

# CALIFORNIA EMERGING TECHNOLOGY FUND

THE UNITY COUNCIL

JANUARY 30, 2007

– ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	<b>THE UNITY COUNCIL</b>
Name(s) of Principal(s) and Complete Titles	Gilda Gonzales, Chief Executive Officer Terri Forman, CFRE, Director of Development & Marketing, (510) 535-6940, <a href="mailto:tforman@unitycouncil.org">tforman@unitycouncil.org</a>
Contact Information	3411 East 12th Street, Suite 200, Oakland, CA 94601, P (510) 535-6900, <a href="http://www.unitycouncil.org">www.unitycouncil.org</a>
Name of Program or Project	
Geographic Location or Focus of Program or Project	Oakland, CA – Fruitvale District
Demographic Overview of Focus Community or Population	<p style="text-align: center;">PROGRAMS OFFERED UNDUPLICATED COUNT OF CLIENTS SERVED/YEAR</p> <p style="text-align: center;">Workforce Development 2,000</p> <p style="text-align: center;">Home Ownership 350</p> <p style="text-align: center;">Youth 700</p>

VITA  
518

Head Start/Early Head Start  
513

Senior Housing/Services  
300

Business Services\*  
250

Peralta Service Corporation  
30 clients

\*(includes business development, public market, and farmers' market)

Total clients served annually (including clients counted for more than one service) – 5,841

Gender: 65% Female; and 35% Male

ETHNICITY OF POPULATION SERVED  
FRUITVALE POPULATION ETHNICITY

Latino	83%
	53%

Asian/Pacific Islander	11%
17%	
African American	3%
19%	
White	2%
7%	
Native American	1%
NA	
Other	
4%	

Demographics - About This Zip Code (94601)

SCHOOL ZIP (94601)  
(CA) STATE AVERAGE

Population (Approximate)  
54,857 people  
33,864,644 people

% (age 25+) w/College Degree  
16%  
32%

Population Average Age

28 years old

33 years old

Average Household size

3.6 persons

3 persons

Median Household Income

\$33,152

\$50,813

Avg. # of Rooms in Household

3.7 rooms

4.7 rooms

Median Age of Housing Structure

55 years old

40 years old

Median Value of Housing Unit

\$154,100

\$257,716

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	<p>% Owning / % Renting 34% / 66% 55% / 45%</p> <p>% Vacancy of Housing Units 3% vacancy rate 4% vacancy rate</p>		
Description of Program or Project named above			
o Goals, Objectives, Strategies, Actions, Outcomes	Our mission is to move people and families out of poverty		
o Brief History (when founded or launched)	The Unity Council (officially known as the Spanish Speaking Unity Council) was founded in 1964, incorporated in 1967, and received 501(c)(3) tax-exempt status in 1968. The Unity Council is a non-profit community development corporation committed to enriching the quality of life of families primarily in the Fruitvale District of Oakland. Its primary focus has been to create a healthier and safer community for families and residents by implementing and managing integrated programs addressing economic, social, and physical development.		
o Size and Magnitude of Program or Project			
▪ Number of People Served, Involved, Impacted	See above demographic information		
▪ Budget and Staff	There is approximately 180 full-time and part-time staff. The budget is approximately \$12 million		
▪ Funding Sources and Partners	<table border="0"> <tr> <td>Community partners:  AC Transit Asian Health Services Bay Area Rapid Transit BART City Council President Ignacio De La Fuente</td> <td>Corporate partners:  AAA of Northern California AT &amp; T Alliance for California Traditional Arts Azteca Americana</td> </tr> </table>	Community partners:  AC Transit Asian Health Services Bay Area Rapid Transit BART City Council President Ignacio De La Fuente	Corporate partners:  AAA of Northern California AT & T Alliance for California Traditional Arts Azteca Americana
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City of Oakland  
County of Alameda  
Evelyn & Walter Haas, Jr. Fund  
Every Child Counts  
La Clinica de La Raza  
Merritt College  
National Council of La Raza  
Native American Health Center  
NeighborWorks America  
Oakland Housing Authority  
Peralta Community College  
Port of Oakland  
Tiburcio Vasquez Health Center

BART  
Blue Cross  
Citibank  
City of Oakland Cultural Funding Program  
City of Oakland  
Comcast  
East Bay Community Foundation  
El Mensajero "Official Spanish Language Newspaper"  
Fronteras/Contra Costa Newspapers  
Hilb Rogal & Hobbs (HRH) Insurance Services of  
California, Inc.  
Horizon Beverage  
Kaiser Permanente  
KBLX  
KNTC Channel 42 Azteca Americana  
La Kaliente - KZSF  
La Preciosa - KSJO  
Oakland Tribune/ ANG Newspapers  
PG&E  
PMI Mortgage Insurance  
Quest Diagnostics  
Safeway Inc.  
Southwest Airlines  
State Farm  
Telemundo  
Union Bank  
Univision - Radio Estereo Sol/La Kalle  
Univision/Telefutura  
Washington Mutual  
Wells Fargo

○ Results and Evidence of Success

In the most densely populated and most culturally and ethnically diverse community in Oakland, the Unity Council (a nonprofit community development organization) pursues its mission: to move people out of poverty by addressing their economic, social and community development needs in a sustainable way.

The Greater Fruitvale is a two and a half square mile area comprising about 4.5% of Oakland's total land area but housing 12% of Oakland's total population. Fruitvale is the most densely populated neighborhood in the city with about 55,000 residents. Moreover, Fruitvale has the most racially, ethnically and culturally diverse population in Oakland. In 2000, Latinos represented approximately 49% of the Fruitvale population; Asians represented 19%; African Americans represented 20%; and Caucasians represented 8%. The Unity Council's job is to strengthen the community so that all who live here can thrive and contribute to its ongoing success and stability.

Since 1964, the Unity Council has unified community, served as a catalyst for neighborhood beautification and safety, given children a head start through early education programs, made sure that seniors are taken care of and housed, helped with job creation and training, and helped families become home buyers. The Unity Council also built the Fruitvale Transit Village, an international model for a community that includes residential, commercial and retail space around a mass transit station (BART).

Here are just a few of the Unity Council's accomplishments in 2006:

- Provided Early Head Start and Head Start education programs to 513 children and their families every day
- Distributed more than 6000 books free through our family literacy project
- Enabled more than 700 youth to engage in after school sports and community building programs
- Provided hot meals, physical exercise and social programs for close to 800 seniors in eight languages (through the only multi-cultural senior center in Alameda County)
- Beautified three open space parks in the Fruitvale community so that families have a clean, safe place to take their children to play
- Helped 2000 people through our Workforce Development program
- Taught 77 individuals about financial fitness and put them on the path towards saving to buy a home for the first time
- Started two new programs to train people to become professional dental and medical assistants and placed them in jobs at local hospitals and health centers
- Produced the annual Dia De Los Muertos Fruitvale Festival (the largest event of its kind in the US) that brought 100,000 people into the community

	<p>The Unity Council will soon open the Bay Area’s only retail small business incubator, helping new entrepreneurs fulfill their dreams of having their own businesses and become part of the thriving business community in Fruitvale.</p>
<ul style="list-style-type: none"> <li>• Metrics for Evaluation Progress</li> </ul>	<p>Each of the programs has metrics for success and ways they are evaluated.</p>
<ul style="list-style-type: none"> <li>• Change in Outcomes or Metrics Over Time (How long does it take to secure results)</li> </ul>	