

# CADRE ANNUAL REPORT 2024



2731 N. First Street  
San Jose, CA 95134  
408-577-2175

[admin@cadresv.org](mailto:admin@cadresv.org)

[www.cadresv.org](http://www.cadresv.org)



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Letter from the Deputy Director

As we close 2024, I am honored to reflect on a transformative year for CADRE. Joining the organization as Deputy Director in February was a personal and professional highlight for me. Over the past year, I've had the privilege of working alongside our dedicated team, board, partners, and volunteers to strengthen CADRE's foundation, expand our programs, and deepen our impact in Santa Clara County and across the Bay Area. This year, we have made remarkable strides in advancing disaster preparedness, response, and recovery efforts for our community, especially for those who are underserved and most vulnerable.

Our work this year focused on fostering resilience, generating support for robust Community Support Networks, and ensuring that all the individuals and organizations that we serve are well equipped to face the challenges of disasters. This has been a year of growth and challenge, both organizationally and programmatically, and I am excited to share the progress we've made, as well as our vision for the future.

One of the most rewarding aspects of this year has been witnessing the power of local community collaboration. From the establishment of the framework for twenty Community Support Networks to our training programs and partnership-building initiatives, CADRE has consistently demonstrated that together, we can achieve more. I am particularly proud of the steps we've taken to enhance our organizational structure, strengthen fundraising efforts, and align our strategic planning with the needs of our community. These efforts lay the groundwork for continued success in the years ahead. This report includes details about our accomplishments and plans for the future. On behalf of CADRE, thank you for your support and commitment to building a more resilient community.

Sincerely,

William Hassall  
Deputy Director  
Collaborating Agencies' Disaster Relief Effort (CADRE)

## **Mission:**

The mission of CADRE is to connect our community organizations to strengthen coordination of the disaster response and recovery efforts in Santa Clara County by building relationships and planning together.

## **Leadership and Organizational Framework:**

### **Board of Directors**

- Araceli Gonzales – Chair
- Natalie Baylosis – Vice Chair
- Ginny Ortiz – Secretary/Treasurer
- Rebecca Ponce Valencia - Member
- Tatianna McElroy - Member
- Wynne Yeung - Member

### **Board Advisors/Liaisons**

- Sherrilynn Sledge, City of San Jose
- Bharat Desai – SCORE
- Dipankar Bose – Encore Fellow
- David Snyder - Institute of Electrical and Electronics Engineers
- A.J. Faas – San Jose State University

### **Team Members**

- Marsha Hovey - Executive Director
- William Hassall – Deputy Director
- Cindy Stewart – Operations Manager
- Luna Mohammad – Emergency Management
- Franci Collins – Community Engagement
- Lynn Brown – Emergency Management
- Savannah Gwynn – Accounting

In 2024, CADRE took significant steps to enhance its operational efficiency and fundraising efforts.

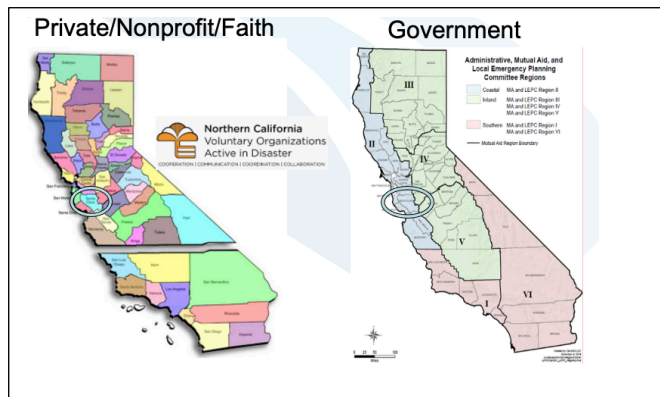


**William Hassall** joined as Deputy Director, reinforcing CADRE's strategic planning, fundraising, and programmatic reach. Throughout the year, CADRE streamlined internal processes, bolstered fundraising strategies, and strengthened partnerships to support its growing mission. These efforts positioned the organization for sustainable growth and increased impact in disaster preparedness and community resilience.



**Luna Mohammad** joined CADRE as an Emergency Manager. Luna has been instrumental in the establishment and maintenance of CADRE's issue-specific Community Support Networks. Luna has also contributed to the development of several proposals, reports, and programming recommendations to strengthen CADRE's effectiveness and efficiency.

## Communication and Coordination:



CADRE was formed in 1989 to be the body that coordinates nonprofit disaster readiness, response and recovery for nonprofits and the faith-community. There are similar organizations in counties all over California and the nation. The term for these groups is VOAD – Voluntary Organizations Active in Disaster. CADRE has supported every disaster in the county since 1989 and works

closely with local government to ensure a seamless disaster recovery that maximizes scarce resources, reduces duplication of effort and ensures the whole community is represented.

Throughout 2024, CADRE facilitated coordination meetings to support Santa Clara County community-based organizations. We hosted planning sessions, recruited new partners, developed new relationships, and enhanced collaboration among nonprofit, faith-based, and government entities to align disaster response efforts.

Today, we focus much more on disaster resilience. We see the impact of global warming causing more severe weather events. Extreme heat and cold, power outages, wildfires and poor air quality impact our most vulnerable. The threat of human-caused disasters means that our training and preparedness activities must expand. We are reinforcing our traditional community partners with new organizations that haven't traditionally had a disaster role but have expertise that will enhance planning.

CADRE holds regular meetings of the **Disaster Case Management and Community Long Term Recovery Committee** and the **VOAD Partner group**.

Contact [admin@cadresv.org](mailto:admin@cadresv.org) to be added to the meeting invite(s).

## Community Support

**CADRE strives to participate and provide education and support for other organizations. Some of our activities this year included:**

### *Support to Nongovernment Sector*

- American Red Cross - planning
- Buddhist Tzu Chi Foundation - outreach
- Christ the King Church – Earthquake Safety presentations, English, Spanish, Vietnamese
- United Policyholders – insurance education outreach
- Certain Together – joint outreach
- Farmworker Caravan – conference
- CalWorks – preparedness presentation
- American Red Cross – joint presentations, disaster shelter support
- Sobrato – evacuation drills
- EAH Housing – evacuation drills and fire & earthquake preparedness
- Insight – Active Shooter training
- Momentum for Mental Health – Active Shooter training
- African Community Health Institute – preparedness focus groups
- Catholic Charities – outreach
- Rainbow Rotary - presentation

### *Support to Government*

- San Jose - Active Shooter TTX
- San Jose – Reunification Plan
- San Jose – Recovery Plan review
- San Jose – Disaster Council Meeting
- Saratoga – Preparedness Day outreach
- Sunnyvale – Weather TTX
- Supervisor Lee – Support Network Development (grant)
- Supervisor Lee - Day on the Bay Outreach
- Gilroy – Unhoused Service Provider Network
- Gilroy – UASI Project
- County OEM - Mass Care Annex for the Uninc Area
- County Office of Education – outreach event
- County Office of Immigrant Relations – Support Network
- County Office of Supportive Housing
- County Office of Sustainability and Resilience
- Cupertino – two separate TTX
- Los Gatos – Support Network development (grant)
- Mexican Consulate – Active Shooter & Preparedness

## Training and Workshops:

CADRE hosted a variety of training sessions to enhance disaster preparedness including earthquake safety workshops and the "When Seconds Count" series, which provides critical emergency response training to community members and organizations in twenty languages. CADRE also provided countless resources through its website and newsletters, including information on key resources and planning tools for vulnerable communities.

We added new courses this year.

- ✓ **Public Information** – “When You Are the Headline” – to share information about how to work with the media and get your story out.
- ✓ **City Sheltering Tabletop Exercise** – A multi-city in-person event to talk through a variety of situations that can present themselves at shelters.
- ✓ **DIY Evacuation** – Providing simple steps to conduct an evacuation drill that doesn't just “check a box” but improves individual understanding of the needs of being prepared for a real emergency when you don't just get to walk back into the building. (Video online)

## Education Statistics:

- 35 Workshops
- 854 course registrants
- 642 unique users
- 416 organizations represented



## Recovery Support

CADRE holds a license to operate and maintain a customized version of [Visionlink](#) Disaster Case Management and Repair/Rebuild software.

In order to keep our local skills refreshed, CADRE supports disaster case management in other counties who have experienced disasters; Santa Cruz, San Diego, Humboldt and Monterey. These partnerships are win-win since we can cost-share licensing fees and maintain a turn-key system for Santa Clara County.

The system collects survivor information immediately after an event so we don't lose connection with people as they leave to stay with relatives or friends. The mobile registration page is currently available in English and Spanish and allows individuals to report damage, number of people, pets and livestock in the household, languages spoken, Veteran status, access or functional needs and much more. The system is funded by the user groups.



## Newsletter



The CADRE's electronic newsletter is distributed, eleven months a year, to hundreds of organizations with an average open rate of 43%. In addition to highlighting our own activities, the newsletter is designed to build resilience through shared access to information. The CADRE team scours newsletters and emails from other organizations and picks out relevant safety information to share.

In addition to reviewing newsletters, the team also attend meetings of other networks to keep informed about current trends and challenges. We participate in:

- [Language & Accessibility in Alert and Warning Workgroup](#) – national
- [LaRaza Roundtable](#) – local
- [Santa Clara County Climate Collaborative](#) (SC4) and the [Heat and Air Quality Resilience \(HAQR\) Work Group](#) – local
- [Santa Clara County Emergency Managers Association](#) – local
- [Santa Clara County Emergency Operational Area Council](#) - local

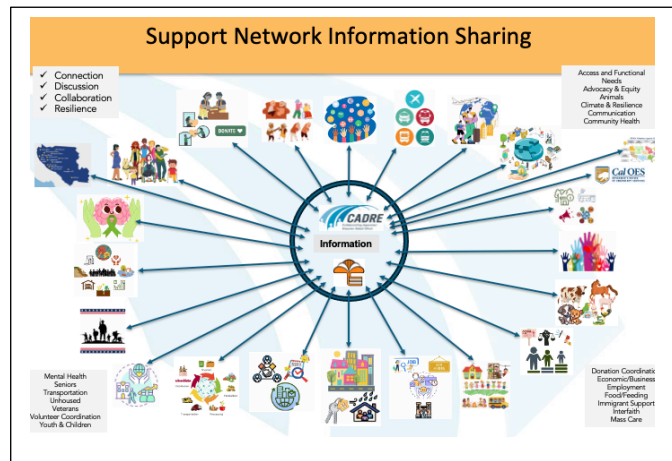


## Partner Growth

CADRE brought on five more VOAD Partners in 2024 bringing our total to 68  
View a fill list of partners [here](#).

### Community Support Networks (CSN)

It is common knowledge that communication is a challenge in every disaster. Communication failures are always listed in post-disaster reviews as something to be improved. Sometimes communication is not a failure of equipment, but a failure of a comprehensive plan on how to actually reach the community-at-large.



CADRE took on an aggressive project, beginning in 2024, to establish the framework for twenty Community Support Networks (CSNs) across Santa Clara County. CADRE is uniquely positioned to establish communication networks- pre-disaster so that organizations know where to plug in and receive accurate information that they can share with clients, congregations and constituents. Nine of the twenty are in various stages of development.

These networks will not only serve as communication networks but also as catalysts for comprehensive support throughout the disaster cycle. Stakeholder engagement activities, planning sessions, and targeted training programs are conducted throughout the year, reinforcing CADRE's commitment to localized resilience-building initiatives.

## Finances

### Budget

#### No sustainable government funding

CADRE 2024 Finance Report		
	Budget	Actual
<b>Revenue</b>		
Government Grants	193,950	146,739
Foundation Grants	166,000	134,255
Misc Income	0	8,080
<b>Total Revenue</b>	<b>359,950</b>	<b>289,073</b>
<b>Expenditures</b>		
Admin Expenses	30,472	36,393
Payroll Expenses	314,478	288,937
<b>Total Expenditures</b>	<b>344,550</b>	<b>298,070</b>
Prudent Reserve	15,000	15,000
<b>Net Revenue/Loss</b>		<b>\$ (8,997.14)</b>

### Fundraising/Grant Writing

Our work this year was made possible by the generous support of a variety of organizations. In 2024, we received a \$12,500 award through Supervisor Otto Lee's D3 URJGENT Program, which was instrumental in establishing the Food Community Support Network. We also received \$10,000 from the Town of Los Gatos to map community-based organization resources and integrate them into county-wide Community Support Networks. This funding enabled us to coordinate efforts, engage stakeholders, and lay the groundwork for sustainable collaboration.

In January, CADRE was supported by Krispy Kreme as part of a fundraiser. We thank you for your support.

In May, CADRE participated in the Target Circle Community Giving Program, which yielded \$1,400 for the organization.



CADRE closed out two grants from Sheriff's Homeland Security Grant Program. One developed a community threat assessment and community training recommendations. This grant allowed us to develop a training curriculum to help local nonprofit emergency managers grow their skill set. The other allowed us to develop a GIS map to map our support network participants.

CADRE received a \$75,000 subaward from United Policyholders to support the distribution of disaster preparedness, response, and insurance materials across Santa Clara County, ensuring that local leaders and community-based organizations had access to critical preparedness information. United Policyholders, a CADRE partner, is a wonderful nonprofit organization dedicated to helping individuals navigate insurance claims and disaster preparedness. They received the grant from the California Office of Emergency Services to enhance insurance literacy and disaster readiness statewide.

### ***Donation from PG&E, Give to Get, built emergency supply buckets***

Additionally, we would like to thank the over 200 PG&E staff who came together in August at Hayes Mansion to build 150 disaster supply kits/buckets which CADRE later distributed at Quake Heroes events in Gilroy and East San Jose.

CADRE also pursued other grants and funding opportunities to expand our programs and services. These financial resources have been critical in helping us fulfill our mission and prepare for future growth.



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## Looking Ahead: 2025 and Beyond

As CADRE prepares for 2025, its priorities include:

- **Partner Relationships**
- **VOAD meetings**
- **Long Term Recovery Committee meetings**
- **Community Education**
- **Completing setup of the twenty Community Support Networks**
- **Outreach to new partners**
- **Strengthening partnerships** with local governments, community-based organizations, and private sector stakeholders to create a unified and comprehensive approach to disaster response and recovery.
- **Expanding training programs** to cover additional topics, including climate resilience, mental health support in disaster scenarios, and senior-focused preparedness initiatives.
- **Recruit Board Members**
- **Recruit Volunteers**
- **Increase Funding** – Explore fee for service option, more grants
- **Visionlink Improvements**
- **Pursue new funding opportunities** to sustain and expand programs, to ensure CADRE can continue to meet the evolving needs of the community.

2024 was a year of growth, learning, and impact for CADRE. The organization extends its deepest gratitude to its partners, donors, and community members for their unwavering support. With a strong foundation in place, CADRE is well-positioned to continue building a safer, more resilient Santa Clara County in the years to come.

***Thank You for Your Support***

Your contributions and partnership are the foundation of our success. As we look ahead to 2025, we invite you to join us in our mission to build a stronger Santa Clara County. Let's work together to ensure that every community is prepared, resilient, and supported in times of need.

Let's make 2025 a year of even greater impact.

Contact Us

2731 North First Street

San Jose, CA, 95134

Telephone: (408) 577-2175

Email: [admin@cadresv.org](mailto:admin@cadresv.org)

Duty Officer: [cadreeoc@gmail.com](mailto:cadreeoc@gmail.com)

(408) 622-0822