

**Merced
County
Community
Action
Agency**

**2023
Annual
Report**





Our Vision:

To eliminate poverty in Merced County through individual and organizational dedication, collaboration, and innovation.

Our Mission:

To serve, advocate, and collaborate for those in need by developing innovative strategies for self-empowerment.

Our Values:

The Board, leadership, and staff of MCCAA recognizes the dignity of all people. We value them and are committed to treating everyone with respect.

A word from our Executive Director...

Merced County Community Action Agency continued to thrive in 2023. We delivered outstanding results for our customers, partners and community. We expanded into two exciting and meaningful new programs to help our clients become self-sufficient. Programs that align perfectly with our mission. We saw more than 12% overall fiscal growth, and 2024 is shaping up to be even better. Our plans to significantly expand programs, and embrace streamlined service delivery models will benefit our client base immensely. This is all possible because of a deeply dedicated workforce and a strong strategic plan.

I would be re-miss if I didn't also share my gratitude to our Board of Directors. We have a model board, and throughout the organizational changes and growth their independent judgement and strong passion for the people we serve has benefited the agency. They are always supportive and encouraging and more importantly drive change.

Although successful, 2023 did not come without challenges. Our community is still recovering from the COVID 19 pandemic and in February massive flooding throughout the county hit us hard. In addition, labor shortages have impacted local businesses and ourselves, and the rise in the cost of living has disproportionately hurt the clients we serve. Homelessness continues to increase and elevated housing costs along with limited inventory continues to be a road block for many. Our challenges in 2024 are significant and we must continue to grow to meet the demand. With challenge comes opportunity.

As we leave 2023, we will go into 2024 with clear priorities:

- Building client and community trust by delivering quality, transformative services.
- Optimizing opportunities for long-term growth.
- Investing in our employees by providing the training, support, and resources they need to thrive.
- Remaining fiscally sound.

Thank you for your trust and confidence in the **Merced County Community Action Agency**, each one of you have played a role in our success and because of that, our future is bright.

Sincerely,

Brenda Callahan-Johnson

Brenda Callahan-Johnson

Chief Executive Officer



2023 Highlights + Proud Accomplishments

- 7,500 flood victims served with supplies and cash payments.
- Established the Enhanced Care Management Program through the Central California Alliance for Health.
- Housed 80 formerly homeless individuals in Merced County.
- Partnered to create 100+ units of permanent supportive housing.
- Weatherized 196 homes in Merced and Madera Counties.
- Served 343 families and 377 children through the Early Learning Preschool Program.
- Completed a 5-year strategic plan for 2024-2028.



MCCAA's Weatherization Team attended 22 outreach events across Merced County in 2023. Their efforts have reached many community members in need, most of whom later become clients of multiple MCCAA services.

Additionally, their work strengthens the relationships our agency has in the community and brings awareness to our mission on a person-to-person level that proves to be ever efficient.

Raul and Jenisse met MCCAA's Weatherization Team at a local outreach event and are now living in a safer and more efficient home with their daughter.

Altogether their home received 5 different services from Weatherization. After meeting our team they were introduced to other Agency services and will also receive utility assistance through our LIHEAP program this winter.



- **Over \$13,000,000** redeemed in food benefits.
- Gave out over **4,600** books to local families through W.I.C's **Books4Kids** program.
- Established the **Diaper Bank Program** through the Office of Community Services.
- **Expanded the Utility Assistance Program** to include water bill assistance.
- **Enhanced the Summer Food Program** to include education and art programs.
- **Added additional office space and service locations.**
- **Improved Marketing and Social Media presence.**

MCCAA's partnership with the Central California Alliance for Health helped our agency expand locations and service more clients in the Merced area.

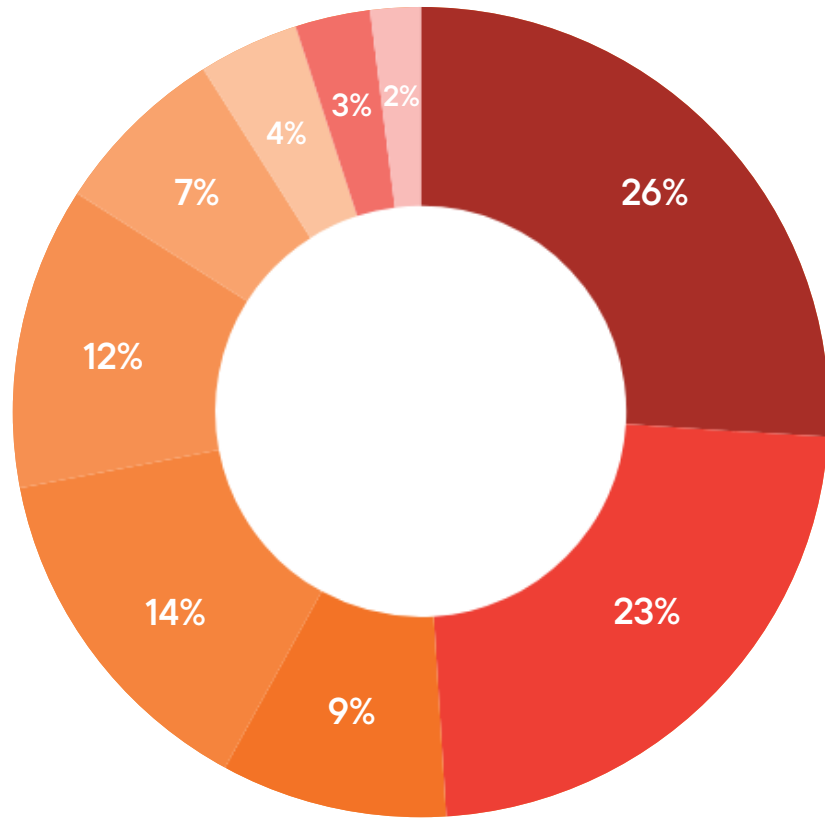
Established in December 2023, **MCCAA's Enhanced Care Management** building is strategically located on the corner of 13th and D Street in Merced alongside other community organizations that are working with our target client demographic to address homelessness and poverty.



Project 1213 V St. is a highlight of MCCAA's work and collaborations in the community during 2023. Thanks to projects like 1213, MCCAA has been able to house **80** previously homeless individuals.

Many of these individuals were connected with our Agency at the **D Street Shelter** and referred to our new **ECM** services. Our team worked with other community organizations to provide care kits, food boxes, and home goods.

Our Funding Sources:



Annually the Agency administers approximately \$31 million in direct services.

- W.I.C. - USDA
- State Department of Education
- CAL-Aim / Medi-CAL
- State Department of Community Services and Development
- Department of Energy
- Private Contracts/Other
- Local Government
- HUD
- Child and Adult Care Food Program

In October 2023, our **Board and Executive leadership** came together to create our new 5-year strategic plan for the years 2024-2028.

Visit mercedcaa.org to read about our goals, expected outcomes, and the planned services and strategies outlined in **MCCAA's 2024-2028 Strategic Plan**.





Thank you to our **Board Members and Directors.**

Carole Roberds, **Chairperson**

Joan Faul, **Vice Chairperson**

Claudia P. Serna, **Treasurer**

Yvonne T. Davis, **Secretary**

Matt Williams

Vernette Doty

Nollie Smith

Joe Sousa

Rosa Gomez

Rebecca Guerra

Brenda Callahan-Johnson, **Executive Director**

Lucas Brown, **Director of Housing and Community Services**

Armando Valenzuela, **Weatherization Program Director**

Sandra Erb, **W.I.C. Program Director**

Adaluz Ramirez, **Early Learning Program Director**



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