



CORE Fiscal Year 2024-2025 Annual Report



Executive Summary

CORE Investments Funding Cycle

Fiscal Years (FY) 2022–2025

The **Collective of Results and Evidence-based (CORE) Investments** of Santa Cruz County completed its most recent three-year funding cycle on June 30, 2025, with \$5.9 million distributed annually across 41 nonprofit and public agencies supporting 57 programs.

CORE programs delivered positive, meaningful services that **improved quality of life for most participants and showed clear evidence of success**. This work used a unified, collective-impact approach to strengthen the social and safety-net systems and better meet diverse community needs aligned with the CORE Conditions for Health and Well-Being. Equity was embedded throughout by prioritizing historically underserved communities experiencing the greatest systemic barriers to health and well-being.

CORE Funding Cycle Milestones

119,505

participants on average served each FY

157

program activities provided annually

94%

of CORE programs met their *Participant-Satisfaction* goals each FY

85%

of CORE programs met their *Better-Off* goals each FY, with clients better off after receiving services

Participant Demographic Snapshot



Location/Residence: The residents of Watsonville and South Santa Cruz County represent the largest number of participants served with an average of 43,541 served each FY.



Age Group: Youth age 18 and under and older adults age 60 and over together, made up the largest age groups served, with an average of 61,457 served each FY.



Race/Ethnicity: Those identifying as Latino were the most served accounting for an average of 57,097 participants served each FY.

For more information and data analysis, refer to page 3 and Appendix B

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The CORE Conditions for Health and Well-being



Background

CORE Investments is a funding model and community movement focused on advancing equitable health and well-being in Santa Cruz County through a collective-impact, results-based approach. In November 2021, the County Board of Supervisors (BoS) and the Santa Cruz City Council (Council) approved the release of the joint CORE Request for Proposals (RFP) to fund evidence-based services tied to specific community outcomes. The RFP, shaped by broad stakeholder input, emphasized the CORE Conditions of Health and Well-Being and required applicants to identify an equity focus (such as race/ethnicity, gender, etc.) in their program. This second funding cycle covered Fiscal Years (FY) 22–2023 through FY 24–2025.



A hybrid model approach was used for the distribution of CORE funding through a **four-tier format** in which most of the funds would support a broad base of direct services and a portion focused on one collaborative, **Targeted Impact** investment.

Table 1: CORE Funding Tiers and Grant Amounts

Tier	Grant Amounts
Targeted Impact	\$795,000
Large	\$150,001–\$450,000
Medium	\$25,001–\$150,000
Small	\$5,000–\$25,000

Grants at higher funding levels had higher reporting requirements for their equity-based outcome metrics. Additionally, those in the Targeted Impact tier were asked to address **racial equity explicitly** but could choose to focus on other dimensions of equity as well.

In June 2022, the BoS in collaboration with the City Council approved **\$5.9 million in funding** for CORE Investments to be allocated to **41 nonprofit and public agencies representing 57 programs** to provide a variety of services specifically to communities that experience the greatest barriers to health and well-being.

This annual report summarizes key highlights of the three-year CORE funding cycle including successes, challenges, and equity efforts. It also presents a results-based review of the FY 24/25 data submitted by the 57 CORE programs which includes program achievements, participant information, outcome indicators, challenges, equity work, and technical assistance needs.

Participant Success Story

Client: "Your food is so delicious and nutritious! I have congestive heart failure which I believe has been improved... and they have helped me maintain a healthier weight and feel good. I always look forward to my (meals) and I know they help me live a healthier lifestyle..."

CORE Pillars: Data, Evidence, and Equity

Since 2017, CORE has utilized the **Results-Based Accountability (RBA)** framework to collect data on the funded programs. More information about the RBA framework can be found on the Clear Impact [website](#). Programs are required to collect data on a series of shared demographics and quality measurements to demonstrate their community reach and impact. Each program submits annual reports through an online portal to the Santa Cruz County (County) Human Services Department (HSD), which serves as the administrative body for CORE Investments.

The RBA framework requires funded programs to report on:

- **How much are programs/services able to achieve:**
 - **Activities**- How many services are provided.
 - **Unduplicated Participants**- The number of people served and their demographics.
- **How well are programs/services provided:**
 - **Quality Survey**- All programs will conduct a participant survey asking how satisfied individuals are with the services they received.
- **Is anyone better off** because of the **program/services:**
 - **Outcome Indicators**- All programs are required to collect data on whether individuals are better off due to the services received.

Equity is a core focus of the CORE model, which works across agencies to address root causes of inequities and help all County residents thrive. During this funding cycle, programs were required to identify an equity issue their services addressed and to report annually on how they advanced equity in their work.

Methodology

HSD staff collected all CORE annual reports through a web-based data collection tool, which documented program activities from July 1, 2022, to June 30, 2025. Each year, qualitative and quantitative data from all CORE reports were summarized.¹ This data was coded, analyzed, and summarized to identify program outcomes, challenges, participant success stories, and areas for improvement. Additionally, the data was compared across the three-year CORE funding cycle. HSD has provided a weblink to the annual reports submitted by programs for each fiscal year of the funding cycle in Appendix C of this report.²



The next section presents aggregated data from the annual progress reports using the **RBA framework**. A key limitation is that reporting varies across the 57 programs, since each one sets its own goals and outcome indicators based on its services—for example, some report meals delivered while others report counseling sessions provided. Throughout the funding cycle, HSD supported programs in improving data collection and evaluation methods to better assess CORE’s impact. A detailed summary of all FY 24/25 program results can be found in Appendix A.

Findings

The findings section is divided into two parts, beginning with a comprehensive summary of the key highlights of the three-year CORE funding cycle. The second part examines the CORE FY 24/25 program outcomes featuring both quantitative and qualitative data submitted by the 57 programs. This includes program achievements, participant demographics, outcome indicators, challenges, equity initiatives, and technical assistance needs.

¹ The call out boxes included in this report are from the success, challenges, and equity sections submitted by programs in their reports. Client names in Success Stories have been changed to protect the identity of individual(s).

² In FY 22/23, there were 58 CORE funded program reports due to one program providing two separate reports for its two program components; that program provided one overall program report in the following fiscal years.

The CORE Funding Cycle FY 22-25 Comprehensive Summary

The **CORE Investments of Santa Cruz County** completed a three-year funding cycle that annually invested \$5.9 million into 41 agencies with 57 programs. These programs collectively exceeded participant goals each year and demonstrated strong, measurable improvements in community outcomes.

The majority of CORE programs consistently met their RBA performance measures during the funding cycle and collectively provided services to an average of 119,505 participants annually—surpassing their anticipated annual average by over 12%. Despite facing challenges like staffing shortages and barriers to data-collection, the collective of CORE programs advanced important equity initiatives and delivered meaningful, positive impacts to the community members of Santa Cruz County.

Utilizing a collective-impact approach, CORE programs provided services across multiple social and safety-net sectors to address diverse community needs, aligning with the CORE Conditions for Health and Well-Being.

Each program integrated equity in their scope of work by prioritizing their service delivery to historically underserved communities that face the greatest systemic barriers to health and well-being. The services spanned a wide range of sectors, some of which are captured in the graphic below:



Throughout the funding cycle, the collective of CORE programs met most of their shared RBA outcome indicators while also exceeding their service goals in multiple participant demographic categories. For example, **Table 2** illustrates that CORE programs surpassed their contractual goal of participants served in each year of the funding cycle.

Table 2: CORE Participants Served by FY

Goals	FY 22/23	FY 23/24	FY 24/25
Collective Participant Goal	100,965	108,022	109,017
Actual Participants Served	106,935	124,568	127,013
Percent of Goal Met	106%	115%	117%

The collective of CORE programs were contracted to serve an average of **106,001** unduplicated participants each fiscal year. At the conclusion of the funding cycle, the collective achieved an average of **119,505** participants annually, exceeding their goal by more than **12%**.

In FY 22/23 a **significantly lower number of participants were served** when compared to the other two fiscal years. This decrease may be directly related to the **2023 atmospheric river floodings** that occurred in the county, causing substantial damage particularly in south county in the areas around the Pajaro levee, **affecting the residents in and around Watsonville**. During this time, many CORE program services were canceled or became unavailable due to unsafe weather and road conditions. In response to the flooding, several CORE programs shifted their focus to providing services and resources such as food delivery and shelter placement to support the affected residents in Watsonville. This correlated with CORE programs delivering more services to the residents of Watsonville than to any other county location during FY 22/23.

The consistent annual increase in participants served may reflect current community needs, improved program visibility, stronger community trust developed by the third year, and equity-focused strategies such as improving accessibility and hiring staff that represent the community. The trends may also indicate a rising community demand for specific services.

Throughout the funding cycle, the collective of CORE programs successfully met the majority of their program outcome metric goals and exceeded their participant demographic goals.

Table 3 shows the largest participant groups served during the funding cycle, categorized by gender, language, race/ethnicity, and county residence.

Table 3: The Largest Demographic Served During the CORE Funding Cycle

Annual Average of Participants Served = 119, 505			
Demographic Category	Largest Demographic Served Per Category	Average Participants Served per FY	Percent of Average Participants Served
Gender	Female	68,358	57%
Language	English	66,281	55%
Race/Ethnicity	Latino	57,907	48%
Residence	Watsonville/South County	43,541	36%

Table 4 below shows data reflecting that the collective of CORE programs served participants across all age groups during the funding cycle.

Table 4: Participants Served During the CORE Funding Cycle by Age Group

Annual Average of Participants Served = 119, 505*			
Demographic Category	Age Group	Average Participants Served per FY	Percent of Total Participants Served
Age	0-18	37,846	32% †
	19-59	54,503	46%
	60+	23,611	20% †

**Age Demographics do not include unknown-age category*

† The percentages of these two groups do not match the totals on the Executive summary due to rounding

As noted earlier, the 57 CORE programs utilized an RBA framework to monitor shared quality measures and demonstrate community impact. Across the funding cycle, the programs met most of their RBA goals each fiscal year and demonstrated performance improvements in various categories, as illustrated in **Table 5**.

Table 5: Percentage of Goals Met by the Collective of CORE Programs by FY

RBA Framework	CORE Goal Area	FY 22/23 % of Goal Met	FY 23/24 % of Goal Met	FY 24/25 % of Goal Met
How Much	Total Participant Goals	70%	71%	54%
	Activity Goals	75%	75%	78%
How Well	Quality (Survey) Goals	95%	92%	97%
Better Off	Program Outcome Goals	81%	85%	79%

For more participant demographic analysis across the funding cycle, see Appendix B.

Key Challenges faced by CORE Programs

During the three-year cycle, an average of 45 (79%) programs reported challenges each fiscal year, that affected their service delivery and/or the collection of required participant and program data. In FY 22/23, CORE programs faced unique challenges specific to the 2023 atmospheric river flooding that impacted areas around the county, particularly in the city of Watsonville and the Pajaro levee. In the same FY22/23, multiple CORE programs also reported difficulties in transitioning from the virtual/social distancing COVID-19 guidelines to offering in-person services.



Across the funding cycle, programs consistently identified three main challenges related to **program implementation**:

- Staffing shortages, including issues with recruiting and retaining staff.
- Participant recruitment and engagement difficulties, often related to timing conflicts, such as after-school events or agricultural work cycles.
- Operational barriers, including lack of transportation for participants, difficulties in securing permanent space and the need for improved referral processes to increase program visibility.

Programs consistently reported three main challenges in **collecting program and participant data** during the funding cycle:

- Low survey response rates from program participants.
- Staff constraints in assisting participants with surveys/program questionnaire completion.
- Reservations from participants about providing personal information

Equity Highlights

Throughout the funding cycle, the 57 CORE-funded programs integrated equity as a central component in both their program design and delivery. This included prioritizing accessibility, hiring staff that reflect the communities they serve, and offering materials in multiple languages. CORE programs also reported annually on how they promoted equity among their staff such as providing equity-focused trainings, offering professional development opportunities, and organizing ongoing workgroups dedicated to equity topics.



The following is a summary of the equity focused efforts consistently reported by CORE programs during the funding cycle:

- Training for staff on topics related to equity, such as Diversity, Equity, and Inclusion (DEI) and Internal Bias.
- Having equity as a standing agenda item during monthly meetings and establishing equity committees/workgroups.
- Emphasizing program accessibility by hiring staff representative of the communities served, using inclusive signage, and providing culturally responsive program materials.

Participant Success Story

Rosa, 12, is very quiet...Eye contact with a smile is so rare from her. On day one, tasked with dicing onions, Rosa struggled. Her teacher gave her a couple of simple practical tips and when they worked, she looked up and smiled. After that she smiled more...Rosa isn't just cooking; she's learning to understand food, and to have confidence in herself and her choices.

CORE FY 24/25 In Review

This section provides an overview of the quantitative and qualitative data reported by all 57 CORE-funded programs in FY 24/25, including participants, demographics, outcomes, challenges, equity efforts, and technical assistance needs. During this period, CORE programs served 127,013 participants, exceeding their contractual goal by more than 15%. The programs also effectively reached key demographic groups throughout the county in FY 24/25 and demonstrated strong outcomes in most RBA goal areas.

Health and Wellness programs accounted for the majority of participants, and demographic data indicated consistent or increasing demand for services across various age groups, languages, and racial backgrounds. Although the programs faced challenges such as staffing shortages and barriers in data-collection, they made measurable progress in their equity efforts and continued to strengthen their capacity to provide impactful services countywide.

CORE FY 24/25 Participant Data Discussion

In FY 24/25, CORE programs delivered a wide range of services across the county, helping improve the quality of life for many participants. Collectively, these programs served **127,013** unduplicated participants, exceeding the anticipated number of people served of 109,017 by over 15%. This total surpassed the previous year's count by 2,445 participants, as shown in **Table 6**.

Table 6: The Collective of CORE Participants Served by FY

FY 22/23	FY 23/24	FY 24/25
106,935	124,568	127,013

Table 7 shows how many programs selected each CORE Condition of Health and Well-Being, identifying the condition that best reflects their services. Most programs (20) selected Health and Wellness.

Table 7: CORE programs by Conditions of Health and Well-Being

CORE Condition of Health and Well-being	Total Programs	FY 24/25 Participants Served
Health and Wellness	20	110,239
Lifelong Learning	6	2,435
Economic Security	5	3,771
Thriving Families	14	7,992
Community Connectedness	3	1,027
Safe and Just Communities	3	147
Stable, Affordable Housing	6	1,402
Total	57	127,013

Across the three-year funding cycle, **two Health and Wellness programs** consistently accounted for a **large share of total participants** served. One program focused on food security and education, and the other on physical health and well-being.

In FY 24/25, these two programs reported serving a combined total of 111,900 participants, **more than 70%** of the total 127,013 participants across all 57 CORE programs.

For more detailed demographic analysis of participants throughout the funding cycle, refer to Appendix B.

In FY 24/25, CORE programs largely served the participants they intended to serve. Each program set specific goals for the number of clients served based on location, race/ethnicity, age, and gender. Notably, CORE programs exceeded these goals, demonstrating rising community demand for services across various demographics.

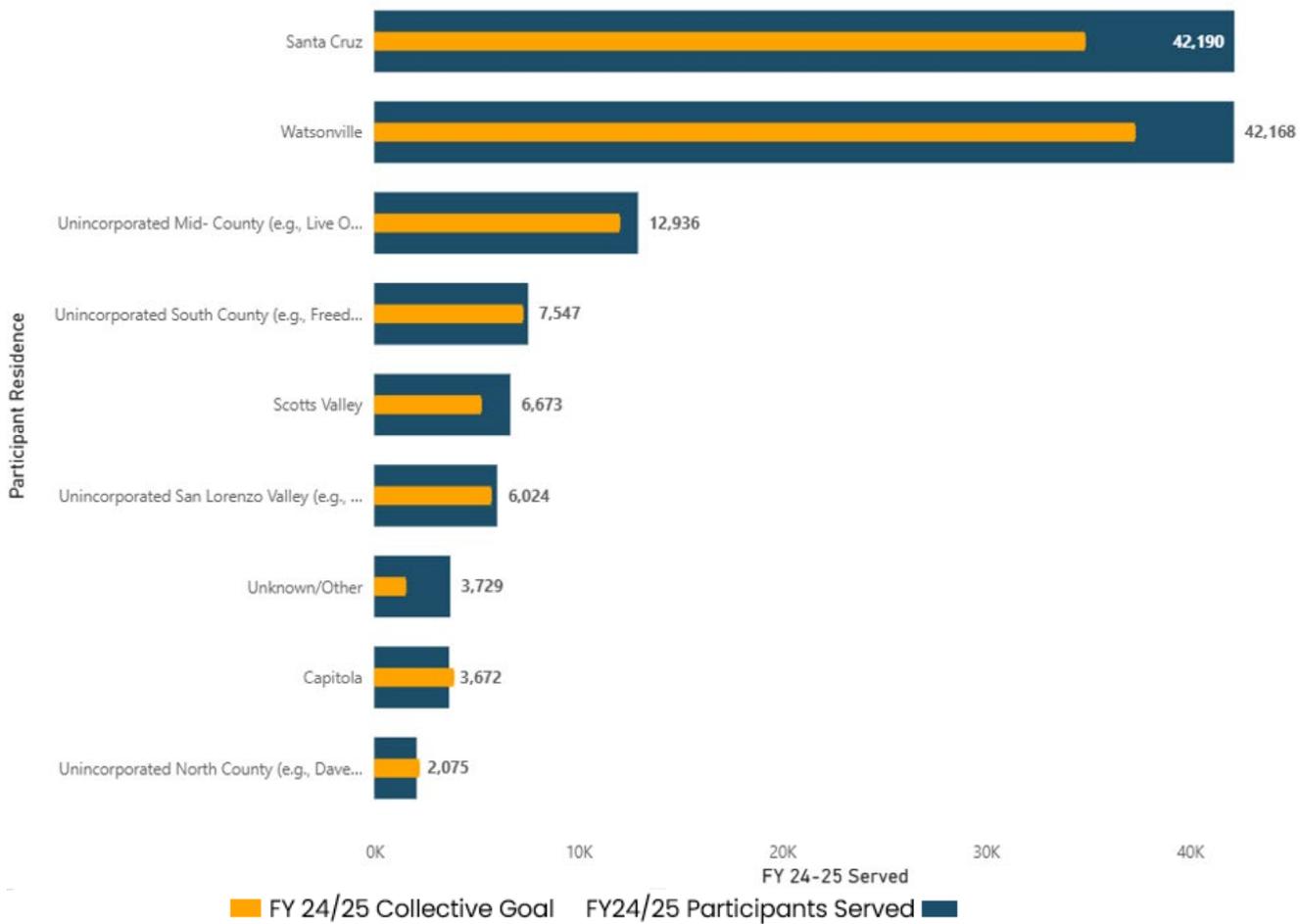
Graphs 1-5 on the following pages show the demographic data reported by all 57 CORE programs. A comprehensive summary of the aggregated data and demographics for FY 24/25 is available in Appendix A. To enhance readability, graphs and descriptions are presented together on a single page.



Graph 1 shows that in FY 24/25, 33% of CORE participants were served in Santa Cruz and 33% in Watsonville, similar to the prior fiscal year. The regions of Scotts Valley and Unincorporated Mid-County each had an increase of over 1,000 more participants served when compared to the prior year, primarily due to the high-volume food security and education program noted earlier on page 10.

Graph 1

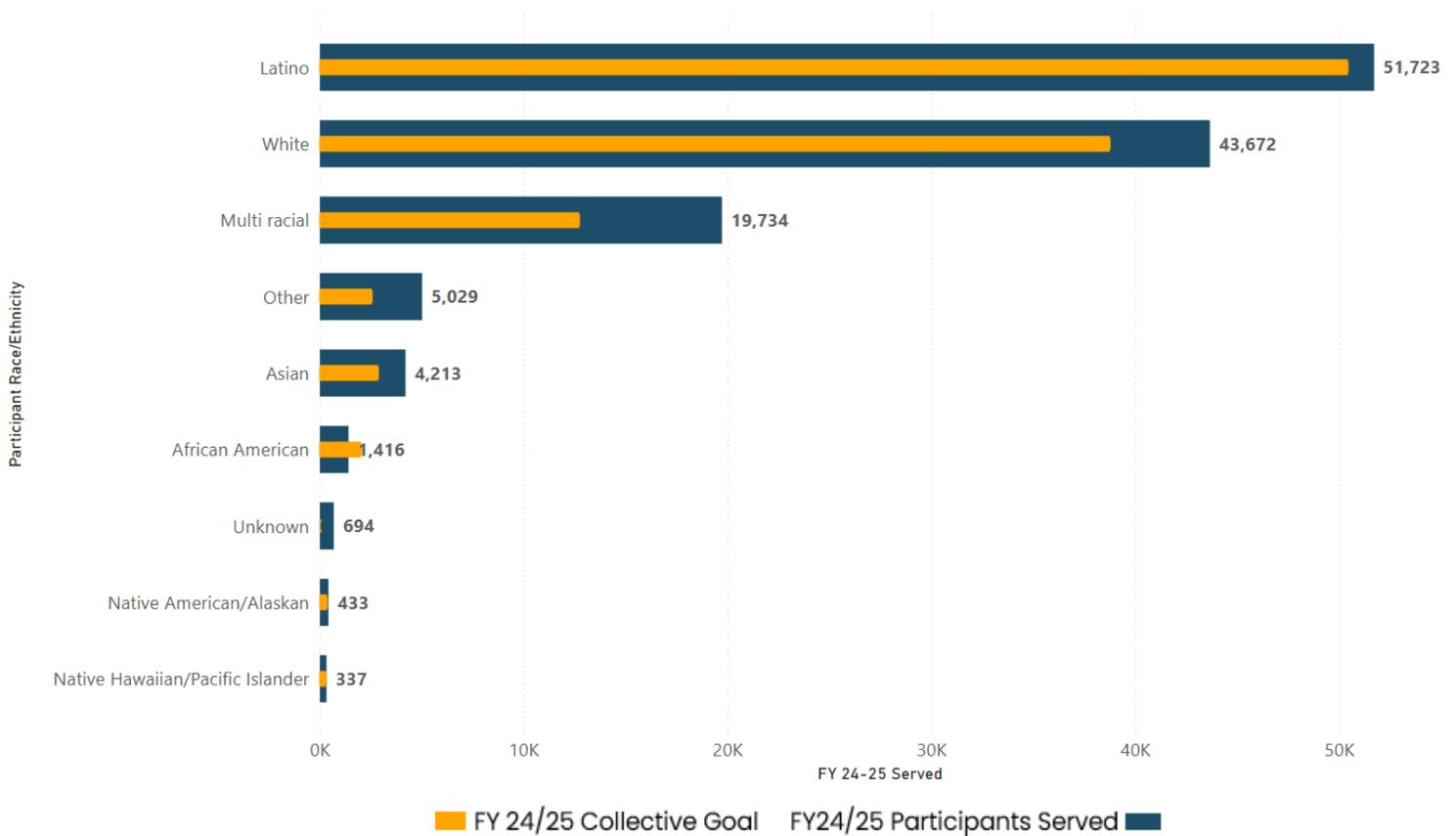
FY 24-25 Core Participants and Goals by Participant Residence



Graph 2 shows that 41% of participants identified as Latino and 34% identified as White in FY24/25. Participants identifying as Multiracial totaled 16%, a significant increase when compared to the 2,402 (2%) of participants identifying as Multiracial in the previous year. This significant increase is largely attributed to data from the high-volume food security and education program discussed earlier. Additionally, the collective of CORE programs achieved a 7% improvement in serving the African American demographic group compared to prior years. For a comprehensive demographic analysis, refer to Appendix A.

Graph 2³:

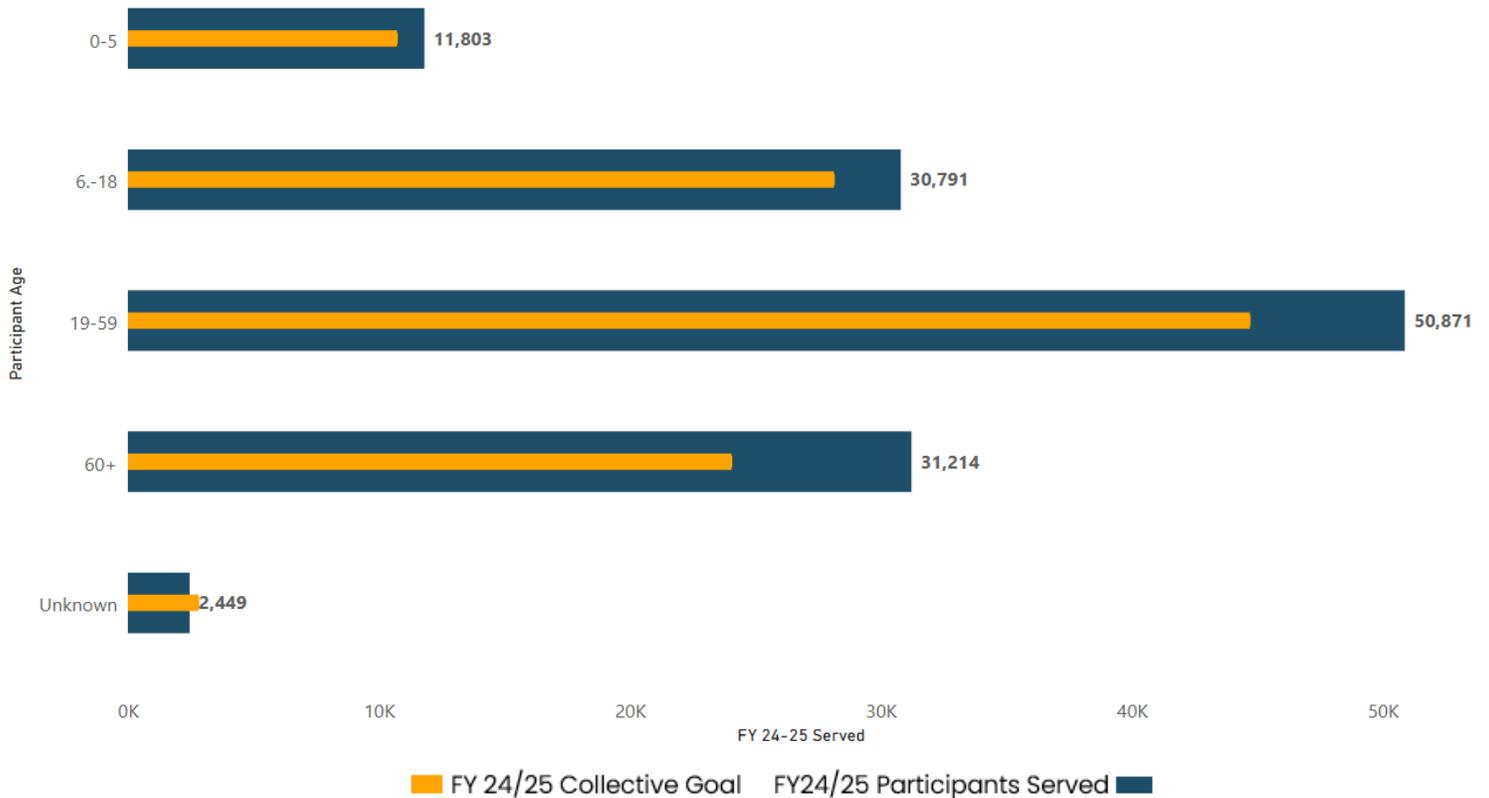
FY 24-25 Core Participants and Goals by Participant Race/Ethnicity



³ Because participants could select multiple race or ethnicities, this chart total does not equal 127,013.

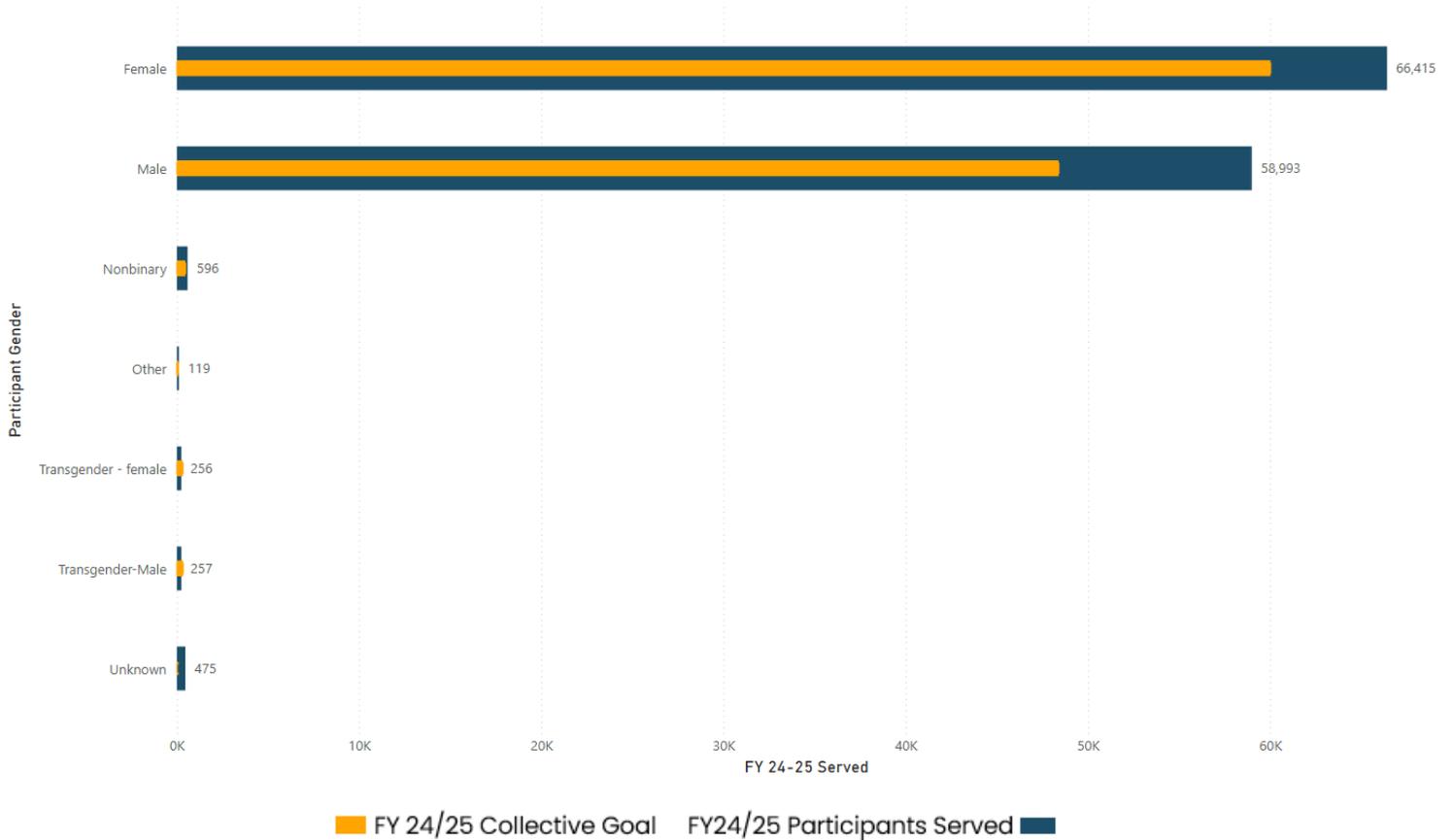
Graph 3 shows that in FY 24/25, CORE programs served participants across all age groups. The age group of children (0–5) represented 9% of all participants served, with youth in the age group of (6–18) totaling 24%, and seniors aged 60+ accounting for 25%. The majority of participants served were ages 19–59, making up 40% of all participants served. Notably, when compared to the previous year, there was a **7% increase** in participants aged 60+, while there was a corresponding **7% decrease** in those aged 19–59.

Graph 3:
FY 24-25 Core Participants and Goals by Participant Age



During the three-year funding cycle, CORE programs expanded their collection of gender data to more accurately reflect all gender identities. **Graph 4** shows that in FY 24/25, **52%** of participants identified as **female**, a slight decrease when compared to the previous year and **46%** of participants identified as **male**, a slight increase when compared to the previous year.

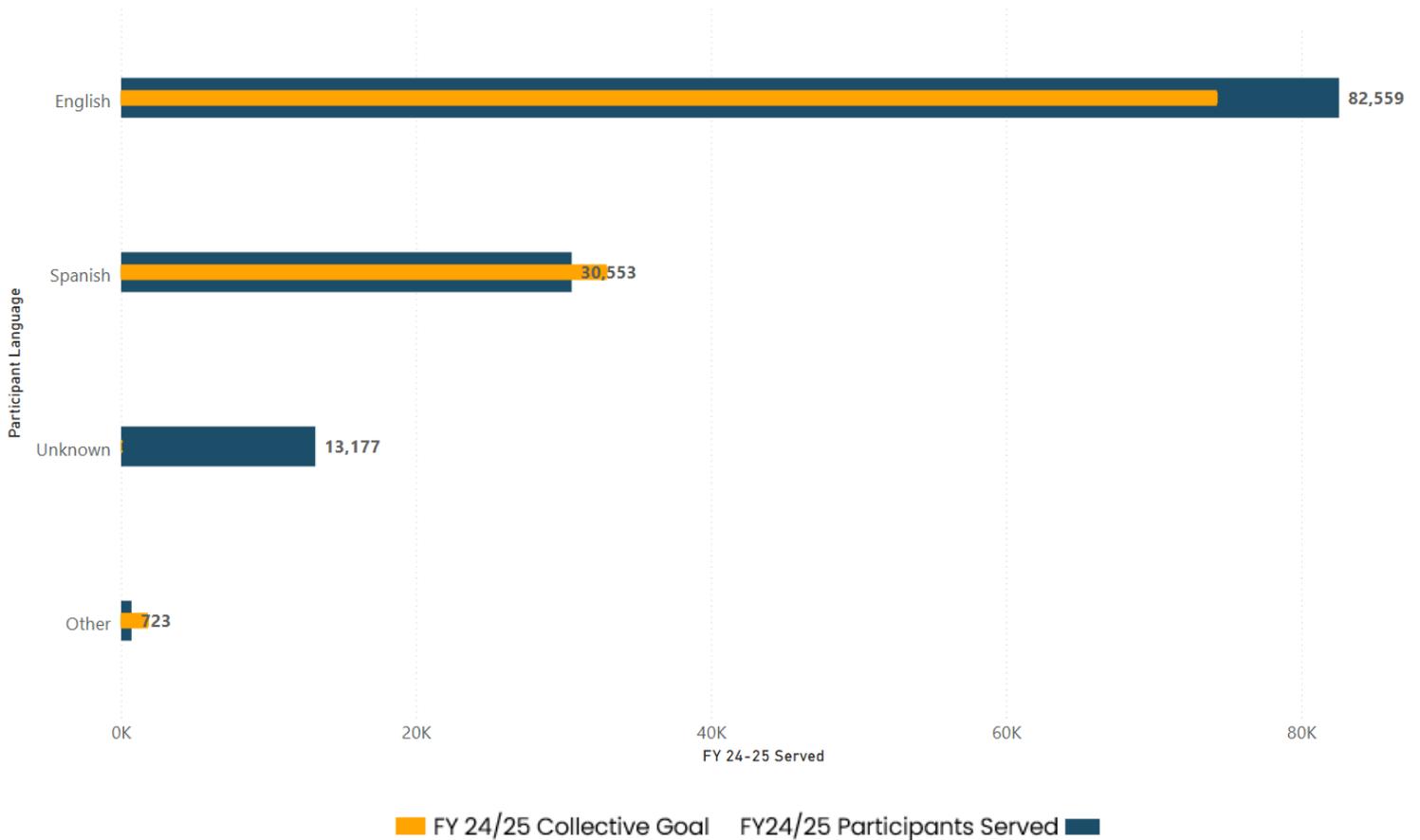
Graph 4:
FY 24-25 Core Participants and Goals by Participant Gender



Graph 5 shows that 65% of participants reported English as their primary language and 24% of participants reported Spanish as their primary language in FY 24/25. This marks a significant shift from the previous year when 46% of participants reported English and 41% reported Spanish as their primary language. The high-volume food security and education program noted earlier accounted for most of this shift in both language groups.

Graph 5

FY 24-25 Core Participants and Goals by Participant Language



Agency Success Story

One of the most significant successes was that we have collected more data and there is 0% recidivism rate. This is proof that the program is highly successful and one in which participants look forward to being part of each week.

CORE Results and Outcomes

As discussed earlier, annual reporting requirements created shared measurements across all 57 CORE programs to demonstrate their reach and community impact. This year, most programs met their RBA goals and made improvements in several CORE goal areas compared to the previous year.

The following data presented in tables 8–10 show how CORE funding created positive outcomes for participants. Each table also includes a comparison of the FY 24/25 results to those of FY 23/24. Given the wide variety of programs—from meal delivery to after school art sessions—each program set specific goals using the RBA framework, so their results could be combined to assess overall community impact.

All programs established one unduplicated participant goal and had the option to set multiple goals in the Activity, How Well, and Better Off categories. For example, **Table 8** shows that in FY 24/25, the collective of programs achieved 97% of their participant satisfaction (How Well) goals and 79% of their Better Off goals.

Note: The % of Goal Met column is calculated independently for each row and those percentages are not meant to be added across rows.

Table 8: CORE Programs Met the Majority of Their RBA Goals in FY 24/25

RBA Framework	CORE Goal Area	Number of Goals FY 24/25	FY 24/25 Goals Met	FY 23/24 % of Goal Met	FY 24/25 % of Goal Met
How Much	Served Participant Goals	56*	30	71%	54%
	Activity Goals	157	123	75%	78%
How Well	Quality (Survey) Goals	62	60	92%	97%
Better Off	Better Off Goals	146	116	85%	79%
<i>Total</i>		421	329	81%	77%

*One program did not have a contracted Unduplicated Participant goal



Agency Challenge

We have experienced a slight decline in enrollment due to fluctuations in programmatic partnerships with local school districts. This led to a smaller than anticipated number of unduplicated pupils reached in the FY 24/25.

Table 8 above also indicates that CORE programs met most of their overall RBA goals in FY 24/25 and identifies a significant shift in the unduplicated participant goal as 30 programs (54%) met their goal, a decrease from 71% the previous year. The challenges that led to this decline are further examined later in this report.

The collective of CORE programs met most of their participant demographic goals in FY 24/25, while demonstrating notable improvements when compared to the previous FY in multiple categories. **Table 9** shows that the programs exceeded their participant-resident goals in several regions, indicating broader service reach across the county and suggesting increased program service needs within these communities. The city of Capitola (96%) and the Unincorporated North County (98%) were the only regions that the collective of CORE programs did not reach 100% of their participants-served goal.

Table 9: Participant Residence Goals Met

Participant Residence	FY 23/24 % of Goal Met	FY 24/25 % of Goal Met
Watsonville	116%	113%
Santa Cruz	117%	121%
Unincorporated Mid- County (e.g., Live Oak, Soquel, Aptos)	99%	108%
Unincorporated South County (e.g., Freedom)	109%	105%
Unincorporated San Lorenzo Valley (e.g., Ben Lomond)	110%	107%
Scotts Valley	109%	129%
Capitola	112%	96%
Unincorporated North County (e.g., Davenport)	103%	98%

Participant Success Story

We had one parent attend our practical skills series to learn how to use the parent portalAfter learning how to use the Infinite Campus portal he declared, "I feel like I can really help my kids now I'm going to go register them for next year right now. Now I know how. Thank you!"

Table 10 shows that in FY 24/25, CORE programs served more individuals than anticipated across all age groups, with notable increases in the age categories of 0–5, 6–18, and 60+ when compared to the previous year.

Table 10: Participant Age Goals Met by FY

Participant Ages	FY 23/24 % of Goal Met	FY 24/25 % of Goal Met
0-5	106%	111%
6-18	103%	110%
19-59	129%	114%
60+	101%	130%

To review more CORE FY 24/25 aggregated data of all 57 programs, go to Appendix A of this report.

Challenges in Collecting Program and Participant Data

CORE programs outline the challenges, in their annual reports, they encounter in collecting program and participant data. Across the past three-years, the number of programs reporting challenges has decreased with each consecutive fiscal year.



In FY 24/25, 21 programs (36%) reported difficulties, primarily with collecting participant surveys and demographic information—down from 28 programs (49%) the previous year. This decline suggests that programs have improved their data-collection methods and participant engagement. Among the 21 programs reporting challenges this year:

- 12 cited low survey response rates and limited participant engagement, with some noting that the survey length may have contributed to this issue.
- Four programs reported limited staff capacity for data entry and follow-up.
- Others noted delays in receiving data from partner organizations, which slowed down the process.

Challenges In Meeting CORE Goals

This section outlines the challenges that programs faced in meeting their RBA and individual program goals. Over the three-year cycle, annual reports allowed CORE programs to identify obstacles affecting service delivery. In FY 24/25, 43 programs (75%) reported challenges, which is a slight decrease from the 45 programs that reported challenges the previous year. These challenges ranged from staffing shortages to logistical issues, with some programs highlighting barriers created by the current political climate.

Among the 43 programs:

- 15 (35%) reported staffing shortages and retention issues. Some noted that losing experienced staff limited their ability to serve more participants.
- 12 (30%) cited limited resources—such as housing vouchers, reduced program hours, and rising costs—that negatively impacted service delivery.
- 13 (30%) reported issues with partnerships and planning, including low referrals, delayed start dates, and changes in venues.
- Eight (19%) indicated that political rhetoric about immigrant and LGBTQ communities created fear and reduced participation.
- Other programs described difficulties with participant engagement and maintaining consistent communication.

Equity

As discussed earlier in this report, a core aspect of CORE funding is to address community inequities by identifying access barriers, confronting biases, and implementing strategies that promote equity in program services. In each year of the funding cycle, all 57 programs were required to report qualitative data on how they engaged their staff in equity initiatives and how their services advanced equity.



The main themes from program responses include:

- 27 programs (47%) provided staff trainings on equity-related topics such as cultural humility, diversity, equity and inclusion (DEI), systemic racism, and trauma-informed approaches.
- 19 programs (33%) established ongoing spaces for equity discussions, including committees, workgroups, or regular meeting agenda items.
- Many programs focused on addressing the cultural, linguistic, and physical needs of participants by improving accessibility through multilingual materials, hiring staff that reflect the community, adopting culturally responsive practices, and providing ADA-compliant signage.

Technical Assistance Needs

As part of CORE's commitment to continuous improvement, programs are asked each year about their technical assistance needs and their participation in CORE Institute trainings. Although these trainings were available early in FY 24/25, they were discontinued in November 2024.

This year, 41 programs, representing 72%, reported that they did not need technical assistance with data collection. This percentage is similar to the 74% reported in FY 23–24. The remaining 16 programs, or 28%, requested support mainly for collecting demographic data, conducting surveys, utilizing data software tools, and training staff to effectively communicate the importance of data to partners.

Throughout the funding cycle, the CORE Institute offered trainings on data collection, grant writing, and equity. However, due to the discontinuation of these sessions after November 2024, participation dropped: only 29 programs (51%) reported attending a CORE Institute event, compared to 77% the previous year.

Conclusion and Next Steps

In the final year of the 2022–2025 CORE funding cycle, programs continued to collaborate to address the inequities faced by underserved and vulnerable residents of Santa Cruz County. They served more participants than in the previous two years and provided services that improved lives and produced positive outcomes. The programs also demonstrated steady improvement across various outcome measures and strengthened their capacity to design, track, and report on their services.

With the funding cycle concluding on July 1, 2025, HSD can now use three years of annual reports that highlight successes, challenges, and outcomes—to further support community-based agencies and strengthen services for residents. The collective results clearly indicate that CORE programs had a meaningful and positive impact throughout Santa Cruz County.



Appendices

Appendix A: CORE Annual Report Data Summary of FY 24/25 Participant Demographic Data

The following tables provide the aggregated data submitted by the 57 CORE programs in FY 24/25. The data is categorized by the participant demographic categories of: Age, Language, Race/Ethnicity, Gender, and Residence.

Note: The % of Goal Met column is calculated independently for each row, and those percentages are not meant to be added across rows.

The total participant count in each table **may exceed** the FY 24/25 total participants served of 127,013, due to variations and goal settings of each CORE program.

Table 1: Participant Ages

Participant Age	CORE FY 24/25 Goal	FY 24/25 Served	% of Total Participants Served	% of Goal Met
0-5	10,673	11,803	9%	111%
6-18	28,085	30,791	24%	110%
19-59	44,654	50,871	40%	114%
60+	24,003	31,214	25%	130%
Unknown	2,760	2,449	2%	89%
Total	110,175	127,128	100%	115%

Table 2: Participant Primary Language

Participant Language	CORE FY 24/25 Goal	FY 24/25 Served	% of Total Participants Served	% of Goal Met
English	74,207	82,559	65%	111%
Spanish	32,853	30,553	24%	93%
Other	1,756	723	1%	41%
Unknown	n/a	13,177	10%	n/a
Total	108,816	127,012	100%	117%

Table 3: Participant Race/Ethnicity*

Participant Race/Ethnicity	CORE FY 24/25 Goal	FY 24/25 Served	% of Total Participants Served	% of Goal Met
Latino	50,376	51,723	41%	103%
White	38,703	43,672	34%	113%
Multi-racial	12,678	19,734	16%	153%
Other	2,508	5,029	4%	201%
Asian	2,816	4,213	3%	150%
African American	1,980	1,416	1%	72%
Unknown	n/a	694	1%	n/a
Native American/Alaskan	300	433	0%	144%
Native Hawaiian/Pacific Islander	251	337	0%	134%
Total	109,613	127,251	100%	116%

*Totals exceed 127,013 due to "select all" option for survey respondents

Table 4: Participant Gender

Participant Gender	CORE FY 24/25 Goal	FY 24/25 Served	% of Total Participants Served	% of Goal Met
Female	59,957	66,415	52%	111%
Male	48,332	58,993	46%	122%
Nonbinary	417	596	0%	143%
Transgender-Female	274	256	0%	93%
Transgender - Male	284	257	0%	90%
Other	24	119	0%	496%
Unknown	n/a	475	0%	n/a
Total	109,288	127,111	98%	116%

Table 5: Participant Residence

Participant Residence	CORE FY 24/25 Goal	FY 24/25 Served	% of Total Participants Served	% of Goal Met
Santa Cruz	34,783	42,190	33%	121%
Watsonville	37,233	42,168	33%	113%
Unincorporated Mid- County (e.g., Live Oak, Soquel, Aptos)	11,954	12,936	10%	108%
Unincorporated South County (e.g., Freedom)	7,208	7,547	6%	105%
Scotts Valley	5,164	6,673	5%	129%
Unincorporated San Lorenzo Valley (e.g., Ben Lomond)	5,654	6,024	5%	107%
Capitola	3,822	3,672	3%	96%
Unincorporated North County (e.g., Davenport)	2,127	2,075	2%	98%
Unknown/Other	1,465	3,729	3%	255%
Total	109,410	127,014	100%	116%

CORE Collective Contracted and Achieved Goals

The tables below display the collective of contracted goals versus the achieved goals per programs grouped in each CORE Condition category.

Each CORE-funded program was required to set participant*, activity (e.g., providing mental health sessions), how well (e.g., how satisfied participants are with services), and better off (e.g., participants will have improved mental health) goals. The programs also selected a primary [CORE Condition](#), which aligns with their program services and intended outcomes based solely on CORE funding.⁴

In FY 22/23, there were **58** CORE-funded program reports due to one program providing two separate reports for its two program components. That specific program provided one overall report in the following two fiscal years, totaling **57** CORE funded program reports.

Table 6: Participant Goals by CORE Condition

CORE Condition	Total Programs	Total Participant Goal	Total Participants Served	% of Goal Met
Health and Wellness	19*	94,521	110,197	100%
Lifelong Learning	6	4,019	2,435	61%
Economic Security	5	3,012	3,771	125%
Thriving Families	14	5,378	7,992	149%
Community Connectedness	3	1,300	1,027	79%
Safe and Just Communities	3	234	147	63%
Stable, Affordable Housing	6	1,251	1,402	112%
Total	56*	109,715	126,971	116%

**One program did not have a contracted Unduplicated Participant goal due to their program model, which is why it shows a total of 56 programs instead of 57 and total participant count may vary.*

⁴ Two programs (Boys & Girls Clubs of Santa Cruz County, Food What?!) have their annual goal for Unduplicated Participants reflective of their total program funding, rather than *only CORE funding*. Their reported FY 24/25 actuals in this category reflect the unduplicated participants served by *CORE funding only*. Two programs (Boys & Girls Clubs of Santa Cruz County, Integrated Behavioral Health) have their annual goal for Activities/Services reflective of their total program funding, rather than *only CORE funding*. Their reported FY 24/25 actuals in this category reflect the services/activities by *CORE funding only*.

Table 7: Activity Goals by CORE Condition

CORE Condition	Total Programs	Activity Goals	Goals Met	% of Goal Met
Health and Wellness	20	49	38	78%
Lifelong Learning	6	10	7	70%
Economic Security	5	13	8	62%
Thriving Families	14	51	45	88%
Community Connectedness	3	6	4	67%
Safe and Just Communities	3	6	2	33%
Stable, Affordable Housing	6	23	15	65%
Total	57	158	119	75%

Table 8: How Well Goals* by CORE Condition

CORE Condition	Total Programs	Participants Served	Surveyed Participants	% of Goal Met	Participant Response Rate
Health and Wellness	20	110,239	88,566	95%	80%
Lifelong Learning	6	2,435	2,099	83%	86%
Economic Security	5	3,771	1,819	100%	48%
Thriving Families	14	7,992	4,652	100%	58%
Community Connectedness	3	1,027	921	100%	90%
Safe and Just Communities	3	147	120	100%	82%
Stable, Affordable Housing	6	1,402	694	100%	50%
Total	57	127,013	98,871	97%	71%

***How Well Goal:** “80% of program participants report being either “satisfied” or “very satisfied” with program services as measured by a one-question participant survey that will be completed by June 30th of each FY.”

Note: The % Goal Met and Participant Response Rate columns are calculated independently for each row, and those percentages are not meant to be added across rows.

Table 9: Better Off Goals by CORE Condition

CORE Condition	Total Programs	Better Off Goals	Goals Met	% of Goal Met
Health and Wellness	20	49	38	78%
Lifelong Learning	6	13	10	77%
Economic Security	5	14	12	86%
Thriving Families	14	41	33	80%
Community Connectedness	3	7	7	100%
Safe and Just Communities	3	8	7	88%
Stable, Affordable Housing	6	14	11	91%
Total	57	146	118	81%

Appendix B:

Summary of the aggregated participant demographic data for the complete CORE FY 22–25 Funding Cycle. *Total participant count* during a fiscal year may differ per category due to variations in the specific annual goals of each CORE program.

Table 1. Unduplicated Participants Served by FY

FY 22/23	FY 23/24	FY 24/25
106,935	124,568	127,013

Table 2. Participants Served by Age Group

Participant Age	FY 22/23	FY 23/24	FY 24/25
0-5	9,426	11,108	11,803
6-18	21,907	28,504	30,791
19-59	54,478	58,159	50,871
60+	17,085	22,534	31,214
Unknown	4,040	4,262	2,449
Total	106,936	124,567	127,128

Table 3. Participants Served by County Residence

Participant Residence	FY 22/23	FY 23/24	FY 24/25
Watsonville	45,551	42,903	42,168
Santa Cruz	24,692	39,733	42,190
Unincorporated Mid- County (e.g., Live Oak, Soquel, Aptos)	8,443	11,604	12,936
Unincorporated South County (e.g. Freedom)	4,611	7,792	7,547
Unincorporated San Lorenzo Valley (e.g., Ben Lomond)	3,927	6,139	6,024
Scotts Valley	2,381	5,567	6,673
Capitola	1,603	4,178	3,672
Unknown/Other	14,926	4,484	3,729
Unincorporated North County (e.g., Davenport)	800	2,174	2,075
Total	106,934	124,574	127,014

Table 4. Participants Served by Gender

Participant Gender	FY 22/23	FY 23/24	FY 24/25
Female	58,229	69,104	66,415
Male	47,015	54,530	58,993
Nonbinary	n/a*	248	596
Transgender-Female	127	224	256
Transgender - Male	117	121	257
Other	201	136	119
Unknown	1,245	503	475
Total	106,934	124,866	127,111

**The -Nonbinary- gender was not available in the reporting template for CORE programs during FY 22/23. This was made available in the following FY 23/24.*

Table 5. Participants Served by Race/Ethnicity

Participant Race/Ethnicity	FY 22/23	FY 23/24	FY 24/25
Latino	60,819	58,749	51,723
White	31,815	40,543	43,672
Unknown	5,941	740	694
Asian	3,766	4,491	4,213
Multi racial	2,013	2,402	19,734
African American	1,183	1,266	1,416
Native American/Alaskan	876	1,093	433
Other	430	3,089	5,029
Native Hawaiian/Pacific Islander	204	1,012	337
Total	107,047	113,385	127,251

Table 6. Participants Served by Language

Participant Language	FY 22/23	FY 23/24	FY 24/25
English	69,221	57,725	82,559
Spanish	33,922	50,535	30,553
Other	1,790	1,743	723
Unknown	2,002	14,564	13,177
Total	106,935	124,567	127,012

Appendix C: CORE FY 22–25 Funding Cycle Program Reports

The link below provides online access to view all programs' Annual CORE reports for the complete CORE Funding Cycle FY 2022–2025.

Each report will display the program's annual budget, CORE Condition for Health and Well-Being, Equity Dimension, and Funding Tier. The reports also include each program's RBA framework of their contracted annual goals (CORE-funded only) and their goals achieved in:

- Unduplicated Participants
- Activities/Services
- Participant Demographics
- Participant Quality Survey
- Program Outcome Indicators

Additional questions that explore program successes, challenges, equity efforts, and technical assistance needs are also included in the report.

Link to online access:

www2.santacruzcountyca.gov/HSD/HSDCoreTracking/listviewreport