A Message from the Director
HELPING PEOPLE, CHANGING LIVES

I think 2021 was another transitional year at ATCAA. We started the year with a nearly exclusive remote service model back to face-to-face direct services by mid-summer. New funding related to Coronavirus-19 recovery provided a mechanism for ATCAA to expand some services to better support our community with services not previously provided but identified in our Community Needs Assessment. The programs include a water voucher program, providing water bill payment assistance, transportation vouchers allowing free transit in Amador County, and mortgage payment assistance for families with back payments due to loss in income due to COVID-19. In re-opening our Service Center doors in Sonora and Jackson, strict health protocols were established including a health questionnaire, temperature measurements, face masks and disinfectant to protect our staff and clients from contracting the virus. While protocols have loosened since mid-2021, the demand for our services has not.

Our food bank in Jamestown served a record 1.3 million pounds of food in 2021, serving over 9,000 people. We accomplished this record-breaking year with support from our 15 partner pantries and 425 local volunteers who unselfishly spent a collective 6,742 hours serving those in need.

For housing programs, ATCAA is the lead agency for the Central Sierra Continuum of Care (CoC) CA-526, that covers Amador, Tuolumne, Calaveras and Mariposa, and contracts out multiple housing agreements across the CoC. ATCAA distributed more than $3.3M in contracts to support housing insecurity and homelessness. ATCAA continues to manage a 51-bed capacity between our two emergency shelters in Sonora and Jackson.

In 2021, ATCAA’s Head Start and CSPP programs for 3- and 4-year-old children, and Early Head Start programs for infants, toddlers, and pregnant women, served 285 individuals. All ECS programs are available at no cost to pregnant women and children ages birth to 5 from low-income families. ECS programs served 32 children experiencing homelessness, 18 children in foster care, and 44 children with diagnosed disabilities.

There are many more programs where ATCAA provides vital services to individuals and families in need. Please take time to read through the descriptions of our services and the number of people we have served in 2021.

Lastly, a sincere “Thank You” to our entire staff, Board of Directors, and support organizations. Our goals would be unfulfilled if it we not for your undying devotion to our mission.

Sincerely,
Joseph Bors
Executive Director
ATCAA Overview
HELPING PEOPLE, CHANGING LIVES

The Amador Tuolumne Community Action Agency was created in 1981 as a public, human service agency through a Joint Powers Agreement between the two counties of Amador and Tuolumne for the sole purpose of carrying out programs pursuant to the Economic Opportunity Act of 1964. We strive to improve the lives of residents in our foothill region and the services we provide are based on local community assessments that identify the assets and needs of our community. Over the years, we have undertaken a variety of projects and programs based on these community needs and available funding.

Our Board of Directors consists of eighteen member seats from the private sector, public sector, and low-income representatives of our communities. This tripartite structure is a unique requirement of Community Action Agencies to gain and retain designation as eligible entities and to receive CSBG funding. Effective tripartite boards reflect and promote the unique anti-poverty leadership, action, and mobilize responsibilities as designated by the CSBG Act to CAAs. Boards are responsible for assuring that ATCAA continues to assess and respond to the causes and conditions of poverty in the community, achieve anticipated family and community outcomes, and remain administratively and fiscally sound.

**Vision Statement**

*Our vision is for residents in our community to be self-reliant, healthy, free from economic hardship, feeling sustained by the support of community and family, and able to achieve their maximum potential as engaged citizens promoting their own well-being.*

**Mission Statement**

- To help individuals in Amador and Tuolumne Counties toward self-sufficiency.
- To support local residents in becoming involved and contributing members of our community.
- To promote family and other supportive environments so that children, youth and elders can achieve their maximum potential.
- And, finally, to form partnerships and coalitions within the community to meet these needs.

No person shall, on the ground of race, color, age, religion, marital status, ancestry, medical condition, genetic information, citizenship status, political affiliation/opinion, veteran status, request for medical leave, national origin, gender, sexual orientation, physical or mental disability or any other consideration made unlawful by federal, state or local laws, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any ATCAA program or service.
Budget and Operations
HELPING PEOPLE, CHANGING LIVES

Since 1981, ATCAA has been the local Community Action Agency working with the unique needs of Amador and Tuolumne counties’ isolated communities, providing programs that allow neighbors to help neighbors. As an exemplary “umbrella agency,” ATCAA effectively and efficiently helps Amador and Tuolumne County families targeting low income each year.

In 2021, ATCAA operated under a budget in excess of 11 million dollars that included revenues from state and federal grants, private funds, and in-kind services. ATCAA employs approximately 145 employees that operates and manages approximately 50 fiscally sound and model projects, and mobilized over 1000 volunteers, representing varied segments of the community, who donated 12,327 hours to participate in community revitalization and anti-poverty activities. We gratefully acknowledge their help, as well as the financial support of local community organizations, schools, agencies, churches, businesses, and individuals.

Agency Audits are current and indicate clearly that the agency is capable of administering grant funds for projects. The agency has had no audit findings for the last 18 years.

In 2021 ATCAA used CSBG, and other Federal, State and Private sector allocated funds to support ATCAA programs and services that could be categorized within the following expenditure domains: Employment; Education and Cognitive Development; Income, Infrastructure, and Asset Building; Housing; Health and Social/Behavioral Development; Civic Engagement and Community Involvement; Linkages; and Agency Capacity Building.

### ATCAA Compensation Summary

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wages, Holiday, PTO</td>
<td>4,357,993</td>
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<tr>
<td>Workers Comp</td>
<td>167,095</td>
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<tr>
<td>Retirement</td>
<td>154,103</td>
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<tr>
<td>Group Health &amp; HSA</td>
<td>675,525</td>
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<tr>
<td>State/Federal Ins., Medicare</td>
<td>261,151</td>
</tr>
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</table>

### ATCAA Sources of Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal</td>
<td>5,966,020</td>
</tr>
<tr>
<td>State</td>
<td>3,143,305</td>
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<tr>
<td>Private</td>
<td>1,885,796</td>
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### Amador Tuolumne Community Resources (ATCR)

In 1990, ATCAA formed Amador Tuolumne Community Resources (ATCR), a 501(c)(3) non-profit organization, to assist ATCAA in providing critical human services to our residents. ATCR is run by a five-member Board of Directors and is neither an endowed organization nor a grant making institution. Grant money and revenue raised passes directly to ATCAA for new and existing program support. ATCAA is responsible for all projects and fiscal duties. ATCR is a United Way affiliate and provides services funded through partnerships with United Way chapters of the Central Valley and Sacramento area. We participate in the annual state and federal employee campaigns.
2022 Tripartite Board of Directors

**Public Sector Representatives**
- Frank Axe (Chair)
- Jeff Brown
- David Goldemberg
- Jaron Brandon

**Low-Income Sector Representatives**
- Joni Drake (Vice-Chair)
- Walt Kruse (Treasurer)
- Mary Pulkamp
- Helena Rice-Padilla (HS Policy Council)

**Private Sector Representatives**
- Lynn Morgan
- Lloyd Schneider

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**2022 Head Start Policy Council**
- Wesley White
- Helena Rice-Padilla
- Alma Maruri
- Alyssa Hix
- Megan Overholtzer
- Eve Stompro
- Jerralyn Hinman
- Holly Horn-White
- Courtney Clark
- Leeco Thach
- Lisa Berg
- Melissa Tuck
- Elizabeth Ramos (Tuolumne County Public Health)
- Donna Jackson Amador County Public Health
- Lynn Morgan (ATCAA Board Liason)

Do you have the passion and desire to help your community? Interested in volunteering on a board of other capacity? Email the Secretary to the Board at BoardSecretary@atcaa.org to learn more.
It is the policy of the United States to eliminate the paradox of poverty in the midst of plenty in this nation by opening, to everyone, the opportunity for education and training, the opportunity to work, and the opportunity to live in decency and dignity - The Equal Opportunity Act of 1964
Our **Community Services Block Grant (CSBG)**, administered by the states, provides core funding to reduce poverty, revitalize low-income communities, and to empower low-income families to become self-sufficient. CSBG is a federal, anti-poverty block grant which funds the operations of a state-administered network of local agencies. ATCAA is part of this important network and continually complies with the CSBG Organizational Standards: a comprehensive set of standards developed to outline the way in which business is to be conducted. The purpose of the organizational standards is to ensure that all agencies have appropriate organizational capacity, in both critical financial and administrative areas, as well as areas of unique importance to the mission of the Community Action Network.

ATCAA has a long history of successfully developing and sustaining a broad range of exemplary community services and has been a lead, and often primary, community provider for the local programs that address poverty in both Amador and Tuolumne counties. The agency by design and Federal, State and local recognition, is a broad-based community organization -- its board of directors, by mandate, includes tripartite representation from the low-income community, local public sector, and private sector stakeholders. This structure is unique to Community Action Agencies as its intent is to bring together leaders from each of these sectors to collaborate on responses tailored to local needs.

By virtue of its receipt of CSBG funding and consequently, the governance of the entire agency by the tripartite board, all activities fall under the CSBG umbrella. **These activities are represented within this report, and summarize the achievements of the strategies/goals outlined in our biennial Community Action Plan (CAP):** a plan that identifies and assesses poverty related needs and resources in the community, based on feedback from local partner, low-income, and the general public, and establishes a detailed plan, goals and priorities for delivering those services to individuals and families most affected by poverty, aiding their transition into self-sufficiency.

ATCAA gratefully acknowledges the support of federal, state and local partner agencies such as other non-profit organizations, schools, faith-based groups and private companies, as well as all staff and volunteers who are focused on helping poor and disadvantaged individuals and families in our communities.

For the complete 20/21 Community Action Plan please visit the ATCAA website at [www.atcaa.org](http://www.atcaa.org)
Amador County Demographics
HELPING PEOPLE, CHANGING LIVES

POPULATION (decennial 2020) 40,474

BY GENDER (2020: ACS 5-Year Estimates)
- Male 54%
- Female 46%

BY AGE (2020: ACS 5-Year Estimates)
- Persons under 5 years 3.8%
- Persons 5-24 years 17.3%
- Persons 25-44 22.9%
- Persons 45-60 20.1%
- Persons 60+ 35.9%

BY RACE (decennial 2020)
- Hispanic or Latino (any race) 14.8%
- White alone 73.4%
- Black or African American alone 3.0%
- American Indian and Alaska Native alone 1.4%
- Some other race alone 2.3%
- Two or more races 5.1%

CHILD POVERTY RATE

<table>
<thead>
<tr>
<th>Ages</th>
<th>2020 (SAIPE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-17</td>
<td>13.0%</td>
</tr>
<tr>
<td>5-17</td>
<td>12.6%</td>
</tr>
</tbody>
</table>

Unemployment change in Amador County from March 2021 to March 2022 is shown in the chart above. According to the U.S. Department of Labor, unemployment for this one-year period fell from 8.4% to 4.5%.
Tuolumne County Demographics
HELPING PEOPLE, CHANGING LIVES

**POPULATION** (decennial 2020) 55,620

**BY GENDER** (2020: ACS 5-Year Estimates)
- Male 52%
- Female 48%

**BY AGE** (2020: ACS 5-Year Estimates)
- Persons under 5 years 4.4%
- Persons 5-17 years 12.2%
- Persons 18-24 6.9%
- Persons 25-44 22.5%
- Persons 45-60 19.1%
- Persons 60+ 34.7%

**BY RACE** (decennial 2020)
- Hispanic or Latino (any race) 12.8%
- White alone 79.4%
- Black or African American alone 1.8%
- American Indian and Alaska Native alone 1.7%
- Some other race alone 6.7%
- Two or more races 10.1%

<table>
<thead>
<tr>
<th>CHILD POVERTY RATE</th>
<th>Unemployment change in Tuolumne County from March 2021 to March 2022 is shown in the chart above. According to the U.S. Department of Labor, unemployment for this one-year period fell from 8.9% to 4.7%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ages 0-17</td>
<td>13.4%</td>
</tr>
<tr>
<td>Ages 5-17</td>
<td>12.6%</td>
</tr>
<tr>
<td>2020 (SAIPE)</td>
<td></td>
</tr>
</tbody>
</table>
As a Community Action Agency and essentially a human services organization, ATCAA recognizes the need for and the benefit of receiving feedback from customers, employees, and partner agencies. With the growing emphasis on agency accountability, it is important to document the quality of overall agency function. Input from stakeholders, at all levels, is valued by ATCAA as critical to future planning and setting goals for continual quality targeting service and enhancements.

Throughout the year ATCAA distributes a Client Needs Survey. This survey focuses on specific areas of poverty and provides a comprehensive picture of client/community needs covering five of the Community Services Block Grant domains.

- The Client needs survey collects data in the following domains: Employment, Education and Cognitive Development, Income and Asset Building, Housing, and Health and Social/Behavioral Development.

- The survey also captures client demographics such as age, gender, race and ethnicity.

- ATCAA has incorporated a single customer satisfaction question on its client needs survey because ATTCA understands that many of our clients come to us in crisis, often feel overwhelmed with paperwork and that many often will not return a satisfaction survey once services are completed.

In 2021 ATCAA collected a total of 1,116 surveys from clients.

The Top 5 Needs Identified from these surveys:

<table>
<thead>
<tr>
<th>Need</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pay Off or Reduce Debt</td>
<td>37%</td>
</tr>
<tr>
<td>Affordable Medical/Dental/Vision Insurance</td>
<td>37%</td>
</tr>
<tr>
<td>Utility Assistance Programs</td>
<td>35%</td>
</tr>
<tr>
<td>Broadband/Internet Access at Home</td>
<td>29%</td>
</tr>
<tr>
<td>Help to Improve Job Skills Training</td>
<td>23%</td>
</tr>
</tbody>
</table>

Top 3 Needs Identified for Overall Family Support:

<table>
<thead>
<tr>
<th>Need</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Assistance/Meal Programs</td>
<td>37%</td>
</tr>
<tr>
<td>Nutrition Education/Healthy Eating</td>
<td>14%</td>
</tr>
<tr>
<td>Life Skills Programs/Services</td>
<td>12%</td>
</tr>
</tbody>
</table>
Client Survey Results:

➢ 99% of clients reported being satisfied with ATCAA services
  o 37% were referred by a family member or friend
  o 18% were referred by another agency
  o 12% were referred by an ATCAA staff member

➢ 23% of respondents were new clients

➢ 88% of respondents were applying for Energy/Weatherization assistance

➢ 63% of respondents indicated they had utilized Energy/Weatherization assistance

➢ 22% of respondents indicated they had utilized Food Bank services

Client Survey Demographics:

➢ 75% of the respondents were Female
➢ 25% of the respondents were Male

➢ 25% of the respondents are Amador County residents
➢ 60% of the respondents are Tuolumne County residents
➢ 15% of the respondents are Calaveras County residents

➢ 23% of respondents were aged 25-44
➢ 22% were aged 65-74

➢ 88% of the respondents identified as White
➢ 4 % of the respondents identified as American Indian/Alaska Native
➢ 5% of the respondents identified as Multi-Race

ATCAA also conducts, biennially, a complete and comprehensive Community Needs Assessment survey in Amador and Tuolumne Counties that includes census data, and feedback from clients, employees, partner agencies and the Board of Directors. The complete 2020 Community Needs Assessment can be found on the ATCAA website at www.atcaa.org
ATCAA Services
HELPING PEOPLE, CHANGING LIVES

ATCAA provided assistance, to over 6,000 individuals and more than 4,000 households in seven program areas that offer a variety of services to the vulnerable members of our community. These programs and services are designed to address the needs identified in our Community Needs Assessment.

ATCAA provides the following services, however in 2021 some programs were affected by the pandemic and may not have provided all services the entire year.

**Housing**
- Veteran Housing
- Continuum of Care [https://www.centralsierracoc.org/](https://www.centralsierracoc.org/)
  - Homeless Management Information Systems (HMIS)
  - Homeless Shelter
    - Non-Congregate Shelter Related to COVID-19
  - Rapid Rehousing
  - Housing Relocation and Stabilization
  - Homeless Emergency Aid
- Home Inspections
- Rental Assistance
- Landlord/Tenant Liaison
- Smart Money Classes
- Non-Congregate Shelter Related to COVID-19

**Food**
- Emergency Food Assistance Program
- Farmers Market Program
- FFK Program (Food for Kids)
- Summer FFK Program (Food for Kids)
- Transitional Youth Program
- HFB Program (Holiday Food Basket)
- Neighborhood Partner Pantries

**Energy**
- Low-Income Home Energy Assistance Program (LIHEAP)
  - Energy Bill Assistance
    - PG&E payments
    - Propane payments
- Home Weatherization Assistance
- PG&E CARE (California Alternate Rates for Energy) Program
  - Clients can sign up though ATCAA for discounts on their PG&E bills
- PG&E LIEE Program
  - Refrigerator Replacement Program
- Water Conservation Program
Family Resource Services
➢ CHAT (Child Abuse Therapy Program)
➢ IDA (Individual Development Account)
➢ Parent Mentoring at Early Head Start and Head Start
➢ Positive Parenting & Life Skills Class
➢ Literacy Support: Learning By Links

Youth/YES Partnership
➢ Friday Night Live
➢ Club Live
➢ Boys Club
➢ Girls Circle
➢ Alcohol and Drug Primary Prevention
➢ Suicide Prevention

Early Childhood Education
➢ Head Start
➢ Early Head Start
➢ Promotores de Salud
➢ Family Learning Center
   o English as a second language
   o Financial Literacy
   o Citizenship
   o GED preparation classes
   o Parenting Groups
   o Health and Nutrition classes

Additional Community Services
➢ Community Services Block Grant-CARES
➢ Volunteer Income Tax Assistance
   o Earned Income Tax Credit
➢ Outreach and Social Media
➢ Information and Referral
➢ Lifeline Services
ATCAA Highlights
HELPING PEOPLE, CHANGING LIVES

In 2021, ATCAA provided nearly 56,000 services to the community. CSBG eligible entities provide services that are categorized within 7 domains. Some services are difficult to get an accurate count of the number of participants who received these services, therefore we count the number of services provided rather than the number of individuals served.

<table>
<thead>
<tr>
<th>Domain</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment Services</td>
<td>270</td>
</tr>
<tr>
<td>Education and Cognitive Development Services</td>
<td>751</td>
</tr>
<tr>
<td>Income and Asset Building Services</td>
<td>1006</td>
</tr>
<tr>
<td>Housing Services</td>
<td>4809</td>
</tr>
<tr>
<td>Health and Social/Behavioral Development Services*</td>
<td>43,261</td>
</tr>
<tr>
<td>Civic Engagement and Community Involvement Services</td>
<td>259</td>
</tr>
<tr>
<td>Services Supporting Multiple Domains</td>
<td>5491</td>
</tr>
</tbody>
</table>

* Food Distribution falls under the Health and Social/Behavioral Development Services Domain. In 2021, the ATCAA Food Bank provided 35,201 food distribution services.
ATCAA Housing Resources
Amador and Tuolumne County
HELPING PEOPLE, CHANGING LIVES

ATCAA’s Housing Resource programs, primarily funded through State and Federal Competitive and Non-Competitive grants, do more than provide shelter to homeless children and families. Clients are linked to resources to assist with job training, financial literacy education, utility assistance, rental assistance, counseling, housing search and placements, and other services that will help divert them from becoming homeless and assist them in becoming more self-sufficient and stabilized. Case management for all ATCAA Housing Resource Programs was provided to 631 individuals and coordinated entry eligibility determinations were made for 216 individuals in 2021.

**ATCAA Homeless Shelters**, one in each county, provide temporary shelter to individuals and families in need. The Amador shelter is a 5-room, 24-bed shelter and the Sonora shelter is a 6-room, 27-bed shelter, both dedicated to families, and single men and woman. Last year, ATCAA connected with Amador County Health and Human Services to apply for and receive Whole Person Care funding that connects Behavioral Health, Social Services, and Health services to ATCAA sheltered clients. These funds will assist our current Amador shelter and fund an additional homeless shelter in Downtown Jackson opening fall of 2022. The City of Sonora has also agreed to partner with ATCAA to purchase and renovate an additional shelter in Downtown Sonora, opening 2023. ATCAA connected with Sutter Amador Hospital and Sierra Wind Wellness and Recovery center to increase non-congregate sheltering options, COVID crisis, enhance our nutritional and community services programs, and outreach to COVID positive homeless.

In 2021, a total of 292 individuals obtained temporary shelter as well as food, employment assistance and referrals to other area programs. Through program assistance, 87 individuals improved their nutrition skills and their physical health. With continued implementation of social distancing, and shelters functioning at 70% capacity, participants were able to stay longer than normal in the shelter resulting in 74 individuals who were able to achieve and maintain capacity to meet basic needs for 3 months. The average length of stay for a shelter resident was 3 months with some families staying as long as 6 months as it is more difficult for families to find housing than for a single person to find a room or a bed.

**Rapid Rehousing** is a homeless rental assistance program that assists qualified individuals and families with rental and utility assistance, housing referrals, one-on-one support, budgeting classes and counseling assistance. ATCAA assisted 247 individuals with rental and deposit payments and 25 families received Utility Assistance. In addition, 86 individuals reported improved financial well-being. This program partners with CalWORKs and collaborates with partner agencies throughout the Continuum of Care and with both Amador and Tuolumne Health and Human Services.

Last year, ATCAA, as part of the CoC, collaborated with Motherlode Job Training to increase job connections for at-risk and homeless individuals by connecting them to open positions for employment. In 2021, ATCAA Housing Resources provided 145 job referrals and supplied 111 individuals with employment supplies and financial literacy education, resulting in 169 individuals increasing their income through an increase of hours worked.

Through all program services and collaborations, ATCAA was able to help 96 families find and secure permanent housing with a total of 262 individuals obtaining safe and affordable housing.
Varley Place: ATCAA is the building owner and property manager of Varley Place, opened in 2018, and works with VASH (Veterans Affairs Supportive Housing), a program that is a joint effort between the Department of Veterans Affairs (VA), Housing and Urban Development (HUD) and Stanislaus local Housing Authority to provide permanent supportive housing to homeless veterans and their families.

ATCAA owns and operates 6 affordable housing units in Tuolumne County providing 24 beds.

ATCAA is the lead agency for the Central Sierra Continuum of Care (CoC) CA-526, that covers Amador, Tuolumne, Calaveras and Mariposa, and contracts out multiple housing agreements across the CoC. ATCAA is the lead entity to managing the 4 county-wide Homeless Management Information System. ATCAA in 2021, contracted out, as the selected Administrative Entity to the region, over 3.3 million dollars in homeless and housing funds.

Each year the Housing Program, as part of the CoC, conducts an annual Point-in-Time (PIT) count. The PIT count is a count of sheltered and unsheltered people experiencing homelessness that HUD requires each CoC nationwide to conduct in a single night in January. HUD requires that CoCs conduct an annual count of homeless persons who are sheltered in emergency shelters, transitional housing, and Safe Havens. CoCs must also conduct a count of unsheltered homeless persons at least every other year. The unsheltered count is intended to demonstrate the unmet need.

“Conducting a point-in-time count of people experiencing unsheltered homelessness requires countless hours of planning and volunteers. Additionally, on the night of the count, it requires people to approach people experiencing unsheltered homelessness to collect data. Because of COVID-19, CoCs have been short staffed and busy preparing for and implementing measures to prevent the spread of COVID-19 in their communities (https://www.centalsierracoc.org/copy-of-pit-count-2020).”

The 2021 PIT count, only performed on sheltered homeless due to safety concerns surrounding COVID-19, was conducted on the night of Wednesday, January 27, 2021. Results indicated there were a total of 151 sheltered homeless individuals across the entire CoC service area, with 22% of the population being under 18 years of age. Amador and Tuolumne County reports indicated a count of 37 and 49 individuals, respectively. Tuolumne youth accounted for 28.25% of the sheltered population and Amador youth accounted for 29.7%, each more than double the population for Calaveras or Mariposa County.

Sierra Hope Transitional Housing

The need for affordable housing, as identified in our Community Needs Assessment performed in 20/21 as part of our Community Action Plan, demonstrated not only a lack of affordable housing (990 unsheltered homeless with only 395 available beds) – but was consistent with our Central Sierra Continuum of Care findings during our HUD application process. Of great concern was the lack of stabilization for those experiencing homelessness resulting in inability to move them into permanent housing. Transitional Housing uses best practices to stabilize families with children moving from homelessness into permanent housing.

The goal was to increase Transitional Housing throughout the Central Sierra Continuum of Care. ATCAA partnered with Sierra Hope in Calaveras County to contract HEAP funds for development and ongoing referrals through the Central Sierra Continuum of Care's Coordinated Entry System. This Transitional


Housing prioritizes homeless families and homeless youth as defined by HUD, and the State of California Education System.

Impact on the community because of Sierra Hope Transitional Housing has been seen as a stabilizing force in the lives of those experiencing homelessness so they have the opportunity to focus on obtaining permanent housing. If this project was not available in the community, many individuals and/or families would give up hope of every obtaining permanent housing and remain homeless for longer periods of time. In 2021, the Sierra Hope Transitional Housing project supported 9 families: 13 adults and 7 children. At exit, 3 families (4 adults and 5 children) were able to obtain permanent housing and ALL families were connected to other community services.

ATCAA Housing Resources collaborations do not stop here! They also work with other community organizations such as Behavioral Health Services, Social Services, First 5 Tuolumne and First 5 Amador, County Probation offices, Sonora Area Foundation, Amador Community Foundation, local newspapers, radio, and television stations.

Funding for Housing Resources programs comes through fundraisers, grants and local donations from individuals, businesses, community organizations, foundations, federal, state and county funding.

Please visit [www.atcaa.org](http://www.atcaa.org) or centralsierracoc.org
Tuolumne Prevention Programs
Tuolumne County
HELPING PEOPLE, CHANGING LIVES

The YES Partnership is a community-wide coalition dedicated to supporting Tuolumne County youth and families by promoting resilience and preventing suicide, substance use, and child abuse. The Partnership was established in January 1986 in response to several teen suicides in Tuolumne County. The coalition works in collaboration with local organizations, parents, and youth to create a drug, tobacco, and suicide-safe community through the following (3) strategies:

➢ Developing youth assets
➢ Engaging youth in leadership opportunities
➢ Supporting and providing positive adult interaction with youth.

- Friday Night Live (FNL)/Club Live/Friday Night Live Kids
- Friday Night Live Mentoring
- EPIC Youth Coalition
- Mental Health First Aid (MHFA)
- Youth Mental Health First Aid (YMHFA)
- Boys Council
- LivingWorks Start-A suicide awareness training.
- Living Works safeTALK-A suicide alertness training
- Living Works ASIST-A suicide intervention training
- Girls Circle

In 2021, the YES Partnership, through the above programs, provided services and support to the following:

❖ LivingWorks Start…32 individuals
❖ LivingWorks ASIST …9 individuals
❖ LivingWorks safeTALK…0
❖ Mental Health First Aid…0
❖ Youth Mental Health First Aid…18 individuals
❖ 25 youth participated in the EPIC Youth Coalition
❖ The YES Partnership and the Tuolumne County Sheriff's Department celebrated their 11th year of the RX Take Back Day program in Tuolumne County. To date there have been over 6,799 pounds of prescription drugs collected for proper disposal.
❖ The third annual Hope and Honor Walk for Suicide Prevention and Awareness was held on September 11th with approximately 100 participants!
❖ ATCAA, in collaboration with YES Partnership, provided services to over 200 individuals through the following Tuolumne Prevention Programs:

Outreach efforts and Linkages with Partner Agencies:

✓ Collaborated with the Tuolumne County Superintendent of Schools to sponsor the first Suicide Prevention Poster Contest.
✓ Collaborated with the Tuolumne County Public Health Department and the Tuolumne County Superintendent of Schools office to implement Red Ribbon Week on October 23-31
✓ The YES Partnership established an Ad Hoc Cannabis Education Committee to support the work of Project Action.

For information regarding any of the ATCAA Prevention Programs please contact Bob White, Prevention Programs/YES Partnership Director at (209) 533-1397 x226 or rwhite@atcaa.org.
The Amador Lifeline Program assists seniors, the disabled, and individuals with chronic illnesses in rehabilitative care and with Hospice, to be safer living alone and to live a more active, independent lifestyle. Amador Lifeline has many clients that live below poverty level, have many medical needs, and live isolated with no family nearby. Our goal is to support these individuals, allowing them to remain at home for as long as possible, and live with safety and security. Our program remains the county’s only local medical alert service with the ‘human touch’, from our volunteers’ welfare calls and local installers, and is monitored 24 hours a day, 365 days a year through various forms of communicators including wireless units, and auto alert help buttons with automatic fall detection. Lifeline is indeed, a “lifeline” for them to remain a part of our community.

In 2021, with the continued threats of the pandemic, Amador Lifeline remained open and provided critical services to 184 individuals, many with disabilities and/or chronic illnesses, to maintain independence and security. The pandemic caused much isolation among our clientele, and we were fortunate to have 12 volunteers last year, two of which were program participants themselves. Their volunteerism is invaluable to the program and provides such services as office assistance, client installations and technical calls, monthly telephone wellness check-in calls, and even sending greeting cards to clients.

Lifeline takes extra special attention to their clients during the Christmas holidays. For over 10 years, the program has collaborated with Sierra Belles Organization and the American Sewing Guild/Gold County Chapter, to remember our vulnerable and low-income clients with Christmas gifts. The program provided 41 low-income individuals in both Amador and Calaveras counties with these gifts of remembrance, lifting spirits and letting them know that someone cares.

In 2021, Amador Lifeline was in jeopardy of losing critical funding to assist low-income clients. Thankfully, through the implementation of a few outreach measures, the program was able to maintain quality of service.

- Amador Lifeline entered into a Memorandum of Understanding with Sutter Health to obtain the funding needed to maintain critical services to our low-income elderly population providing assistance to 25 low-income clients who share in their Lifeline fees at a greatly reduced cost.
- They partnered with MACT Board Inc. to provide Lifeline equipment and services at a discounted rate to 10 MACT patients in cost-sharing measures.
- CARES funding supported current clients with our standard fees, who have ‘fallen on hard times’ and have developed financial constraints. It allowed us to lower their monthly fee to enable them to keep the medical alert service while getting their finances back on track.

As part of the Amador Lifeline outreach efforts, brochures are distributed at pharmacies, the hospital, senior center, health care providers, and convalescent homes. Lifeline staff provide presentations to professional and charitable organizations throughout the year and interviews over the local radio and television stations. Lifeline articles appear in the local newspaper and various community newsletters.

Amador Lifeline staff continue to speak about lifeline services and instruct workshops within the community on “Fall Prevention” and “How to Get Up From A Fall.” The program is also a referral partner with Sutter Amador Hospital Discharge Department and Internal Medicine Associates.

Funding is provided through fundraisers, grants, and donations from individuals, businesses, community organizations, and foundations.
The ATCAA Food Bank is dedicated to providing nutritious food for our clients that both fills their stomachs and nourishes their health. They solicit, transports, and distribute donated foods to individuals, families, and community-based emergency food pantries in Tuolumne County.

The Food Bank currently distributes food to 15 pantries throughout Tuolumne County and offers food distribution for the following programs: Senior Farmers Market, Farmers Market, Emergency Food Assistance, and Food for Kids.

In 2021, the Food Bank gleaned 1,010,078 pounds of donated food and distributed a total accumulation of 1,326,689 pounds of food throughout our community to over 9,000 individuals.

The Food Bank program had 425 local volunteers who selflessly spent a collective 6,742 hours serving those in need on a regular basis. Many volunteers receive training and hands on job skills that can ultimately help them to obtain employment.

The ATCAA Food Bank is always striving to improve services and sustainability of the program to better serve the community.

In alignment with their Wellness Policy, the Food Bank maintained partnerships in 2021 with the following state and local organizations:

- **FeedNet** (Purpose: Exploring and improving the changing world of feeding the hungry and homeless in Tuolumne County.)

- **CNAP** (Purpose: The County Nutrition Action Partnership members encourage and empower Tuolumne County residents to make healthy eating and physical activity choices.)

- **Social Services Consortia** (Purpose: To promote social service research, training, and policy development to strengthen public sector social services in the Tuolumne County. Numerous Tuolumne County agencies meet on a regular basis to discuss ways to help combat poverty, hunger, homelessness, etc.)

- **Tuolumne County Behavioral Health** (Purpose: To provide respectful, culturally sensitive and strength based behavioral health services which provide wellness, self-sufficiency and recovery from mental illness and/or addiction.)

- **Tuolumne County Public Health Department/CalFresh Healthy Living** (Purpose: Survey Clients, Create and follow Wellness Program, Health Fairs on hold due to COVID)

- **California Association of Food Banks**- (Purpose: To end hunger in California through many ways including advocating for policy change through the Public Policy Council.)

- **Blue Zones Group (started 11/21)** - (Purpose: To discuss healthy foods, hunger relief, food insecurity and other issues relating to our local food system. This is a community driven health and wellness effort to help encourage and promote behaviors and conditions locally that result in living better, longer and making healthy choices easier to make.)
• **Halloween 2021 Drive-Thru Event** - (Purpose: Spread awareness of the ATCAA services available to income qualified residents of Tuolumne County.)

• **PDO Connection Meetings** - (Purpose: Local Rural & Remote Food Banks meet to discuss grant opportunities, as well as to discuss what's working and what's not. We discuss Feeding America issues as well.)

• **PG&E PSPS Partnership** - (Purpose: To provide a $40 box food to Tuolumne County residents who have experienced food spoilage due to a loss of power during and up to 3 days following a PSPS event. PG&E also asks that we assist the community in the event of power loss due to natural disasters as well.)

• The Food Bank Director also provided presentations at Sonora Sunrise Rotary Club Meetings, Tuolumne County Board of Supervisors, and Tuolumne County Volunteer Fair

**ATCAA Food Bank Wellness Policy:**

*Purpose*: ATCAA’s vision is for residents to be self-reliant, healthy, free from economic hardship, feeling sustained by the support of community and family, and able to achieve their maximum potential as engaged citizens. As the ATCAA Food Bank, we hope to turn away from caloric fundamentalism (the belief that those needing food simply need calories) and distribute nutritious foods for our clients, to both fill their stomachs and nourish their health. In an effort to strategically fight both hunger and poor health in our community, ATCAA Food Bank is proud to share our Wellness Policy and Nutrition Guidelines. These guidelines detail our intentional shift toward procuring and distributing nutritious food for our families. We will make all efforts to ensure that foods are appealing, culturally appropriate, and follow the most recent Dietary Guidelines for Americans. As part of our efforts to encourage community health, ATCAA will empower staff, volunteers, and recipients with nutrition education.

Funding support for the Food Bank is provided through such sources as fundraisers, grants, and donations from individuals, businesses, community groups, and foundations. Examples are Sonora Area Foundation, the Emergency Food Assistance Program, and Mother Lode Food Project.
ATCAA’s Energy and Water Conservation Department helps low-income individuals and families manage costs associated with home energy bills, energy crises, weatherization, and energy-related minor home repairs.

In 2021, the Energy and Water Conservation Department provided over 4,000 services improving the quality of life of over 2,000 individuals and families. Services included utility payment assistance, level billing assistance, and home improvements. Additionally, 175 individuals experienced improved health and safety, and 187 had improved energy efficiency and/or energy burden reduction in their home.

Through these measures, ATCAA helps keep families safe and healthy and helps to reduce the burden of home energy costs:

**Water Conservation Assistance:**

ATCAA’s Water Conservation Assistance, offered to qualifying households, provides solutions to conserve water and lower water bills. Measures include installation of low flow faucets, showerheads, toilets and updating energy saving appliances. In 2021 ATCAA collaborated with several outside resources to provide critical services to low-income individuals and families.

- Together with Central Valley Opportunity Center (CVOC), ATCAA installed water related measures in 599 low-income homes and apartment complexes.
- In collaboration with eight of the largest water companies, participating in a new water payment assistance program, ATCAA provided water bill assistance for the first time to 179 low-income households.

**Utility Assistance (UA) Program:**

ATCAA’s Utility Assistance Program helps low-income individuals and families apply for electricity and propane bill payment assistance. These services are federally funded through the Low-Income Home Energy Assistance Program (LIHEAP). Through the UA program, ATCAA provided $869,865 worth of utility assistance to 1,430 households. When managing competing household expenses while already living on low incomes, many families cut back on food expenditures to pay for critical household expenses and will often choose between food and utilities. This assistance helps clients maintain safe and affordable housing and helps ease the difficult decisions our clients often face on a daily basis.

- CARES funding provided $14,304 to clients in 2021

**Weatherization Program**

Like many organizations and programs, the Energy Department has been hard hit by the pandemic. We have had significant employee turnover, had difficulty hiring new employees, and been limited in providing
in-home services to clients. However, through the ebb and flow of pandemic restrictions ATCAA has been prepared at all turns to provide services to clients and has been able to stay ahead of a large number of cooling emergencies when the weather warmed up over the summer. Additionally, ATCAA implemented a new program, providing in-house training to staff, allowing us to significantly shorten the time needed to provide basic weatherization trainings to our new employees.

- The Kohler Solar Battery Program granted us the opportunity to install solar-rechargeable batteries in the homes of 50 low-income families. These batteries helped those 50 families, most with members who had health problems, to have emergency electricity during PG&E outages.

**Collaboration** is a strong component of the Energy program at ATCAA. Collaboration brings individuals, agencies, organizations, and community members themselves together in an atmosphere of support to systematically solve existing and emerging problems that could not easily be solved by one group alone. Partnership and collaboration can go a long way in creating a strong and better community while achieving shared goals.

- The Energy Director sits on the Tuolumne-Stanislaus (T-STAN) Integrated Regional Water Management Group and the Mokelumne-Calaveras-Amador (MAC) Integrated Regional Water Management Group. These groups are collaborative groups from all sorts of water districts, county governments, and NGO’s that define water infrastructure or conservation needs, then search for water-related grant opportunities and apply for them. So far, ATCAA has garnered $2.25M in new funding from 3 grants as a result of our 17-year involvement with these groups. They include both County BOD’s, ATCAA, the Tuolumne River Trust, the Audubon Society, TUD, CCWD, Twain Harte CSD, CERC, the Tuolumne County Resource Conservation District, the City of Angels, Groveland CSD, Jamestown Sanitary District, Murphy’s Sanitary District, the South San Joaquin Water District, and the Upper Mokelumne River Watershed Authority.

- The Energy department cooperates almost every day with partner agencies when needed, including St. Vincent De Paul Society, Catholic Charities, The Center for a Non-Violent Community, Area 12 Agency on Aging, and Social Services.

- The Energy Director personally networks with several other Community Action Agencies who can help with many aspects of service delivery using our LIHEAP grants, such as Merced, Modesto, Placerville, Fresno, Monterey, and others.

- Our Executive Director received a grant from the CA Air Resources Board that only allowed people in certain heavy-smog disadvantaged communities to do the work. He partnered up with the Central Valley Opportunity Center (a Community Action Agency in Modesto/Ceres) to perform the work in our service territory (which is not a high-smog area). In doing so, he was able to obtain the grant and spread ~$300,000 of conservation assistance across our service territory.
ATCAA Family Resource Services (FRS) is a comprehensive child abuse prevention and family strengthening program that provides a range of services for families in Amador County. These services are designed to enhance caregiver skills and competencies as well as increase wellness and resiliency for parents, caregivers, children, teens, and others in our community.

**Substance Solutions for Amador Youth Coalition (SSAY)**

Mission Statement: Supporting Amador County youth and their families, to reduce and prevent youth substance use; Utilizing a whole community approach for changing environments; Implementing local solutions for local conditions, towards substance free childhoods.

The SSAY Coalition was developed to address youth substance use and misuse in Amador County, with a goal of reducing and preventing this behavior. During 2021 members worked together developing goals, a mission statement, and recruitment ideas. The group developed a member survey and a public survey, which were both utilized to assess the community's beliefs regarding youth substance use, as well as suggestions for how the coalition can use the information to raise awareness, offer community education, identify needs and resources, and empower youth to have a leading role in determining change within their community. SSAY includes members from Amador County Behavioral Health, Substance Use Disorders, Social Services, Public Health, and TRAC; AC Sheriff's Dept, AC Probation Dept, AC Unified School District, Amador Child Abuse Prevention Council, Resilient Amador, Ione and Sutter Creek Police Depts, AC Tribal TANF Partnership, Sierra Wind Wellness Recovery Center, Operation Care, Amador College Connect, 4-H, Mother Lode Job Training, students, parents, and citizens at large. The SSAY Coalition continues to recruit members via flyers, social media, word of mouth, and public announcements.

**IDA Foster Youth**

This program served 6 youth in 2021 and continues to increase as COVID restrictions change. Funding is provided by United Way California Capital Region (UWCCCR). This program offers support and guidance for current, aging out or former foster youth. They earn money by completing Incentive Activities, which are then matched dollar for dollar, allowing them to build their individual savings account, leading to a more secure and stable financial future as they transition to young adulthood. With the support of this program, youth were able to fulfill Incentive Activities that encouraged improved school grades, participation in sports, resume development, job applications, higher education applications and attendance, community involvement, volunteering, and keeping health appointments.
ECS Parent Support

Due to ongoing COVID restrictions, short instructional videos were created for parents/caregivers to view at their convenience. Each year ECS surveys families for topics they would like additional information and support for. Each video includes a related handout that is available through the center teachers and Family Advocates. Parent support is also offered via phone calls and Zoom meetings to address individual questions and needs. Staff sometimes view the videos to enhance their support of families, and at times watch it with the parents, allowing for additional questions and conversation.

ATCAA Homeless Shelter Parenting

Monthly parenting discussions are offered at our homeless shelters in Amador and Tuolumne counties. Families with children of all ages participate, pre-natal through teens, as well as residents with adult children who seek healthy relationships with them. Topics are generated by the shelter residents, and supportive handouts and resources are shared with them. In 2021 approximately 20 residents were served.

Funding to support Family Resource Services is provided by Amador Child Abuse Prevention Council, Amador County Sheriff’s Office, Cal OES, United Way CA Capital Region, and donations from individuals, businesses, and local community groups.
ATCAA’s Early Childhood Services (ECS) programs, including Head Start, Early Head Start, and the California State Preschool Program (CSPP), prepare young children from low-income families to succeed in school and life. To achieve this, our programs deliver services to children and families in the core areas of early learning, health, and family well-being while engaging parents as partners every step of the way. Services are provided in a variety of settings including centers, and children's homes. ECS programs also engage parents in positive relationships, with a focus on family well-being, and parents participate in leadership roles, including having a say in program operations.

In 2021, ATCAA’s Head Start and CSPP programs for 3- and 4-year-old children, and Early Head Start programs for infants, toddlers, and pregnant women, served 285 individuals. All ECS programs are available at no cost to pregnant women and children ages birth to 5 from low-income families. Families and children experiencing homelessness, and children in the foster care system are categorically eligible for services, and children with disabilities and other special needs are encouraged to enroll. In 2021, ECS programs served 32 children experiencing homelessness, 18 children in foster care, and 44 children with diagnosed disabilities.

All ECS programs support children's growth through a variety of services, which include:

- **Early learning and development:** Children's school readiness is fostered through individualized learning experiences, relationships with adults and other children, play opportunities, and planned and spontaneous instruction. Through these experiences, children learn social skills, emotional well-being, language and literacy skills, mathematical and science concepts, and skills that promote a love of learning. Parents and staff work together to provide an individualized approach for each child that is culturally and linguistically relevant. In addition, our Head Start/CSPP programs worked with families, school districts and other entities to facilitate a smooth transition for the 70 children going to kindergarten in 2021.

- **Health:** ATCAA ECS programs provide safe and healthy learning experiences indoors and outdoors. All children receive health, dental and developmental screenings, nutritious meals, and programs connect families with medical, dental, and mental health services to ensure children are receiving the care and attention they need. Children also receive support for building resiliency to cope with possible adverse effects of trauma.

- **Family well-being:** Families are offered program services and referrals to community partners to support family well-being, and to achieve family goals such as housing stability, food security, continued education, and financial security. Programs support and strengthen parent-child relationships and engage families in the learning and development of their children. Family Advocates are available to assist families with crisis situations and access to needed services in the community. In 2021, ECS programs provided crisis response for 70 individuals.
Another integral part of ATCAA’s ECS programs is collaborations with community partners that support staff and the provision of services to children and families.

In 2021, our programs developed a deeper partnership with the Public Health Departments in Amador and Tuolumne Counties to address COVID related needs. Through these collaborations, we received crucial guidance about incidents requiring isolation, quarantining and center closure. Also, we were able to give Public Health information to assist them with tracking close contacts and to help them get the word out about COVID testing, vaccination, masking, and other measures to prevent the spread of disease.

Another special collaboration was with the Tuolumne County Superintendent of Schools (TCSOS) Structured Preschool program. ATCAA Head Start programs have worked with TCSOS for years, but in 2021 we were able to include all their preschool and toddler special education teachers in the Teaching Pyramid trainings we held for ECS staff. The Teaching Pyramid model helps teachers learn about and implement strategies that support young children's social and emotional development. Through these sessions, our ECS team and special education teachers learned more about each other's programs and how we could work together more effectively to meet children's developmental needs.

Also in 2021, to facilitate children and parents’ transitions to kindergarten, ATCAA Head Start programs collaborated with First 5 Tuolumne, Infant Child Enrichment Services and the TCSOS Supporting Early Education & Development (SEED) program to support a group called Kids in Common Tuolumne. This group of early childhood educators and kindergarten/Transitional Kindergarten (TK) teachers met to discuss their programs, curricula, routines and how to help prepare children for school.

**ATCAA Early Childhood Services Sites**

- Blue Bell HS/CSPP and EHS
- Ione HS/CSPP and EHS
- Jackson HS/CSPP and EHS
- Jamestown HS/CSPP and EHS
- Sonora HS/CSPP
- Soulsbyville HS/CSPP
- Summerville HS/CSPP

**ATCAA Head Start has served children and families since 1984.**

**ATCAA Early Head Start has served children and families since 2010.**

Funding is provided by the Federal Government and California Department of Education as well as grants, and donations from local organizations, businesses, and foundations.
In 2021, the Family Learning Center continued to be impacted by the pandemic with the shutdown of in-person classes and the inability to provide services at the Family Learning Center and Columbia College but we eagerly await for and look forward to reopening the Family Learning Center in the future.

The Family Learning & Support Center provides comprehensive and holistic programs, services and access to learning opportunities for parents and young children. Services include English language instruction, GED preparation classes, Adult Basic Education, life skills and job skills, and parenting classes. Other services include comprehensive and crisis case management, information and referral, health education, and access to medical, dental and mental health services.

**Promotores de Salud** is a peer-to-peer program and uses Spanish-speaking Hispanic/Latino community members to reach out and promote mental health and overall wellness, reduce the stigma, mistrust, and other barriers to accessing services, and to provide a safe and comfortable cultural context for sharing important information about community resources.

All services provided through the Family Learning Center promote family self-sufficiency, good parenting, early education, and good health and help to build the *Five Protective Factors that Strengthen Families and Protect Children* which research shows when present in a family, the likelihood of child abuse and neglect are diminished, and optimal child development is enhanced. By offering these services, the Family Learning & Support Services program is successful in providing parents with the tools and skills they need to break the cycle of low-literacy and achieve improved family functioning and quality of life.

Funding for the Family Learning & Support Services program is provided through such sources as fundraisers, grants and donations from individuals, businesses, community groups, and foundations. Examples are the Tuolumne County Department of Social Services and First 5 Tuolumne.
Communications and Outreach
Amador and Tuolumne County
HELPING PEOPLE, CHANGING LIVES

The Communications Department promotes, supports, and advances the mission, vision and sustainability of ATCAA by creating and delivering professional, accurate and timely messaging, branding and advocacy.

Pivoting through COVID, many digital delivery methods replaced in-person and printed materials. Other methods were enhanced and often created to continue to reach our target audiences. This included geo-targeted digital strategies, printed messaging placed on essential supplies, website banner sharing, organic growth on emerging social platforms and the use of meeting platforms such as Zoom and Facebook Live to virtually engage audiences. Strategies used, lessons learned, and new audiences acquired were then applied to other CSBG supported programs that ATCAA manages.

The Communications Team develops and manages the following platforms:

Websites:
- Amador Tuolumne Community Action Agency - ATCAA.org
- California’s Earned Income Tax Credit Initiative – MyCalEITC.org
- Yes Partnership – YESPartnership.net (for Yes Partnership)
- Central Sierra Continuum of Care – CentralSierraCoC.org (for ATCAA Housing and the CSCOC)
Other temporary websites or landing pages as needed such as the 2020 Census and COVID Outreach.

Social Platforms: @ATCAASince1981
- Facebook, Twitter, Instagram, YouTube

Social Platforms for other departments and initiatives include:
- @MyCalEITC, @YESPartnershipTuolumne, @TuolumneCountyCounts, @WeCareAmador, @WeCareTuolumne

We also create inhouse deliverables and provide design and marketing support to our Program Directors and Managers.

EDUCATION AND OUTREACH INITIATIVES MANAGED BY COMMUNICATIONS

CalEITC – Education and Outreach for California’s Earned Income and Young Child Tax Credits
ATCAA has competed for and been awarded the California Education and Outreach grant since its inception six years ago. In past years, we were awarded $110,000 to engage with income-eligible rural residents about the credits, eligibility and how they can claim them. In 2021, the grant amount grew to $330,000 and allowed us to expand our tax program to serve more residents among other components.

Working closely with ATCAA’s tax program, ATCAA’s Communications staff create and deliver messaging about the CalEITC credits and ATCAA’s tax program information.

Last year, in Amador and Tuolumne counties alone, over $1.5 million in EITC, CalEITC, and YCTC cash back credits were received by those who need it most.
The Earned Income Tax Credit (EITC) is widely recognized as one of the nation’s most powerful resources for improving the economic stability of low-to-moderate income individuals and families. The California EITC (CalEITC) and its federal counterpart provide refundable cashback credits to qualifying working Californians when they file their tax return.

The CalEITC outreach activities include developing partnerships at all levels and has gained recognition for rural outreach efforts at the State level and with the Governor’s office. Whether under the federal or state program, the Earned Income Tax Credit (EITC) both federal and state, delivers a much-needed income boost to those struggling to make ends meet, helping people meet basic needs, while at the same time encouraging work.

**Golden State Stimulus Education and Outreach**

As a CalEITC Education and Outreach Grant recipient, our agency, along with the other State CalEITC grantees were asked by Governor Gavin Newsom to provide messaging and outreach about the Golden State Stimulus payment that originally was intended only for those earning less than $30,000 and/or those who were ITIN holders with a higher earning threshold. This was in response to the pandemic and the federal stimulus. $110,000 was provided with a four-month window to create, launch, maintain and manage messaging in an unprecedented time with confusing and conflicting communication coming from both the state and federal levels.

**COVID Outreach and Education**

In 2021, funding for education and outreach about COVID safety and vaccine information came from two sources. The first was from the State of California and administered by the Sierra Health Foundation. The second, was from the Public Health Institute who provide funds raised from private sources.

Our goal was to educate the public about COVID safety, the importance of wearing masks, social distancing, handwashing and more. We were also tasked to provide information about who was eligible to receive the vaccine and how and where they could be obtained. The Public Health Institute’s funding allowed us to additionally provide small incentives for those who were on the fence about becoming vaccinated.

We launched a mini-campaign by first creating separate website and social platforms to separate this information from ATCAA’s own digital platforms. This was done to protect ATCAA from the known tensions in our rural area when it came to COVID safety and vaccines. We utilized traditional local media (print and radio), launched and maintained a digital campaign through our social platforms, as well as initiated a direct mail campaign, designed and executed distribution of OOH (Out of Home) print and digital materials.
VITA
Volunteer Income Tax Assistance
Amador and Tuolumne County
HELPING PEOPLE, CHANGING LIVES

ATCAA runs a free IRS Volunteer Income Tax Assistance (VITA) program and operates VITA sites in both Jackson and Sonora. In 2021, ATCAA provided free VITA tax services to over 300 individuals and families using contactless drop-off and virtual tax preparation methods. In addition, there were hundreds of successful referrals to free-tax prep virtual platforms for those who understood technology enough to create accounts, upload documents, etc.

Additionally, the tax program often sees clients unfamiliar with ATCAA services and refers them to our other ATCAA programs on a regular basis.

Tax preparation and filing is provided by volunteers who are certified by the IRS to provide tax counseling and preparation services, many of whom have tax and/or accounting backgrounds in their professional lives. This service is offered to qualifying residents who have a simple return, make under $57,000 per household and meet other criteria at no cost to the client.

ATCAA partners with the United Way California Capital Region’s VITA Coalition, allowing ATCAA to benefit from the knowledge, experience, and resources of the Coalition including assisting with the training of staff, volunteers and providing equipment and supplies when needed. VITA also partners with local entities such as banks and other non-profit organizations to help expand the program’s reach.

Due to the shortage of office space in our Amador office, we implemented a drop-off system in Amador County in 2018. This system helped prepare us for providing services during the pandemic. Though we shut down early during the season in 2020, we were able to re-establish the drop-off program and implement virtual preparation methods through the help of the IRS and our Coalition, in 2021, allowing our volunteers to safely prepare taxes for our clients in their own homes.