



**FSA**  
Family Service Agency  
of San Francisco

*Lives Transformed*



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## President and CEO Al Gilbert's Annual Dreamforce Pilgrimage: In His Own Words



Marc Benioff and Al Gilbert

*From November 6-9, 2017, Salesforce hosted Dreamforce at San Francisco's Moscone Center, welcoming 170,000 trailblazers from around the world to 2700 sessions and incredible events as they focus on customer success in the "Fourth Industrial Revolution."*

*Felton President and CEO Al Gilbert shares his observations.*

"My annual pilgrimage to Dreamforce reminds me that Felton Institute is an important member of a massive Salesforce worldwide community committed to improving the consumer-centric experience.

"In 2005, we made the decision to develop a flexible data platform on Salesforce to track our consumer relationships, use data to report the power of our engagement experience, and

analyze consumer data to create and support actionable insights while transforming possibilities in social service. It has changed our world and the world of those we serve.

"In 2007, Felton received the APPY Award from Salesforce for unique software development, CIRCE, the first Electronic Health Record (EHR) on the Salesforce.com platform. In 2011, Felton received the prestigious Force for Change \$200,000 Grant from Salesforce. This supported the further development of CIRCE into a market product to support other non-profits. CIRCE makes it possible to capture, report, and invoice funders based on their consumer engagement.

"Now, in 2017, CIRCE Software Inc., our for-profit corporation wholly owned by our non-profit Felton Institute, supports 13 agencies across the country in tracking customer experiences with a data rich capacity. Each year, Felton individually serves more than 10,000 clients with consumer-centric focus and innovative programs. Even as the Salesforce family continues to expand globally in incredible ways, I am reminded by Salesforce Founder and CEO, Marc Benioff that we [Felton] are an important enterprise within this community validating his motto that 'We believe we can do well and do good.'

"This year's Dreamforce reminds me of how unlimited the opportunities are to transform care and share our innovation with others, and it increases my appreciation of and gratitude for the legacy of Felton that our incredible staff honor daily."

## Felton Hosts Korea's Older Worker Development Institute (KOWDI)



Felton Institute hosted a delegation from South Korea's Older Worker Development Institute (KOWDI) on November 9, 2017.

President and CEO Al Gilbert, Senior Division Director Kathy Spensley and members of the senior division enthusiastically shared information about Felton's history and the Foster Grandparent, Senior Companion and Ombudsman programs. The warm and lively exchange provided great opportunities for learning about similarities and differences when it comes to older citizens. Information about the cost of living in San Francisco elicited gasps and the question, "How can anyone afford to live here?"

Al and Cathy explained that it is because of the cost of living that Felton's programs supporting seniors are very much needed. Sadly, both cultures experience ageism and KOWDI is working to change that in their communities. Since KOWDI President Sung-Jae Choi brought nearly two dozen members of the agency and affiliated companies to Felton, Al Gilbert joked that he is well aware that many of Felton's senior division team members are now looking forward to a comparable visit to KOWDI.

All look forward to future collaboration.



Please Make Felton a Part of  
Your "Giving Tuesday" Story



#GI  ING TUESDAY™

NOVEMBER 28, 2017

Please don't wait, donate now!  
[felton.org/donate](http://felton.org/donate)

Almost everyone can recite a story-their own experience or someone else's-about Black Friday, the biggest shopping day of the year. Waking up at 3:00 a.m., arriving several hours before stores open to jockey for position with a promise of additional savings for early birds. Almost getting trampled underfoot when the store officially opens and the mob rushes in. Breaking into a walk-run toward the electronics department where 200 people are already vying for the latest gadget, only to discover there were a mere 20 in total in the entire store.

And many people can recite a much less chaotic story about Cyber Monday, the second-largest shopping day of the year. Going online at some point during the 24-hours-or-more timeframe given by retailers to lock down savings. Sipping morning coffee or eating a midnight snack while clicking away and feeling the purchasing power of online shopping from the comfort of home. Comparison shopping in a matter of minutes rather than hours spent walking around in store after store. Shrinking the holiday shopping list significantly-all while wearing warm, comfy pajamas.

Now a growing number of people have a story about [Giving Tuesday](#), which happens the day after Cyber Monday. Giving Tuesday is one of the most important days of charitable giving during the entire year. For just a moment, let's consider a Giving Tuesday story from the recipients' perspectives-some of the most vulnerable people in San Francisco and Northern California: children in our community.

Children sometimes have start-of-life challenges, which, if not addressed, will diminish their potential for school and life success. According to the California Department of Education website, school success begins with high-quality early care and education. Those who do not receive high-quality early care and education are more likely to have issues later in school and in their community.

Interestingly, they report that high-quality early care and education offers high returns-more than \$7 for every dollar spent-due to reducing future expenditures on special education, public assistance, and the criminal justice system. The Department also notes that children who attend high-quality early care and education programs are better prepared for kindergarten, have stronger language skills in the first years of elementary school and are less likely to repeat a grade or drop out of school. That's significant.

The Department also notes that children who are socioeconomically disadvantaged are more likely to start school behind and stay behind. Also stated on California Department of Education website, the most underserved population of children who are eligible for early care and education are low-income children, with only 13 percent of those children enrolled in high-quality programs that promote school readiness and later achievement.

Since 1971, Felton Institute has provided high-quality early care and education to low-income children. Felton's [Early Care and Education](#) (ECE) Programs provide responsive developmental early care and education services in an equitable, nurturing, challenging and inclusive environment. Our programs address the medical, social and educational needs of the child and family which helps them to develop a solid foundation for lifelong development, family economic success and hope for a successful future. Our long-term commitment to provide research-based early care and education services has been consistently demonstrated throughout all four of our program sites located in San Francisco neighborhoods Mission, Visitacion Valley and Bayview/Hunters Point. Felton ECE programs employ research-based assessments and curriculum aligned to the California Department of Education, First Five San Francisco and the Office of Early Care and Education standards. It ensures that even children with physical and developmental conditions can succeed in the classroom by providing extensive early intervention services.

Felton's ECE Programs serve approximately 350 children on a daily basis, full day/ year-round. Beginning at birth, children who otherwise may not have access to quality early care and education have access through Felton's Early Care and Education (ECE) Program.

## Here's How Your Giving Tuesday Donation Helps:



Felton's Children, Youth and Family Division provides more than 12 programs in addition to Felton Early Care and Education Programs. We serve hundreds of children and families in San Francisco, but together we can do more. That's why **Giving Tuesday on November 28** is so important, and a perfect time to make a gift that will help give a child and a family a more hopeful beginning and a more successful future this holiday season.

Won't you help us help a child and a family have a Giving Tuesday story full of hope and future success?

Your generous donation will provide necessary assistance to children and families who are desperate. Here is how you can help:

### Children, Youth and Family (CYF)

#### Division:

- \$150 supports the weekly purchase of food at the SF Food Bank to offer to families at the Farmer's Market.
- \$250 supports the weekly purchase of baby formula for three infants.
- \$500 supports the weekly purchase of a morning healthy snack for 325 enrolled children.
- \$350 supports weekly related curriculum activities (cooking, gardening) for children in all 19 classrooms.



- \$1,000 supports two hours a week of speech and language therapy for two children who have speech and language delays.
- \$1,000 supports one week of nurse monitoring of children who are medically fragile and require a daily treatment plan.

#### Family Developmental Center (FDC):

- \$500 will increase access to 100 multicultural or bilingual (Spanish/English) books to over 150 children.
- \$1,000 will provide six months' worth of healthy morning snacks to approximately 175 children.
- \$2,000 will provide access to families to a year's worth of fruit, vegetables and other perishable foods.

#### Teenage Pregnancy and Parenting Program (TAPP):

- \$500 will provide access to free diapers to the children of teen parents. \$500 will
- increase access to 100 multicultural books for over 50 children. \$1,000 will
- provide healthy snacks for pregnant and parenting teens who attend parenting classes, doula or peer support group sessions.
- \$2,000 will provide \$25 gift cards to meet basic needs such as diapers, formula, birth certificates, and IDs to over 80 pregnant or parenting teens.

Your support will help Felton continue to serve children and families in need. If you'd like to view the programs Felton offers, and see what your generous donation will help accomplish for San Francisco's most vulnerable, please [visit our website](#).

When YOU give to Felton, WE can do more. With the help of your generous donation on Giving Tuesday, we potentially transform the lives of millions. That's an amazing Giving Tuesday story. Will this be your Giving Tuesday story?

On **Giving Tuesday, on November 28**, to give to the cause for which you have passion, text [FELTON](#) to 41444 on your mobile device; it's quick and easy! You may also [donate online](#).

From all of us at Felton to all of you, our friends and partners, thank you for helping us pay it forward in the San Francisco Bay Area this holiday season!

**Your generous donations transform lives. Thank you!**

