



**COVERED
CALIFORNIA**

Outreach and Education Grant Program Award Recipients

August 20, 2013

Outreach and Education Grant Program

The following document profiles the 50 organizations that have received funding from Covered California's grant program for public education and outreach to consumers and small businesses.

Each profile contains a brief background on the organization, the communities they serve, the number of consumers or businesses they are targeting and the amount of the grant. For brevity, the summary does not include all the community events, health fairs, or other similar activities the grantees included in their proposals.

About Covered California

California was the first state to create a health benefit exchange following the passage of federal health care reform. Covered California is charged with creating a new insurance marketplace in which individuals and small businesses can get access to health insurance. With coverage starting in 2014, Covered California will help individuals compare and choose a health plan that works best for their health needs and budget. Financial help will be available from the federal government to help lower costs for people who qualify on a sliding scale. Small businesses will be able to purchase competitively priced health plans and offer their employees the ability to choose from an array of plans and may qualify for federal tax credits. Covered California is an independent part of the state government whose job is to make the new market work for California's consumers. It is overseen by a five-member board appointed by the Governor and Legislature.

For more information on Covered California, please visit www.CoveredCA.com.

For more information on the Outreach and Education Grant Program, please visit www.healthexchange.ca.gov

INDIVIDUAL FUNDING

2-1-1 San Diego	6
Access California Services	7
AHMC Health Foundation	8
Asian Americans Advancing Justice - Los Angeles	9
Bienestar Human Services, Inc.	10
Cal State LA University Auxiliary Services, Inc.	11
California Black Health Network	12
California Council of Churches	13
California Family Resource Association(CFRA)	14
California Health Collaborative	15
California Rural Indian Health Board, Inc.	16
California School Health Centers Association	17
Catholic Charities of California, Inc.	18
Central Valley Health Network	19
Coalition for Humane Immigrant Rights of Los Angeles (CHIRLA)	20
Community Health Councils	21
Council of Community Clinics	22
East Bay Agency for Children	23
Fresno Healthy Communities Access Partners	24
John Wesley Community Health (JWCH) Institute, Inc.	25
Loma Linda University Medical Center	26
Los Angeles County Federation of Labor, AFL-CIO	27
Los Angeles Unified School District (LAUSD)	28
NAACP (California National Association for the Advancement of Colored People)	29
Planned Parenthood Mar Monte, Inc.	30
Redwood Community Health Coalition	31
Sacramento Covered	32
Sacramento Employment and Training Agency (SETA)	33
San Bernardino Employment and Training Agency (SBETA)	34
Santa Cruz County Human Services Department	35
SEIU Local 521	36
SEIU United Long Term Care Workers	37
Social Advocates for Youth (SAY), San Diego, Inc.	38
Solano Coalition for Better Health	39
St. Francis Medical Center of Lynwood Foundation	40
The Actors Fund	41
The East Los Angeles Community Union	42
The Los Angeles Gay and Lesbian Community Services Center	43
The Regents of the University of California	44
UC Davis, Center for Reducing Health Disparities	45
United Ways of California	46
University of Southern California	47
Valley Community Clinic	48
Ventura County Public Health	49
Vision y Compromiso	50
Women's Health Specialists	51

SHOP FUNDING

California Asian Pacific Chamber of Commerce	52
California Association of Non-Profits	53
California Hispanic Chambers of Commerce Foundation	54
Small Business Majority	55



2-1-1 San Diego

ABOUT THE ORGANIZATION

2-1-1 San Diego connects people with community, health and disaster services through a free, 24/7 stigma-free phone service and searchable online database.

OUTREACH PLAN

- Person-to-person calls on hotline
- Cultural and recreational events
- Presentations at schools and colleges
- Presentations at Tribal Association meetings, schools, community centers, colleges

TARGET POPULATION

- Uninsured residents of San Diego County, focusing on those newly eligible for Covered California plans and who are limited English proficient; populations speak English, Spanish, Arabic, Farsi, Vietnamese and Tagalog

TARGET COUNTIES

- Imperial, Los Angeles, Riverside, San Diego

SUBCONTRACTORS

- Community Connect - 211 Riverside
- 211 Los Angeles County

GRANT AWARD **\$1,000,000**

www.211sandiego.org



Access California Services

ABOUT THE ORGANIZATION

Access California is a culturally oriented community based organization that focuses on empowering under-served Arab-American and Muslim-American communities and enhancing their quality of life through direct services, referrals and/or enrollment in community and government assistance programs.

OUTREACH PLAN

- Group presentations at various faith based organizations during services as well as at local colleges
- One-on-one sessions at cultural centers
- Additional activities at cultural events, educational conferences, health fairs, focus groups, volunteer opportunities and civic engagement
- Information through radio, television, e-newsletters and social media

TARGET POPULATION

- Arab (Christian and Muslim) and Muslim populations; populations who speak Arabic, Urdu, Farsi, Armenian, Tigrinya, Spanish, English and Amharic; wide range in professional and educational levels

TARGET COUNTIES

- Los Angeles, Orange, Riverside, San Bernardino, San Diego, Ventura

GRANT AWARD **\$500,000**

www.accesscal.org



AHMC Health Foundation

ABOUT THE ORGANIZATION

AHMC Health Foundation focuses on improving access to healthcare services for vulnerable community members. By confronting cultural and linguistic barriers, the Foundation seeks to improve the lives of disadvantaged and ethnic populations whose health care needs would otherwise not be met.

OUTREACH PLAN

- College fairs
- Family events
- Hospital intake/discharge contacts
- Health fairs, screenings, lectures and other community events

TARGET POPULATION

- Emphasis on Latino and Asian American Populations speak Spanish, Mandarin, Cantonese, Vietnamese, Korean and Tagalog

TARGET COUNTIES

- Los Angeles, Orange

SUBCONTRACTORS

- Anaheim Regional Medical Center
- Garfield Medical Center
- Greater El Monte Community Hospital
- Monterey Park Hospital
- San Gabriel Valley Medical Center
- Whittier Hospital Medical Center
- Alhambra Hospital Medical Center

GRANT AWARD **\$500,000**

www.ahmchealth.com



Asian Americans Advancing Justice - Los Angeles

ABOUT THE ORGANIZATION

Asian Americans Advancing Justice - Los Angeles is the nation's largest legal and civil rights organization for Asian Americans, Native Hawaiians and Pacific Islanders (AANHPI).

OUTREACH PLAN

- Nail salons, small business owners
- English as a Second Language (ESL) and adult schools
- Town halls, one-on-one educational meetings
- Support groups
- After school programs
- On-site meetings and educational activities

TARGET POPULATION

- Asian Americans, Native Hawaiians and Pacific Islanders

TARGET COUNTIES

- Alameda, Contra Costa, Los Angeles, Orange, Sacramento, San Diego, San Francisco, San Mateo, Santa Clara

SUBCONTRACTORS

- Asian Resources, Inc.
- Asian Law Alliance
- Korean Community Center of the Easy Bay
- Orange County Asian Pacific Islander Community Alliance
- San Diego Asian Pacific Islander Health Coalition-Operation Samahan
- Union of Pan Asian Communities
- Empowering Pacific Islander Communities
- Thai Community Development Center
- Korean Resource Center
- South Asian Network
- National Asian Pacific American Families Against Substance Abuse
- Chinatown Service Center
- API Equality-LA
- United Cambodian Community
- Korean Churches for Community Development
- Thai Health and Information Services
- Search to Involve Pilipino Americans
- Asian Pacific AIDS Intervention Team
- Guam Communications Network
- Tongan Community Service Center
- Filipino American Service Group Inc.

GRANT AWARD\$1,000,000

<http://advancingjustice-la.org>



Bienestar Human Services, Inc.

ABOUT THE ORGANIZATION

Bienestar Human Services is a nonprofit that seeks to enhance the health and well-being of the Latino community and other underserved communities. This is accomplished through community education, prevention, mobilization, advocacy and the provision of direct social support services. They primarily target the most underserved segments of the Latino community; include LGBT, youth and Spanish-speaking.

OUTREACH PLAN

- Outreach activities at colleges, universities and school districts, Consulates, soccer leagues, hometown federations, gay straight alliances, parks, libraries, Laundromats, grocery stores, community events and social outreach events sponsored by the organization
- Multi-lingual media and marketing outreach campaign through social network sites, websites, advertisements in gay newspapers or magazines, Spanish-language media and local/regional periodicals

TARGET POPULATION

- English and Spanish-speaking adults between ages 25-64

TARGET COUNTIES

- Los Angeles, Orange, Riverside, San Bernardino

GRANT AWARD **\$500,000**

www.bienestar.org



Cal State Universities

ABOUT THE ORGANIZATION

This nonprofit, self-sustaining corporation is focused on benefiting the welfare of students, faculty and staff. The primary purpose of UAS is to help develop and administer contracts and grants, commercial enterprises, externally funded projects including research, workshops and conferences and to provide contributions that aid and supplement the University's educational mission.

OUTREACH PLAN

- Student orientation and faculty events
- Campus forums/fairs
- Outdoor events
- Student welcome packets

TARGET POPULATION

- Students and their families in the CSU campuses

TARGET COUNTIES

- Statewide

SUBCONTRACTORS

- CSU Chancellors Office
- San Jose State

GRANT AWARD **\$1,250,000**

www.calstatela.edu/univ/uas/



California Black Health Network

ABOUT THE ORGANIZATION

The mission of this organization is to improve the health status of people of African American descent in California and eliminate health disparities through legislative, administrative and media advocacy.

OUTREACH PLAN

- Farmer's market
- Colleges and churches
- Media campaigns
- Block parties

TARGET POPULATION

- African American population, including West African, Caribbean and Afro/Latino cultures

TARGET COUNTIES

- Alameda, Contra Costa, Fresno, Kern, Los Angeles, Napa, Orange, Riverside, Sacramento, San Bernardino, San Diego, San Francisco, San Joaquin, San Mateo, Santa Clara, Solano, Sonoma, Stanislaus, Yolo

SUBCONTRACTORS

- Bay Area Black United Fund
- Black Women for Wellness
- Community Center for Health & Well Being
- Center of Praise
- Great Beginnings for Black Babies
- Health and Human Resource Education Center
- Images Theatre Company
- Sac Cultural Hub Media Foundation
- San Diego Black Health Associates
- The G.R.E.E.N. Foundation
- Enhancing Heart Health, Inc.

GRANT AWARD **\$1,000,000**

www.cablackhealthnetwork.org

California Council of Churches (CCC)

ABOUT THE ORGANIZATION

The mission of this organization is to educate faith communities to pursue justice, equity and fairness in the treatment of all people.

OUTREACH PLAN

- College campuses
- Churches
- Mosques
- Clergy groups

TARGET POPULATION

- Multi-ethnic and multi-racial faith populations

TARGET COUNTIES

- Alameda, Butte, Contra Costa, Fresno, Humboldt, Imperial, Kern, Lake, Los Angeles, Marin, Mendocino, Merced, Monterey, Napa, Nevada, Orange, Placer, Riverside, Sacramento, San Bernardino, San Diego, San Francisco, San Joaquin, San Luis Obispo, San Mateo, Santa Barbara, Santa Clara, Santa Cruz, Shasta, Solano, Sonoma, Stanislaus, Sutter, Tulare, Ventura, Yolo, Yuba

SUBCONTRACTORS

- Clergy and Laity United for Economic Justice-CA (CLUE-CA)

GRANT AWARD **\$750,000**

www.calchurches.org



California Family Resource Association (CFRA)

ABOUT THE ORGANIZATION

CFRA represents a thriving statewide network of over 300 community-based Family Resource Centers. The Child Abuse Prevention Center is a state, national and international training, education, direct service provider and resource center dedicated to protecting children and building healthy families.

OUTREACH PLAN

- Will leverage existing relationships and entry points with Family Resource Centers in each community by integrating Covered California outreach and education messaging into FRCs' daily service delivery approaches
- Use existing networks, classes, events, resource fairs, open houses, family and community engagement programs to raise awareness

TARGET POPULATION

- Various ethnicities and languages of low to moderate income families and families of all backgrounds

TARGET COUNTIES

- Alpine, Amador, Butte, Calaveras, Colusa, El Dorado, Glenn, Humboldt, Lassen, Mariposa, Modoc, Mono, Nevada, Napa, Placer, Plumas, Shasta, Sierra, Siskiyou, Sutter, Tehama, Trinity, Tuolumne, Yuba

SUBCONTRACTORS

- Amador-Tuolumne Community Action Agency
- CAPC Sacramento
- Children's Network of Solano County
- Family Action Centers of Colusa County
- Humboldt Healthy Start Schools & Communities Partnership
- Kids First
- North Tahoe Family Resource Center
- Northern San Joaquin Valley Family Resource Center Network
- Resource Connection of Amador and Calaveras Counties, Inc.
- Shasta County Child Abuse Prevention Coordinating Council
- Siskiyou Community Services Council/Siskiyou Family Resource Network
- T.E.A.C.H., Inc.
- Tehama County Community Action Agency
- Youth for Change
- Harmony Health Family Resource Center

**GRANT AWARD\$475,000 from Covered California
\$125,000 from Sierra Health Foundation**

www.californiafamilyresource.org



California Health Collaborative

ABOUT THE ORGANIZATION

The Collaborative is focused on enhancing the quality of life and health of Californians, particularly the underserved and underrepresented. This organization serves residents in 42 out of the 58 California counties. The Collaborative implements an array of health promotion and disease prevention programs.

OUTREACH PLAN

- Coordination with statewide cancer detection programs and provider networks
- Community and recreational events

TARGET POPULATION

- Uninsured and underinsured women, ages 19 - 64 years

TARGET COUNTIES

- Alameda, Contra Costa, Fresno, Kern, Los Angeles, San Diego, San Joaquin, San Mateo, Solano, Sonoma, Stanislaus, Tulare

SUBCONTRACTORS

- Fresno Economic Opportunities Commission

GRANT AWARD **\$940,000**

www.healthcollaborative.org



California Rural Indian Health Board, Inc.

ABOUT THE ORGANIZATION

CRIHB develops and delivers policies, plans, programs and services that seek to elevate health status and social conditions.

OUTREACH PLAN

- One-on-one at community clinics
- Event outreach through health fair booths and patient kiosks
- Creation of a tailored media campaign (permissible for this target population)

TARGET POPULATION

- American Indians and Alaskan Natives (AIAN) in rural California

TARGET COUNTIES

- None specified, statewide

GRANT AWARD **\$300,000**

www.crihb.org



California School Health Centers Association

ABOUT THE ORGANIZATION

CHSC is a statewide nonprofit organization dedicated to promoting the health and academic success of children and youth.

OUTREACH PLAN

- Events for parents and high school staff such as back to school nights and parent-teacher conferences
- Presentations at youth centers, mobile clinics, community centers and housing developments

TARGET POPULATION

- Uninsured family members and students; community residents and workers such as bus drivers, food service workers, after-school providers and crossing guards

TARGET COUNTIES

- Alameda, Contra Costa, Del Norte, Fresno, Glenn, Humboldt, Los Angeles, Marin, Merced, Napa, San Francisco, San Luis Obispo, Santa Clara, Stanislaus, Tulare

SUBCONTRACTORS

- Alameda Family Services
- Fresno Barrios Unidos
- Castle Family Health Centers, Inc.
- Cedars-Sinai Medical Center's COACH for Kids and Their Families
- Columbia Neighborhood Center, City of Sunnyvale
- California Friday Night Live Partnership
- San Francisco Wellness Initiative
- The Spot Oakland Chinatown Youth Center
- University Muslim Medical Association
- Unity Care
- YMCA of the Eastbay - Y-Team
- CASA del Rio FRC

GRANT AWARD **\$377,000**

www.schoolhealthcenters.org



Catholic Charities of California, Inc.

ABOUT THE ORGANIZATION

Represents the five statewide Catholic Charities organizations. United voice for the poor and vulnerable people they serve. Committed to finding, promoting and implementing solutions at the state and local levels that reduce poverty and human suffering. Provide care to those in need, regardless of religion, race, gender, or sexual orientation.

OUTREACH PLAN

- One-on-one and group education sessions at local Catholic Charities sites and food distribution centers
- Mobile unit serving rural areas

TARGET POPULATION

- Latino, Caucasian and African American populations

TARGET COUNTIES

- Fresno, Humboldt, Imperial, Kern, Lake, Mendocino, Merced, Napa, Orange, Riverside, San Bernardino, San Diego, Sonoma

SUBCONTRACTORS

- Catholic Charities Diocese of Fresno
- Catholic Charities of San Bernardino and Riverside Counties
- Catholic Charities Diocese of San Diego
- Catholic Charities Diocese of Santa Rosa
- Catholic Charities of Orange County

GRANT AWARD **\$859,000**

www.catholiccharitiesca.org



Central Valley Health Network

ABOUT THE ORGANIZATION

CCVHN is a consortium of 12 Federally Qualified Health Center (FQHC) corporations that provide comprehensive preventive primary care services to low-income and medically underserved families throughout California's Central Valley.

OUTREACH PLAN

- Educational presentations at schools, clinics, churches and community meetings
- One-on-one and small group outreach to schools, colleges, health centers
- Door-to-door canvassing of businesses

TARGET POPULATION

- Uninsured family members and students; community residents and workers such as bus drivers, food service workers, after-school providers and crossing guards

TARGET COUNTIES

- Butte, Colusa, El Dorado, Fresno, Glenn, Kern, Kings, Madera, Merced, Sacramento, San Bernardino, San Joaquin, Solano, Stanislaus, Sutter, Tehama, Tulare, Yuba

SUBCONTRACTORS

- Ampla Health
- Community Medical Centers, Inc.
- Camarena Health
- El Dorado County Community Health Center
- Family HealthCare Network
- Golden Valley Health Centers
- Inland Behavioral and Health Services, Inc.
- Livingston Medical Group
- National Health Services, Inc.
- Tulare Community Health Clinic
- WellSpace Health
- Valley Health Team, Inc.

GRANT AWARD **\$750,000**

www.cvhnclinics.org



Coalition for Humane Immigrant Rights of Los Angeles (CHIRLA)

ABOUT THE ORGANIZATION

CHIRLA is a multi-ethnic collaborative of advocacy groups, social service providers, policy makers and legal services organizations dedicated to advancing the human and civil rights of students, immigrants and refugees.

OUTREACH PLAN

- Community, cultural and recreational events
- Campus outreach events

TARGET POPULATION

- Latino and college students across the state; eligible Immigrants

TARGET COUNTIES

- Fresno, Kern, Kings, Los Angeles, Madera, Merced, Orange, Riverside, San Bernardino, San Diego, Santa Barbara, Stanislaus, Tulare, Ventura

GRANT AWARD **\$940,000**

www.chirla.org



Community Health Councils

ABOUT THE ORGANIZATION

Nonprofit, community-based health education and policy organization. Mission is to promote social justice and achieve equity in community and environmental resources for underserved populations.

OUTREACH PLAN

- Presentations at neighborhood and community meetings
- Workshops and one-on-one sessions at clinics, churches and community based organizations, schools, community events

TARGET POPULATION

- Targeting the racially and ethnically diverse primarily adult population

TARGET COUNTIES

- Los Angeles

SUBCONTRACTORS

- Connections for Children
- YMCA of Metropolitan Los Angeles
- Asian Pacific Health Care Venture, Inc.
- Children’s Hospital Los Angeles, Community Affairs
- Crystal Stairs, Inc.
- Episcopal Diocese of Los Angeles
- Maternal Child Health Access
- Citrus Valley Health Partners
- LA County Office of Education – Health Outreach Program
- Southern CA Conference AME Alliance (under WARD Economic Development Corp)
- QueensCare Health and Faith Partnership

GRANT AWARD **\$1,000,000**

www.chc-inc.org



Council of Community Clinics (CCC)

ABOUT THE ORGANIZATION

Provides centralized support services to 16 member community clinic and health center organizations operating nearly 100 sites in San Diego, Imperial and Riverside Counties. Mission is to represent and support community clinics and health centers in their efforts to provide access to quality health care and related services for the diverse communities they serve with an emphasis on low-income and uninsured populations.

OUTREACH PLAN

- Medical clinics
- Public gatherings (super markets, mass transit)
- Churches
- Schools
- Employment presentations

TARGET POPULATION

- Individuals residing in Imperial and San Diego counties, including refugees, immigrants and those currently uninsured

TARGET COUNTIES

- Imperial and San Diego

SUBCONTRACTORS

- Clinicas de Salud del Pueblo
- Imperial Beach Community Clinics
- Indian Health Council
- La Maestra Community Health Centers
- Neighborhood Healthcare
- North County Health Services
- San Diego Family Care
- San Ysidro Health Centers
- Vista Community Clinic
- Borrego Community Health Foundation

GRANT AWARD **\$770,000**

www.ccc-sd.org

East Bay Agency for Children (EBAC)

ABOUT THE ORGANIZATION

EBAC seeks to build brighter futures and stronger communities by promoting the health, safety and educational success of children and youth and their families.

OUTREACH PLAN

- Local markets, health fairs, schools, places of worship, service organizations and local businesses
- Outreach through radio, presentations at churches and schools, cultural events and neighborhood meetings

TARGET POPULATION

- Populations speak Farsi, Dari, Pashto, Mandarin, Cantonese, Vietnamese, Spanish, Mam, Korean, Punjabi, Hindi and English

TARGET COUNTIES

- Alameda

GRANT AWARD **\$425,000**

www.ebac.org



Fresno Health Communities Access Partners

ABOUT THE ORGANIZATION

FHCAP is a nonprofit organization that consists of eleven health care and community organizations working together to improve access to health care for medically underserved communities in Fresno and the San Joaquin Valley.

OUTREACH PLAN

- On-site educational meetings
- Presentations in-home and at schools
- Community Forums
- Health fairs and recreational and cultural events

TARGET POPULATION

- Uninsured individuals in rural and urban Fresno County who are non-elderly, limited English proficient and culturally diverse; populations speak Hmong, Spanish, Cambodian and Lao

TARGET COUNTIES

- Fresno

SUBCONTRACTORS

- Fresno Center for New Americans
- Community Regional Medical Center
- Fresno Metro Ministry
- Centro La Familia Advocacy Services
- St. Agnes Medical Center

GRANT AWARD **\$760,000**

www.fresnohcap.org



John Wesley Community Health (JWCH) Institute, Inc.

ABOUT THE ORGANIZATION

JWCH seeks to improve the health status and well-being of under-served segments of the population of Los Angeles County through the direct provision or coordination of health care, health education, services and research.

OUTREACH PLAN

- Health fairs and recreational events such as races and soccer games
- Youth Helpline for families calling for services and support
- One-on-one at local hospitals, schools and shopping malls
- Use of promotoras

TARGET POPULATION

- Predominantly Latino households and uninsured populations with limited English proficiency

TARGET COUNTIES

- Los Angeles

SUBCONTRACTORS

- ABC Unified School District
- HelpLine Youth Counseling

GRANT AWARD **\$1,000,000**

www.jwchinstitute.org



Loma Linda University Medical Center (LLUMC)

ABOUT THE ORGANIZATION

LLUMC is a management service organization that operates some of the largest clinical programs in the nation in areas such as neonatal care and outpatient surgery. LLUMC is recognized as the international leader in infant heart transplantation and proton treatments for cancer. Each year, the institution admits more than 33,000 inpatients and serves roughly half a million outpatients.

OUTREACH PLAN

- Group meetings
- Hospital and clinics
- Education to physicians and staff at hospitals, clinics and Healthy Communities organizations

TARGET POPULATION

- Multi-ethnic, multi-racial and uninsured populations

TARGET COUNTIES

- San Bernardino

SUBCONTRACTORS

- Community Clinic Association of San Bernardino County

GRANT AWARD **\$990,000**

www.lomalindahealth.org



Los Angeles County Federation of Labor, AFL-CIO

ABOUT THE ORGANIZATION

LA County Federation of Labor seeks to promote a voice for workers through organizing into unions, building strong coalitions of labor, community, faith and responsible businesses, engaging in both organizing and political campaigns, electing pro-union and pro-worker candidates and advancing public policies that support workers, families and local communities.

OUTREACH PLAN

- Door-to-door, one-on-one education
- Convention-site events
- On-site meetings and workshops
- Social networking
- Job fairs

TARGET POPULATION

- Predominantly Latino; students from low-income families; workers in hotels, restaurants and bars as well as unemployed persons

TARGET COUNTIES

- Los Angeles, Orange, San Bernardino

SUBCONTRACTORS

- UNITE-HERE Local 11
- UFCW Local 1428
- Los Angeles Trade Technical College
- Orange County Communities Organized for Responsible Development (OCCORD)
- Community Career Development, Inc.
- Hub Cities Consortium
- Los Angeles County Federation of Labor

GRANT AWARD **\$500,000**

www.launionaflcio.org



Los Angeles Unified School District (LAUSD)

ABOUT THE ORGANIZATION

LAUSD is the second largest school district in the nation with enrollment of over 640,000 students in kindergarten through 12th grade, with more than 900 schools and 187 public charter schools. Boundaries spread over 720 square miles and include the Los Angeles as well as all or parts of 31 smaller municipalities plus several unincorporated sections of Southern California.

OUTREACH PLAN

- Outreach calls to families with students in LAUSD
- Meetings with part-time and contract employees
- Adult-student class presentations
- Teens trained to be messengers to family members

TARGET POPULATION

- Individual consumers within the 710 square miles of the Los Angeles Unified School District; full-time adult education students and district’s part-time and contract employees

TARGET COUNTIES

- Los Angeles

SUBCONTRACTORS

- Los Angeles Trust for Children’s Health

GRANT AWARD **\$990,000**

www.lausd.net



NAACP

ABOUT THE ORGANIZATION

The California NAACP's principal objective is to ensure the political, educational, social and economic equality of minority citizens and eliminate race prejudice. It seeks to remove all barriers of racial discrimination through democratic processes - accomplished by seeking the enactment and enforcement of federal, state and local laws securing civil rights and by informing the public of the adverse effects of racial.

OUTREACH PLAN

- Door-to-door canvassing throughout the state
- Youth council outreach events
- Education seminars and workshops at monthly meetings at faith-based and community organizations

TARGET POPULATION

- African-American population and hard-to-reach populations, including college-aged individuals

TARGET COUNTIES

- Alameda, Contra Costa, Fresno, Kern, Los Angeles, Madera, Merced, Monterey, Orange, Riverside, Sacramento, San Bernardino, San Diego, San Francisco, San Joaquin, San Mateo, Solano, Sonoma, Stanislaus

GRANT AWARD **\$600,000**

www.ca-naacp.org



Planned Parenthood Mar Monte, Inc.

ABOUT THE ORGANIZATION

PPMM is a nonprofit organization that provides medical services, education and advocacy for more than 250,000 women, men and children every year in 29 counties throughout mid-California and 13 counties in Northern Nevada.

OUTREACH PLAN

- Workshops and one-on-one sessions at health fairs, youth events, and community events
- Clear focus to target community college students and young adults at schools, colleges, training institutions, music venues, social clubs, churches and malls

TARGET POPULATION

- Young adults, young “invincibles” and members of young families

TARGET COUNTIES

- Alameda, Fresno, Kern, Madera, Merced, Monterey, Placer, Sacramento, San Benito, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Stanislaus, Sutter, Yolo

GRANT AWARD **\$694,000**

www.plannedparenthood.org/mar-monte



Redwood Community Health Coalition

ABOUT THE ORGANIZATION

RCHC is a coalition of community health centers in Sonoma, Napa, Marin and Yolo counties. Supports its members' mission to provide high-quality cost-efficient care to all, regardless of ability to pay.

OUTREACH PLAN

- Hospital clinics
- Small groups
- Mailings, emails, newsletters
- Activity leagues
- Farmers' markets

TARGET POPULATION

- Rural uninsured population; work agriculture, health care, government, hospitality, manufacturing and construction sectors

TARGET COUNTIES

- Lake, Marin, Mendocino, Sonoma

SUBCONTRACTORS

- Lake Family Resource Center
- Lake County Office of Education
- Redwood Children's Services
- Alliance for Rural Community Health
- Marin County Department of Health and Human Services
- Family Resource Center Network of Mendocino County
- North Coast Opportunities - Mendocino County
- Mendocino Department of Health and Human Services Agency
- North Coast Opportunities - Lake County

GRANT AWARD **\$830,000**

www.rhc.net



Sacramento Covered

ABOUT THE ORGANIZATION

Sacramento Covered’s mission is to improve the health and well-being of residents through access to healthcare, coverage and social supports.

OUTREACH PLAN

- Activities include: event participation, leveraged partnerships, mobile services and social media

TARGET POPULATION

- Multi-ethnic populations including African Americans, Hmong, Russian and Latino communities. Will leverage existing relationships with K-12 schools, public agencies, hospitals, community clinics and community-based organizations

TARGET COUNTIES

- El Dorado, Placer, Sutter, Yuba

GRANT AWARD **\$400,000 from Covered California**
\$200,000 from Sierra Health Foundation

www.sacramentocovered.org



Sacramento Employment and Training Agency (SETA)

ABOUT THE ORGANIZATION

SETA is a joint powers agency of the City and County of Sacramento that connects people to jobs, business owners to quality employees, education and nutrition to children and assistance to refugees.

OUTREACH PLAN

- On-site, one-on-one education and assistance
- Workshops at schools and health fairs
- Recreational and cultural events, on-site, one-on-one sessions, workshops, schools and health fairs in rural communities

TARGET POPULATION

- Many limited English proficiency individuals; low-wage, part-time workers; self-employed; families transitioning from welfare to work; individuals who have lost coverage due to employment or pre-existing conditions and young people under age 30, including college students

TARGET COUNTIES

- Sacramento

SUBCONTRACTORS

- Community Resource Project
- Child Action, Inc.
- South County Services
- Folsom Cordova Community Partnership
- La Familia Counseling Center

GRANT AWARD **\$1,000,000**

www.seta.net



San Bernardino Employment and Training Agency (SBETA)

ABOUT THE ORGANIZATION

SBETA has long created workforce solutions for the areas employers and individuals through public and private partnerships. Provides cost-effective, quality programs and services that promote self-sufficiency and address the current and long-term needs of the areas employers. This is largely accomplished through partnerships and comprehensive employment resources.

OUTREACH PLAN

- Job fairs and informational sessions
- Educational workshops for both large and small groups
- Phone-based outreach
- Linking eligible individuals through the use of social media, one-on-one in person and school-based strategies

TARGET POPULATION

- Part-time and/or underemployed populations and employees of larger employers; individuals of multi-ethnic, multi-racial populations that are transitioning into employment; parents of students in school receiving free and/or reduced lunch

TARGET COUNTIES

- San Bernardino

SUBCONTRACTORS

- MHM Associates
- San Bernardino County Schools

GRANT AWARD **\$750,000**

www.sbeta.com



Santa Cruz County Health Human Services Department

ABOUT THE ORGANIZATION

The Human Services Department offers a wide range of programs and services to the Santa Cruz County community. The department provides safety net services to meet the basic needs of individuals and families, ensures the protection of children, the elderly, elderly and dependent adults and provides job search assistance and job training opportunities to help job seekers become self sufficient self-sufficient.

OUTREACH PLAN

- Child Support Services
- One-on-one parent meetings
- Health service agencies and mobile health centers
- Churches
- Native American pow-wows

TARGET POPULATION

- English and Spanish-speaking, as well as Native American populations

TARGET COUNTIES

- Monterey, San Benito, Santa Cruz

SUBCONTRACTORS

- Santa Cruz County Health Services Agency (In-Kind)
- Pajaro Valley USD, Healthy Start Program
- Monterey County Health Department (In-Kind)
- United Way of Santa Cruz County
- United Way of Monterey County
- United Way of San Benito County
- Salud Para La Gente
- Monterey County Department of Social Services (In-Kind)
- Natividad Medical Center (In-Kind)
- Community Bridges
- Nonprofit Alliance of Monterey County
- CSU Monterey Bay
- Second Harvest Food Bank
- Monterey Bay Central Labor Council
- CLC/Communities Organized for Relational Power in Action
- Monterey Peninsula USD FRC
- Castro Plaza USC FRC

GRANT AWARD \$500,000

www.santacruzhumanservices.org



SEIU Local 521

ABOUT THE ORGANIZATION

SEIU Local 521 is part of Service Employees International Union, and this local represents about 57,000 workers. Their mission is to improve the lives of all workers through economic justice.

OUTREACH PLAN

- Phone calls
- Door-to-door
- Community and group events
- Educational seminars at the workplace
- SEIU-sponsored events
- Family child care venues

TARGET POPULATION

- Uninsured SEIU member households; predominantly Asian Pacific Islanders and Latinos

TARGET COUNTIES

- Alameda, Alpine, Amador, Calaveras, Fresno, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Mono, Monterey, San Benito, San Bernardino, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Sierra, Stanislaus, Tulare

SUBCONTRACTORS

- SEIU Local 99

GRANT AWARD **\$1,000,000**

www.seiu521.org



SEIU United Long Term Care Workers

ABOUT THE ORGANIZATION

California's leading long term care organization dedicated to providing and protecting quality care for some of our most vulnerable residents. SEIU ULTCW represents 180,000 in-home care providers and nursing home workers throughout California, making it the largest union of long term care givers in California and the second largest SEIU local in the nation.

OUTREACH PLAN

- Regular and on-going community events and fairs
- Phone banking, tele-townhalls and small group meetings
- In-person education and assistance

TARGET POPULATION

- ULTCW member households; multi-racial, multi-ethnic populations; populations speak Tagalog, Chinese, Korean, Russian, Japanese, Laotian, Cambodian, Hmong and Vietnamese

TARGET COUNTIES

- Alameda, Alpine, Amador, Calaveras, Fresno, Inyo, Kern, Kings, Los Angeles, Madera, Mariposa, Merced, Mono, Monterey, San Benito, San Bernardino, San Joaquin, San Mateo, Santa Clara, Santa Cruz, Sierra, Stanislaus, Tulare

GRANT AWARD **\$500,000**

www.ultcw.org



Social Advocates for Youth (SAY), San Diego, Inc.

ABOUT THE ORGANIZATION

SAY is a directed service provider that focuses on supporting the positive development of young people, their families and communities.

OUTREACH PLAN

- Large public events (cultural, sporting)
- Workshops and one-on-one education and assistance

TARGET POPULATION

- Adult Latino population of limited English proficiency

TARGET COUNTIES

- San Diego

GRANT AWARD **\$500,000**

www.saysandiego.org



Solano Coalition for Better Health

ABOUT THE ORGANIZATION

SCBH works to end the cycle of illness and disease that impacts the length and quality of life.

OUTREACH PLAN

- Local markets
- Workshops and one-on-one assistance at community based organizations

TARGET POPULATION

- Workers in the service and hospitality industry and are between 138% - 400% FPL (Federal Poverty Levels)

TARGET COUNTIES

- Solano

SUBCONTRACTORS

- La Clinica de La Raza
- County of Solano - Department of Child Support Services

GRANT AWARD **\$250,000**

www.solanocoalition.org



St. Francis Medical Center of Lynwood Foundation

ABOUT THE ORGANIZATION

SFMC serves the healthcare and social needs of the communities of Southeast Los Angeles.

OUTREACH PLAN

- Schools, colleges, churches, local markets and businesses
- Cultural and recreational community-based organizations
- Promotoras who perform presentations at town hall meetings, the Mexican consulate, Chambers of Commerce, Cultural Groups, churches, PTAs, unions, senior centers, food banks, local colleges and employee meetings at each of the five local hospitals

TARGET POPULATION

- Limited-English Proficiency (LEP) or English as Second Language (ESL) populations; culturally diverse populations including mixed immigration status households; low to moderate income families

TARGET COUNTIES

- Los Angeles, San Mateo, Santa Clara

SUBCONTRACTORS

- St. Vincent Medical Center
- Saint Louise Regional Hospital
- O'Connor Hospital
- Seton Medical Center

GRANT AWARD **\$750,000**

www.stfrancismedicalcenter.org



The Actors Fund

ABOUT THE ORGANIZATION

The Actors Fund is a nonprofit, human services organization with offices in New York, Los Angeles and Chicago. They directly serve more than 12,800 performing arts and entertainment professionals across the country every year and hundreds of thousand through online resources.

OUTREACH PLAN

- On-site guild meetings
- Union meetings
- Member orientations
- Recording events

TARGET POPULATION

- Multi-ethnic and multi-racial populations; individuals working in the visual and performing arts and entertainment industry; primary target ages 19-35

TARGET COUNTIES

- Los Angeles, Sacramento, San Diego, San Francisco

GRANT AWARD **\$435,000**

www.actorsfund.org



The East Los Angeles Community Union

ABOUT THE ORGANIZATION

TELACU is focused on service, empowerment, advancement and the creation of self-sufficiency. It seeks to revitalize urban, underserved communities throughout the nation.

OUTREACH PLAN

- Educational activities at senior housing programs, community events, schools and churches, YMCA student camps and through mailings.
- Outreach materials in church bulletins, on bulletin boards and at resource tables

TARGET POPULATION

- Latino population; some limited English proficient; others Spanish-speaking only

TARGET COUNTIES

- Los Angeles, Orange, Riverside, San Bernardino

SUBCONTRACTORS

- Youth Speak Collective
- City Net
- Urban Strategies
- Clergy & Laity United for Economic Justice Orange County (Clue OC)
- Southern Pacific Latin American District (SPLAD)

GRANT AWARD **\$980,000**

www.telacu.com



The Los Angeles Gay and Lesbian Community Services Center

ABOUT THE ORGANIZATION

The LA Gay and Lesbian Center provides a broad array of services for the LGBT community, serving nearly a quarter-million client visits from ethnically diverse youth and adults each year.

OUTREACH PLAN

- LGBT-focused training materials
- Outreach to social justice organizations
- Site visits to various statewide LGBT centers
- Existing support groups, meetings and legal clinics
- Outreach in community venues, LGBT-welcoming congregations, LGBT social groups, LGBT neighborhoods and as part of intake or regular follow-up in health and social service programs

TARGET POPULATION

- Lesbian, gay, bisexual and transgender (LGBT) communities throughout the state, primarily people of color

TARGET COUNTIES

- Alameda, Amador, Contra Costa, El Dorado, Fresno, Humboldt, Kern, Los Angeles, Madera, Marin, Merced, Monterey, Napa, Orange, Placer, Riverside, Sacramento, San Bernardino, San Diego, San Francisco, San Joaquin, San Luis Obispo, San Mateo, Santa Barbara, Santa Clara, Santa Cruz, Shasta, Solano, Sonoma, Stanislaus, Sutter, Tulare, Ventura, Yolo

SUBCONTRACTORS

- Health Access Foundation
- The Gay and Lesbian Community Services Center of Orange County
- Transgender Law Center
- The Gender Health Center
- Pacific Center for Human Growth
- San Francisco Lesbian Gay Bisexual Transgender Community Center
- San Joaquin Pride Center
- The San Diego LGBT Community Center
- AIDS Project Los Angeles
- Unity Fellowship Church Movement, Inc.

GRANT AWARD **\$1,000,000**

www.laglc.org



The Regents of the University of California

ABOUT THE ORGANIZATION

This outreach project is leadled by the Health Initiative of Americas (HIA) – a program of UC Berkeley’s School of Public Health – through the Office of Sponsored Projects of the Regents of the University of California. Its mission is to facilitate healthcare access and implement innovative strategies to address unmet health needs of the Latino population in the United States in a culturally and linguistic competent manner through research, training and public policy. HIA will be the lead agency for this project, coordinating the outreach and education activities of 13 subcontractors statewide.

OUTREACH PLAN

- Group presentations at family festivals
- One-on-one health classes
- Outreach to consulate offices
- Multi-cultural events

TARGET POPULATION

- Primarily Latino adults; Spanish speakers and/or limited English proficiency; living in both rural and urban areas; special emphasis on immigrant or mixed families

TARGET COUNTIES

- Alameda, Alpine, Amador, Butte, Calaveras, Colusa, El Dorado, Glenn, Lassen, Los Angeles, Merced, Modoc, Mono, Nevada, Orange, Placer, Plumas, Sacramento, San Bernardino, San Diego, San Francisco, San Joaquin, San Luis Obispo, Santa Barbara, Shasta, Sierra, Siskiyou, Solano, Stanislaus, Sutter, Tuolumne, Ventura, Yolo, Yuba

SUBCONTRACTORS

- Casa de la Cultura Maya
- The Council of Mexican Federations (COFEM)
- Fiesta Educativa, Inc.
- Great Valley Center
- Health Education Council
- Latino Coalition for a Healthy California (LCHC)
- Project Concern International DBA PCI
- Promotoras y Promotores Foundation (PYPF)
- Tiburcio Vasquez Health Center, Inc.
- Por la Salud y Educacion del Migrante (PSEM)
- Anahuak Youth Soccer Association
- San Francisco AIDS Foundation
- Center for Salvadorian Cultural Development

GRANT AWARD **\$1,000,000**

www.berkeley.edu

UC Davis, Center for Reducing Health Disparities

ABOUT THE ORGANIZATION

The Center for Reducing Health Disparities takes a multidisciplinary, collaborative approach to the inequities in health access and quality of care. This includes a comprehensive program for research, education and teaching and community outreach and information dissemination.

OUTREACH PLAN

- Multi-faceted outreach approach targeting Latinos
- Group outreach to churches, schools, colleges, businesses and employment agencies
- Social media
- Small group education at local farmers markets

TARGET POPULATION

- Latinos and young adults

TARGET COUNTIES

- El Dorado, Fresno, Kern, Madera, Merced, Placer, Sacramento, San Joaquin, Stanislaus, Yolo

SUBCONTRACTORS

- El Concilio

GRANT AWARD **\$1,000,000**

www.ucdmc.ucdavis.edu/crhd



United Ways of California

ABOUT THE ORGANIZATION

United Ways of California improves the health, education and financial results for low-income children and families by enhancing and coordinating the advocacy and community impact work of California's United Ways

OUTREACH PLAN

- Presentations to county organization employees and service recipients
- School and employee presentations
- Community events, media advertisements, social media advertisements, presentations to county organization employees and service recipients, small business fairs, direct-dial and industry workforce connections

TARGET POPULATION

- Eligible adults over 138% Federal Poverty Level (FPL) primarily in rural areas and work in agriculture, retail trade, hospitality and food service and large distribution and fulfillment centers; young invincible who are part-time, seasonal and contract employees; post-secondary students

TARGET COUNTIES

- Fresno, Humboldt, Kern, Kings, Merced, Riverside, San Diego, Santa Barbara, Stanislaus, Tulare, Ventura

SUBCONTRACTORS

- United Way of Fresno County
- United Way of the Wine Country
- United Way of Kern County
- Kings United Way
- Merced County United Way
- United Way of the Inland Valleys
- Northern Santa Barbara County United Way
- United Way of Stanislaus County
- United Way of Tulare County
- United Way of Ventura County
- United Way of Orange County

GRANT AWARD **\$1,000,000**

www.unitedwaysca.org

University of Southern California

ABOUT THE ORGANIZATION

USC is a private university that seeks to enrich the human mind and spirit. It accomplishes its mission through teaching, research, artistic creation, professional practice and selected forms of public service.

OUTREACH PLAN

- Student tables/booths on campuses and informational sessions
- Mobile marketing through student messengers and social media
- Education through the Student Teaching Engagement Model (S.T.E.M.)

TARGET POPULATION

- College students in UC, CSU, community college and select private institutions

TARGET COUNTIES

- Los Angeles

GRANT AWARD **\$500,000**

www.usc.edu

Valley Community Clinic

ABOUT THE ORGANIZATION

The mission of Valley Community Clinic is to enhance the wellbeing of the community by providing high quality, culturally sensitive primary medical care and related healthcare services to those in need, regardless of their ability to pay.

OUTREACH PLAN

- Community events and farmers markets
- Working with community leaders and promotoras

TARGET POPULATION

- Underemployed, part-time, temporary, or seasonal workers who are currently uninsured and within 138% - 400% of FPL; entertainment industry workers, food services and hospitality

TARGET COUNTIES

- Los Angeles

GRANT AWARD **\$250,000**

www.valleycommunityclinic.org



Ventura County Public Health

Ventura County Public Health

ABOUT THE ORGANIZATION

The mission of Ventura County Public Health is to empower the community, promote health and emergency preparedness and prevent disease, injury and disability.

OUTREACH PLAN

- Partnering with existing County programs and services
- Health Fairs, clinics, workshops and community events
- One-on-one and small group

TARGET POPULATION

- Targeting various ethnicities and languages, uninsured and foreign born populations

TARGET COUNTIES

- Ventura

SUBCONTRACTORS

- Westminster Free Clinic
- Ventura County Area Agency on Aging
- Child Development Resources of Ventura County, Inc.
- Interface Children & Family Services
- Clinicas del Camino Real, Inc.

GRANT AWARD **\$700,000**

www.vchca.org

Visión y Compromiso



Visión y Compromiso

ABOUT THE ORGANIZATION

Visión y Compromiso provides training, leadership and ongoing advocacy and support to Promotoras and Community Health Workers.

OUTREACH PLAN

- Promotoras will make presentations in Spanish at ESL and GED classes, at adult schools, during church services and in clinic waiting rooms
- Health fairs, flea markets and large-scale cultural events and holiday celebrations

TARGET POPULATION

- Latinos of limited English proficiency; employees of restaurant sector, construction, hotel and service workers, educators, truck drivers, etc.

TARGET COUNTIES

- Alameda, Contra Costa, Los Angeles, Marin, Napa, Orange, Riverside, San Bernardino, San Diego, San Francisco, San Mateo, Santa Barbara, Santa Clara, Ventura

GRANT AWARD **\$1,000,000**

www.visionycompromiso.org



Women's Health Specialists (WHS)

ABOUT THE ORGANIZATION

WHS operates six California clinic sites in Sacramento, Redding, Chico, Grass Valley Santa Rosa and Petaluma. In 2011 WHS provided direct health service to 26,940 unduplicated patients; women and men, resulting in over 42,000 visits to WHS clinics.

OUTREACH PLAN

- Educators will provide in-clinic Outreach and Education to those visiting clinic sites.

TARGET POPULATION

- English and Spanish speaking individuals between the ages of 18 to 35 and their families

TARGET COUNTIES

- Butte, Nevada, Plumas, Shasta, Sierra

GRANT AWARD **\$175,000 from Covered California**
\$75,000 from Sierra Health Foundation

www.womenshealthspecialists.org



California Asian Pacific Chamber of Commerce

ABOUT THE ORGANIZATION

The mission of the California Asian Pacific Chamber of Commerce is to grow and empower the Asian and Pacific Islander business community throughout the state.

OUTREACH PLAN

- One-on-one education
- On-site group trainings
- Webinars
- Business training events
- Business conferences
- Fairs, expos, and cultural events
- Festivals and networking events

TARGET POPULATION

- Business Sectors: small business owners (retail, manufacturing, service, consulting), construction, trucking, restaurant owners, farming/agricultural business; outreach primarily focused on Asian ethnicities and languages

TARGET COUNTIES

- Statewide

SUBCONTRACTORS

- Asian Business Association of San Diego (ABA-SD)
- Asian Business Association of Los Angeles (ABA-LA)
- National Asian American Coalition (NAAC)
- Sacramento Asian Pacific Chamber of Commerce (SACC)

GRANT AWARD \$600,000

www.calasiancc.org

California Association of Non-Profits

ABOUT THE ORGANIZATION

The California Association of Non-Profits is a statewide membership organization that brings nonprofits together to advocate for the communities we serve.

OUTREACH PLAN

- Workshops
- Email and newsletter outreach
- Conferences
- Philanthropic events
- One-on-one meetings
- Networking

TARGET POPULATION

- Business Sectors: 51,000 non-profit organizations in California with 1-50 paid staff members, including social service providers, theaters, advocacy groups, legal aid groups, health clinics and ethnic community centers.

TARGET COUNTIES

- Statewide

SUBCONTRACTORS

- Arts for LA
- Asian Pacific Policy & Planning Council (A3PCON)
- Central Valley Coalition for Human Service Agencies (CVCHSA)
- Human Care Alliance (HCA)
- Nonprofit Alliance of Monterey County (NAMC)
- Nonprofit Resource Center (NRC)
- Northern California Association of Nonprofits (NorCAN) (under fiscal sponsorship of Humboldt Area Foundation)
- OneJustice
- San Francisco Human Services Network (HSN) (under fiscal sponsorship of Community Initiatives)
- Silicon Valley Council of Nonprofits (SVCN)
- Southern California Center for Nonprofit Management (CNM)
- Theatre Bay Area
- Thrive - The Alliance of Nonprofits of San Mateo County
- Academy for Grassroots Organizations

GRANT AWARD **\$300,000**

www.calnonprofits.org



California Hispanic Chambers of Commerce Foundation

ABOUT THE ORGANIZATION

The purpose of the California Hispanic Chambers of Commerce Foundation is to create, develop and provide educational and economic development programs to increase adult leadership for CHCC and its members.

OUTREACH PLAN

- Educational events/workshops
- Business expos
- Social media outreach
- Webinars
- Local chamber workshops and conferences

TARGET POPULATION

- Business Sectors: service sector, construction, restaurant, automotive, transportation, retail, professional services; Latino-owned small businesses

TARGET COUNTIES

- Statewide

GRANT AWARD **\$600,000**

www.cahcc.com



Small Business Majority

ABOUT THE ORGANIZATION

The purpose of the California Hispanic Chambers of Commerce Foundation is to create, develop and provide educational and economic development programs to increase adult leadership for CHCC and its members.

OUTREACH PLAN

- Educational events/workshops
- Business expos
- Social media outreach
- Webinars
- Local chamber workshops and conferences

TARGET POPULATION

- Business Sectors: service sector, construction, restaurant, automotive, transportation, retail, professional services; Latino-owned small businesses

TARGET COUNTIES

- Statewide

GRANT AWARD **\$1,000,000**

www.smallbusinessmajority.org



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CALIFORNIA**

www.healthexchange.ca.gov
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