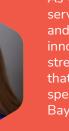




Impact Report 2023-2024



# A message from our CEO & Board Chair:



Mary Hekl **CEO** 



Tracey Lewis Taylor **Board Chair** 

As we begin a new year, we remain focused and committed to providing the highest level of service to our families and child care providers. In fiscal year 2024, Hively built on its growth and expansion from the year prior, increasing revenues by 37%, building new programs and innovating new services and systems to support 3,796 children with child care subsidies. Our strength lies in our dedicated and proficient staff. We are proud that 97% of our families report that they are very satisfied with the attention and support they receive from our family support specialists. Our employees echoed the same satisfaction, earning Hively the distinction of Top Bay Area Workplace in 2024.

Hively Mental Health had a breakthrough year. Our clinical staff grew to provide 3,534 individual therapy sessions in three Alameda County locations. We hired a licensed therapist, specializing in early childhood counseling, graduated our first cohort of clinical trainees and hired four of those trainees into associate clinician roles. Mental Health revenues grew by 103% as we clarified and strengthened our ability and capacity to make mental health counseling services available, accessible and affordable to all who need them.

As we look to 2025, we are excited to continue to cultivate key partnerships and create the infrastructure needed to position Hively to be the leading service provider in Alameda County. Hively is on track to grow its staff to 100+ employees, nearly triple the size in 2022. Our innovation in outreach and service delivery will enable us to enroll more children in subsidized care, assist more child care providers to strengthen and grow their businesses and provide more mental health counseling services to all who need them, fulfilling our vision to transform the lives of children and families to benefit all communities and ensure a promising future for generations to come.

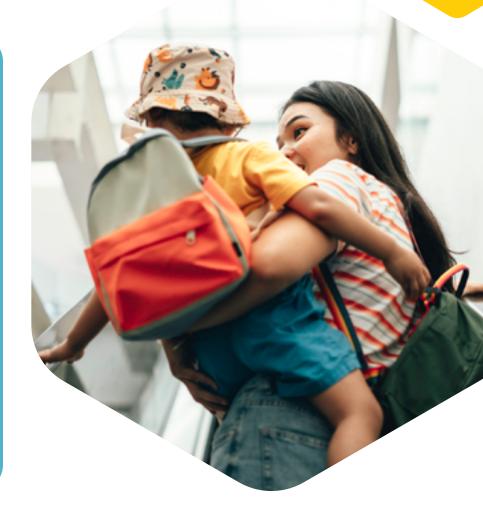
Thank you for your continued support of our mission to create meaningful connections with families and communities to ensure access to the resources every child in Alameda County needs to thrive.

## **Our Purpose**

Hively builds meaningful connections with families and communities, ensuring access to resources every child in Alameda County needs to thrive.

### **Our Vision**

Hively transforms the lives of children and families to benefit all communities and ensure a promising future for generations to come.



### **Leadership Team**

Mary Hekl CEO

**Elaine Lenore** CFO

**Mona Attia-Shirk** VP of Programs

María O. Álvarez VP of Communications & Development

**Sue Denny, LMFT** Director of Clinical Services

Jackie Senczyszyn Director of People and Culture

### **Board of Directors**

Tracey Lewis Taylor, MPH, FACHE Board Chair

Travis Shannon Vice Chair

**Jonathan Fu** Treasurer

Naraya Hockaday Secretary

**Ali Ballard, LCSW** Board Member

H. Nhi Chau Board Member

**Alicia Dougherty-Wold**Board Member

Reginauld Jackson

**Board Member** 

**Hope Jones**Board Member

Kristen Hayes Kuse Board Member

Ammarah Maqsood Board Member

Martin N. Osuji Board Member

**Gyre Renwick**Board Member

**Billie Wenter**Board Member





## This is Hively

### Staff Growth



Built Quality Team



**Expanded Mental Health** k and Communications Teams



**Grew Alternative Payments & Family** Support Staff by 45%

## **Staff Diversity**



50% of staff speak a second language



30% of staff speak Spanish

## **Employee Satisfaction**

### **Top Strengths:**

Direction - Employees believe the organization is going in the right direction.

Innovation - Employees feel encouraged to share new ideas.

Values - Employees feel Hively operates by strong values

**Employee** Satisfaction Rate

### Staff Testimonials

"Hively company culture is an environment where employees are supported, appreciated, valued, and respected, which then naturally leads to more happiness and balance in our personal lives."

Ashley Pauly Senior Family Support Specialist

"At Hively, we treat our families with kindness, empathy, and respect, and that is also how Hively staff treat one another."

Allison Martin Family Support Specialist Hively is proud to be recognized by the San Francisco Chronicle as a Top Place to Work in **2024**! This honor celebrates our commitment to an empowering and innovative workplace. Thank you to our amazing team!



San Francisco Chronicle

### **Financials**

#### Revenue

(in millions)

Grant Revenue - AP Contracts \$46.33
Grant Revenue - R&R Contracts \$0.79
Mental Health Revenue \$0.60
Donations & Other Revenue \$0.25

Total Revenue \$47.97

370/0 overall increase in revenues

### **Expenses**

(in millions)

Provider Payments \$32.90
Other Payments to Providers \$5.55
Other Program Expenses \$6.10
Administration \$2.19

Total Expenses \$46.74

4000 increase in Alternative Payment contracts



103%
increase in mental health revenues

Over \$32 million in payments to child care providers

## **Child Care Programs**

## **Key Results**

3,796 Children Enrolled in Subsidy

2,068 Child Care

lively connects income-eligible families with Child Care assistance through CalWorks Subsidy and California Alternative Payment programs provided by state and federal funds. Our FamilySupport Specialists help families locate the child care that best fits their family's needs.

**Parent Satisfaction** Rate with Hively support and services

"Having my kids in child care allowed me to go back to work and gave my girls the opportunity to reach growth milestones with children of their age."

Hively parent

"Hively has allowed me to pick my makes me feel safe about the choice I've

Hively parent

### From Struggle and Exhaustion to Hope and Motivation: Kayla's Story

Kayla is the proud mom of Cole, an adorable 4-yearold boy. Cole, with his sweet smile and curious eyes, attends a faith-based preschool in Livermore. His mom chose it. Kayla never thought that she'd need help paying for child care. From the time Cole was 6-months until he was two years old, Kayla had to take her son with her to work. "It was so hard, I was barely able to get work done, I was working as a nanny for a family and they let me bring him, but still it was exhausting."

With Hively's help, Kayla was able to put Cole in child care and then enroll him in the preschool of her choice. Kayla says she felt a huge relief. "Paying for childcare is outrageous, and I wouldn't be able to do it without Hively's help." Her Family Support Specialist, Varsha, recalls her first interactions with Kayla: "I've ever met anyone so grateful as Kayla. When I asked for any documentation, she responded: Is that all I need to

Varsha is proud of the work she does at Hively. She stays on top of communication with the families she works with and provides as much reassurance as possible. "Empathy is key to our work at Hively. We treat families with respect and do our best every day to make their lives better. Helping them secure subsidies for child care makes a huge difference in our clients' lives."

Cole is about to celebrate his 5th birthday. Now, after three years since he has been part of the subsidized child care program, his mom, Kayla, has been able to organize their life and routines. She is now ready to pursue a long-time dream to work in the health field. In summer of 2024, she began nursing school. "My life has been transformed by Hively. I can be the best mom I can be with Cole. I can work, and now I'll be able to go back to school. I am motivated, and I'm extremely grateful for the support Hively has given me and my son."



Click here to watch Kayla's Story





## **Hively Mental Health**

ively Mental Health offers counseling services in three Alameda County locations for all ages, toddler to adult, via Medi-Cal and private pay options. Our clinicians are licensed marriage and family therapists and pre-licensed trainees.

### **Key Results**







103% increase in revenue

## **Hively's Clinical Practicum**

# Training the Next Generation of Mental Health Professionals

ensures that the mental health workforce expands to meet the growing need. Our pre-licensed therapists receive support from experienced professionals, while working with clients. This practicum helps trainees accrue the hours needed for completion of their master's program and for licensure. Four therapists from the first year cohort were hired as associate therapists at Hively. Our second year trainee cohort has grown to 12 students.



### From Trainee to Therapist

"Hively has a culture of valuing their clinical trainees. As a trainee, I had a lot of agency in my schedule and what interventions I wanted to try with clients. I felt a deep sense of collaboration between myself and my supervisors."

Kelly Peterson Clinical Associate, AMFT

"As a trainee, our staff mentors always reinforced that therapy isn't done one certain way; there is always room for collaboration. In seeing a wide variety of clients, I

have found that collaboration looks unique in every situation. How you work with one client does not inform how you will work with others."

**Shah Sadiq** Clinical Associate, AMFT

## **Tri-Valley Child Care Providers**



### **Key Results**

**253** active family child care home, licensed and exempt centers

**28** new family child care homes and centers recruited

**1,164** new child care spaces

74 provider workshops, trainings, book clubs, listening sessions

### **Provider Story**

### Sabina Sangma – Owner, Clover Garden Family Childcare

Sabina Sangma is a dedicated early childhood educator with a heartfelt passion for nurturing young minds. Her journey began when she discovered the joy of working with children while helping at a friend's child care center. Inspired by the innocence, creativity, and energy of children, Sabina pursued early childhood education as a career, ultimately opening her own licensed family childcare center.

At Clover Garden, Sabina takes pride in creating a safe, supportive, and enriching environment where children can thrive emotionally, socially, and intellectually. She finds immense joy in witnessing their milestones, from learning new skills to forming meaningful relationships. Sabina fosters open communication and trust, ensuring parents feel reassured and supported every step of the way.

With the support of Hively, Sabina has continued to grow both personally and professionally. Hively's training sessions, resources, and guidance have helped her enhance the quality of care she provides, equipping her with the tools and knowledge to navigate the complexities of childcare.

For Sabina, every day is a rewarding opportunity to shape children's early experiences, helping them build a foundation for a bright and confident future.

## **Family Resources**

## Family Resource Centers Key Results



**1600+** Households Supported Through Our Family Resource Centers



30,000 Diapers Distributed



**30** Parent Education and Community Serving Events

ur two Family Resource Centers in Pleasanton & Oakland (and our new mini-center in Fremont!) provide a one-stop shop for families to access basic essentials, free-of-charge, such as children's clothing, shoes, diapers, books and early learning materials. Our resource centers also act as a support and education resource hub for both families and child care providers.



### Reinventing Outreach: "The Hive on Wheels"

In late 2024, Hively launched an innovative new program for community outreach. Building on the success of our established, but fixed-in-place, Hively Family Resource Centers, the "Hive on Wheels" will expand our service delivery capabilities, literally putting our family resource center on wheels in order to reach families where they live, work and play.

Hively's objective is to develop the most effective means for connecting families with programs and resources for which they are qualified and introduce families to other available resources we can provide.

Stocked with diapers, wipes, clothing, books and children's essentials and staffed with community resource staff and family support specialists, the mobile center will travel to community events, gathering spots, churches, food banks and recreational areas. This bold take on family resources solves the problem of service delivery. Instead of "bring them to us," we "go to them."

### Thank You!

## **Child Care Partners, Corporate Donors** & Community Supporters

4C'S Alameda County

Alameda County Child Abuse Prevention Council (CAPC)

Alameda County Supervisor, David Haubert Alameda County Supervisor, Elisa Marquez Alameda County Supervisor, Nate Miley Alameda County:

- Behavioral Health Service
- Early Care & Education Planning Council
- Heath Care Services
- Office of Education
- Public Health Department
- Social Services Agency
- Child Welfare

**Albertsons Companies** 

Arroyo Church

Assemblymember Liz Ortega Assemblymember Mia Bonta

Assemblymember Rebecca Bauer-Kahan

AT&T

**BANANAS** 

**Blossom Venture** 

Boys Team Charity - Pleasanton Bright Horizon - Bishop Ranch

Buzzin on Hops

California Child Care Resource and Referral

Network

California Connect Homes

California Department of Education

California Department of Social Services California Family Resource Association

(CFRA)

California High School Interact Club

Cemex Cheza Nami

Child Care Law Center

Child Care Providers United

Child Care Resource Center

Children's Emergency Food Bank

Church of Jesus Christ Latter Day Saints

City of Dublin

City of Livermore

City of Pleasanton

Clorox

CocoKids

Community Health and Education (CHEF)

**Davis Street Community Center** 

Diablo Day Camp

Directors of the Valley

Dougherty Valley San Ramon Rotary Club

**Dublin Police Services** 

Dublin San Ramon Women's Club

East Bay Community Foundation

First 5 of Alameda County

Fremont Family Resource Center

**GLIPHY** 

Harbor House Ministries

Informing Change

Jackson Avenue Elemetary School - ESS

Joann Stores

John Knox Presbyterian Church

Lawrence Livermore National Laboratory

MCT - Care Wait (CC3/4)

Mirador Capital Partners

My Child Care Plan (MCCP)

National Charity League

Networking Plus

Nina Pomeroy Photography

Oakland Family Resource Center Network

Oakland Literacy Coalition

Oakland Starting Smart & Strong

Ohlone College

One Nation Dream Maker

Palo Alto University Parent Voices Oakland

Parent VOICES Statewide PJ Library Bay Area

Pleasanton - Livermore Fire Department

Pleasanton North Rotary

Porky's Pizza Palace

Regus

Resurrection Lutheran Church

Rotarian Foundation of Livermore

Saint Raymond Catholic Church

Samuel Merritt University School of Nursing

San Jose State University

Service Employees International Union

Service of Sunol

St. Mary's College of California

Stanford Healthcare Team Tri-Valley

Sunlight Giving

Team Lewis Foundation

The Wright Institute

Thriving Families California (formerly

CAPPA)

Touro University California

Tri-Valley Non-Profit Alliance

U.S. Representative Eric Swalwell

U.S. Representative Mark DeSaulnier United Way Bay Area

Valley Family Child Care Association

(VFCCA)

Young Men's Service League



**Hively** is proud to announce our partnership with the **Team Lewis Foundation**, joining forces to support meaningful community initiatives. Together, we're committed to driving positive change, fostering opportunities, and empowering local communities to thrive. This collaboration reflects our shared dedication to making a lasting impact where it matters most.







# Hively Offices

#### **Main Office**

7901 Stoneridge Drive, Suite 150 Pleasanton, CA 94588 925-417-8733

#### **Oakland**

111 Myrtle Street, Suite 102 Oakland, CA 94607 510-568-0306

#### **Alameda Co Social Services**

2000 San Pablo Avenue, Room 138 Oakland, CA 94612 510-568-0306

#### Livermore

164 N. L Street Livermore, CA 94550 925-417-8733

#### Fremont Family Resource Center

39155 Liberty Street, Suite D450 Fremont, CA 94538 510-775-4439

#### **Eastmont Town Center**

6955 Foothill Boulevard, Suite 100 Oakland, CA 94612

## Hively Resource Centers

### **Family Resource Center**

7066 Village Parkway Dublin, CA 94568 925-417-8733

#### **Family Resource Center**

111 Myrtle Street, Suite 102 Oakland, CA 94607 510-568-0306

# Hively Mental Health

#### **Pleasanton**

7901 Stoneridge Drive, Suite 150 Pleasanton, CA 94588 925-417-8733

#### **Oakland**

111 Myrtle Street, Suite 102 Oakland, CA 94607 510-568-0306

#### San Leandro

2208 San Leandro Boulevard San Leandro, CA 94577 510-483-6715



### BeHively.org/donate

Hively is a 501(c)(3) non-profit organization. EIN # 94-2379571



BeHively.org | hello@behively.com









