
- SCC OES & Communications
- City of San Jose Communications
- SCC AFN Coordinator
- County Office of Disability Affairs
- City of San Jose Disability Affairs Officer
- Community Advocates

#### 2022 Accomplishments

- SCC AFN and Communications Annexes input
- City of Milpitas AFN Annex input
- City of San Jose Mass Care & Shelter Ops Plan input
- SCC Office of Disability Affairs
- City of San Jose Disability Affairs Officer
- Developed Equal Access Policy for CADRE
- CMIST Presentation for County and City OES

## Training

CADRE designs training that will bring people together, facilitate discussions and develop relationships that will benefit us all during disasters. We are fortunate to have a lot of Emergency Management experts in this county who contribute to our training. Cindy Stewart, Lynn Brown and Marsha Hovey are developing and conducting Zoom training (primarily). In total, they have over 100 years of emergency management experience.

We are always looking for more instructors to pass on our knowledge and mentor the next generation of emergency managers.

This year, all of our workshops were available to anyone at no charge. We've never charged to training and we will continue to search for grants to fund the trainings so that cost is not an obstacle to being prepared.

Bay Area UASI (Urban Area Security Initiative) continues to provide funding to offer courses to the bay area. In addition to basic ICS, PEP, EOP and COOP, we were able to add some less traditional offerings such as Finding Your Disaster Mission (for faith organizations) and Active Shooter Awareness.

Santa Clara County provides EMPG (Emergency Management Performance Grant) funding for workshops. We were able to bring information to the faith community about conducting Vulnerability Assessments, and bring folks together to discuss extreme heat

planning. We also had a great coordination meeting about the incoming Afghan refugee population. Participants included all organizations in the County that support refugees. Some great information was shared and relationships developed.

In May we held our annual Symposium with an access and functional needs focus. Participants were given “personas” describing their access and/or functional needs. Breakout sessions allowed participants to role-play, as their persona, and explain how their persona would experience the emergency. For example, what challenges would arise if an emergency alert is sent out if you're an individual who hasn't downloaded the AlertSCC app and doesn't speak English, or you go to an evacuation shelter with an infant needing baby formula and medical supplies.

June Isaacson Kailes was the keynote speaker who drove home the need for planning to include the whole community. Ms. Kailes is the creator of C-MIST; the current framework for planning for people with access and functional needs. She reminded us that over 50% of the population has some access or functional need.

*In 2022, we trained  
388 participants from  
190 organizations.*

**Training Topics included:**

- Agency Emergency Planning
- Vulnerability Assessments FBO
- Active Shooter Awareness
- Recovery Planning
- Assessing Readiness and Resilience
- Afghan Refugee Resettlement Coordination Call
- March EOP Cohort
- Disaster Mission and Essential Services
- Disaster Case Management
- Long Term Recovery and DEM
- Extreme Heat
- Personal Preparedness in the Workplace
- Serving Together – FBO Disaster Mission
- ICS for Nonprofits

# Community Outreach



## United Way Project for Community Outreach

This year was about introducing the community to CADRE the VOAD (Voluntary Organizations Active in Disaster). VOADs do not provide direct services. Instead, they work with all sectors in the community to inform about preparedness and existing programs and inspire them to develop their role in disaster response and recovery. It's all about reducing the impact and working as a team.



The United Way Grant consumed us for the year. Every weekend, and some week days, we were out talking to the community. We were tasked with spreading the word about the MyShake app and earthquake preparedness to reach at least 5,000 people, including underserved and vulnerable community members.

The MyShake app is available for iPhone and Android. It gives you a few seconds of warning before the ground starts to shake. It may not sound like enough time, but you'll be able to get off a ladder, step away from a window and protect yourself.




We had not done community outreach before so we learned a lot about logistics. We hired staff and students to help with outreach and purchased the needed equipment.

We developed written materials and translated them into 18 languages. We gave away clear plastic stadium bags with a list of emergency supplies that could be purchased at the Dollar Tree. We made display kits for basic emergency preparedness, pets and first aid. People were very excited to go home and start their kits.

The grant gave us the opportunity to create new educational materials for our website. It's called "[When Seconds Count: Earthquake Safety in the Home](#)". This presentation is about 30 minutes long and includes scripts and PowerPoint translated into all 18 languages. A voiceover PowerPoint video is available in 8 languages and we are continuing to look for people who can produce the other languages. These materials are available, upon request, to any organization that would like to rebrand them and use them. We are still creating translated, narrated voiceover videos of the PPT.

## Когда каждая секунда на счету!

Три этапа подготовки к землетрясению



**Скачайте приложение MyShake™**  
 Приложение MyShake™ заранее уведомляет о землетрясениях. Чем раньше Вы знаете, тем легче справиться с ситуацией.  
 Приложение MyShake™ было создано факультетом сейсмологии в UC Berkeley. В приложении используется ShakeAlert® — система быстрого уведомления под названием Earthquake Early Warning (EEW), которая определяет серьезные землетрясения (4.5+ по шкале) так быстро, что предупреждения приходят до начала тряски. (Источник: Shake Alert)

Скачайте приложение **MyShake™**  
 Заранее получите уведомления о землетрясениях  
 Советы  
 Информации о землетрясениях



На пол! Укройтесь! Держитесь!  
 Знайте, что делать при землетрясении



Подготовьтесь  
 Знайте риск и составьте план, который удовлетворит Ваши собственные нужды

**1**

СКАЧАЙТЕ MYSHAKE

Установите MyShake™ на Apple App Store или Google Play Store

**2**

ЗНАЙТЕ РИСК

Изучите действия, которые надо предпринять при землетрясении ради безопасности

**3**

ПОДГОТОВЬТЕСЬ

Постройте план для себя, родных и соседей



Clear Global did the majority of the translations but we did have local individuals contribute to the Russian, Portuguese, Arabic, Farsi, and Indonesian translations. This is a resource that has never been available anywhere.

Of the 80+ Community Events we attended, we made a concerted effort to reach out to non-English community members, asking them to download the MyShake app, to receive advance warning of earthquakes, a shopping list of emergency supplies that can be purchased at local Dollar Trees and a clear plastic bag to store the supplies. We personally spoke to over 5,000 people and partner organizations contacted another 15,000 bringing us to a total of **over 20,000 engagements!**

**Languages:**

- Amharic
- Arabic
- Simplified Chinese
- American Sign Language
- English
- Farsi
- Hindi
- Hmong
- Indonesian
- Korean
- Portuguese
- Punjabi
- Russian
- Spanish
- Tagalog
- Tamil
- Vietnamese
- Urdu

**Our Partners:** We had many partners who contributed to the success of this project. All the cities helped us get free access to events where there would normally be a fee to have a table. Some partners incorporated the MyShake message into existing training programs. We had two groups that support the unhoused help individuals load the app onto their phones. We even did a presentation in Spanish at the Mexican consulate.

We partnered with the following organizations

- United Way
- Catholic Charities
- Unhoused Response Group
- PitStop Outreach
- Rebekah's Children's Services
- City of San Jose Senior Services
- Asian American Center of Santa Clara County
- Silicon Valley Independent Living Center
- Community Health Partnership
- James Lick High School, San Jose
- Yerba Buena High School, San Jose
- Fremont High School, Sunnyvale

**Wildfire Safety Grant for CADRE:** We are happy to announce that CADRE has been awarded a generous grant from the [California Fire Foundation](#) for wildfire safety education. Piggybacking on the work we are already doing to provide earthquake safety information in multiple languages, we'll also be working with the local [Firesafe Council](#) and fire departments to translate and distribute wildfire safety information in at least 5 languages for the areas of the County with wildfire threats. The materials will be available on the CADRE website in fall of 2023.

# Financial Statement

2022 Budget	
Govt Grants	\$ 355,950.00
Foundation Grants	\$ -
Other Donations/Income	\$ -
<b>Total Income</b>	<b>\$ 355,950.00</b>
Salaries	\$ 338,238.43
Program Expenses	\$ 84,749.50
Admin Expenses	\$ 28,443.68
<b>Total Expenses</b>	<b>\$ 451,431.61</b>
	<b>\$ (95,481.61)</b>
Carry-over	\$ 125,513.68
Prudent Reserve	\$ 30,000.00
<b>Balance</b>	<b>\$ 32.07</b>

2022 Actual	
Govt Grants	\$ 95,400.00
Foundation Grants	\$ 337,311.00
Other Donations/Income	\$ 2,480.00
<b>Total Income</b>	<b>\$ 435,191.00</b>
Salaries	\$ 240,861.00
Program Expenses	\$ 155,472.00
Admin Expenses	\$ 10,485.00
<b>Total Expenses</b>	<b>\$ 406,818.00</b>
<b>Net Revenue</b>	<b>\$ 28,373.00</b>

## Fundraising



We are grateful to the organizations that have agreed to provide funding to CADRE. The majority of funds are project based so we are still looking for consistent capacity government to hire emergency managers. In order to recruit and retain qualified staff to run this vital program, we need to have competitive salaries with government.

### *We received grants from:*

- United Way
- Silicon Valley Community Foundation
- Santa Clara County (EMPG, Supervisor Lee, Supervisor Chavez)
- Urban Area Security Initiative
- San Jose Water Company
- Pacific Gas and Electric

We have not run a donation campaign but will need to do that going forward. We received 3 personal donations this year and need to grow our donor database.

# LOOKING AHEAD

- **Language Equity:** We'll continue to promote language equity, translations, and inclusive thinking to promote safe, welcoming environments for all of our community members.
- **New Board Members:** We are actively seeking new board members to help us run this new business that we've created (as of our incorporation in February 2019)
- **Outreach to New Partners:** We have many non-partner organizations that take advantage of our services. We will never turn anyone away but we will increase our outreach to encourage partnerships. (It's free!)
- **Faith-Based engagement:** We'll continue to strengthen and increase our relationships with members of the faith community so solidify their place in disaster communication, response and recovery.
- **Shelter team engagement / Animals:** In early 2023, we held our first countywide shelter team meeting in coordination with the Red Cross. Our vision is that this group will meet on a regular basis to share best practices, develop relationships and, eventually, create a countywide shelter plan.
- **Transportation:** We're excited to have Frannie Edwards agree to lead our efforts to expand and coordinate transportation options.
- **Service Clubs:** Service Clubs are tremendous community resources, but we haven't engaged them. Their ability to mobilize volunteers and make things happen makes them a necessary partner in disaster recovery.
- **Recruit Volunteers:** CADRE will seek our own volunteers to support a variety of preparedness and response tasks including IT support for Visionlink, data collection/research, translation/interpretation.
- **Other Funding Opportunities:** We are exploring a funding model where CADRE can be hired to provide organization-specific training on topics such as active shooter and evacuation drills.
- **State Homeland Security Grant Programs (SHSGP):** We received a State Homeland Security Grant Program grant to conduct an assessment of the nonprofit/FBO/CBO sector to identify emergency management strengths and weaknesses. Develop a training plan to address the needs and track progress.

## To Our Partners...

*We are host to the imaginations  
that can transform our community.  
We are not the answer, we're the catalyst.  
We inspire, defend, welcome, arouse.  
Awaken. Propose. Provoke.  
Together, we are greater than the sum of our parts.*

**Thank you!**