



# **Mental Health Services Act (MHSA) Quarterly Report**

October 1 – December 31, 2024

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## I. ***Manager's Message, October – December 2024:***

The impact of the 2024 Presidential Election that took place during this quarter cannot be understated. Like many other LGBTQ+ support organizations across the nation, the Pride Center has been bracing itself and preparing to face an inevitable surge of anti-LGBTQ+ and anti-trans policies and executive orders in the new year. There is much fear, anxiety, distress, and overwhelm for many in our community, and we have seen a steady increase in the demand in our services, as seen by the number of clinical referrals and folks either dropping by in-person or reaching out online for support. Thankfully, the Pride Center has benefited greatly from the support of the County and Measure K funding, along with our partnership with CenterLink, which allows us to connect and collaborate with our fellow LGBTQ+ communities and centers across the county.

CenterLink and all its resources have and continue to be an invaluable source of support for the Pride Center. During the leadup to the election and post-election outcomes, CenterLink hosted regular town halls on topics such as safety and security to help us stay up-to-date and held space for center leaders and staff to brainstorm, share ideas, problem solve, and learn from each other collectively. CenterLink also compiled and shared various national and local resources and drafted talking points and discussion guides to help us facilitate dialogues and advocate within our own communities. Thanks to the tremendous advocacy and support of CenterLink, and of our fellow LGBTQ+ centers across the nation, the Pride Center was able to more efficiently and proactively navigate the challenges and chaos of this post-election season.

CenterLink also was instrumental in contributing to the professional development and growth of our team this quarter. Most significantly, this quarter two Pride Center team leaders, Alex Lyman-Golding (he/him) and Marilyn-Rose Calosing Fernando (she/her), attended [CenterLink's Annual Leadership Summit in Chicago, IL](#) – doubling Pride Center's presence from the previous year. CenterLink's annual Leadership Summit unites leaders from across a vibrant network of LGBTQ community centers, and these dynamic gatherings foster connections, spark learning, and ignite impactful actions. Topics of this year's conference included: long-term strategic planning; post-election scenario planning; digital safety and security; human-centered management practices; GLAAD media and messaging support tools; planning for leadership transitions; building queer leadership confidence; and centering queer joy. Attending this conference was a meaningful experience for Marilyn both personally and professionally because 2024 marked her 5th year working at the Pride Center & attending the conference felt like an affirmation of the growth she's made in her role. Sharing space with peers and colleagues from LGBTQ+ organizations from all over the world was powerful for Marilyn because she was able to make connections, share information about the San Mateo County Pride Center, attend a variety of educational workshops and hear how other LGBTQ+ Centers operate.

As we continue to invest in the wellbeing and professional development of our team members, we have simultaneously been investing in the longevity and sustainability of the Pride Center itself. In the new year, we will begin the long-anticipated work of strategic planning and evaluation with a consultant specially hired using Measure K funds to collaborate with Pride Center in developing its strategy to become its own 501(c)(3). During the October-December 2024 quarter, we identified, hired, and began onboarding the services of a San Mateo County local and LGBTQ+ led consultant firm, [Libertiva](#). Thanks to the foundational support of the County, Measure K funds, and our CenterLink network, we eagerly look forward with an eye to the future. Despite the ongoing and sometimes overwhelming challenges and hostilities towards our LGBTQ+ community, we remain steadfast in our mission and committed to providing the best care and support possible to those most vulnerable and in need. No matter what the current administration does to try to erase or minimize our existence, we are here to stay. We will always be here for you, our community, and each other. We look forward to the coming year with much anticipation, knowing it will be a monumental and historic time for the San Mateo County Pride Center and our community as a whole.

With Pride and Solidarity,

Alex Lyman-Golding  
Center Manager

## II. Introduction

### A. Background

The San Mateo County Pride Center began as an Innovation (INN) program under the Mental Health Services Act (MHSA) that is funded by the San Mateo County Behavioral Health Recovery Services (BHRS) department. It is an innovative collaboration between three partner organizations: Outlet of Adolescent Counseling Services, Peninsula Family Service, and StarVista - the Pride Center's lead agency.

Over a decade in the making, the Pride Center is the first ever LGBTQ+ community center in San Mateo County. Born of the struggles and triumphs of the LGBTQ+ community over the years, the Pride Center stands for equity, inclusion, dignity, self-determination, and justice. Whether they are seeking behavioral health services or gathering in solidarity with others to share stories, build relationships, learn, grow, create, or heal together, LGBTQ+ individuals and communities throughout the Peninsula finally have a space to call their own.

The Pride Center takes a holistic approach to improving the health and wellbeing of the LGBTQ+ community by providing direct mental health services and resource support alongside community building activities and social and educational programming. The LGBTQ+ community experiences disproportionately higher rates of depression, anxiety, suicidal thoughts, substance use, homelessness, social isolation, bullying, harassment, and discrimination. Programming of the San Mateo County Pride Center seeks to mitigate these risks by decreasing stigma and improving the quality of and access to behavioral health and wellness services through a collaborative approach.

The *mission* of the Pride Center is to create a welcoming, safe, inclusive, and affirming community climate that fosters personal growth, health, and opportunities to thrive for individuals of all ages, sexual orientations, and gender identities through education, counseling, advocacy, and support.

Its *vision* is to create an innovative, respectful, and equitable community of all ages, ethnicities, cultures, sexual orientations, and gender identities that supports complete inclusion, is free of discrimination, strives for knowledge, challenges barriers, and seeks to empower agents of social change.

### B. Values

**Cultural Humility:** We are committed to the everyday practice of Cultural Humility. The concept was coined by Drs. Melanie Tervalon and Jann Murray-Garcia (1998) to address health disparities and institutional inequities. Practicing cultural humility requires bravery, empathy, and respect. Cultural Humility principles we strive towards include:

- i. A lifelong process of critical self-reflection and self-critique;

- ii. Redressing the power imbalances in the client-provider dynamic;
- iii. Developing mutually beneficial partnerships with communities;
- iv. Advocating for and maintaining institutional accountability

**Empowerment:** We empower the LGBTQ+ community through the collaborations we build and grow through our clients. We provide a safe space where people do not feel ashamed or unwanted, but rather have a sense of hope in their lives. We strive to destigmatize mental health and stop seeing it as a sign of weakness and more as a sign of strength.

**Anti-Oppression:** We understand anti-oppression to be the active work of building and empowering communities against the systems of oppression that cause harm. Through education, peer groups, and community building opportunities, we hope to build an alternative to the disempowering and harmful systems of power that lead to physical harm, imprisonment, homelessness, poverty and mental/emotional unwellness. Anti-oppression means working against: classism, racism, ableism, white supremacy, cisheterosexism, xenophobia, etc... that harm members of our community.

**Growth:** We are committed to prioritizing growth as a continual process of learning. Through continuous efforts and struggles we value the flexibility to change and grow with our community. Our measurements of growth are not linear. Moments of growth often stem from conflict. It takes persistence and discipline exercised through time in order for growth to take shape. Growth can be an individual and communal experience; as a community space, we prioritize accountability and justice in our efforts.

**Play and Creativity:** Let's face it, having a work-life balance cannot be done without creativity. Whether this is balancing your work within the community, working on yourself, or working on keeping your life together, life can be hard. We strive to incorporate creativity in each of these areas as much as possible to better integrate creativity within our abundance of services. Creativity to the Pride Center means developing programs that reflect our desire to create a community that fosters positive relationships through expressive arts therapy, creative arts and crafts workshops, finding creative solutions, creativity and play-centered support groups, and more.

## C. Program List

1. Clinical (Therapy & Case Management)
2. Peer Support Groups
3. Youth Program
4. Older Adult Program
5. Outreach
6. Training/Education
7. Community Events
8. Administrative
9. Development
10. Volunteer



### III. Agency Information

**Agency Name:** StarVista

**MHSA-Funded Program Name:** San Mateo County Pride Center

**Center Director:** Francisco Sapp

**Email:** francisco.sapp@sanmateopride.org

**Phone:** 650-579-5441



## IV. Program Descriptions:

### A. CLINICAL:

1. **Program Purpose:** The Clinical Program of the San Mateo County Pride Center provides high quality, LGBTQ+ affirming behavioral and mental health services to marginalized and at-risk LGBTQ+ community members in San Mateo County. Clinical services include individual therapy, relationship therapy, family therapy, group therapy, and case management. Our work is strength-based and trauma-informed, engaging both natural supports and the whole family whenever possible. The primary purpose is to assist clients, their families, and their communities in reducing stigma and supporting the creation of safe, affirming environments for LGBTQ+ clients. To this end, services are aimed at not only reducing high-risk symptoms such as self-harming behaviors and trauma symptoms, but also at providing family support and education to non-affirming family members. Lastly, in addition to offering direct clinical care, our clinical team also provides extensive consultation and LGBTQ+ training for other mental health and medical service providers; school administrators and educators; parents of LGBTQ+ youth; students; LGBTQ+ older adults; and the general public.
2. **Target Population:** The population to be served will be comprised of persons who are: transgender and gender nonconforming/variant (also known as trans, genderqueer, genderfluid, non-binary, two-spirit, and more), LGBTQ+ youth, seniors, and ethnic minorities (“LGBTQ+” refers to any non-heterosexual and non-cisgender individuals, including, but not limited to, people who identify as lesbian, gay, bisexual, transgender, gender non-conforming/variant, queer, questioning, intersex, two-spirited, and more). The target population will be members of marginalized and high-risk groups with high rates of trauma, suicide ideation, and victims of bullying.
3. **Primary activities and/or interventions provided:**
  - a. **Mental Health Services:** Intake procedures for clinical services begin with the initial inquiry either by email or by phone, after which a brief phone screening with a clinician is scheduled. During the phone screening, the clinician determines the client’s specific service needs and assesses for risk factors such as suicidality and intimate partner violence. Therapy interventions are evidence-based and tailored to each client’s individual needs. Currently used modalities include but are not limited to CBT, DBT, Mindfulness-based, Emotionally Focused Couples Therapy, Narrative Therapy, Play Therapy, Sand Tray, and Expressive Arts Therapy.
  - b. **Case management:** Case Management is a collaborative process that involves the coordination of community-based services and resources to provide support to individuals, partners, and families in need. The goal of the case management program is to enhance participants’ abilities to resolve issues, overcome obstacles, and lead fulfilling, productive lives. The Case Manager works closely with participants to create a

customized service plan that takes into account each person’s unique strengths, needs, and circumstances. Functioning as a liaison, mediator, and advocate for participants’ health and wellbeing, the Case Manager oversees their care and connects them to the appropriate resources and service providers whenever necessary. Case management services can include the following areas: mental health referrals; healthcare; housing; financial literacy; transportation; employment; legal aid; name and gender change support; social skills; community participation; connections to resources; and referral services. Throughout this process, the Case Manager closely monitors the participant’s progress and will adapt the service plan as needed. It is our goal to ensure that participants receive the best possible care and can access the services they need.

## **B. PEER SUPPORT GROUPS:**

1. **Program Purpose:** The San Mateo County Pride Center hosts several peer groups led by a combination of staff and community volunteers. These groups are social gatherings that are designed for the LGBTQIA+ community to gather with and meet others who share similar identities and experiences. Organized by age and specific identities, our peer groups reflect the diversity of our community.
2. **Target Population:** It is important to first recognize the diversity in the world. It would be simple to say there is diversity “in our community”, but truthfully the Peer Support Program is providing numerous safe spaces that are attended in-person and online by people around the globe. Our goal is to reach those who are marginalized in society and have a history of isolation, rejection, depression, anxiety, or any other categories of mental illness. The Peer Support Program is constantly adapting and will change as the demands of our community do.
3. **Primary Activities and/or Interventions Provided:** The Peer Support Groups ultimately provide a place of comfort, understanding, and safety for those who need it the most. The LGBTQIA+ community and its members have a long history of dealing in social isolation, the groups are designed to help reduce that. Whether in person or online, the groups and their members share their stories and experiences through activities like sharing food, art, music, and reading books. Our interventions include providing resources for facilitators as needed and a safe space for the members of each group to meet safely and privately. As of now, the goal is to create a community that can be hybrid so that members can attend in person or online depending on their availability. It is also important to note that many people do not share experiences with our group members, so providing a space for them to meet that is consistent and continuous allows them to relate to one another.

## **C. YOUTH:**

1. **Program Purpose:** The Youth Program serves to provide social, community, and emotional support for LGBTQ+ youth in San Mateo County with the support of Outlet, a program of Adolescent Counseling Services. Outlet provides social and clinical support for LGBTQ+ youth

ages 5-25 in San Mateo and Santa Clara counties. Collaboration between SMCPCC and Outlet is long-standing and services are detailed in a memorandum of understanding between the two organizations.

2. **Target Population:** Youth for the program is defined as young people between the ages of 10 to 30. Our partner organization Outlet defines young adults as being between the ages of 5-25.
3. **Primary activities and/or interventions provided:**
  - a. LGBTQIA Youth Group (Ages 10-18)
  - b. QTBIPOC (Queer, Transgender, Black, Indigenous, People of Color) Group (Ages 14-25)
  - c. Transgender Youth Group (Ages 14-25)
  - d. Youth Advisory Board (Ages 14-25)
  - e. Genders & Sexualities Alliance (GSA) Support to middle and high schools (including SAGA, Spectrum, Rainbow clubs, etc.)
  - f. Training to Parents, Educators, Youth Providers, and Youth
  - g. Parent, Provider, and Youth Consultation

#### **D. OLDER ADULTS:**

1. **Program Purpose:** The Older Adult LGBTQ+ Peer Counseling & Programs of the San Mateo County Pride Center empower San Mateo County LGBTQ+ people 50 years and older to tackle the inimitable challenges they face as they age by providing community events, social activities, housing assistance, community resources, peer counseling, and group gatherings. The Older Adult LGBTQ+ Peer Counseling & Programs strive to improve the well-being and the physical and mental health of older people in the community by reducing isolation and offering meaningful community connections. The Older Adult LGBTQ Peer Counseling & Programs of the San Mateo County Pride Center pledge to construct a safe and compassionate environment that encourages continued growth, create local networks of support, and help to integrate people from diverse backgrounds, experiences, identities, and perspectives.
2. **Target Population:** LGBTQ+ Older Adults (50 years and older) who live and/or work in San Mateo County.
3. **Primary activities and/or interventions provided:**
  - a. LGBTQ+ Senior Peer Counseling
  - b. Community Events, Group Gatherings, and Social Activities:
    - i. Get App-y - Technology Support Workshop (on hold)
  - c. Peer Social Groups:

- i. Gay Men’s Group (attended by many older adults and led by a trained Senior Peer Counselor)
- ii. LGBTQ+ Book Club (attended by many older adults and led by a trained Senior Peer Counselor)
- iii. Polyamory Peer Power (attended by many older adults and led by a trained Senior Peer Counselor)

## E. OUTREACH:

1. **Program Purpose:** The purpose of the Outreach Program at the San Mateo County Pride Center is to build and maintain relationships between local organizations, businesses and community members. Outreach involves content creation for flyers and social media posts, intentionally scheduled social media posts to ensure events are well advertised, tabling at resource fairs throughout San Mateo County, working with the Volunteer Coordinator to recruit new volunteers, creating and supporting trainings that focus on LGBTQ+ identity and creating and supporting events, groups and workshops that hold safe spaces for the LGBTQ+ population.
2. **Target Population:** Our target audience is underrepresented and marginalized LGBTQ+ communities. We maintain a safe and affirming space for all communities but work to outreach to and create events to specifically hold space for Older Adults and communities of Color, primarily Black and Brown Trans\* Women and Older Queer Women of Color.
3. **Primary activities and/or interventions provided:** Outreach supports on-going and newly formed peer support groups and events by promoting these spaces on social media, with paper and digital flyers and through a monthly newsletter. To enrich our relationship with our community partners, we notify them about all events as they are finalized and invite them to participate and volunteer if necessary. Alternatively, we support our partners by volunteering, attending, and participating in their events as well. Another major part of outreach involves being present at the various resource fairs that our community partners hold and by sharing information about the Pride Center with attendees. The outreach person is responsible for creating informative and accessible flyers and social media posts with eye-catching designs. The outreach coordinator also tailors outreach to different communities with focus on specific needs. While previously most outreach continued online, since the Pride Center’s reopening, we have begun to use more paper flyers, brochures and marketing materials.

## F. TRAINING/EDUCATION:

1. **Program Purpose:** The Training and Education component of our programs seeks to create institutional and cultural change to reduce stigma and discrimination throughout the county by engaging providers, teachers, and community through queer and transgender focused trainings, workshops, and panels. The intention is to support San Mateo County institutions and communities in building cultural humility and creating more equitable environments for LGBTQ+ folks, especially those with mental health challenges, to live, work, learn, and receive services. As

more organizations and businesses begin to open their doors, the Lead Trainer is excited to offer in-person and virtual options for trainings/educational inquiries.

2. **Target Population:** The San Mateo County Pride Center provides trainings for behavioral health and recovery providers, social services providers, community groups, county departments, local businesses and other agents of change interested in creating more inclusive and equitable environments for the LGBTQ+ community.
3. **Primary activities and/or interventions provided:** Typically, we provide Sexual Orientation and Gender Identity (SOGIE) 101 trainings anywhere from 1-3 hours that can have its content be tailored upon requests from organizations. Offered both virtually and in person, all our trainings are interactive and include the following components: participant narrative sharing, LGBTQ+ terminology, best practices, scenarios, and resources. Below are our training objectives:
  - a. Describe the difference between sexual orientation, sex, gender identity, and gender expression.
  - b. Build Empathy & Cultural Humility with the LGBTQ+ Community
  - c. Demonstrate three examples of using respectful gender-neutral communication with clients, friends, or family.

## G. COMMUNITY EVENTS:

1. **Program Purpose:** The Pride Center is proud to offer monthly cultural, educational, and informational events for all community members. From our annual Intergenerational Dinner to various June Pride events, we work with various organizations and partners to brainstorm, plan, and execute diverse events. Our events are hosted across in-person and virtual platforms.
2. **Target Population:** The target population are LGBTQ+ individuals, families, and allies of the community within and out of San Mateo County. With our events starting to be in person, we also invite community members across the county to join us and see our new space.
3. **Primary activities and/or interventions provided:** The Events Coordinator is responsible for brainstorming, coordinating, and executing all events hosted by the Pride Center. Additionally, the Pride Center supports its partners or local organizations in their events. Support has looked like sharing event information with the Outreach lead for our media, consulting on event logistics, or participating in a workgroup to plan an event. Some of the events the Pride Center has organized or supported include:
  - a. FriGay Flicks (Movie Nights): *Rustin; The Aggressives; Rent* (sing-a-long)
  - b. Halloween Queeraoke - community karaoke, partnered with Outlet
  - c. Campfire Singalong
  - d. Birds of a Feather- Birdwatching at Pillar Point Bluff
  - e. Queering the Season; Keeping the Season Gay
  - f. Pride Parlor

## H. ADMINISTRATIVE:

1. **Program Purpose:** The LGBTQ+ Mental Health Front Desk Specialist plays an essential role by supporting the administrative needs of the center as well as staffing the front desk to welcome visitors into our space in a supportive and welcoming way. This position requires both administration skills and a foundational understanding of mental health either through education or lived experience.
2. **Target Population:** The target population are LGBTQ+ marginalized older adults, adults and youth, especially those who have never necessarily felt like they could be who they are authentically and their true self.
3. **Primary activities and/or interventions provided:** This individual helps funnel inquiries (whether in person, via phone, or email) and connects clients, community members, and organizations to the appropriate team members and programs within the Pride Center. Working with the Center Manager, they help coordinate the needs of the physical center such as assisting with onsite scheduling, ordering supplies, and tracking daily visitor demographics. When needed, they also provide additional administrative support to the team leads such as the Center Director, Center Manager, and the Clinical Coordinators. Additionally, they maintain an active onsite calendar and provides the team with a digital description of the access needs creating a safe work environment for the whole team.

## I. DEVELOPMENT:

1. **Program Purpose:** The StarVista grants team works closely with the Center Director and designated Pride Center staff on eligible grants and foundations to fiscally support the Pride Center's programs and services. Currently, the development portfolio is in the process of being restructured so that StarVista, the Center Director, and the Department Director coordinate and collaborate to better support this portfolio. At its inception, the Pride Center had a full-time Development Coordinator who was responsible for both grants management and development initiatives. That position was eliminated in the summer of 2020 due to financial constraints.

By combining the leverage of StarVista with the program and community knowledge of Pride Center staff, our hope is to make this piece both manageable and effective for generating the revenue needed to support the Pride Center's budget. There are still capacity limitations worthy of acknowledgement. Both StarVista's development and grants teams are relatively small, averaging around 3 full-time staff each. They're tasked with securing funds for over 25 individual programs throughout StarVista and for the agency overall. As such, there are still limitations to the amount of assistance these departments can provide us.

2. **Target Population:** The majority of our grants and foundations are targeted towards those with LGBTQ+ specific priorities, social/human service priorities, and DEI priorities. For fundraising events or campaigns, we try to make the donation amounts accessible for our community

members, from smaller to larger amounts. More efforts can be made to increase the donor relationship portion of the development program.

3. **Primary activities and/or interventions provided:** The Center Director, with select team members, and the StarVista grants team, dedicate our fundraising efforts on grants, donations, and occasional giving-campaigns. Due to our limited staff capacity, we've focused mostly on grants and well-known development campaigns. Currently, we are working on expanding the development profile to include donor outreach efforts, explore additional development campaigns, and additional fundraising ideas.

## **J. VOLUNTEER PROGRAM:**

1. **Program Purpose:** The intent of the Volunteer Program at the Center is to provide a way for the community to collaboratively engage in supporting one another, to offer opportunities for personal growth, and to have fun. The program offers an opportunity for individuals to take ownership of their own experiences at the Center, and in doing so contribute to the success of the Center and the community. Multi-cultural, anti-racist, and anti-oppressive efforts are at the heart of this program as with all the efforts at the Pride Center.

An additional purpose of the Volunteer Program is to find ways, where appropriate, to have volunteers do various tasks associated with keeping the Center running smoothly, which in turn frees the paid staff to focus their efforts elsewhere. Opportunities currently exist in both virtual and onsite platforms and help to support the Pride Center's administrative, programmatic, and therapeutic needs. We are committed to ensuring that our volunteer roles are mutually beneficial when the individual is eventually matched.

2. **Target Population:** Volunteers at the Pride Center include LGBTQ+ marginalized people ranging in age from teens through older adults, who come from many racial backgrounds and from all socio-economic statuses.
3. **Primary Activities and/or Interventions:**
  - a. Volunteer opportunities this quarter included:
    - i. Online event planning and support; Online Peer Support Group facilitation; Social media support

## V. Outcome Data and Program Impact

### A. CLINICAL:

#### Data:

- ***Preventing mental illness from becoming severe and disabling:***
  - a. Therapy services at the Pride Center aim to include not only acute care of currently presenting symptoms, but also prevention-focused interventions. Such interventions include safety planning, collaborating with other care providers such as psychiatrists and case managers, as well as psychoeducation of client (and family, when applicable) around diagnosis and care options.
  - b. Clinicians regularly provide clients with community resources and socialization opportunities, as needed, and requested, by clients. These resources are vital to decreasing social isolation, creating routine, and increasing quality of life for clients with severe and persistent mental health challenges.
  - c. Reducing Gender Dysphoria: The Pride Center clinical team continues to support clients in navigating and accessing medically-necessary transgender-affirming care to help alleviate feelings of gender dysphoria. The Pride Center clinical team supports our transgender, gender-diverse, and non-binary clients in this way by: assisting with legal name and gender marker changes on identity documents; writing letters of support for clients to access both hormone therapy (HRT) and gender affirming surgeries; connecting clients to resources and providers for services such as gender-affirming voice training; and more. With the support of the Pride Center, clients report that living their authentic lives and feeling safe to truly be themselves has a significant positive impact on their mental health and wellbeing.
- ***Reducing the following negative outcomes that may result from untreated mental illness:***
  - a. **Suicide:**
    - i. LGBTQ+ individuals experience suicidality at significantly higher rates than members of the general population. Given that our clients are at increased risk for suicidality, our clinicians are well-trained to understand factors that contribute to increased risk and assess for suicidal ideation. As such, our clinicians can effectively intervene to reduce negative impacts of suicide by using evidence-based best practices.
    - ii. Our clinical team receives crisis management, suicide prevention, and crisis de-escalation training from the StarVista Crisis Center program at least twice a year. Coupled with dedicated ongoing support through collaboration and sharing of



resources, and clinical supervision, our team is well equipped to respond to suicidal ideation within our current client population.

iii. This quarter:

1. Pride Center clinician(s) continued to provide a range of supports and interventions to clients experiencing passive and active SI by using the “Ladders of Invasiveness” as reference. This best practice approach utilizes the least invasive interventions at first and gives the client more autonomy instead of automatically escalating to a 5150 “active rescue”.
2. A Pride Center clinician worked with 1 client on self-harm ideations to point in which client had a markedly decreased level of such thoughts and acting on them.
3. A Pride Center worked with 5 clients on reducing suicidal ideations successfully.

**b. Homelessness:**

- i. Our LGBTQ+ Case Manager continues to collaborate with LGBTQ+ and transgender-affirming housing providers across the county and in San Francisco and San Jose (Our Trans Home SF, SF Safehouse/Hope Center, Asian Women’s shelter, New Haven Inn) to support clients in need of housing. Additionally, connections continue to be maintained with housing support agencies in San Mateo County: Core Service Agencies and the Mental Health Association.
- ii. LGBTQ+ Case Manager, Ariana Chini, partnered with San Mateo County case worker Ken Ngo to support a houseless and disabled transgender client in accessing transportation resources and building connections within the community.
- iii. Ariana also worked with Allcove Palo Alto to assist a youth in securing funds for college housing. The youth, who had taken a medical leave of absence, faced a late fee for not moving their belongings out on time. The secured funding successfully covered the fee.
- iv. Utilizing motivational interviewing and ACT, a client was empowered to move out of an abusive home situation.

**c. Employment:**

- i. Pride Center’s LGBTQ+ Case Manager successfully helped one client gain their dream job at an organization where the client was a long-time volunteer.

**1) Increases access to services and LGBTQ+ affirming care:**

The Clinical Program increases access to services and care by:

- a. **Prioritization of underserved and marginalized groups:** As a whole, Pride Center staff have decided to prioritize services to underserved and undertreated individuals and members of high risk, marginalized, and otherwise vulnerable groups (e.g. non-heterosexual, non-cisgender members of the LGBTQ+ community, transgender and genderqueer/non-conforming/variant minorities, people of color, low-income individuals, victims of abuse, bullying, and/or crime, etc.). Low-fee and pro bono services have been offered to undocumented clients or those faced with financial hardship.
- b. **Meeting individuals where they're at:** The Pride Center follows a client-centered approach. Treatment planning is done in collaboration with the client and goals are what the client themselves wants to work on rather than what the clinician thinks may benefit them. For example, if a client wants to work on reducing substance use but does not want to become abstinent, the clinician would utilize a harm-reduction focused approach to treatment rather than abstinence focused. Additionally, the clinical team makes efforts to work around potential barriers to care -- such as food access, transportation, and housing status -- by assisting clients in navigating community resources either through direct case management or collaborating with the client's external caseworker.

**2) Reduces stigma and discrimination:**

The Clinical Program reduces stigma and discrimination by:

- a. **Organizing and participating in community and social events** that foster positive representation of the LGBTQ+ community. Pride Center staff and programs directly reflect the diverse community and individuals served.
- b. **Empowering vulnerable community members** through mentorship, guidance, and psychoeducation around coping skills and strategies to help manage and overcome stressful circumstances.
- c. **Educating LGBTQ+ families**, both directly and indirectly through collaboration with our peer support workers, to increase families' acceptance, understanding, and support of their LGBTQ+ family members, reducing stigma and fostering a protective factor for clients. Furthermore, clinicians are well-equipped in providing appropriate resources to LGBTQ+ family members to educate themselves in better understanding and supporting their LGBTQ+ family member.

**3) Increases number of individuals receiving services:**

- a. Continued from last quarter: Many participants expressed that they engage with the Pride Center specifically because they know it is a safe and welcoming environment. Many are concerned about the quality of care and treatment they might receive from

other providers due to their LGBTQ+ identity, as there is a pervasive fear due to a history of discrimination and mistreatment.

- b. The clinical team continues its outreach efforts to increase community engagement with the agency's psychotherapy and case management services. Outreach has included active participation in LGBTQ-specific Listservs such as Mind the Gap, Gaylesta and Bay Area Open Minds as well as building relationships with practitioners at other local agencies such as CORA, the Felton Institute, and the Edison Clinic, among others. The clinical team also continues to strengthen relationships with our partner agencies.

**4) Reduces disparities in access to care:**

- a. The San Mateo County Pride Center is committed to providing mental health services to the LGBTQ+ community throughout San Mateo County. To reduce disparities in access to care, clinical services are prioritized to individuals who:
  - i. Are members of marginalized and underserved communities
  - ii. Have untreated or undertreated behavioral needs, including mental health and/or substance-abuse related needs
  - iii. Have experienced emotional and/or behavioral disturbances over a prolonged period of time causing difficulty and distress in relationships at home, school, work and/or community.
  - iv. Are at high risk for increasing levels of severity of presenting issues without mental health intervention
  - v. Are homeless or at risk of becoming homeless
  - vi. Lack safety due to intimate partner violence/abuse
  - vii. Are low income
  - viii. Experience isolation and/or social anxiety
  - ix. Demonstrate self-endangering behavior and/or have a history of suicide attempts or ideation
  - x. Are victims of or witnesses to violent crimes (bullying, gun violence, domestic violence, etc.)
  - xi. Have difficulty managing anger and/or history of domestic violence perpetration
- b. Whenever possible, Pride Center staff also provide resources and information to clients to help improve their access to services by reducing barriers preventing them from receiving the support they need. For example, some clients requesting services have not had access to a phone and/or suffer from severe agoraphobia (fear of leaving the house). We have provided county resources that provide no fee or low fee cell phones to these community

members. We have also encouraged folks to make use of the Non-Emergency Medical Transportation benefit offered to Health Plan of San Mateo members, which is able to provide free transportation to eligible clients so that they can visit the Pride Center to receive clinical services. Similarly, this quarter we have also continued use of encrypted, HIPAA compliant teletherapy services. This technology allows for clinical staff to provide essential services to clients who may be homebound or unable to physically visit the center (such as folks with chemical sensitivity issues or individuals with disabilities).

**5) Implements recovery principles:**

- a. **Development of Positive Coping Skills** - Clinicians utilize CBT as well as Seeking Safety interventions to help clients develop a broad spectrum of healthy coping skills tailored to their individual needs. Coping skills are practiced both in-session with the therapist as well as assigned as homework to help clients build new patterns of addressing stressful, potentially triggering scenarios.
- b. **Harm Reduction** - When working with substance use, clinicians take a client-centered approach, meeting the client wherever they are in their recovery and following the client's goals. If a client does not want to cease substance use, clinicians utilize a harm-reduction approach to help the client decrease the likelihood of injury or overdose while using and help refer for higher level services if the need is indicated. Additionally, if the client's goal is to reduce their substance use rather than to be completely abstinent, clinicians will work with clients to support this goal.
- c. **Client-centered, Trauma-informed Approach** - Treatment goals are client-centered and treatment plans are created in session in collaboration with the client. The Pride Center does have a strict policy around the presence of substances on-site, which carried over into the telehealth platform for therapy services and is reliant on client's self-report. Clinicians also utilize Motivational Interviewing tailored to whichever stage of change clients are in. All clinical treatment is trauma-informed, starting with the initial assessment. Substance use is addressed along with present trauma-related symptoms, rather than treating dual diagnoses separately.

**B. PEER SUPPORT GROUPS:**

**1. Data:**

The Peer Support Group Program strives to accomplish the MHSA Intended outcomes. The Peer Support Program helps participants mental health by holding a space where many people can socialize with others and form a sense of community. This is a critical step addressing the isolation that many LGBTQ+ folks experience. The Peer Support Groups also help prevent ongoing mental health issues from progressing to mental illness. Community, relationships, and belonging are a critical part of an individual's mental and wellness.

Group Name	Average # of attendees per meeting	Attendance for Quarter
Gay Men’s	11	33
Queer Women’s	13	39
Trans Peer Group	14	42
LGBTQ+ Book Club	6	19
Polyamory Peer Power	7	20
LGBTQ+ Parents	3	9

2. **Attendance and topic reports:**

1. **LGBTQ+ Book Club (18+):** The LGBTQ+ Book Club continues to meet on the first Wednesday of the month. This group is guided by a facilitator, with a strong, consistent group of participants. There is also a community partner from the San Mateo County Library who attends this meeting, and team member Elana Ron supports this meeting as a hybrid group, setting up the projector to allow group members to attend either online or in person. This quarter the Book Club held their November meeting at the community partner’s library location and their December meeting online only. This quarter, the Book Club read:
  - a. **October 2:** *The Gilda Stories* by Jewelle Gomez
  - b. **November 6:** *Never Name the Dead* by D.M. Rowell (Koyh Mi O Boy Dah)
  - c. **December 4:** *The House of Hidden Meanings* by RuPaul
  
2. **Polyamory Peer Power Social Group:** This group has continued to do incredible work in attracting and retaining members. Attendees from different counties, states, and even different countries have joined the meetings in hopes of filling the emptiness from not being able to be in physical community space. There continue to be several attendees each month who mentioned they are “new” to Polyamory, and that the meeting was their first time interacting with community. There also continue to be attendees from outside of California at most meetings, who are attending due to groups like this not being offered to them locally.
  - **October topic:** What is non-monogamy, polyamory, open-relationships discussion
  - **November topic:** Author visit from Alex Alberto, *Entwined: Essays on Polyamory and Creating Home*
  - **December topic:** The Gifts of Polyamory/ENM
  
3. **Transgender Peer Support Group (18+):** This group continued to be well attended and attract new members. Two new facilitators were onboarded and trained this quarter. Topics and need for support range from month to month but are always sparks for discussion and peer support from members in attendance. This group creates valuable space for Trans community members

to build connection and strategies for dealing with challenges around identity. Topics this quarter have included:

- Maintaining Trans community and protections in the current political and news climate
  - Where and how to meet and make community and find support
  - Transition celebrations, questions, and solidarity
4. **Queer Women’s Group (18+):** This group continues to meet once a month on the fourth Friday and is led by two co-facilitators, with a third starting the onboarding process this quarter. The topics the group discussed this quarter were determined at the start of each group.
  5. **Gay Men’s Group (18+):** The Gay Men's group meets monthly, conversations to have a second meeting during the month have been placed on hold. The group had a new co-facilitator start this quarter with a potential third starting to sit in on meetings as well. There are a wide range of ages and stories in the Gay Men’s Group. Group topics have been relationship, friendship, work, and current events focused.
  6. **LGBTQ+ Parent Group:** This group shifted to third Wednesdays from 7:30pm-8:30pm this quarter, due to a facilitator scheduling conflict. This group continues to remain small but has 1-2 new people signing up a month, unfortunately a stronger distinction for this group being for LGBTQ+ identified parents not parents of LGBTQ+ children may be needed.

## C. YOUTH

- **Data:**
  - a. Outlet served a total of 194 youth, community members who support youth and youth service providers this quarter. Outlet did this via outreach, one-off events, and youth social groups.

Youth Group Name	Active Members	Attendance for Quarter	Unduplicated Attendance for Quarter	New members inquiring about group
YAB	4	16	4	0
LGBTQIA Youth Group:	1	1	1	5
QTBIPOC Youth Group	0	0	0	8
Trans Youth Group	7	26	7	9



Sequoia HS Trans Group	4	26	4	0
<b>Total</b>	<b>16 members</b>	<b>69 members</b>	<b>16 members</b>	<b>22 members</b>
<b>Training/Education Event:</b>	<b>Attendance</b>	<b>Audience</b>	<b>Location</b>	
Youth SOGIE 101	0 participants			
Adult SOGIE 101	35 participants	Mental Health Providers	Redwood City (94061)	
	10 participants	GSA Advisors	Redwood City (94061)	
<b>Total</b>	<b>45 participants</b>			

<b>Consultations:</b>	<b>Number</b>	<b>Notes</b>
Community Member	1 participant	Inquiry about Youth Groups and Therapy Services (94402)
Parent/Caregiver	1 participant	Inquiry about High Schools in Sequoia HS District (94061)
<b>Total</b>	<b>2 participants</b>	

<b>Outreach Type/GSA Support/ One off Events/ Social Support</b>	<b>Number</b>	<b>Organization</b>
Queeraoke (One off Event)	<b>16 participants</b>	San Mateo (94403)
Mercy High School Self Care Fair (Outreach)	<b>44 participants</b>	Burlingame (94010)
Skate Against Hate (Outreach)	<b>41 participants</b>	Redwood City (94061)
Pride & Purpose Party (Outreach)	<b>14 participants</b>	Palo Alto (94301)
Community Fun Day (Outreach)	<b>9 participants</b>	Redwood City (94061)
YAB's Holiday Potluck	<b>7 participants</b>	Redwood City (94061)
<b>Total</b>	<b>131 participants</b>	

- **Narrative:**

**TRENDS:** As we continue the 2024-2025 fiscal year, we continue to provide and improve upon our existing services. Outlet is working on utilizing the community feedback provided by families and youth to better inform program delivery and content with the aim to improve attendance and engagement across all groups and events. We are also seeing the trend of trans youth needing increased support and community-building opportunities, as well as an increase in community desire for education around how to support trans youth in the coming year. Over the course of the 2024-

2025 fiscal year, Outlet will continue to engage in community dialog and make adjustments to services as is requested by the youth and families of San Mateo County.

- 1) **Youth Action Board:** This year's YAB cohort continues to finalize carryover projects from the previous cohort. Additionally, in December Outlet hosted a gathering for YAB members and friends at the ACS office in Redwood City to find community, especially for YAB members returning from college.
- 2) **Groups:** Outlet continues to receive community feedback and implement changes into the support groups. Our shift to hybrid for the Thursday Trans Group in November has created more access for youth to attend and the group has had regular attendance thereafter. Updates are still being implemented for the other Outlet groups with the aim to increase regular attendance..
- 3) **Events:** Outlet continues to co-host Queeraoke events with SMCP, which has gained consistent attendance. In December, we hosted a community fun day for youth and families to increase outreach and build familiarity with Outlet services in the community. Outlet also held its' annual event, Out to Eat, to gain community support and fundraise.

## **D. OLDER ADULTS:**

### **1. Data and Narrative:**

#### **Ongoing virtual programs:**

3. **LGBTQ Book Club** – The LGBTQ Book Club is held on the first Wednesday of the month. The group partners with the San Mateo County Library System. A 55+ gay man and senior peer counselor facilitates the group. The Book Club averages 4-6 members.
4. **Gay Men's Group** – This group is meeting on Zoom on the fourth Tuesday of the month at 6 PM. A 50+ gay man and senior peer counselor facilitates the monthly group that promotes education, socialization and support. The group averages 3-6 older adult participants on a regular basis.
5. **Lesbian's 55+ Caring and Sharing** – Roberta Gonzalez-Gregg, Outlook Video Magazine and Talk show host and producer, facilitates this group for older adults. The group meets weekly and promotes current events, connection, and support.

## **E. OUTREACH:**

- **Data:** During this quarter, we promoted our programs and services virtually through our social media platforms, our listserv and in person at resource fairs and community events. This was a notable quarter in that we tabled at **8 events**. The platforms that we utilized to promote our services this quarter included Facebook, Instagram, Meetup, CenterLink & LinkedIn. The



Marketing and Community Engagement Lead and Community Engagement and Volunteer Specialist worked closely to keep the Pride Center’s website updated with accurate information.

With the data that was collected from all Social Media platforms, you can see that there has been an increase in following for all major platforms. The data below shows last quarter and current quarter information:

**Followers and Likes Per Social Media Platform**

This Quarter – Q2 (Oct-Dec 2024)	Last Quarter Q1 (July-June Sept 2024)
Facebook – 1,241 likes Facebook – 1,521 followers	Facebook – 1,200 likes Facebook – 1,506 follows
Instagram – 2,473 followers	Instagram – 2,370 followers

The Pride Center’s listserv is LiveImpact. Compared to Social Media, LiveImpact allows the Pride Center to share consistent updates with a wider range of community members. There are noticeably more community members subscribed to the Pride Center’s listserv than social media pages. It’s also worth noting that the listserv reaches community members of a wider range of different age groups than our social media pages. We currently have **3,017** members who receive communications through LiveImpact, an increase from the **2,370** subscribers from last quarter. In addition to monthly newsletters, community members can expect to receive regular updates, reminders and announcements about the Pride Center’s programming and services.

Here are links to the Pride Center’s **newsletters** for this quarter:

- [October 2024](#)
- [November 2024](#)
- [December 2024](#)

**Social Media growth**

Below is this quarter's social media data and includes the number of posts across social media platforms.

Social Media Platform	Number of Posts
Facebook	170
Instagram	152

• **Narrative:**

In Q2, there was an overall increase of followers on our social media platforms. Marilyn Fernando, Marketing and Community Engagement Lead, coordinated content creation for the Pride Center’s social media platforms with the support of the Marketing Team and volunteers. The marketing team is composed of Lowellyn Sunga, Community Engagement and Volunteer Specialist, Elana Ron, Lead Event and Outreach Coordinator, and Ishani Dugar, Lead Trainer and Peer Group Coordinator.

This quarter, Marilyn and the marketing team welcomed Kat (she/her) as a new volunteer. Kat has with a wealth of marketing experience and a sharp eye for design. In December, Kat created updated graphics for our volunteer program. Other notable graphics created this quarter include: Ace Week (October 19-25) & National Coming Out Day (October 11), which were both created by our volunteer Grace & LGBTQ+ History Month (October). See appendix to view these graphics. Lowellyn supported in a significant way this quarter by supporting with crafting the newsletter, posting on the Pride Center's social media platforms and creating and editing graphics.

This quarter, the Pride Center's website [team page](#) was updated to include information about the team's demographics, interests and other fun facts. To promote this updated page, Marilyn created Instagram graphics to encourage community members to learn more about the team & showcase the fact that the staff reflects the communities they serve.

Other outreach techniques and tools that continued to be used this quarter include press kits and update sheets. Press kits are informational guides that include links to flyers, social media graphics and event summaries and blurbs that were ready to distribute, copy and paste. Update sheets are monthly summaries of the month's programming that are shared at community meetings, with external community organizations and with Pride Center partners. These update sheets are collaboratively created by the Center Director (Frankie), Community Engagement and Volunteer Specialist (Lowellyn), and Marketing and Community Engagement Lead (Marilyn).

Please see this link for an example of the monthly summary- [October 2024 SMC Pride Center Updates](#). To see an example of a press kit, click [this link](#).

The Pride Center continued to table at more onsite events this quarter. Lowellyn and Elana continued to take the lead on coordinating the Pride Center's presence at onsite events. Marilyn was still contacted to participate but continued to forward along all requests to Lowellyn and Elana. In person outreach allows the Pride Center to answer questions in real time and share multiple resources at once. In addition to connecting with our community members, we were able to meet, reconnect with & receive resources from other local organizations who are working to support our community members as well.

### **San Mateo County Pride Center website**

The San Mateo County Pride Center website: [sanmateopride.org](http://sanmateopride.org) is a vital resource for the community, and managing it is a truly a collective effort from the staff. Lowellyn oversees the website, with each team member contributing significantly to the upkeep and updates of their respective program pages. StarVista's Senior Marketing Manager, Audrey Bockholt, offers valuable support and guidance to enhance the site. In addition to each staff member updating their own content, April Qian, LGBTQ+ Mental Health Front Desk Specialist, ensures everything is current and manages the Google calendar on the website. Together, the team collaborates to keep the website a reliable and trustworthy resource for both new and returning visitors.

**Onsite Outreach: Resource fairs, in-person community events**

This quarter, the Pride Center provided resources at 5 in-person events. Please see the table below for information about the events and how many community interactions took place.

The list below were outreach events that we participated in this quarter:

Event Name	Date	Location	# of interactions
Skyline Health Fair	10/16/2024	San Bruno	70
StarVista’s Changing Lives	10/17/2024	San Bruno	35
3 <sup>rd</sup> Annual Art & Lit Fest- DCPLA	11/2/2024	Daly City	104
Mercy High School Self Care Fair	11/7/2024	Burlingame	69
FUSE Theare Campfire Singalong	11/16/2024	San Carlos	29
<b>Total number of interactions: at least 307</b>			

In addition to the continued outreach in San Mateo, we continue to build relationships and connections with other organizations.

As we started the season, the Pride Center represented at different outreach events throughout the San Mateo County. Onsite outreach continues to actively find outreach opportunities within San Mateo County. The Pride Center’s marketing team is committed to finding pockets of San Mateo County where people are unfamiliar with the Pride Center and staying consistent and building our presents in and out of the community.

The Pride Center’s marketing team participated in a majority of this quarter’s onsite outreach. Members of the San Mateo County Pride Center’s Outreach and Marketing team are:

- Marilyn Fernando, Marketing and Community Engagement Lead
- Elana Ron, Lead Events and Outreach Coordinator
- Lowellyn Sunga, Community Engagement and Volunteer Specialist
- Ishani Dugar, Lead Trainer and Peer Support Group Coordinator

Our Lead Events and Outreach Coordinator and Community Engagement and Volunteer Specialist were present at a majority of the events where the Pride Center tabled. They took the lead to reorganize the layout of the Pride Center’s outreach table to include flyers and resources more intentionally. Resources always featured at the Pride Center’s table include:

- Brochures with the Pride Center’s general information in both English and Spanish
- Business cards with the Pride Center’s address, phone number, email, and social media handles
- Pride Center pens and buttons
- A flyer with a summary of the Pride Center’s peer support groups
- A flyer with a summary of trainings offered by the Pride Center
- Flyers for special programs (FriGay Movies, trainings, hikes, ect.)

- Branded giveaway items- bags, fans, phone holders, fidget keychains (including new rainbow colored), and a water bottle (pictured below)



New Pride Center Pen



Reusable Packable Bag



Phone Grip



New Updated Buttons



Folding Fans with storage bag



Rainbow Bag



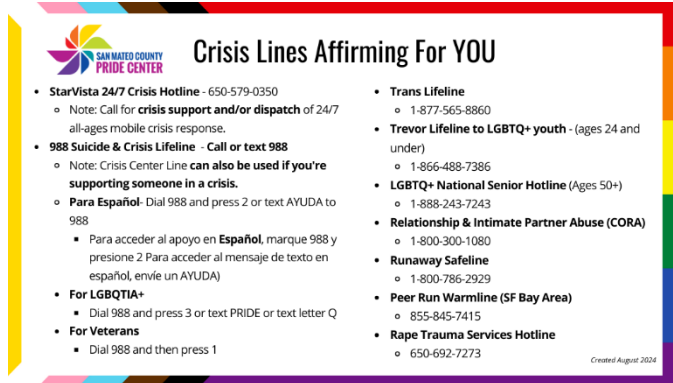
Fidget Keychains



Water Bottles



With guidance from Francisco Sapp, Pride Center Director, Lowellyn and Marilyn created a wallet-size SMPC Resource Cards for distribution to individuals in San Mateo County who may be experiencing a crisis. These cards feature affirming crisis lines on the front, and additional essential resources such as food, transportation, and housing—on the back, providing easily accessible support for the community.



**Crisis Lines Affirming For YOU**

- StarVista 24/7 Crisis Hotline** - 650-579-0350
  - Note: Call for **crisis support and/or dispatch** of 24/7 all-ages mobile crisis response.
- 988 Suicide & Crisis Lifeline** - Call or text 988
  - Note: Crisis Center Line can also be used if you're supporting someone in a crisis.
  - Para Español** - Dial 988 and press 2 or text AYUDA to 988
    - Para acceder al apoyo en **Español**, marque 988 y presione 2 Para acceder al mensaje de texto en español, envíe un AYUDA)
- For LGBTQIA+**
  - Dial 988 and press 3 or text PRIDE or text letter Q
- For Veterans**
  - Dial 988 and then press 1
- Trans Lifeline**
  - 1-877-565-8860
- Trevor Lifeline to LGBTQ+ youth** - (ages 24 and under)
  - 1-866-488-7386
- LGBTQ+ National Senior Hotline** (Ages 50+)
  - 1-888-243-7243
- Relationship & Intimate Partner Abuse (CORA)**
  - 1-800-300-1080
- Runaway Safeline**
  - 1-800-786-2929
- Peer Run Warmline (SF Bay Area)**
  - 855-845-7415
- Rape Trauma Services Hotline**
  - 650-692-7273

Created August 2024



**Essential Resources for YOU**

- Dial 2-1-1** to receive FREE personalized assistance and connections to local community resources (**shelters, transportation, essential needs & more**)  
*This resource is available 24/7 in over 150 languages!*
- In need of food?** Call **1-800-984-3663\*** for referrals to local food banks, hot meal sites, CalFresh assistance, and more.

**Psychiatric Emergency Services are available 24/7 at:**

**San Mateo Medical Center**  
222 West 39th Ave, San Mateo, CA 94403  
Phone: (650) 573-2662 - Call 911 for immediate help

**Mills-Peninsula Medical Center**  
1501 Trousdale Drive, Burlingame, CA 94010  
Phone: (650) 695-5915 - Call 911 for immediate help

**Want to contact the San Mateo County Pride Center?**  
Call us at 650-591-0133 or e-mail [info@sanmateopride.org](mailto:info@sanmateopride.org)



**SCAN QR CODE FOR RESOURCES**

The Pride Center tabled at 2 events in October, and 3 events in November. San Bruno and Daly City were the two cities where the Pride Center tabled the most. Pictures from this quarter of the Pride Center tabling at different events:



Ariana, Low, Pearl, Elana, and Ishani at StarVista's Changing Lives (10/17/2024)



Elana and Low at the Mercy High School Self Care Fair (11/7/2024)



Jazz and Low at the 3<sup>rd</sup> Annual DCPLA Art and Lit Fest (9/11/2024)



Community member adding to our art project at the DCPLA Art and Lit Fest (9/22/2024)



Elana at the FUSE Theatre Campfire Singalong (11/16/2024)

- **CAB members**

- This quarter, we welcomed **2** new members to the Community Advisory Board. Our Marketing and Community Engagement Lead worked with the CAB members to create new marketing materials to generate excitement and invite more people to join CAB. Our Community Engagement and Volunteer Specialist received multiple requests from people interested in joining CAB.

## F. TRAINING/EDUCATION:

- **Data:**

There has been an uptick in organizations wanting to partner with the Pride Center for training on an ongoing basis. This has allowed for the Lead Trainer to work more closely with partners to make sure that trainings are tailored to their needs and specific organizations, however it has also meant a longer period between training requests and trainings being delivered due to increased collaboration time.

This quarter, we held **eleven (11) trainings/educational workshops** with local organizations. In total we provided trainings to **two hundred and twenty-two (222) people across the county** and beyond. The number of overall trainings is not much different than last quarter, however the training attendance is less than half. This is both a promising sign of being able to maintain training frequency in what has historically been our slowest quarter, as well as a continued barrier in getting people to engage in trainings during the holiday season.

This quarter we continued to deliver trainings to a variety of community partners, and we were able to offer free trainings to community members at large through our Pronouns 101 and Rainbow Kids (in conjunction with Community Equity Collaborative) sessions.

Training Date	Organization Name	Training type	Length of training	Amount of Participants	Notes
10/1/2024	Felton Institute of Early Psychosis	Implicit Bias	3 hours	30	In-Person
10/3/2024	Sitike counseling center	Implicit Bias	2 hours	13	Virtual
10/15/2024	San Mateo County BHRS	SOGIE 101	2 Hours	41	Virtual
10/17/2024	Sitike counseling center	Trans 101	2 hours	14	Virtual
10/21/2024	1 East Palo Alto	SOGIE 101	1.5 hours	14	In-Person
11/7/2024	San Mateo County BHRS	SOGIE 101	2 hours	33	Virtual
11/12/2024	San Mateo County Pride Center	Pronouns 101	1.5 hours	10	Virtual
12/3/2024	StarVista	SOGIE 101	1.5 hours	13	Virtual



12/3/2024	San Mateo County Pride Center	Rainbow Kids	1.5 hours	8	Virtual
12/4/2024	Adolescent Counseling Services	Trans 101	1.5 hours	34	Virtual
12/6/2024	San Mateo County Diversity & Equity Council Commissioners	Implicit Bias	2 hours	12	In-Person

- **Narrative:**

The Training and Education program reduces stigma and discrimination by educating local community members and other service providers through trainings and consultation on topics such as sexual orientation, gender identity, and their impacts on the health and wellbeing of the LGBTQ+ community. We do this work to increase collective understanding about the relevant issues LGBTQ+ people face, both past and present. We also work to incorporate the principles of cultural humility alongside tips on how to be a stronger LGBTQ+ advocate. In grounding our education and trainings in these principles, we want to demonstrate that one training is not enough. But rather, we must continue learning and working with marginalized communities.

## G. COMMUNITY EVENTS

- **Data:**

The Pride Center hosted and provided support with a few events this quarter. The Pride Center continued our FriGay Flicks in October, November, and December. We had a Queeraoke- karaoke evening again in partnership with Outlet ACS, this time themed for Halloween. We were very happy to be able to team up with CORA for two of our events- one a workshop for preparing for the holiday season when family members may be less than supportive, as well as a Birdwatching event at Pillar Point Bluff. For this outdoor event, we also partnered with San Mateo County Parks and the San Mateo County parks Foundation. We also held the first of our community gatherings. In these gatherings, we are partnering with a local LGBTQ+ owned business to help the community find more places that they can feel safe- for this gathering, it was The Yard Coffee in Redwood City. We partnered with FUSE Theatre for an outdoor Campfire Singalong that brought in new and returning community members. We tried out a new partnership with the Peninsula Jewish Community Center for an author Meet and Greet, but unfortunately needed to cancel the event due to low registration. With the center being open to all, we hope to have more in-person events like movie, karaoke, and game nights soon.

Clicking the links connected to each Event Title will bring you to either the Media Kit or a Flyer for the event.

<b>Event Title and Date</b>	<b>Attendee Count/Total Registrants</b>	<b>Community Partner/Organization</b>
<a href="#">FriGay Flicks: Rustin</a> 10/18/2024	2 Attendees /2 registrants	N/A
<a href="#">Halloween Queeraoke</a> 10/30/2024	20 Attendees/19 registrants	ACS Outlet
<a href="#">FriGay Flicks: The Aggressives</a> 11/15/2024	1 attendee/1 registrant	N/A
<a href="#">Campfire Singalong</a> 11/16/2024	26 Attendees/23 registrants	FUSE Theatre, Out of the Barrell Taproom
<a href="#">Birds of a Feather – Birdwatching at Pillar Point Bluff</a> 11/17/2024	14 Attendees/10 registrants	CORA, SMC Parks, SMC Parks Foundation
<a href="#">Queering the Season</a> 12/3/2024	1 Attendee/4 registrants	CORA
<a href="#">Author Meet and Greet with S Bear Bergman</a> 12/5/2024- Cancelled	Cancelled/ 1 registrant	PJCC, Reach & Teach
<a href="#">Keeping the Season Gay</a> 12/13/2024	10 Attendees/8 registrants	The Yard Coffee
<a href="#">FriGay Flicks- Rent Singalong</a> 12/20/2024	0 Attendees/0 Registrants	N/A
<a href="#">Pride Parlor</a> 12/27/2024	4 Attendees	N/A

- **Narrative:**

We are working on hosting more fun in-person events like movie screenings and karaoke nights to keep folks engaged. For events that are more educational and informative, the Pride Center has made it a mission to send out additional resources related to the event topic so that community members can continue their learning.

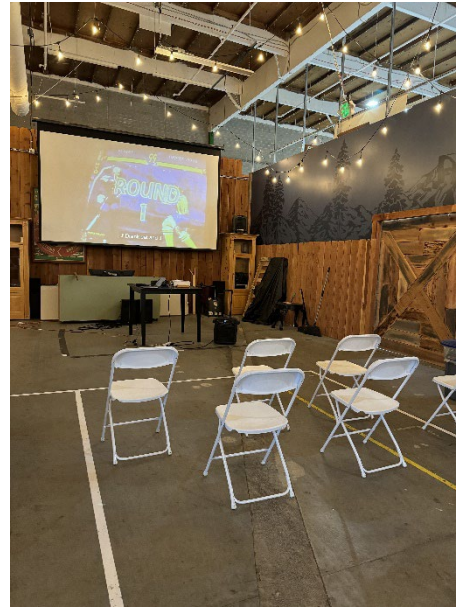
In supporting the Pride Center’s Marketing Lead, the Events Coordinator attends weekly Social Media Team meetings to strategize the most effective means of getting event information to as many networks as possible. More information about our outreach efforts can be found in the Outreach section, but our primary outlets include Instagram, Facebook, MeetUp, Centerlink, and the monthly newsletter. Currently, the Lead Events and Outreach Coordinator and Community

Engagement Specialist are working to organize an extensive community partner outreach list for strategic outreaching tactics. In doing so, the goal is to attract more diverse populations to more of our in-person events.

Pictures from community events this quarter.



Halloween Queeraoke (10/30/24)



FriGay Flicks: The Aggressives (11/15/24)



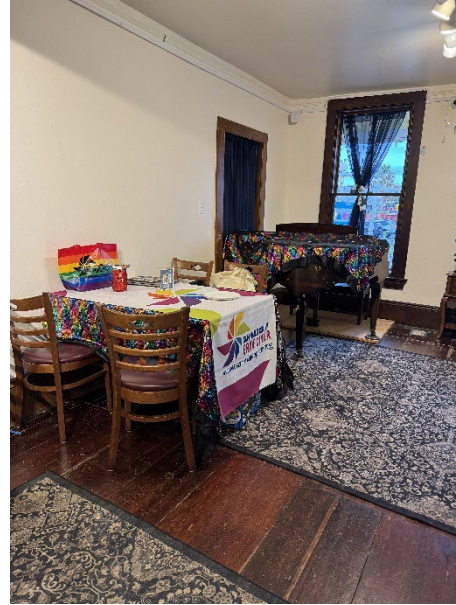
FUSE Campfire Singalong (11/16/24)



Birds of a Feather (11/17/24)



Queering the Season (12/3/24)



Keeping the Season Gay (12/13/24)

## H. ADMINISTRATIVE

- **Narrative:**

The LGBTQ+ Mental Health Front Desk Specialist, April Qian (she/her), updated the petty cash ledger to improve user-friendliness and created a user guide on how to fill out the ledger.

She noticed quite a few confusions from staff on how to fill out the old ledger and realized the confusion was due to a lack of clarity in terms of who should fill out which section and what data are requested. The new ledger clearly delineates which sections are for the staff to fill out and which sections are for the administrative staff, and used more precise wording to indicate what data is requested in each section.

The user guide is built into the backside of the ledger, so everyone has quick access to it. It shows examples of how to fill out the ledger and additional description of what data is requested in each section.



## Petty Cash Ledger | PROTOCOL

### PETTY CASH PROTOCOL

- A** Fill out the Petty Cash Ledger after each purchase
  - See below for details
- B** File receipt(s) in the “Petty Cash Receipts Folder” in the lockbox
  - Must have receipt(s) to proof where the money was spent.

### HOW TO FILL OUT THE LEDGER

<b>1</b> Fill out the date, staff name and purpose of the purchase	<b>2</b> Confirm receipt filed in Petty Cash folder	<b>3</b> Enter the amount on the receipt, NOT how much cash was taken out	<b>Do NOT write here</b> FOR ADMIN ONLY  To Admin: Refer to the sample table below on how to enter and calculate “Start balance”, “Running balance” and “Replenishments”
---	--	--	---

See back side for protocol			Receipt filed in folder	Amount spent (\$) <small>Amount on receipt</small>	ADMIN ONLY			
Date	Staff name	Purpose			*Running balance (\$)	Replenishment (\$)	Notes	Date (MM/DD/YY)
--	--	--	<input type="checkbox"/>	\$--	\$ 227.34	\$	Start balance	7/1/24
--	--	--	<input type="checkbox"/>	\$--	\$ 300.00	\$ 72.66	Replenishment	8/2/24
9/25	April	Apricots (for snack)	<input checked="" type="checkbox"/>	\$ 29.39	\$ 270.61	\$		

### Petty Cash Ledger Protocol/User Guide

## I. DEVELOPMENT:

### 1. Development Data:

The **total revenue** brought in this quarter from **donations and grants combined was \$6,035**. The breakdown is listed below. However, it’s important to note that money raised for the Pride Center for holiday fundraisers is typically deposited in the third quarter and not yet recorded in this report despite the money being technically raised during the reporting period.

- **Total Donations: \$1,035**
  - Monthly Donors: \$45
    - Number of Individual Monthly Donors: 2
  - Noteworthy:
    - \$600 was raised from a bake sale organized by the Pride Employee Group at Carbon. This has become an annual tradition.
    - \$350 was donated from one of our top donors.

2. **Grants received: \$5,000**

○ **Submitted:**

- An application to BAPHR (Bay Area Physicians for Human Rights) Foundation was submitted for \$14,996 to fund Gender Affirmation Workshop Events.
  - They are longtime supporters of the Pride Center with a former board member being a personal top donor.
  - The Pride Center was awarded \$5,000.
- A grant application to Sereno 1% for Good was applied to for document translation on behalf of the Pride Center as well as other StarVista programs.

○ **Reports: N/A**

**J. VOLUNTEER PROGRAM:**

1. **Data:** With the addition of including the [Volunteer Intake Form](#) on the Pride Center website, we received numerous inquiries from potential volunteers to support the Center. For our peer groups, we have 10 unique volunteer facilitators including 1 facilitator who is also a staff member. It is important to note that several of our facilitators are facilitating multiple groups. We also want to note that our Youth Program Coordinator is one team member who facilitates three major groups: LGBTQIA+ Youth Group, QTBIPOC Group, and the Queer Women’s Group. More information about our peer groups can be found in the [Peer Support Groups Section](#) above.
2. **Narrative:** There has historically been a strong demand for volunteers, particularly co-facilitators for peer groups. With guidance from Francisco Sapp, the Pride Center Director, they explored new ways to promote volunteer opportunities and carefully strategized where to share these opportunities. Lowellyn, Community Engagement and Volunteer Specialist, designed a social media graphic for Facebook and Instagram to inform the community about the need for co-facilitators to support the LGBTQ+ Book Club, Gay Men’s Group, and Queer Women’s Group.

## VI. Challenges

### A. CLINICAL:

#### Programmatic

- Continued from last quarter:
  - There was a noticed increase in severity levels of mental health issues (increased SI, trauma, self-harm, etc.) for clients and potential clients referred from HPSM than typical of the past.
  - There continues to be long waits from the BBS for clinicians to get their associate registration, and not enough clinicians with open availability to take on HPSM clients for a duration of time.
  - There continues to be an observed increase in severity levels of mental health issues and clients/community members presenting in crisis when dropping in to the Pride Center. De-escalating these situations and intervening can take significant time, energy, and capacity from our clinical team members and on-site Crisis Leads.
  - Several clients reached out to their clinicians outside of scheduled session time to either ask for advice on personal issues or just to vent over text or email.
- After a lull in referrals during the previous quarter (July-Sept 2024), this quarter there was a marked increase in referrals through October, November and December. This is suspected to be an impact of the recent 2024 Presidential election, whose administration and policies are significantly anti-LGBTQ+ and anti-trans, leading to increased fear of discrimination and harassment among the LGBTQ+ community.
- Due to some clients expressing financial hardship and lapsing in payments for sessions, the Pride Center clinical leadership drafted an updated policy around billing to better meet clients where they are at, while ensuring the clinical services still generate revenue for the program.
- Challenges around scheduling were more pronounced this quarter due to the holiday seasons.
- A Pride Center doctoral clinician trainee transferred out of Pride Center's internship and began working with StarVista's school-based program instead.
- There were challenges with potential clients getting authorizations for therapy from ACCESS.
  - Multiple potential clients with HPSM insurance expressed wanting to start therapy at the Pride Center but did not follow through on completing ACCESS' assessment to get the authorization.

## B. PEER SUPPORT PROGRAM

We continue to work on balancing the needs and lives of our facilitators with the holding and timing of our Peer Groups. This quarter was the last one that our Peer Group Coordinator needed to step in to support and co-facilitate the Polyamory group, and at the end of the quarter the Parent Group made their new meeting day permanent. Luckily we were able to onboard a new co-facilitator for our Gay Men’s group, and received interest in co-facilitating other Peer Groups from several community members. Moving volunteers from interested in co-facilitating on onboarded remains a slow process with many folks realizing they don’t have capacity, but this is being somewhat made up for with an increase in interest.

With the US Presidential election this quarter, some groups have asked for assistance in holding space so that facilitators are also able to process. The Peer Group Coordinator supported the Gay Men’s Group and the Trans Group to allow for facilitators to briefly step back from their roles and to support them in maintaining safer spaces for all community members. Fortunately our Peer Group Facilitators are comfortable reaching out to staff when they need or want support in running their groups, and staff have been able to support each group based on their needs.

There have been a handful of community asks for the Center to provide more peer groups (e.g. an Asexual and a Multisexual group). Though interest in the groups does has been present, this is the first quarter that community members have felt in a position to facilitate new spaces so these requests will followed up on next quarter.

## C. YOUTH:

In the 2024-2025 fiscal year, we continue to see some of the same challenges from the 23-24 fiscal year in our Youth programming. Outlet’s social groups on the whole tend to have lower or inconsistent attendance. The team is working to listen to feedback and change group scheduling and delivery to best meet community needs. We will also continue to evolve our outreach and marketing strategies to best share our groups and services with the community.

## D. OLDER ADULTS:

The vacancy in Older Adult Program Coordinator position continues to impact older adult programming. Numerous services have been paused. Since the Pride Center’s opening, there continues to be a critical need to find LGBTQ older adults throughout San Mateo County and to connect them to the programs and services of the San Mateo County Pride Center.

## E. OUTREACH:

**Capacity and Problems meeting deadlines:** Marketing and Community engagement is a role that holds a large amount of responsibilities including, but not limited to, content creation: creating marketing materials and language to describe Pride Center programming for different social



media platforms, regularly attending community meetings, and maintenance of social media platforms (Instagram, Facebook, Meetup, Eventbrite, LinkedIn & CenterLink). Marilyn does her best to hold and fulfill all the responsibilities associated with her role, but her capacity is limited. This leads to problems completing tasks on time, putting new projects on hold, and creating content that is static and simple, rather than eye-catching and full of depth. Even with the support of the marketing team, Lowellyn Sunga (Community Engagement and Volunteer Specialist), Elana Ron (Lead Events and Outreach Coordinator) and Ishani Dugar (Lead Trainer and Peer Support Group Coordinator) we stretched our capacity to meet deadlines. While the marketing team *did* ultimately achieve more this quarter, the amount of work remained heavy.

**Outreach to Specific communities:** We work hard to make the Pride Center as inclusive, affirming, and safe for all LGBTQ+ communities. Our staff are mostly Queer People of Color, an important distinction for folks coming into the space for the first time. We pride ourselves in this representation and hope that other Queer Folks of Color feel more comfortable taking up space in the center knowing that the staff looks like them. Unfortunately, communities of color are among the populations we do not see heavily represented at the Pride Center. We send flyers and do outreach to spaces that serve diverse populations (primarily libraries and cafes in different parts of the county), utilize social media which reach a wide range of communities, partner with different community organizations (African American Community Initiative, East Palo Alto Behavioral Health Advisory Group, Native American Initiative) and work directly with our diverse Community Advisory Board to promote the Pride Center, our services and programming. Despite all these amazing partnerships, Queer People of Color are not heavily represented at the Pride Center. The community we want to encourage to come to the center the most are Transgender Women of Color.

## F. TRAINING/EDUCATION:

**Logistics:** This quarter, our Lead Trainer postponed some trainings to the spring due to delays in getting contracts issued for the Pride Center to sign and occasional delays in signing. Luckily no trainings were cancelled and some delays led to an increase in overall trainings requested by organizations.

Additionally, requests for trainings slowed down tremendously in the back half of the quarter as the holiday season meant many partners were closed for two weeks and/or planning training and education for their staff in the following year.

**Virtual vs. In-person Trainings:** Like previous quarters, the primary challenge to providing virtual trainings is making our education as interactive as possible. We have received requests for and facilitated more in-person trainings, while still ensuring that COVID safety remains a priority. While in-person trainings are more engaging and interactive, they do pose an additional scheduling burden with the need to commute, and some in-person requests end up becoming virtual in order to accommodate them in the Lead Trainer's schedule.

**Gathering Feedback:** Additionally, while we send all participants our training evaluation form, we still don't get as much feedback as we desire. Thus, for the following quarters, we will work harder on our time efficiency to get "in the moment" feedback. We've since incorporated a slide with our evaluation link and QR code to capture early evaluations. We also send out the feedback forms for all post-training follow-up. Adjusting our evaluation efforts will make our training/education program stronger because data collection is key to addressing the needs of organizations and businesses we partner with. We are working towards becoming more consistent in receiving feedback in a timely manner, especially from organizations that have their own feedback forms. Despite the limited feedback received, those who do share responses extend immense gratitude and support for our training and education efforts.

**Bilingual Services:** We have continued to get asks about providing a bilingual English/Spanish training to providers and community on how to talk about SOGIE and addressing adverse reactions. Unfortunately, due to the Lead Trainer's capacity and lack of Spanish-speakers on the team, we were unable to meet these training requests. Despite this, we were able to provide an alternative option by collaborating with ACS Outlet's Program Coordinator to develop a bilingual resource brochure.

## G. COMMUNITY EVENTS

**Need for Volunteers:** The Lead Events and Outreach Lead and Community Engagement and Volunteer Specialist have been working hard to find volunteers to support having more events at the Center. They try to find unique ways to get more people involved and volunteer for special events. There has been movement with the onboarding process for volunteers and it would require them to complete the StarVista onboarding paperwork. The Community Engagement and Volunteer Specialist is hopeful for next quarter that they will find volunteers who are interested in supporting events.

**Event Cancellation:** Due to low registration, one of our partnered events needed to be cancelled- the Author Meet and Greet with S Bear Bergman. With only one person registered, it was decided to cancel or reschedule the event for a later date to not inconvenience that author or the Peninsula Jewish Community Center where the event was being held.

**Event Attendance:** Getting registration for events in advance and getting community members to attend is still a challenge. Despite offering draw prizes or special benefits for pre-registration, numbers are remaining low. Even after returning to posting paper flyers in libraries, shops, and other businesses to try to reach new audiences, registration and attendance remain low. The Lead Events and Outreach Coordinator and the Marketing and Community Engagement Lead are working on more ways to reach our audience.

**Spatial Limitations:** To continue supplementing the request to hold in-person events, we are working hard to partner with organizations that already facilitate outdoor/in-person

programming such as our collaboration with the SMC Parks Foundation and Pride Initiative. Hosting a diverse range of events for all generations with organizations that have pre-established protocols for in-person events supports the community's desire to be in-person despite the Center's physical space limitations. With the success of our re-opening party, we found that though the center is a great space to host, we still need a lot more volunteer support to maximize attendance.

**Gathering Feedback:** Similar to the issues with trainings, gathering feedback from community members about the impact of our events has proven challenging. This year, we did not receive nearly as much feedback as we intended compared to last year. Despite offering both paper and digital ways to provide feedback, it has been difficult to collect the voices of community members after each event. Thus, to help support this, we will be figuring out ways to add more incentives to encourage providing more feedback.

## H. ADMINISTRATIVE:

During this quarter, the Pride Center received more inquiries from community members seeking help with legal name and gender marker change, self-defense classes, housing and mental health services. It is unfortunate that more community members are in need of such help, but it is good to know that community members are aware of the Pride Center's services and are reaching out for support.

## I. DEVELOPMENT:

The end of the calendar year is known to be a heavy deadline month for the grants team. As such, their capacity to dedicate individual programs, like the Pride Center, is limited. Unless there's a specific grant to apply for, activities such as prospecting or relationship building with potential foundations, etc. are paused. Fortunately, several of the possible new funding streams for the Pride Center have rolling deadlines. Additionally, the grants team expanded their staffing capacity and will be better able to support the many programs across StarVista.

## J. VOLUNTEERS:

The volunteer program gained momentum in San Mateo County, with more people reaching out to the Pride Center to explore ways to volunteer and get involved. Increased outreach came through various channels, including our email ([info@sanmateopride.org](mailto:info@sanmateopride.org)), main contact number, social media platforms, and website, where individuals could complete the existing [Volunteer Interest Form](#). Lowellyn Sunga, Community Engagement and Volunteer Specialist, developed a more organized and efficient system to track volunteer inquiries. By utilizing the Volunteer Interest Form, Lowellyn captured valuable information about each volunteer's passion for the LGBTQ+ community, their skills, and their prior experience in the field. After people completed the Volunteer Interest Form, Lowellyn would schedule a 30 minute to an hour interview to get to know the applicant, see where the passion is and supporting the LGBTQ+ community. With

support from Francisco Sapp, he/him, Center Director, provides guidance and support to determine where the volunteer would thrive the most to make the volunteer experience rewarding for the applicant as well as the Pride Center staff/team.

With the support from Elizabeth Ibarra, StarVista’s Human Resources Generalist, Lowellyn onboarded 5 volunteers to the Pride Center.

<b>Number of Volunteers</b>	<b>Role</b>	<b>Supporting Team Member</b>
3	Marketing and Social Media	Marilyn Fernando
2	CAB	Francisco Sapp and Lowellyn Sunga

Lowellyn participated in virtual training sessions to enhance their understanding of volunteer management, with a focus on the "why" and why community members choose to volunteer. Data from the volunteer inquiry form showed that unsurprisingly many volunteers are driven by a desire to give back to the community. By working closely with the Marketing Team and Center Director, Frankie Sapp, Lowellyn is confident that the volunteer program will continue to grow.

Next quarter, Lowellyn plans to connect with Pride Center staff/team to learn about needs that a volunteer may be most helpful to support their individual roles and how we can incorporate volunteers to better support them and the community.

## **VII. SUCCESSES:**

### **A. CLINICAL:**

#### **General Interventions**

- A youth, minor client expressed relief at having a free, drop-in space where she can present as her preferred identity with no fear of repercussion or judgement.
- Another client expressed gratitude for flexibility moving sessions from in-person to telehealth when needed.
- Pride Center’s LGBTQ+ Case Manager assisted three clients in applying for Medi-Cal to ensure access to healthcare.
- Pride Center’s LGBTQ+ Case Manager also helped a client connect to a new caregiver during the busy holiday season after their original caregiver was unexpectedly unavailable.
- Pride Center clinicians utilized narrative therapy, motivational interviewing, ACT, and CBT techniques to help multiple clients walk through anxiety to create more fulfilling and full lives. Clinicians also taught psychoeducation around ADHD, Autism, APD, neurodivergence, and sensory differences to multiple clients in strength affirming manner to reduce shame and increase capacity building.
- This quarter marked the conclusion of “Transcending Through Art” - an expressive arts group geared towards gender expansive youth. The group received much positive feedback. The participants enjoyed the space and would like to do something similar again in future. There are adults who expressed interest, as well!
- A Pride Center Clinician and LGBTQ+ Case Manager collaborated together and were able to meet with Spanish-speaking family in-person successfully using the language line.
- Continued from previous quarters:
  - For many clients, successful interventions include various Acceptance and Commitment Therapy interventions, CBT techniques, DBT techniques, mindfulness-based interventions, and continued discussions around coping skills and emphasis on self-care practices.
  - Clients have expressed that they engage with the Pride Center specifically because they know it is a safe and welcoming environment. We continue to receive positive feedback from therapy and case management clients, who share that they feel their identities are seen, validated, and affirmed at the Pride Center.
  - The Pride Center continues to be seen as a reputable source of high-quality LGBTQ+ affirming therapy and community support. We continue to have many external providers refer clients specifically to our programs and services. Parents also continue to reach out

to the Pride Center clinical team for resources to help guide them in becoming more knowledgeable and better equipped to support their LGBTQ+ children.

**Notable Collaborations (Internal or External):**

- Pride Center Clinician, Drae, worked with the Marketing and Community Engagement lead to create new marketing for a new therapeutic group offering to help NeuroQueer clients with ADHD.
- Drae also worked with other clinical, marketing and community engagement team members to design a new website draft for the clinical team webpage to attract new clients. This is an ongoing work in progress.
- LGBTQ+ Case Manager, Ariana Chini, partnered with San Mateo County case worker Ken Ngo to support a transgender disabled client in accessing transportation resources and building connections within the community.
- Ariana also worked with Allcove Palo Alto to assist a youth in securing funds for college housing. The youth, who had taken a medical leave of absence, faced a late fee for not moving their belongings out on time. The secured funding successfully covered the fee.
- Pride Center Mental Health Clinician Trainee, Emily Walker, and Community Engagement and Volunteer Specialist, Lowellyn Sunga, engaged in an outreach fair at Skyline College, disseminating information to onsite counseling staff on connecting their clients to clinical and case management resources at the Pride Center.

**Increasing access to Transgender-affirming care:**

- The Pride Center clinical team continues to support clients in navigating and accessing medically-necessary transgender-affirming care. Most notably, there has been movement forward for many clients regarding their medical/surgical transitions:
  - # of Clients who began gender-affirming hormone treatment (HRT): 1 individuals
  - # of Clients who received gender-affirming surgery consultations: 1 individual
  - # of Clients who successfully received gender-affirming surgery: 2 individual
  - # of Letters of Support written by Pride Center clinicians: 3 letters
  - # of Referrals to external providers for gender-affirming care: 1 referral
- Additionally, Pride Center's LGBTQ+ Case Manager connected a parent to resources through Planned Parenthood to help their transgender child access puberty blockers.
- *As of this quarter, our Legal Name and Gender Change Workshop has served **537 individuals!***
  - Total served during Oct-Dec 2024 quarter: 19 individuals.

- Feedback from our Name and Gender Change workshop attendees:
  - *“It has been an amazing feeling to be going by my real name and gender. Before under the old name and gender, it became very annoying to be called my dead name....**Thank you for saving my life.**”*
  - *“**Thank you so much for providing this invaluable service, and...for being such a great host! Engaging, approachable, helpful and knowledgeable.**”*
  - *“It went very smoothly in SF. In fact the clerk complimented me on having all the forms filled out correctly!”*
  - *“Thank you all for the work you do. You’ve truly helped me and I am grateful to you all. **My life is better overall** as far as navigating socially and within society. More congruence, more peace of mind and safety in my identity. Thank you, truly.”*

#### **Trainings and Professional Development opportunities attended:**

- Background and Impacts of Domestic Violence in AAPI communities
- Troubleshooting OCD Treatment
- Working Effectively with Interpreters in a Behavioral Health Setting
- LGBTQ+ Affirming Mental Health Symposium hosted by Santa Clara University, a full day event focused on building cross-organizational unity and providing effective care for minoritized identities
- LGBTQ+ Clinical Academy, 4-month, 40-hour intensive evidence-based, affirming mental health and substance use treatment services learning experience consisting of experiential activities, role plays, discussions, and consultation groups by experts in working with 2SLGBTQIA+ populations.

#### **Pride Center Client Feedback, Quotes, or Testimonies:**

- *“I’ve made huge strides in my life and my mental health improved through each session”.*
- *“**Thank you to the Pride Center for all the opportunities you provide to connect the community with resources and sense of belonging.** I am so grateful that I can come to a safe and nonjudgmental space for therapy services and appreciate the caring and supportive staff that help me process my emotions and thoughts on a weekly basis. The services you provide are truly impactful and very much needed, so thank you for all that you do.”*

## **B. PEER SUPPORT GROUPS**

This quarter the Peer Group Coordinator was able to work with facilitators from our Polyamory Power and Parent groups in order to maintain monthly meetings despite facilitator scheduling conflicts. Group facilitators felt comfortable reaching out to staff for help and support and were

happy to be met with solutions and problem solving, leading to no groups missing their meetings this quarter.

A new facilitator for the Gay Men’s group was fully onboarded started co0facilitating this quarter, group’s facilitation vacancy. Additionally, two more volunteers expressed interested in co-facilitating groups – one for the Gay Men’s group and one for the Queer Women’s. The Peer Group Coordinator is following up with both volunteers to try to have 3 facilitators for groups and reduce disruptions when scheduling conflicts arise.

Attendance in groups increased overall this quarter despite the holiday season. Additionally, there was an uptick of folks who are interested in facilitating safer spaces for the community that the Peer Group Coordinator hopes to capitalize on with more peer group and supportive spaces.

### **C. YOUTH**

With the change to hybrid delivery, we have seen greater and more consistent attendance for our Thursday Trans Group, and hope this increased ease of access will allow more youth to engage and receive the support they need. We also have been able to increase our Outreach and update our marketing materials to provide clarity for community member seeking support through SMCP/Outlet services. Moving forward, we have seen popularity in our social/event programming, and we will continue to expand those opportunities for connection and community-building.

### **D. OLDER ADULTS:**

The vacancy in Older Adult Program Coordinator position continues to impact older adult programming. Numerous services have been paused. Since the Pride Center’s opening, there continues to be a critical need to find LGBTQ older adults throughout San Mateo County and to connect them to the programs and services of the San Mateo County Pride Center.

### **E. OUTREACH:**

#### **Tabling at in-person events**

This quarter, the Pride Center continuously tabled at multiple outreach events. The marketing team represented the Pride Center significantly this quarter and were engaging, warm, knowledgeable, and approachable. During these events, the Pride Center had the opportunity to meet new organizations & reconnect with familiar ones.



### Centerlink Conference



In October, the Pride Center’s Manager, Alex Golding, & Marketing and Community Engagement Lead, Marilyn Fernando, attended [Centerlink’s Leadership Summit: United in Purpose](#) in Chicago, IL. This was Marilyn’s first time in attendance and Alex’s second.

Attending this conference was a meaningful experience for Marilyn both personally and professionally because 2024 marked her 5<sup>th</sup> year working at the Pride Center & attending the conference felt like an affirmation of the growth she’s made in her role. Sharing space with peers and colleagues from LGBTQ+ organizations from all over the world was powerful for Marilyn because she was able to make connections, share information about the San Mateo County Pride Center, attend a variety of educational workshops and hear how other LGBTQ+ Centers operate.



### Virtual tour of the Pride Center for a representative of Senator Alex Padilla



In December, The Pride Center Manager, Marketing and Community Engagement Lead and Center Director provided a virtual tour of the Pride Center for a representative of California Senator, Alex Padilla.

During this presentation, they provided an overview of the services and programs provided by the San Mateo County Pride Center.

**Welcome to the  
Pride Center!**

- Parking lot door = Main entrance
- Accessibility notice: the street-side entrance has several stairs going down.



**About our team**



The Pride Center exists to support and advocate for the diverse LGBTQ+ community of San Mateo County. We are proud that our team's representation reflects the community we serve.

- **100% of our team is LGBTQ+** and we collectively we represent a multitude of sexual orientations, gender identities, racial/ethnic backgrounds, and lived experiences.
- **More than half our team are Transgender, Gender Diverse, and/or Non-binary.**
- **More than half our team are POC** (People of Color). 85% are also first- or second-generation immigrants.

This presentation was an opportunity for them to update the Pride Center’s “General Overview” presentation to include information about the team as well as images of the Pride Center’s physical space.

**F. TRAINING/EDUCATION:**

**Virtual & In-person Trainings:**

The Lead Trainer was able to deliver trainings to multiple community partners who have previously worked with the Pride Center as well as establish several new relationships that resulted in trainings being scheduled for future quarters. This quarter we were also able to offer two free trainings for community members at large: A Pronouns 101 was held on November 12<sup>th</sup>, before Transgender Awareness Week, and Rainbow Kids was brought back in December in partnership with Community Equity Collaborative.

**SOGIE Evaluation Feedback:**

This quarter many of our training partners were able to send reminders about the evaluation after the training in an attempt to raise the amount of feedback received. We did see some increase in responses, and efforts continue to engage the audience in feedback for our trainings and workshops.

**Add. Educational Materials**

The Lead Trainer previously updated all our training decks and resource slides, which included data/citation updates, flow tweaks, aesthetic changes, and cross-checking what folks have found most useful in the past. Shortened, resource heavy versions of the slide decks are sent out after each training to provide continuing education and support.

**Data for SMCP Post-Training Evaluation Form**

**SOGIE 101- Non BHRS (31 total respondents)**

Evaluation Question	Average Ranking (out of 5 scale)
After this training, I now have a stronger understanding of issues impacting the LGBTQ+ community.	4.48/5
The trainer(s) were knowledgeable of the subject matter.	4.74/5
The training was interactive and engaging.	4.48/5
I would recommend this training to others.	4.55/5
As a result of this training, I have take-aways I can apply to my work and/or life.	4.52/5
This training felt accessible in its presentation (text per slide, font/size, videos, group conversation etc.)	4.71/5

***SOGIE 101 10/15/2024 - BHRS (25 total respondents)***

Evaluation Question	Ranking (percentage)
<i>Overall, how would you rate your satisfaction with this training?</i>	44% 10/10, 32% 9/10, 16% 8/10
<i>What did you like about the training?</i>	<p><i>“Very informative especially about gender, sex, and pronouns.”</i></p> <p><i>“Advanced knowledge on the subject matter. Extensive information about the topic.”</i></p> <p><i>“Thought provoking, engaging, informative, great speaker”</i></p>

***SOGIE 101 11/7/2024- BHRS (26 total respondents)***

Evaluation Question	Ranking (percentage)
<i>Overall, how would you rate your satisfaction with this training?</i>	57.69% 10/10, 30.77% 9/10, 3.85% 8/10
<i>What did you like about the training?</i>	<p><i>“The breadth of topics was excellent, as I was familiar with some of the concepts, appreciated improving on others, and discovered unfamiliar information as well. I also enjoyed the multifaceted use of mediums -- slides, chat participation, video, breakout rooms, etc.”</i></p> <p><i>“Great info graphics and information. Very interactive with the information.”</i></p> <p><i>“The energy of the presenter, the non judgemental sharing”</i></p>

## G. COMMUNITY EVENTS

This quarter marked a change for planning events, as we were able to increase the number of events held. Nine events were held, one had no one show up, and only one event (that would have been the tenth event) was cancelled. Attendance is starting to grow for Queeraoke and events held off-site, and all events continue to be learning opportunities for the Lead Events and Outreach Coordinator to be able to better plan for future events. Events have progressively gotten larger as more community members were able to see what has been planned. We are excited to keep the momentum going and have more events next year. The Lead Events and Outreach Coordinator has been making good connections with community partners, like CORA and Outlet, as well as businesses like Sports Basement, Out of the Barrel, and The Yard Coffee to be able to hold more events together and in other locations.

One community member shared: *“Thank you so much for putting together the Birds of a Feather event! I haven’t felt like a whole person in a while, and today I felt like the most genuine version of myself. Thank you for all that you do for CORA and the San Mateo Pride Center and for putting this event together. I appreciate y’all!”*

## H. ADMINISTRATIVE:

This quarter, the Pride Center received an increase in inquiries from our community members offering their support, even though there was also an increase in inquiries from community members seeking help. Multiple community members reached out to us to ask how they can help, offered to volunteer, or donate to the Pride Center. It is heartwarming to see our community and allies showing up for each other.

## I. DEVELOPMENT:

The previous challenges with LiveImpact not reflecting the complete information for all donations and grant money received for the Pride Center found an interim solution. After flagging the issue with Gloria Guzman (she/her), Department Assistant with the development team, her investigation results showed that the gaps in data entry were due to human error. Although money was still received and deposited, entering the information in the Pride Center’s LiveImpact account is inconsistent.

This is likely due to capacity issues with accounts receivable (money coming into the agency) department and the fact that the Pride Center is the only program within StarVista with its own dedicated LiveImpact account. Remembering to record donations unique to one program, which occurs on an infrequent basis, can be harder to develop a consistent routine. What *is* a uniform process is for accounts receivable to notify the development team of all donations received and their corresponding program.

Relying on the systems in place, Gloria established a new protocol in which the Pride Center Director is copied on all the donor acknowledgement letters sent on behalf of our program via StarVista moving forward. In doing so, the Center Director can run the Center’s quarterly LiveImpact report and

cross check the records against the donation thank you letters sent out that during that corresponding reporting period. This method better ensures that all donations are properly reflected and recorded. Although this process requires a few extra steps on behalf of the development team and the Pride Center Director, we are grateful for Gloria’s work and assistance to resolve this significant concern.

## **J. VOLUNTEERS:**

Community Engagement and Volunteer Specialist has seen strong interest from both community members and allies. In Q2, we welcomed a dedicated group of volunteers. This quarter, five volunteers have successfully completed their StarVista onboarding paperwork and are ready to work with the Pride Center to support the staff and the community.

## VIII. Unduplicated Client Information and Demographics

### A. CLINICAL:

#### Number of unduplicated clients served:

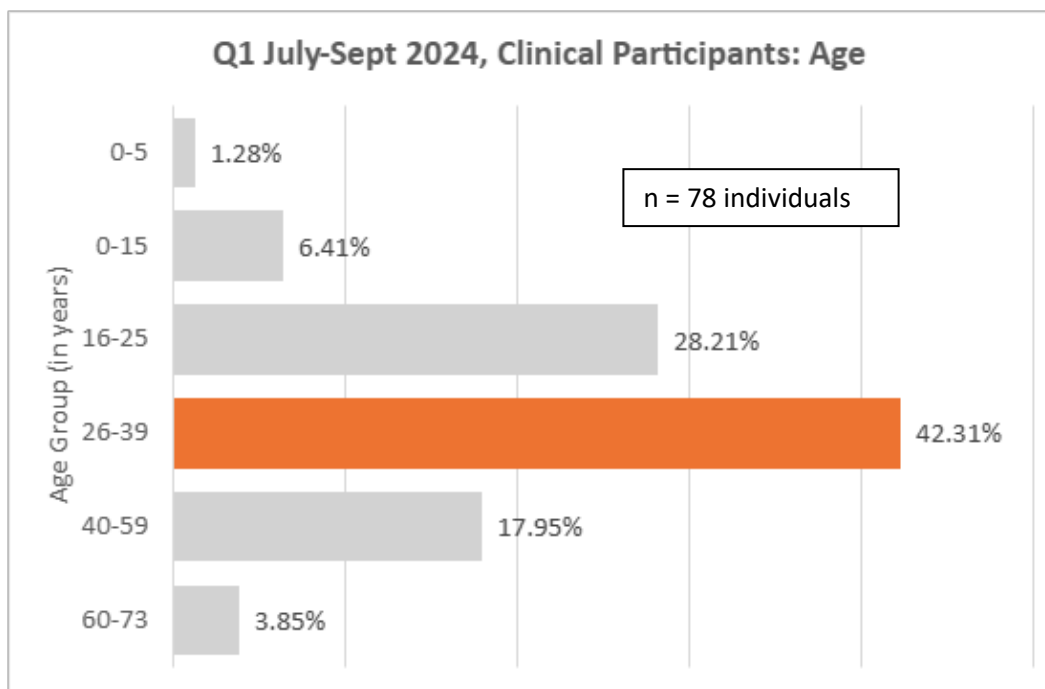
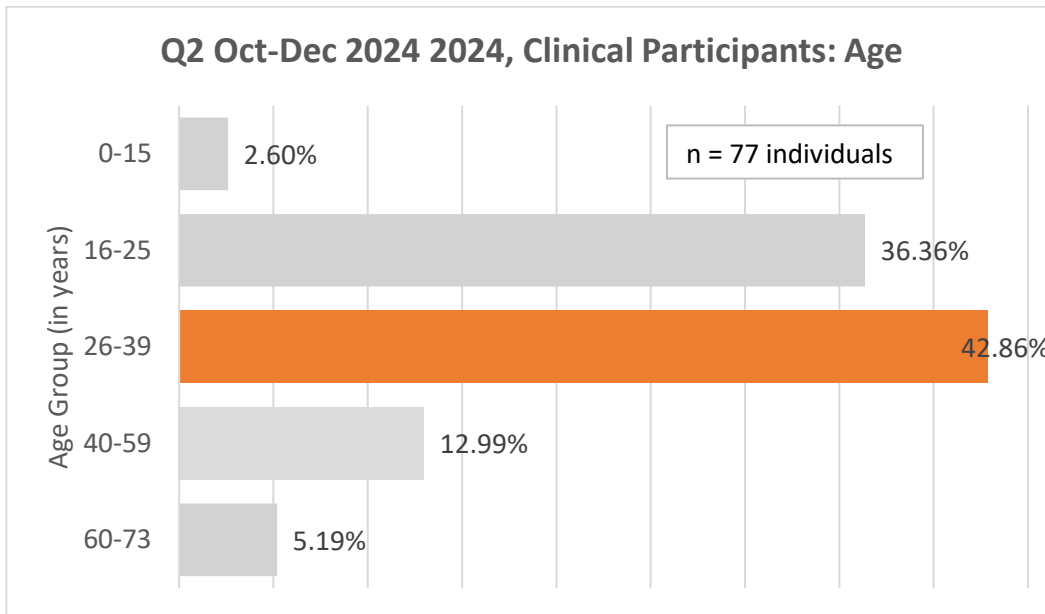
- a. Total clients served: **77 individuals** (unduplicated, enrolled in clinical services)
- b. Therapy clients served: **51 individuals**
- c. Case management clients served: **34 individuals** (includes 19 attendees served in Legal Name and Gender Change Workshops)
  - i. Dually enrolled clients active in therapy and case management: **8 individuals**

#### Clinical Demographic data:

- a. “Clinical Participants” includes both Therapy and Case Management clients
- b. Demographic data includes: Age; City of Residence; Race; Gender; Sexual Orientation; Housing Status; Employment Status; Individual Annual Income

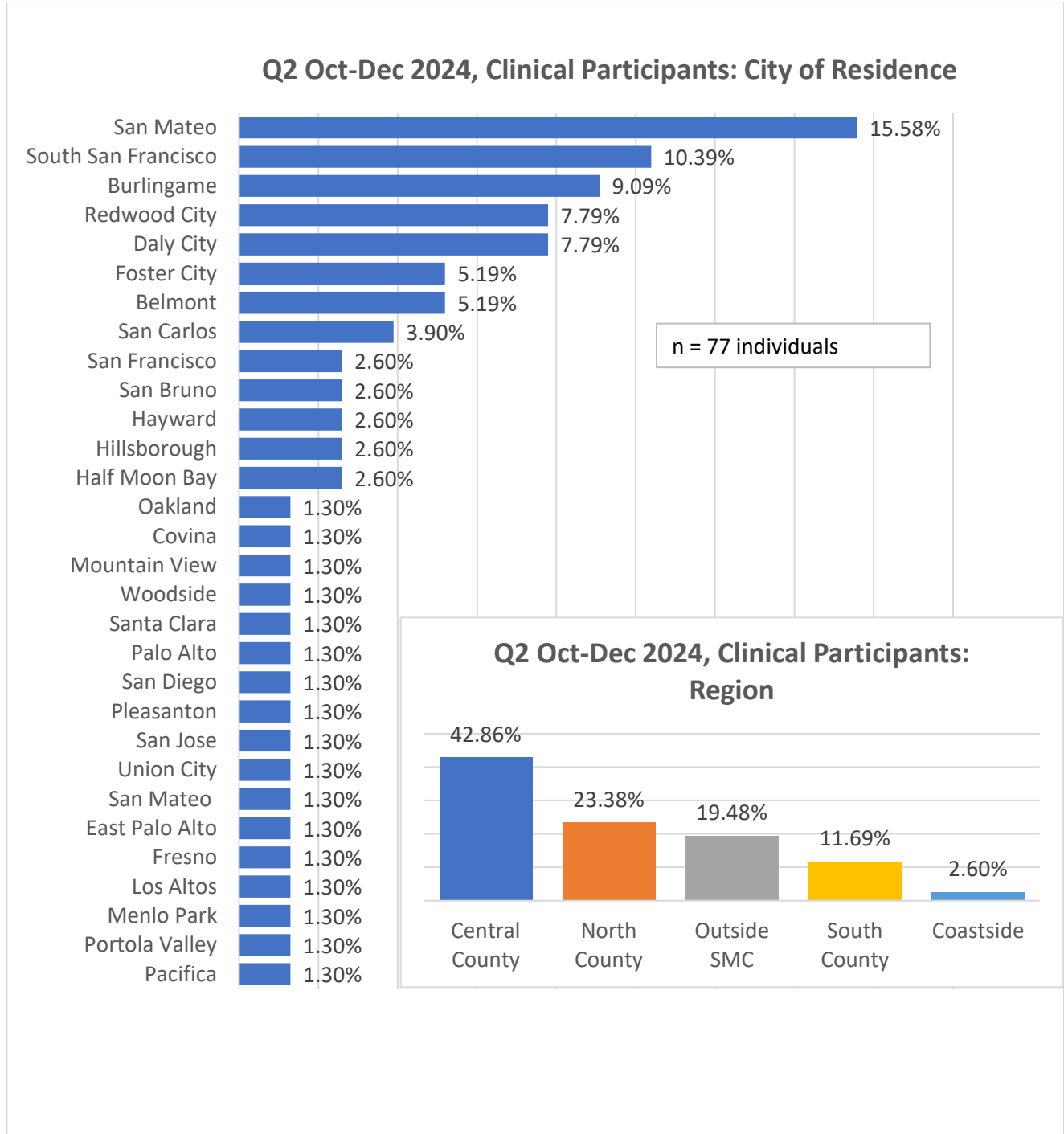
## October-December 2024: Clinical Participant Demographics

### Age (in years):

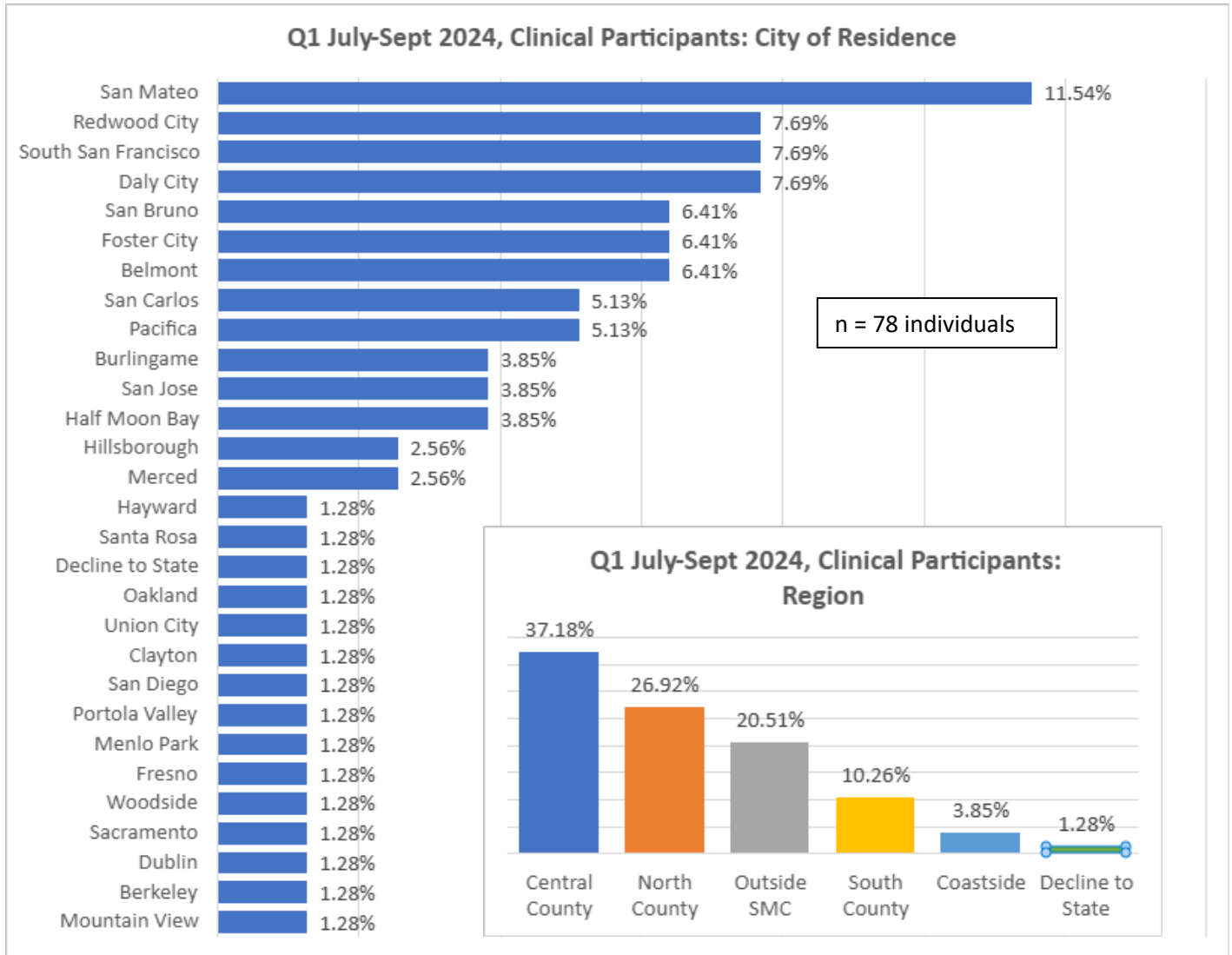


## City of Residence:

This quarter:

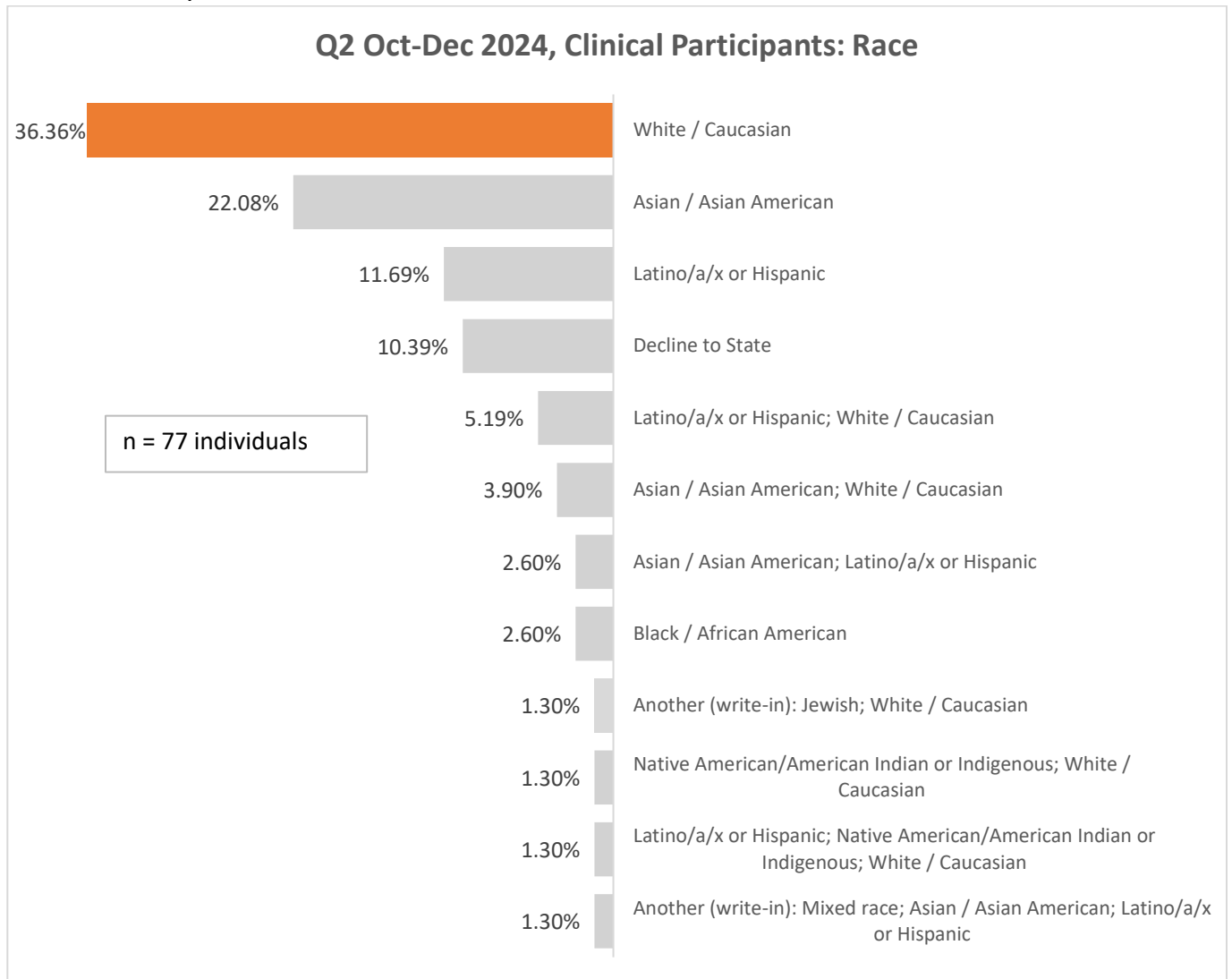


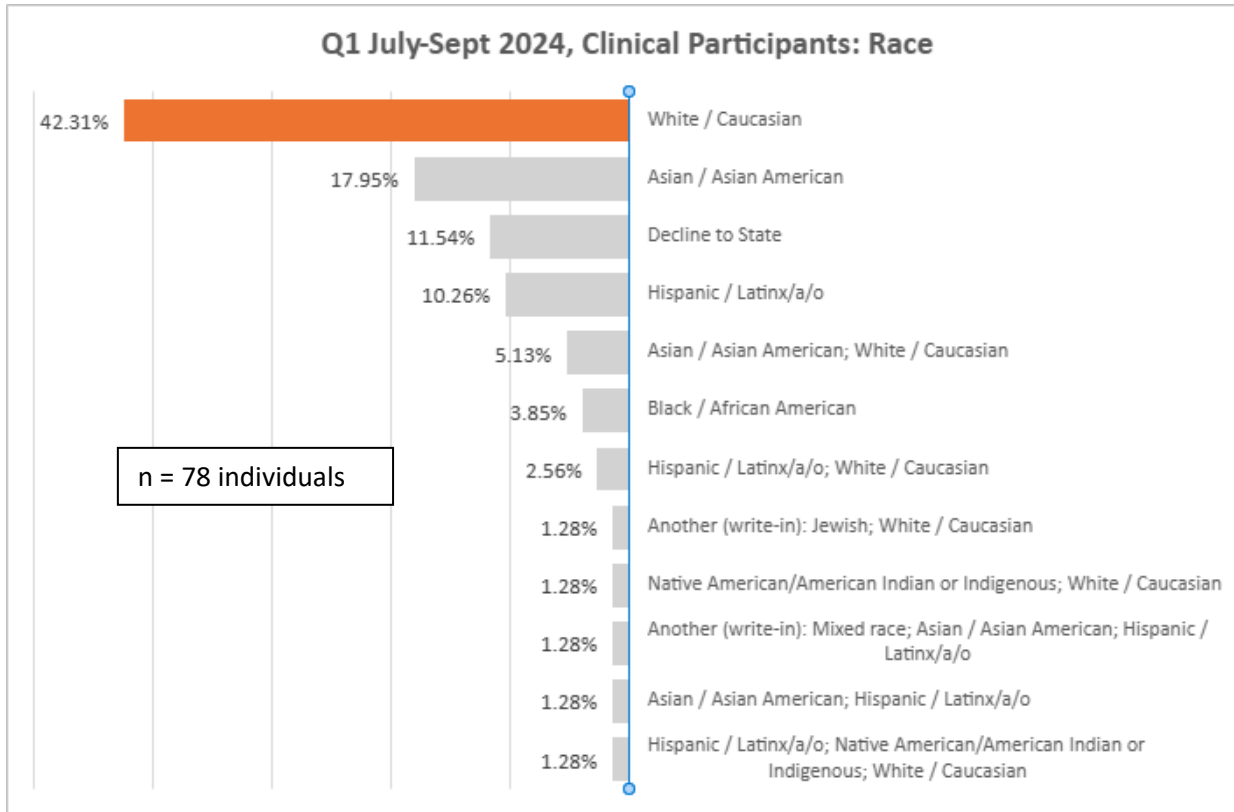




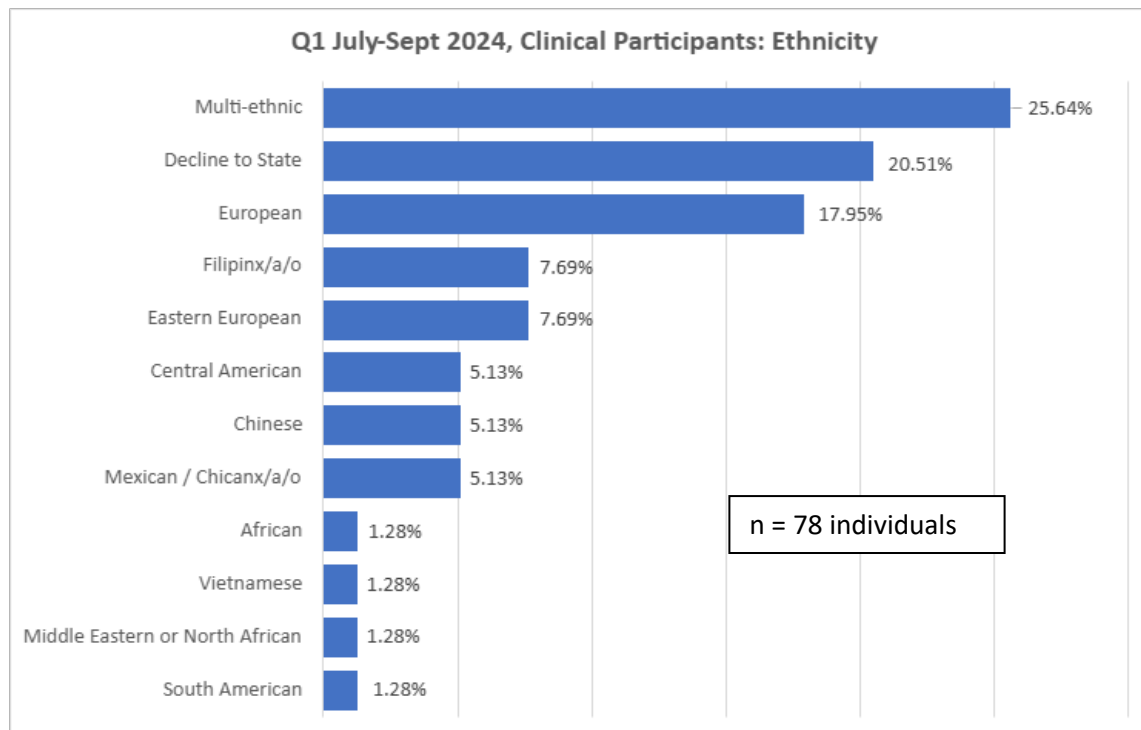
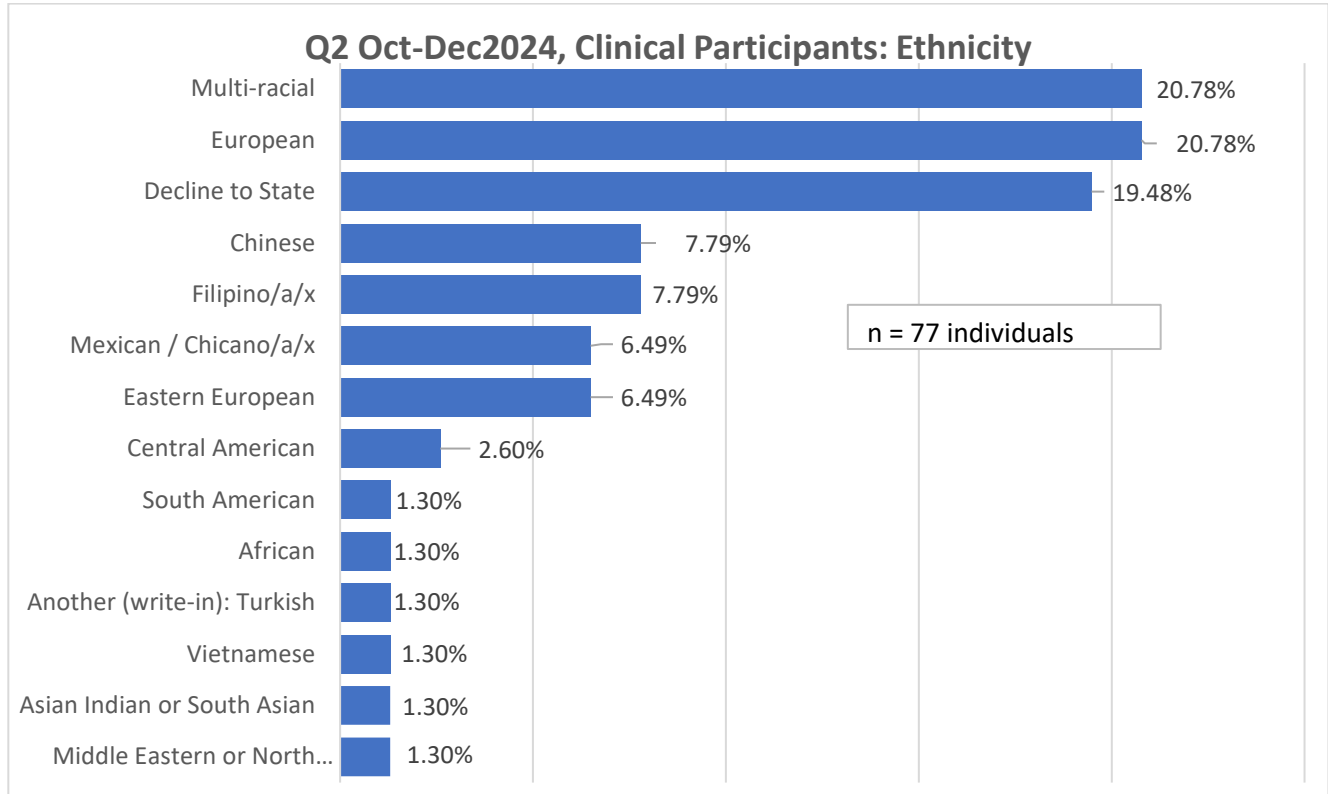
COASTSIDE	NORTH COUNTY	CENTRAL COUNTY	SOUTH COUNTY
El Granada, Half Moon Bay, Miramar, Montara, Moss Beach, La Honda, Loma Mar, Pescadero, San Gregorio	Broadmoor, Colma, Daly City, South San Francisco, San Bruno, Brisbane, Pacifica	Belmont, Burlingame, Foster City, Hillsborough, Millbrae, San Carlos, San Mateo	East Palo Alto, Menlo Park, Atherton, north Fair Oaks, Portola Valley, Redwood City, Redwood Shores, Woodside

**Race:** This quarter:

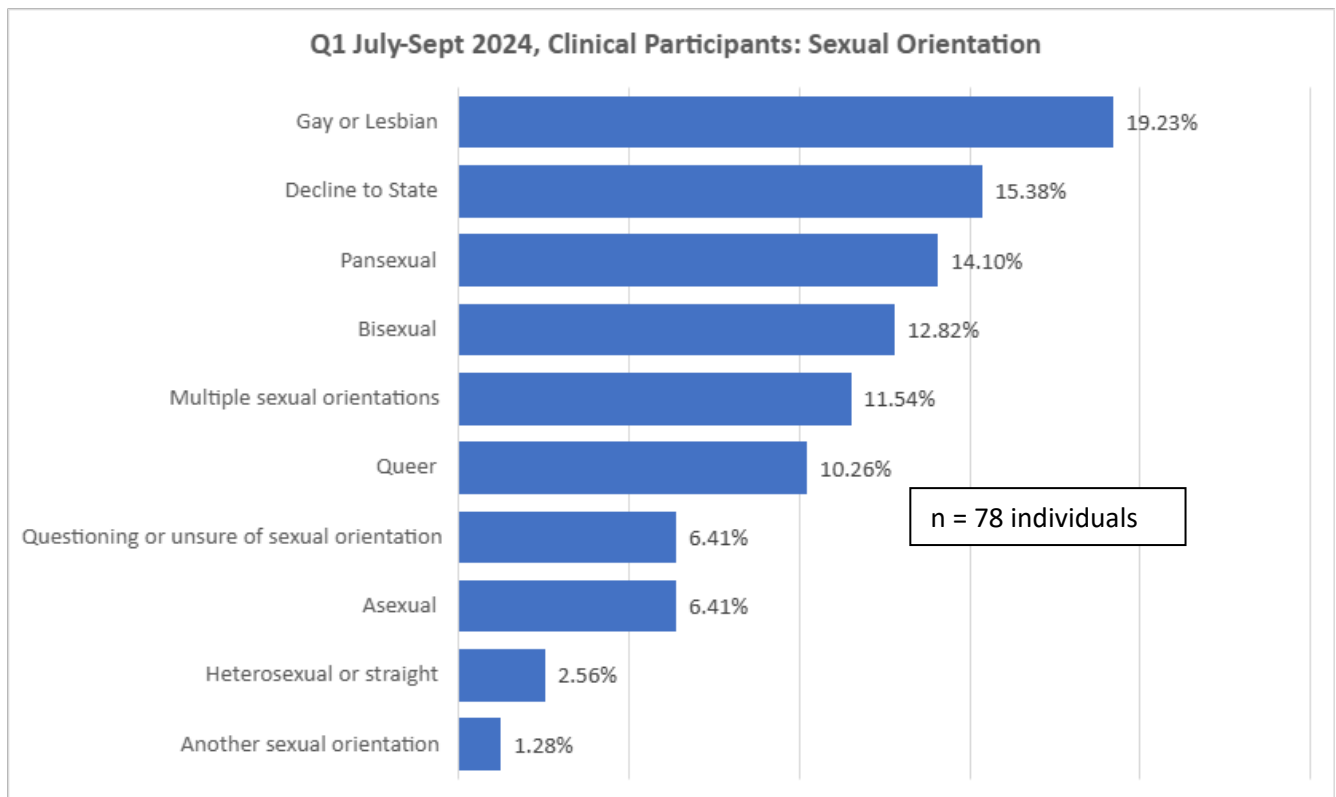
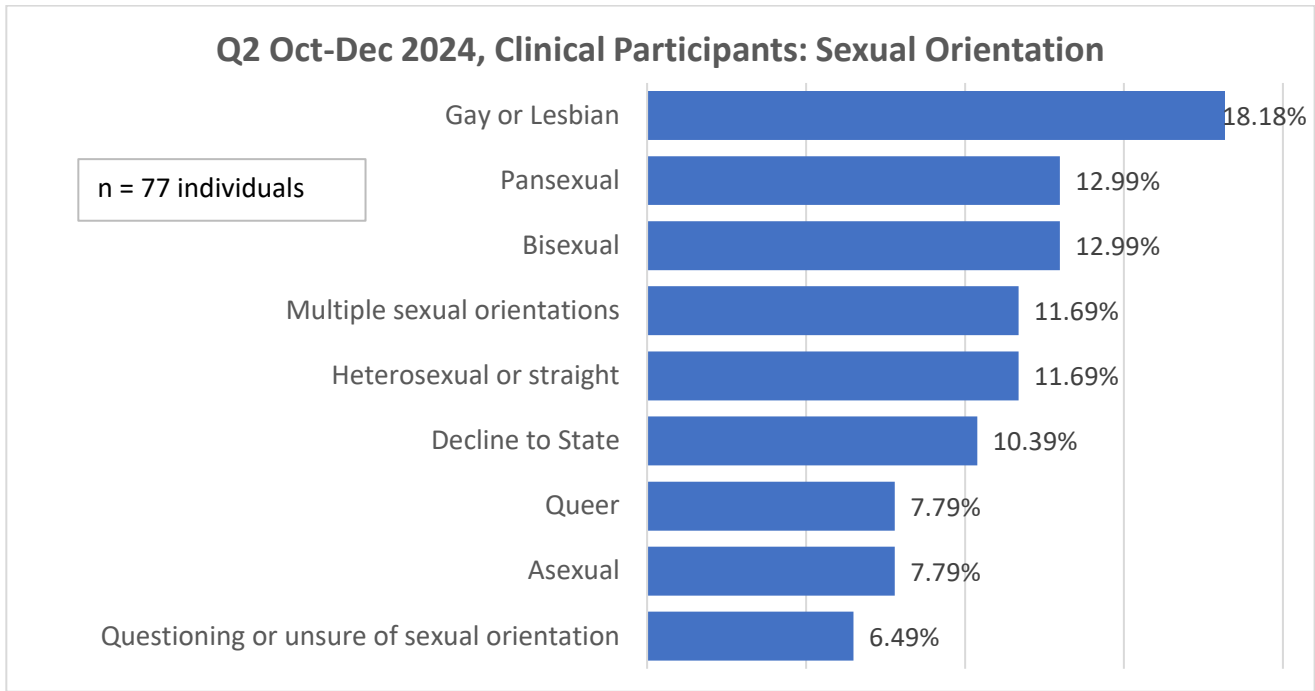




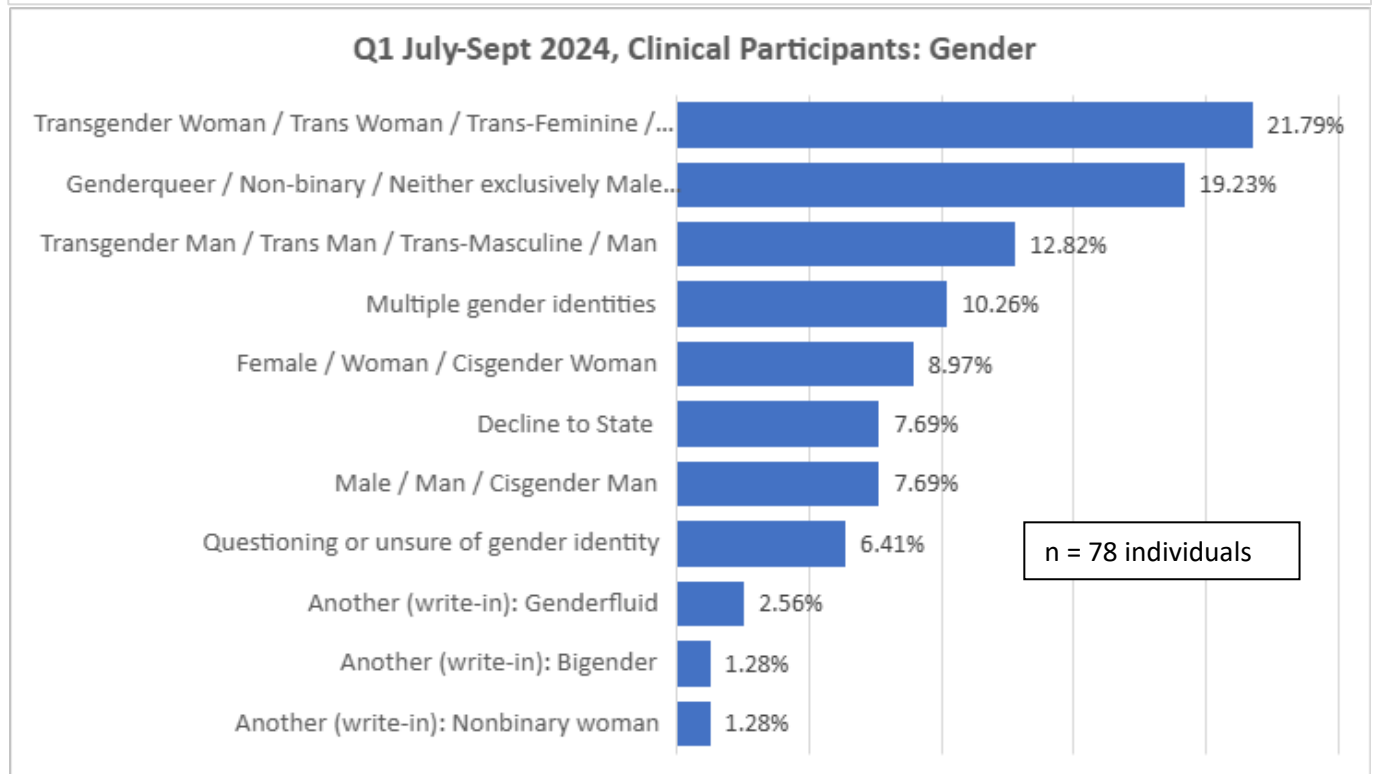
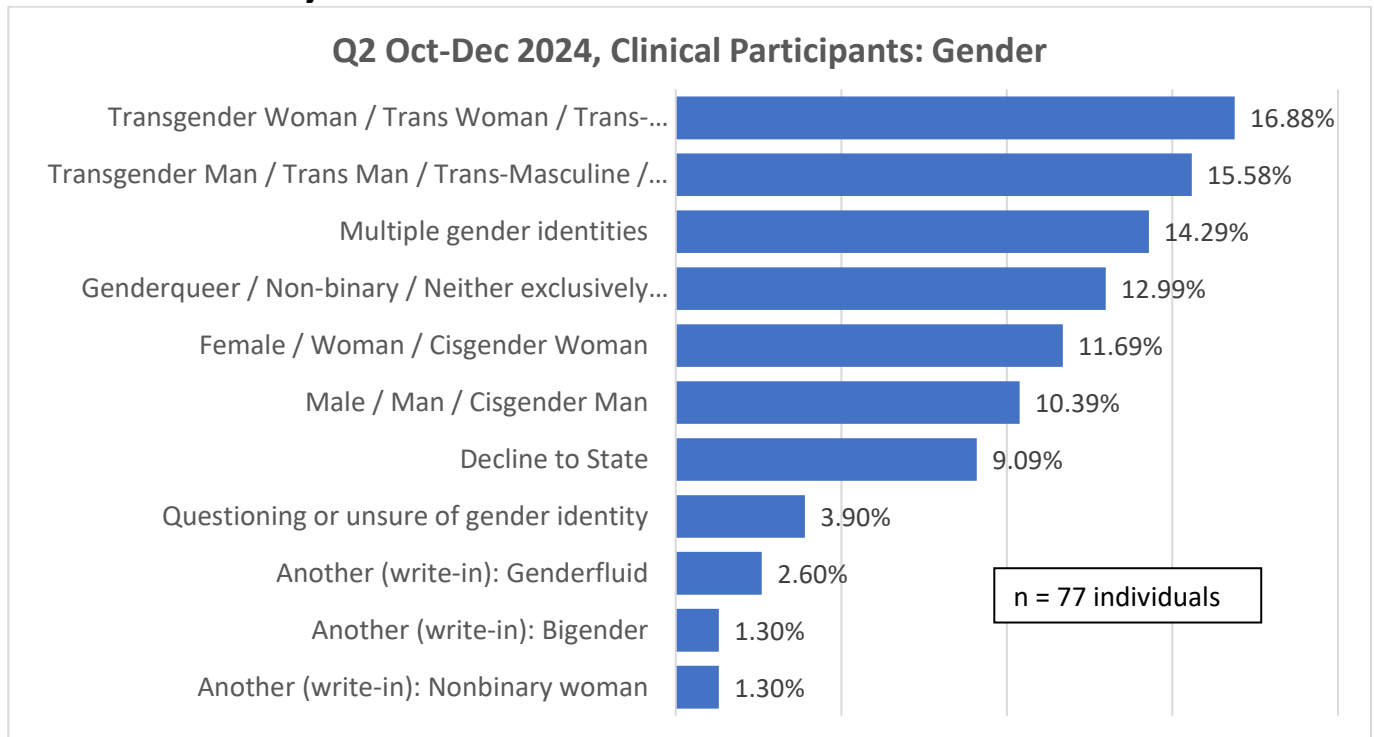
**Ethnicity:** This quarter:



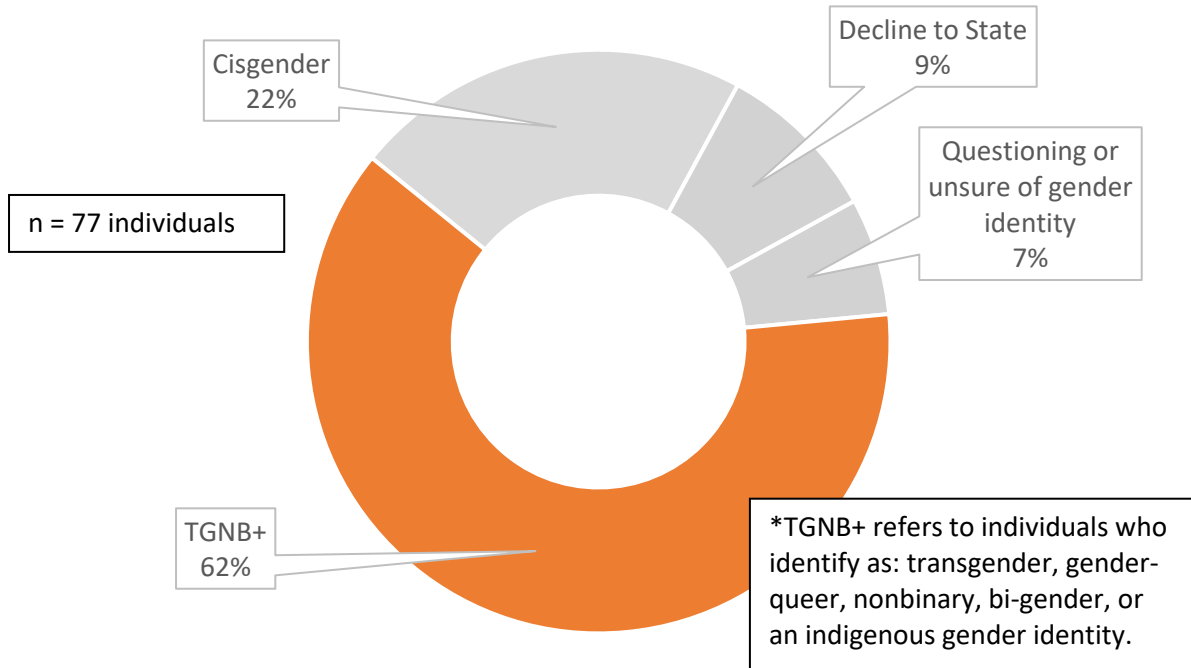
**Sexual Orientation:** This quarter:



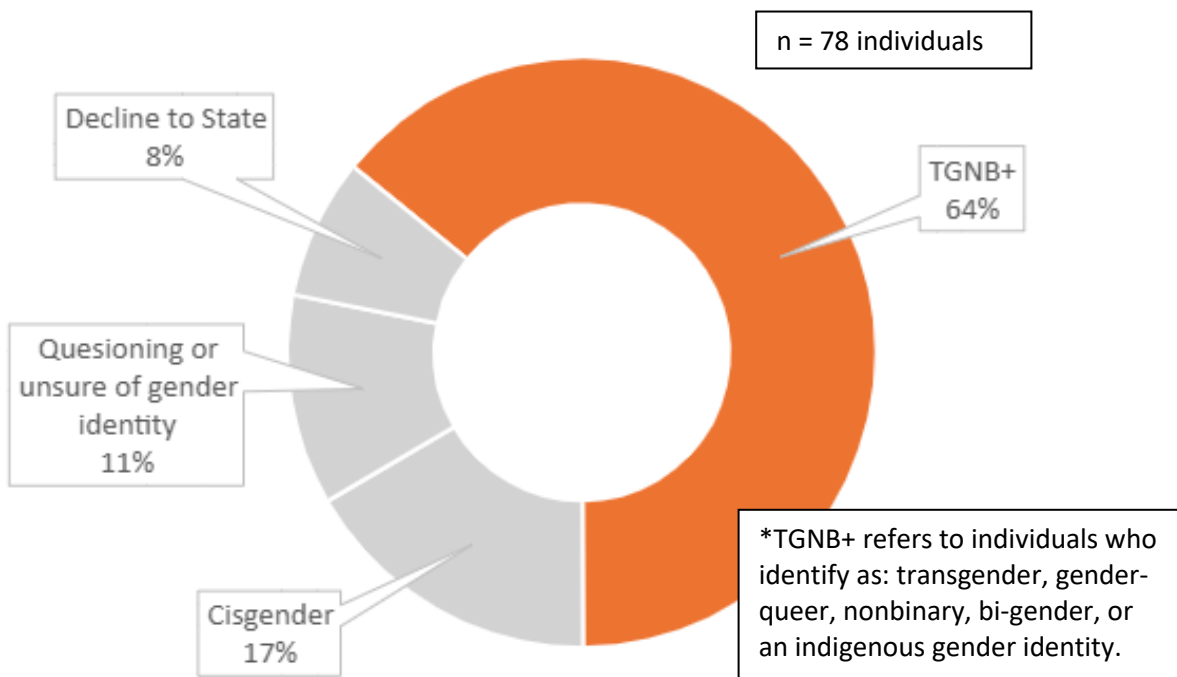
## Gender Identity:



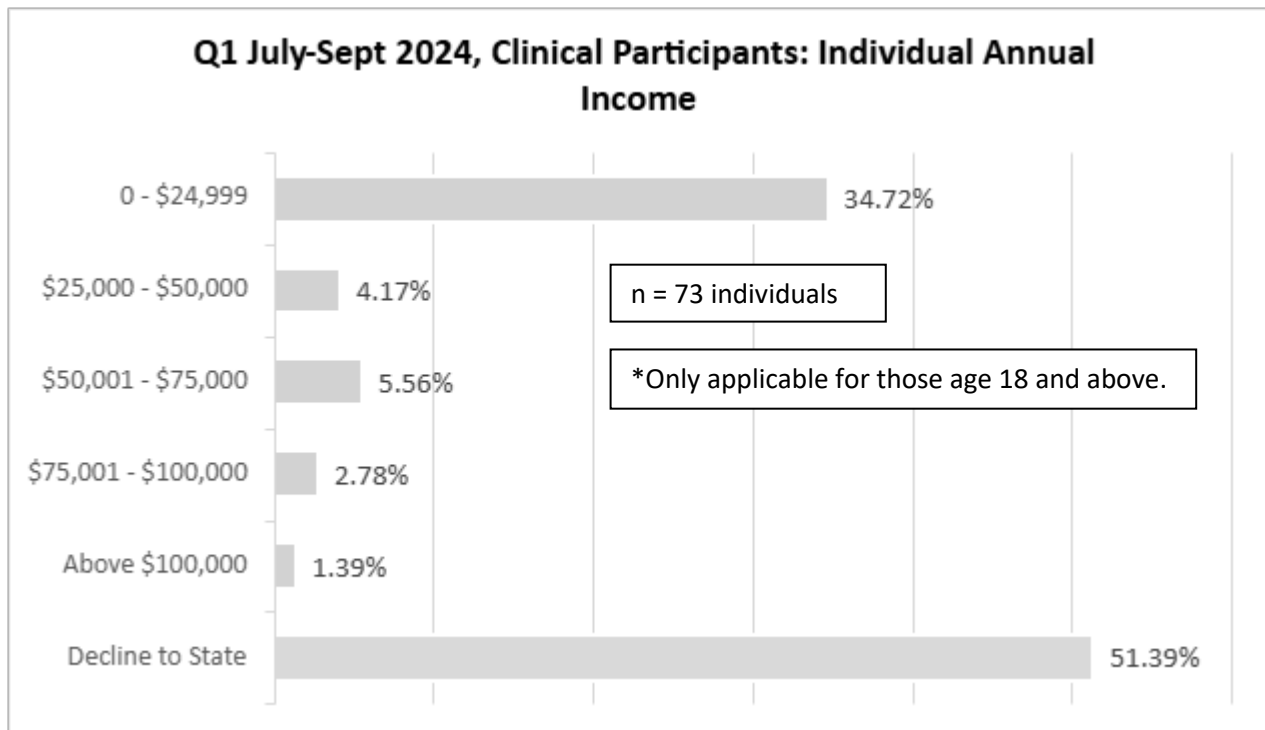
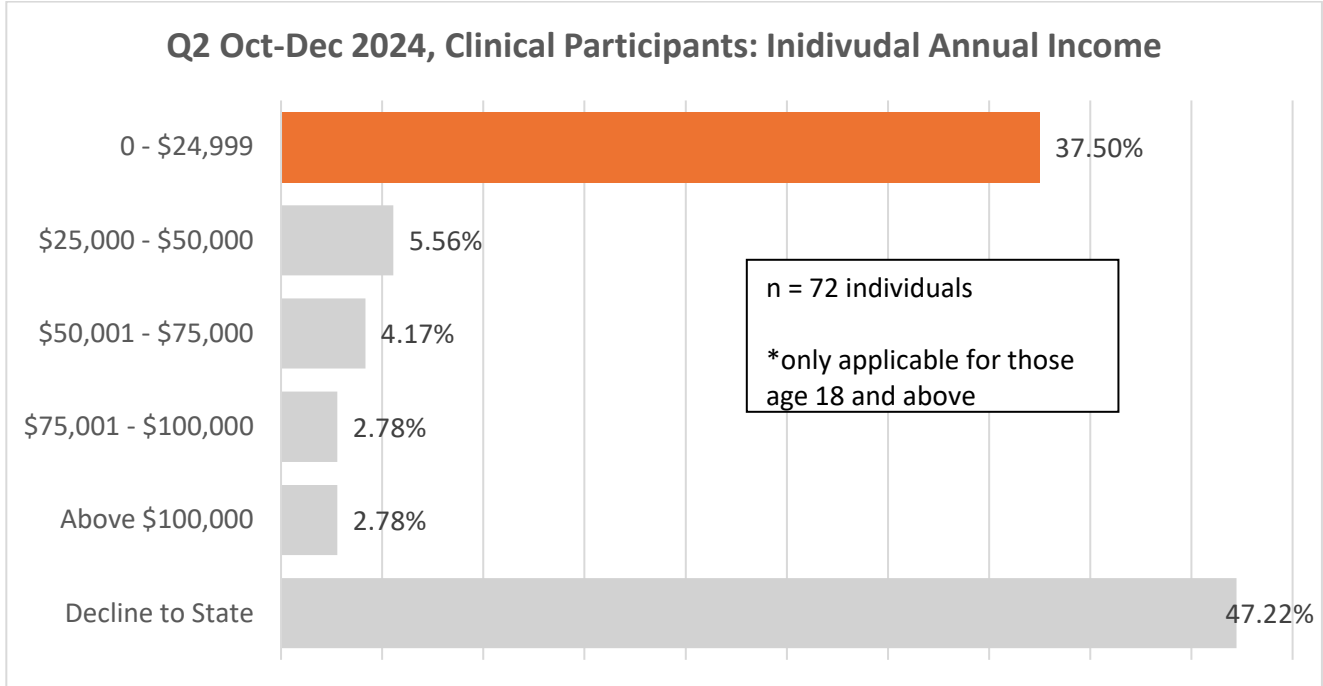
### Q2 Oct-Dec 2024, Clinical Participants: Gender



### Q1 July-Sept 2024, Clinical Participants: Gender

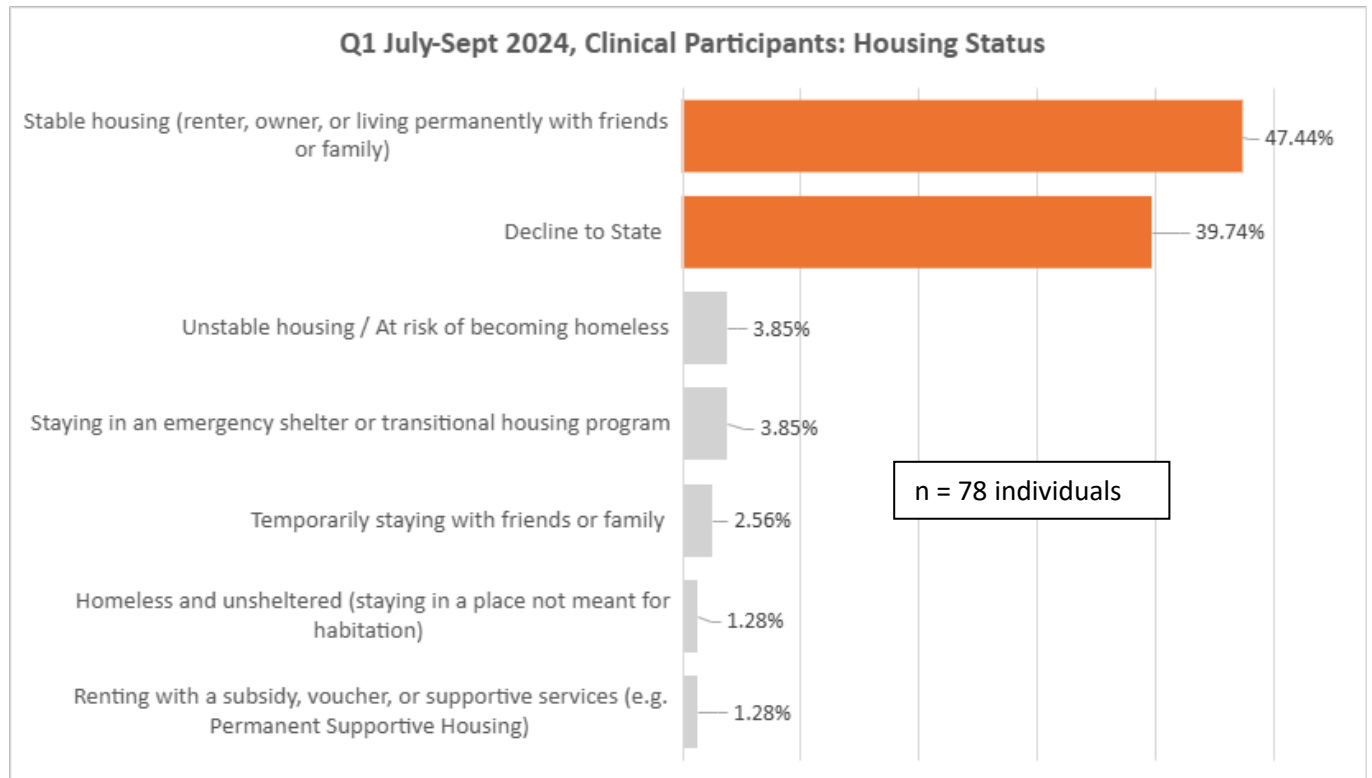
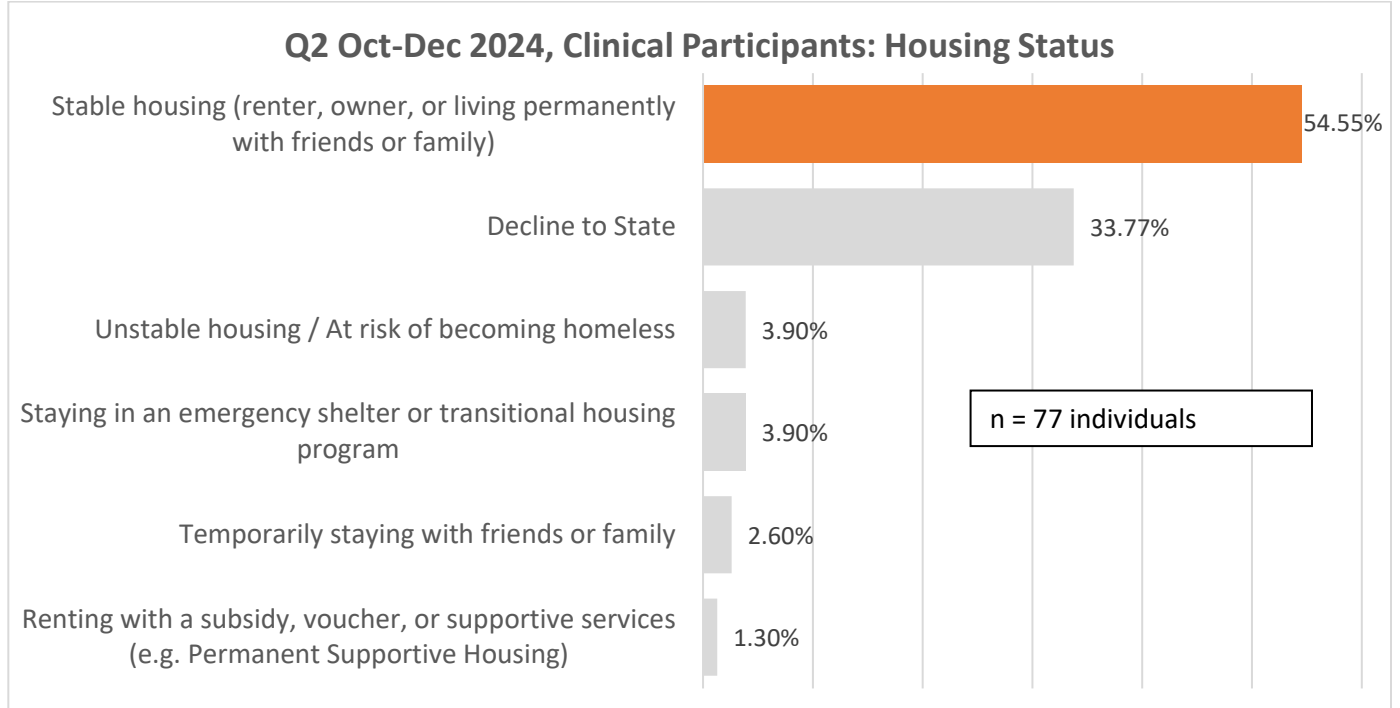


**Individual Annual Income:** This quarter:





**Housing Status:** This quarter:



**B. YOUTH:**

<b>Unduplicated Clients Services</b>	
<i>New Youth in Social Groups</i>	2
Clients Served in Social Groups	16
Clients Served in Outreach / GSA Support / One off Events / Social Support	131
Clients served in Consults	2
Clients served in Training and Education	45 clients served

**C. TRAINING/EDUCATION**

- Number of training participants served: 222
- Number of SOGIE 101 trainings: 4
- Number of Pronouns 101 trainings: 1
- Number of Trans 101 trainings: 2
- Number of Implicit Bias Trainings: 3
- Number of SOGIE 201 Trainings: 0
- Number of Resource Roadmap trainings:
- Number of MISC trainings/workshops: 1 Rainbow Kids

**D. ADMINISTRATIVE:**

For this quarter, 170 community members visited the Pride Center in-person. By month, October had the most visitors (82), while November and December had 49 and 39 visitors, respectively.

	Oct	Nov	Dec	TOTAL
Monthly Visitors	82	49	39	<b>170</b>

**E. VOLUNTEER PROGRAM:**

Lowellyn Sunga, Community Engagement and Volunteer Specialist, had the opportunity to connect with various people who were interested in volunteering and supporting the Pride Center.

This quarter, Gay Men’s, Queer Women’s, and LGBTQ+ Book are in need of co-facilitators. With the support from the marketing team to inform the community about the need, Lowellyn is confident that we will be able to find a co-facilitators for these peer groups for the next fiscal year.

Number of peer group facilitator volunteers: 10

## IX. Appendix

### A. Graphics created by volunteers






### Event Support

- Support & coordinate events such as movie or karaoke nights and other community initiatives for the Pride Center



### Community Advisory Board (CAB)

- Join a group of volunteer members & work closely with Pride Center staff to support programming, decisions, and design.
- Some of CAB's awesome collaborations include San Mateo County's first Adult Queer Prom, San Mateo County Pride Celebrations, Art Parties, and more.

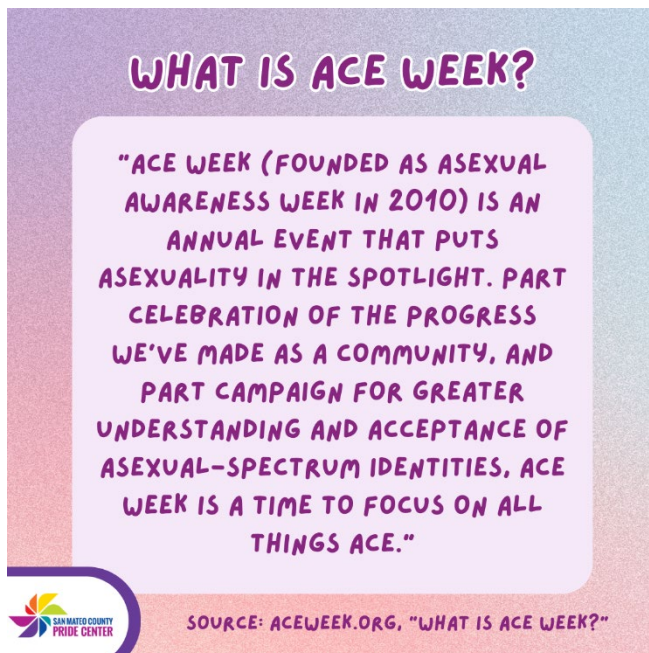
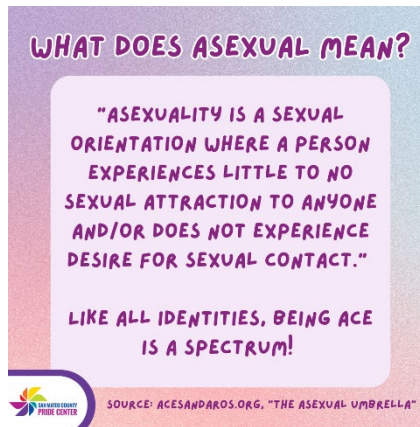


**For more information:**

Visit [sanmateopride.org/get-involved/volunteer](https://sanmateopride.org/get-involved/volunteer)

Or contact:  
**Low Sunga (she/they)**  
[lowellyn.sunga@sanmateopride.org](mailto:lowellyn.sunga@sanmateopride.org)  
650-595-0006 (Text OK)

Graphics for the volunteer program by new marketing volunteer, Kat Carioso (she/her)



Graphics created for Ace Week created by volunteer, Grace Chan (he/him)

# HAPPY NATIONAL *COMING-OUT* DAY | 2024



## What is National Coming Out Day?

“The first National Coming Out Day (NCOD), organized by Jean O’Leary and Dr. Robert Eichberg with the National Coming Out Day organization, was observed on October 11, 1988, the first anniversary of the National March on Washington for Lesbian and Gay Rights.”



Source: Human Rights Campaign, “History of NCOD”

## Why is NCOD important?

“This day commemorates the journey of self-discovery and the courage it takes to openly embrace one’s sexual orientation, gender identity and/or expression.

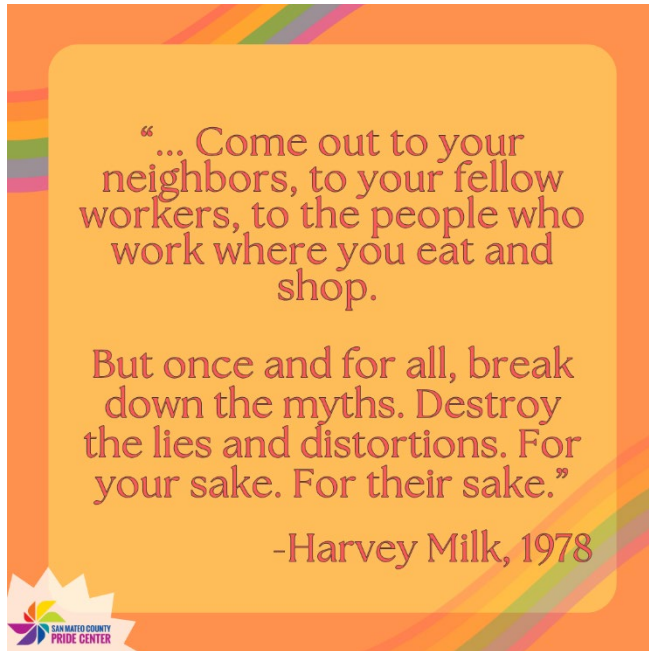
National Coming Out Day now stands as a beacon of support and acknowledgement for those who have bravely shared their authentic selves with the world.”



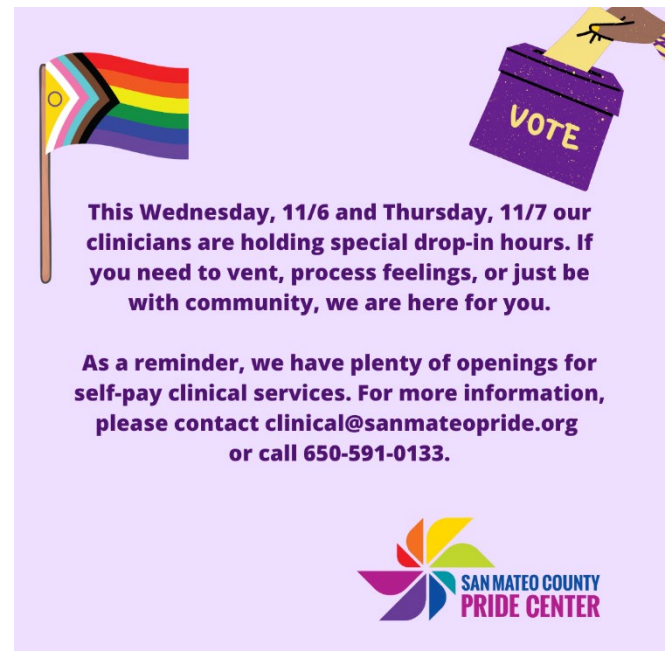
Source: NYU Tech, “National Coming Out Day”

“Gay brothers and sisters, you must come out. Come out to your parents...Come out to your relatives. Come out to your friends, if indeed they are your friends...”






Graphics for National Coming Out Day (October 11) created by volunteer Grace Chan.



Graphics that were created for election day. These were created by Marketing and Community Engagement Lead (Marilyn).

(Below) Graphics for the updated “About Us” page on the Pride Center website created by Marketing and Community Engagement Lead, Marilyn



The Pride Center team is proud to reflect the community we serve. The Pride Center exists to support and advocate for the diverse LGBTQ+ community of San Mateo County. We are proud that our team's representation reflects the community we serve.

**Do you want to learn more about us?**

We've updated our team page with information that highlights the wide range of identities, languages spoken, and some other fun facts about us!

If you want to learn more about each staff member, the team page includes our individual bios as well! We each share our histories, and our skillsets that uniquely qualify us to support the expanding needs of the LGBTQ+ community we serve and belong to.

**To see our updated team page, please visit [sanmateopride.org/ourteam/](https://sanmateopride.org/ourteam/)**