

## POLICY WATCH – November 2014

### In This Issue

- Give Thanks by Giving Back!
- California Needs to Reinvest in Public Higher Education
- Members in the News



NBLC wishes you a very Happy Thanksgiving! We hope that you have a joyous celebration of family and food.

This issue of Policy Watch explores the “giving” part of Thanksgiving. As W.J. Cameron said, “Thanksgiving, after all, is a word of action.” By what actions can we give thanks? By giving back – of our time, treasure and talent. Please read below about some volunteer opportunities that you may want to investigate. As someone once said, “Those who can, do. Those who can do more, volunteer.”

Our other article is an opinion piece written by the Presidents of California Institute of Technology and Stanford University about the importance of reinvesting in our public higher education. We hope you will agree that they make a good argument. And join us in urging our state officials to make that investment so crucial to our future.

Best,

Cynthia

### **Giving Thanks by Giving Back!**

Thanksgiving is a holiday that urges us to reflect on all of the blessings we have in our lives. Those of us who live and work in the North Bay have much to be thankful for. Our natural beauty, climate, strong economy, caring neighbors, clean air and water, arts and culture, recreation, the list goes on. But for those who have much, much is expected. And one of those expectations is a show of gratitude in deeds and actions.

Many of North Bay companies are leaders in practicing corporate social responsibility where they give back by supporting local nonprofits, paying employees to volunteer, matching donations, and more. And there is an additional benefit that when employees are encouraged to volunteer, the rate of employee engagement is increased.



The amount of nonprofits in this region shows the community is very supportive. But there is a need for more support, especially for volunteers.

Below is a sampling of volunteer opportunities. We encourage you to consider volunteering as a practice in gratitude and giving back.

**“Volunteering is the ultimate exercise in democracy. You vote in elections once a year, but when you volunteer, you vote every day about the kind of community you want to live in (Author Unknown).”**



**United Way:** Help hardworking families and individuals receive the tax refunds they deserve by volunteering for the **Earn It! Keep It! Save It! (EK\$) program**. EK\$ is a coalition of organizations that provides free tax preparation to households earning less than \$53,000 a year. No experience is necessary and training sessions will be held for tax preparer volunteers. For volunteer opportunities in locations throughout Sonoma, Mendocino, Lake, Humboldt and Del Norte Counties, visit [www.unitedwaywinecountry.org](http://www.unitedwaywinecountry.org). For volunteer opportunities in locations throughout Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, and Solano counties, visit [www.earnitkeepitsaveit.org](http://www.earnitkeepitsaveit.org).

**Help a child learn to read! Volunteer today for Schools of Hope!** Volunteer as a Schools of Hope literacy tutor and make a difference in a child's life in as little as one hour a week. Schools of Hope is an early intervention program for children who are struggling with reading by focusing on one-to-one tutoring. Learn more or register for an orientation at [www.unitedwaywinecountry.org](http://www.unitedwaywinecountry.org). You may also contact Anne Bartlett at the Volunteer Center for more information about volunteering with Schools of Hope at 707.573.3399 x134 or [abartlett@volunteernow.org](mailto:abartlett@volunteernow.org).



**Marin County School Volunteers:** Provides opportunities to tutor students from pre-K through grade 12. After prospective volunteers are given an orientation, in consultation with one of our Program Managers, they get to choose the best possible placement for them. The requirements include a desire to see all children succeed in school and as little as an hour a week to spend in the classroom. The joy felt by our volunteers is why many spend more time in classrooms and return year after year. Our volunteers create lasting bonds with both the students and teachers they serve. Our tutors work with students in all academic areas and the need for math tutoring is especially great. We are also encouraging businesses to join our Adopt-A-School program where employees focus on a nearby school in order to maximize their impact locally. For more information, go to [www.Mcsv.org](http://www.Mcsv.org), call (415) 499 5896 or email [mcsv@marinschools.org](mailto:mcsv@marinschools.org).



**Canine Companions for Independence** is looking for volunteers from the community to join event committees to help plan some really fun and successful events! They have two events that will take place in 2015 and the planning has already begun! The first event will be a gala that will feature food and wine as well as a live and silent auction. The second event is for our third annual DogFest Walk 'n roll event. This national fundraising and awareness

event will take place in Santa Rosa in the fall and will feature a dog-friendly walk and a fun, dog-centric festival. Both of these events will raise funds and awareness for our life-changing mission of placing highly-trained assistance dogs with people with disabilities, free of charge. If you or someone you know is interested in joining our fun event committees, please contact, Erin Barnett at [ebarnett@cci.org](mailto:ebarnett@cci.org) or 707-577-1839.



**Catholic Charities CYO:** This season is an opportunity to empower families by providing gift cards for food and gifts. Now is the time to begin thinking about children and families who want to have a meaningful holiday experience, but are unable to afford it. To donate items or gift cards, please contact Clint Womack at (415) 972-1297 or [volunteer@CatholicCharitiesSF.org](mailto:volunteer@CatholicCharitiesSF.org). To make a financial contribution by mail, please make checks out to "Catholic Charities" and mail to 990 Eddy Street, San Francisco, CA 94109. To donate with a credit card, visit our website at [www.CatholicCharitiesSF.org](http://www.CatholicCharitiesSF.org).



**Sunny Hills Services:** Volunteers are the heart of any non-profit organization. At Sunny Hills Services, volunteers have a significant role in supporting the agency through various fundraising activities. Many of Sunny Hills Guild members have served the agency for decades. Such loyal support is greatly appreciated and recognized as being essential toward helping the agency fulfill its mission. A range of one-time and ongoing volunteer opportunities are available throughout the year. Please contact the Development Office at (415) 457-3200 ext. 118 if you would like more information about volunteering.



**The Buck Institute for Research on Aging:** The Institute seeks volunteers who are passionate, creative and eager to take advantage of opportunities to work with leaders in the field of age research. As the Buck Institute grows, volunteers are becoming more crucial to our success. We welcome the contribution of time, skills and talent from community members who are interested in public service and who support our mission to extend the healthy years of life. Check [www.buckinstitute.org](http://www.buckinstitute.org) for volunteer opportunities.

**Women Helping All People:** Build community and promote healthy, sustainable living with Marin City residents at the community garden and orchard. As a volunteer, you'll prepare garden plots for community members to claim, tend plots on behalf of seniors and other residents in need of assistance, and complete general upkeep and beautification projects for the space as a whole. Whether you're pulling weeds, laying mulch, creating artwork, planting or watering vegetables, your support helps Marin City residents enjoy fresh and local food and enables this new and cherished community gathering place to continue to flourish. Volunteers are needed every first Saturday, from 10:30 AM - 12:30 PM beginning December 6, 2014. Sign up here!

<[http://www.volunteermarin.org/HOC\\_Volunteer\\_Opportunity\\_Search\\_Page?isSavedSearch=yes&txtDtFrm=11/17/14&dstnc=0&rgnNm0=Women%20Helping%20All%20People&ctCn=All%20Countries&mngdB0=Affiliate](http://www.volunteermarin.org/HOC_Volunteer_Opportunity_Search_Page?isSavedSearch=yes&txtDtFrm=11/17/14&dstnc=0&rgnNm0=Women%20Helping%20All%20People&ctCn=All%20Countries&mngdB0=Affiliate)>



**Volunteer Center of Sonoma County** is the "go to" place in Sonoma County for volunteering opportunities. Almost 40% of Sonoma residents volunteer! Go to this link to see who needs volunteers:

<http://www.volunteernow.org/volunteers/volunteer-opportunities-with-the-volunteer-center.aspx>



**Habitat for Humanity:** Help Habitat for Humanity build ten single family homes for ten hardworking families in Novato. 85% of each home is constructed completely

by volunteer labor, which enables families to purchase homes at 0% interest, without a down payment and at below market rate cost. As a volunteer, you'll complete a variety of construction tasks from painting, to building fences, to completing electrical, plumbing, and carpentry work. No construction experience required! Volunteers are needed every first Friday, from 8 AM - 4 PM beginning January 9, 2015. Sign up here!

[http://www.volunteermarin.org/HOC\\_Volunteer\\_Opportunity\\_Search\\_Page?isSavedSearch=yes&txdFrm=11/17/14&dstnc=0&rgnNm0=Habitat%20For%20Humanity%20Greater%20San%20Francisco&ctCn=All%20Countries&mngdB0=Affiliate](http://www.volunteermarin.org/HOC_Volunteer_Opportunity_Search_Page?isSavedSearch=yes&txdFrm=11/17/14&dstnc=0&rgnNm0=Habitat%20For%20Humanity%20Greater%20San%20Francisco&ctCn=All%20Countries&mngdB0=Affiliate)



**City of San Rafael Volunteer Program:** Help keep Marin's streets, parks and trails clean with the City of San Rafael Volunteer Program. Volunteers will remove litter, cover graffiti, refurbish playground structures, pull weeds, and complete other general landscaping and maintenance projects at various outdoor sites throughout the city. Under a bridge, along the coast, or among the trees, soak in the sun and spruce up San Rafael! Volunteers are needed one Saturday per month from 9 AM - 12 PM beginning April 25, 2015 in celebration of Earth Day. Sign up here!

[http://www.volunteermarin.org/HOC\\_Volunteer\\_Opportunity\\_Search\\_Page?isSavedSearch=yes&zcCd=94901&txdFrm=11/17/14&dstnc=0&rgnNm0=City%20of%20San%20Rafael%20Volunteer%20Program&ctCn=All%20Countries&mngdB0=Affiliate](http://www.volunteermarin.org/HOC_Volunteer_Opportunity_Search_Page?isSavedSearch=yes&zcCd=94901&txdFrm=11/17/14&dstnc=0&rgnNm0=City%20of%20San%20Rafael%20Volunteer%20Program&ctCn=All%20Countries&mngdB0=Affiliate)



**Center for Nonprofit and Volunteer Leadership** is the hub of volunteering information in Marin and beyond. Right now they have **Holiday Opportunities**. One of the most rewarding ways to celebrate the holidays is to get engaged in volunteer opportunities. That's why Center for Volunteer and Nonprofit Leadership partners with local nonprofits to offer meaningful community service projects in November and December through our annual initiative, Holiday Gifts of Love

[http://www.volunteermarin.org/HOC\\_Volunteer\\_Opportunity\\_Search\\_Page?isSavedSearch=yes&kWrd=HGOL&zcCd=94901&txdFrm=11/12/14&dstnc=0&ctCn=All%20Countries](http://www.volunteermarin.org/HOC_Volunteer_Opportunity_Search_Page?isSavedSearch=yes&kWrd=HGOL&zcCd=94901&txdFrm=11/12/14&dstnc=0&ctCn=All%20Countries)



**Mentor Me's** mission is to match every Petaluma child who needs a mentor with a caring adult. Your decision to mentor will help us reach our goal. Mentors provide a listening ear and non-judgmental guidance. They act as good role models for their mentees, helping them learn to set healthy boundaries and become happy, resilient people. <http://www.mentormepetaluma.org/become-a-mentor.aspx>



**Petaluma People Services Center** needs volunteers who can help on a regular basis. Here are some of the opportunities. For more information, call Elece or Anita at 765-8488, email [admin@petalumapeople.org](mailto:admin@petalumapeople.org), or go to <http://petalumapeople.org/volunteer/>:

**SonomaWORKS:** PPSC is looking for professionals to help lead 30 minute workshops with our clients to help them find a job to support themselves and their family. The program helps our clients become advocates for their own self-sufficiency.

**iRIDE Petaluma:** seeks individuals interested in helping senior citizens get to appointments. Eligible clients must live in Petaluma and be ambulatory. Volunteers pick clients up at their home, drive them to their medical appointment, wait while the client is at the appointment, and then drive the client home.

Meals on Wheels: PPSC needs volunteers who can commit to helping prepare and package meals that are delivered through our Meals On Wheels Program and also served at our Senior Café.

There are numerous other volunteer opportunities in the North Bay to help children, families, animals, the environment, education, sports, the arts, communities and many more. Remember, “Those who can, do. Those who can do more, volunteer.” Giving back will help others but most importantly, it will help you!

Benefits of Corporate Volunteering and Employee Involvement		
Communities	Employees	Companies
Promotes community cooperation and cohesion	Enables integration into local community	Promotes community cooperation and cohesion
Helps break down barriers and increase understanding	Provides satisfaction from doing worthwhile work	Helps to meet corporate social responsibility aims
Enhances the local skills base	Develops and enhances skills and broadens employee experience	Develops teamwork and internal networking
Improves local understanding of company activities	Enhances community awareness	Fosters employee commitment
Provides community with potential for longer-term corporate commitment	Improves mental and spiritual well-being	Improves company image
Makes more resources available	Builds personal networks	Facilitates recruitment of good people

### OPINION: California Needs to Reinvest in Public Higher Education

By Thomas F. Rosenbaum and John L. Hennessy, SFGate.com, updated 4:25 pm, Wednesday, November 12, 2014

“From our perspectives in the world of private research universities, we have been watching with mounting alarm the general disinvestment by states in public higher education. This is painfully true in California, and we are especially concerned about the impact on the University of California and what it bodes for our state’s future.



You might think that as the presidents of Stanford and the California Institute of Technology, we might view UC campuses primarily as rivals. This is not so (except, perhaps, on the athletic fields). Our campuses and the University of California are partners in making the state of California the economic and innovation powerhouse it is today.

As research universities, the University of California, Stanford and Caltech all undertake basic research and translate the discoveries into products and companies, powering an engine of innovation and

economic growth. Universities act as magnets for talent, making California schools the destination of choice for many of the most creative people in the world. The inventions, medical breakthroughs and products that emerge from their research benefit communities across California and beyond. Much of the world-class research conducted on our campuses is inextricably linked with research emanating from UC. If California is to remain an economic dynamo, then it needs the full capability of its research universities to be well supported.

The educational mission of our institutions is equally important, fostering an engaged citizenry and educating the next generation of talent and leaders for our state and our world. Although private research universities such as ours make significant contributions to education, we cannot match the sheer scale of public universities like the University of California. Caltech and Stanford together enroll roughly 18,000 students; UC enrolls nearly 240,000. California benefits when many of its young people have access to the quality higher-education opportunities that UC offers.



Unfortunately, the state has failed to provide adequate, consistent financial support to UC during most of the last 20 years. Over that period, steep funding cuts triggered significant tuition increases combined with cuts in staffing and faculty. The Public Policy Institute of California recently warned in its 2014 report “California’s Future: Higher Education” of the immediate and long-term dangers of cuts in state funding to UC. Per-student state funding to the University of California has fallen by roughly 25 percent over the past 10 years.

Gov. Jerry Brown and the Legislature deserve much credit for getting the California economy back on track. For the sake of future generations, a priority now must be to reinvest fully in public higher education, specifically the University of California.

At Stanford and Caltech, we need the University of California to continue to be the best public research university system in the world. Californians deserve no less.”

*Thomas F. Rosenbaum is president of the California Institute of Technology. John L. Hennessy is president of Stanford University.*

## Members in the News

### **Sonoma Raceway Distributes Nearly \$300,000 to Youth Groups**

Forty-eight Sonoma County non-profit organizations will benefit from nearly \$300,000 that was generated during the 2014 motor-racing season at Sonoma Raceway.

### **PG&E to Join With U.S. Representative Jerry McNerney and Renee Ellmers to Unveil Utility Trucks Capable of Shortening or Eliminating Electric Outages**

Pacific Gas and Electric Company (PG&E), in partnership with Congressman Jerry McNerney (D-CA-09) and Congresswoman Renee Ellmers (R-NC-02) will participate in a public event at the United States Capitol to unveil the utility industry's first plug-in electric hybrid drivetrain Class 5 work trucks featuring 120kW exportable power that can be used to shorten or eliminate planned and unplanned outages.

### **Ghilotti Construction Company's Hwy 12 Project earns no. 3 on Roads & Bridges Top 10 Roads**

The Highway 12/ Jameson Canyon road widening project has earned a No. 3 ranking on the 2014 Roads & Bridges Top 10 Roads list. Dick Ghilotti, CEO, is being honored with a Spirit of Sonoma Award for his leadership and contributions to the North Bay.

### **Canine Companions for Independence Selects Paul Mundell as CEO**

Canine Companions for Independence, the leading non-profit provider of highly trained assistance dogs for people with disabilities, is pleased to announce the appointment of Paul Mundell as chief executive officer. Mundell will replace Corey Hudson who is retiring after 24 years.

### **Redwood Credit Union's Administrative Offices Start a New Solar Project**

Designed and installed by NBLC Member, SolarCraft, with Over 2,000 Panels, 60% Power Savings Expected

### **Keysight's IPO Launches New Life as Separate Company**

The opening bell at the New York Stock Exchange today commemorated a new era in the Sonoma County technology industry.

### **Sonoma State University's Cominsky Honored With Women in Aerospace Award**

Professor of Physics and Astronomy Dr. Lynn Cominsky has been awarded the Aerospace Awareness Award by Women in Aerospace (WIA).

### **PG&E Funds Marin Fire Department's Fire Cams to Monitor Hills**

Marin County Fire Department has installed four fire detection cameras on Marin peaks to more quickly identify and handle forest fires.

**Read more online at** [www.northbayleadership.org/news](http://www.northbayleadership.org/news)



### **Who We Are**

Over twenty years ago, business leaders founded the North Bay Leadership Council on a simple premise: We can accomplish more by working together. Today, the Council includes 45 leading employers in the North Bay. Our members represent a wide variety of businesses, non-profits and educational institutions, with a workforce in excess of 25,000. As business and civic leaders, our goal is to promote sound public policy, innovation and sustainability to make our region a better place to live and work. For more information: Call

707.283.0028 / E-mail [info@northbayleadership.org](mailto:info@northbayleadership.org)

[www.northbayleadership.org](http://www.northbayleadership.org)