



# SCFSC Annual Report 2009

www.SCCFireSafe.org

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## Message from the President

There are many organizations with good intentions but it is difficult for many to turn good intentions into results and sustain their progress year after year.

I am proud to say that SCFSC is among these few in which collaboration, commitment and passion come together to, among other things, help save homes and protect lives and our communities.

2009 was another successful year for SCFSC. We expanded our Youth Education Program through increased participation in Smokey Story time and Smokey in the Classroom visits. The Lexington Hills CWPP was completed in collaboration with the community and other stakeholder organizations, and the East Foothills CWPP received unanimous approval by the County Board of Supervisors. We also gained several new donors and supporters of SCFSC which is important in sustaining our programs.

Among our proudest accomplishments, our Defensible Space Chipping Program helped protect **2,780 homes, 8,240 people, and \$2.7 Billion in property values** throughout Santa Clara County. When a devastating wild-fire occurs, it affects the entire community, from its impact on the economy to air quality and environment, to quality of life. Our progress and achievements benefit everyone.

It is my pleasure to serve as President of SCFSC. On behalf of SCFSC and the communities we serve, thank you for your support and interest in our organization. We look forward to another great year.

Sincerely,

Jerry Serpa  
Assistant Chief, Spring Valley Volunteer Fire Department  
President, Santa Clara County FireSafe Council



## SCFSC Officers and Board of Directors

### **Jerry Serpa**

Spring Valley Volunteer  
Fire Department  
*President/Director*

### **Michael Newburn**

Midpeninsula Regional  
Open Space District  
*First Vice President/  
Director*

### **Rick Parfitt**

*Second Vice President/  
Director*

### **John Tang**

San Jose Water Company  
*Secretary/Director*

### **Allan Thompson**

*Treasurer/Director*

### **Nick Ciardella**

CAL FIRE Santa Clara  
*Director*

### **Chris Hughes**

Pacific Gas and Electric  
Company  
*Director*

### **Dirk Mattern**

Santa Clara County Fire  
Department  
*Director*

### **Barry Stallard**

San Jose Fire Department  
*Director*

## *History, Mission and Programs*

### *Dedicated to our mission*

Founded in 2001 and incorporated as a 501(c)(3) public benefit corporation in 2002, the Santa Clara County FireSafe Council (SCFSC) has grown to include participants from the major fire agencies, many volunteer fire organizations, local utility companies, parks and open space organizations, city and county government representatives, neighborhood associations, and concerned individuals; all with a shared vision to educate and mobilize residents to reduce the risks of wildfires in Santa Clara County.

SCFSC accomplishes its mission of “*mobilizing the people of Santa Clara County to protect their homes, communities and environment from wildfires*” through three strategic areas:

#### **Community Outreach and Education Programs**

SCFSC volunteers distribute literature and other materials at community events and meetings. Community engagement is an essential part of these programs, which have also included Youth Education Programs for schools with students who live in Wildland Urban Interface areas.

#### **Hazardous Fuel Assessment and Strategy Projects**

Our member organizations and other stakeholders identify fire prone areas in Santa Clara County, propose appropriate treatments to reduce the risk of wildfires and develop Community Wildfire Protection Plans.

#### **Hazardous Fuel Reduction Projects**

These are typically clearing and chipping projects, which are based on Community Wildfire Protection Plans and designed to reduce hazardous fuel accumulations.

Through these activities, SCFSC seeks to effectively engage and mobilize residents and other stakeholders to help protect homes and neighborhoods in the Wildland Urban Interface areas of Santa Clara County from wildfires.

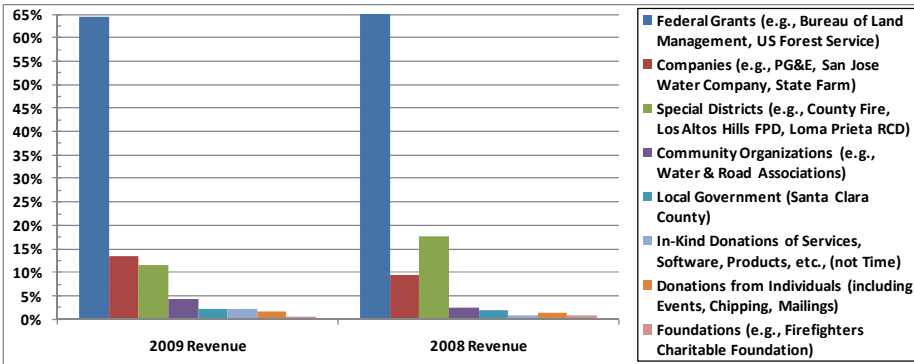
### *Living in California means learning to live with wildfires.*

The Santa Clara County FireSafe Council empowers individuals and communities to make our homes and neighborhoods “Fire Safe.”

# Revenue, Expenses and Accomplishments

## 2009 Financial Review

SCFSC now has six federal grants totaling \$519,412 from the USDA Forest Service and the USDI Bureau of Land Management. Three of these grants started in 2009 and three extend through 2011. We are in the process of raising \$59,038 in matching funds for these grants.

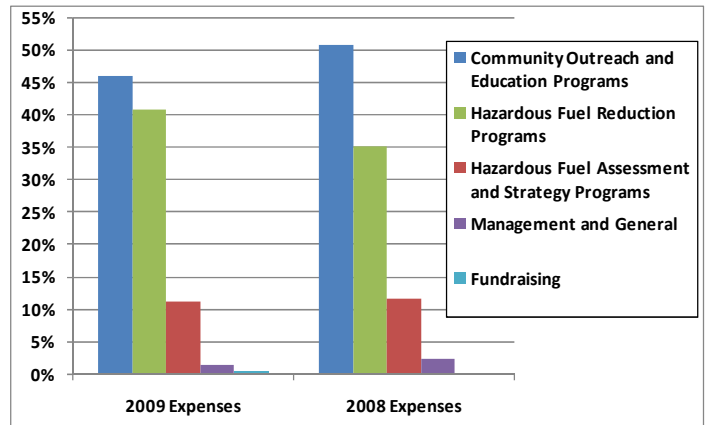


### << Source of Revenue in 2008 and 2009

Revenues before interest increased 32% from \$211,858 in 2008 to \$280,669 in 2009

### Distribution of Expenses in 2008 and 2009 >>

Expenses increased 35% from \$193,750 in 2008 to \$261,940 in 2009.



Net Change in Net Assets (Surplus) increased 4% from \$19,910 in 2008 to \$20,750 in 2009. Our Surplus is matching funds for federal grants which will be used in future years and other donations which can be used to build our cash reserves.

We expect our Hazardous Fuel Reduction Programs to exceed our Community Outreach and Education Programs for the first time in 2010. We intend to continue to reduce our dependence on Federal grants.

Hazardous Assessment and Strategy Programs include the Lexington Hills Community Wildfire Protection Plan (CWPP) which was completed in mid-2009. Hazardous Fuel Reduction Programs include our Defensible Space Chipping Programs.

### << 2009 Accomplishments

2,780 homes, 8,240 people, and \$2.7 Billion in property values



# Community Outreach and Education

## Smokey and SCFSC earn high marks



Thanks to SCFSC’s Youth Education Program, local libraries, schools and community events have welcomed Smokey Bear & his message of wildfire awareness.

In 2007, SCFSC purchased a Smokey Bear costume with funding from local grants. Since then, volunteers and coordinators have donned the Smokey suit at various events. In 2008, our Youth Education Program was expanded and our Coordinators worked to start Smokey Story Times in libraries and Smokey Classroom programs for local schools.

*Wildfire Awareness Week occurs in May before the start of fire season*

“Many of the San Jose city libraries want our story time program,” states Sergio Alatorre, SCFSC East Foothills Area Coordinator (and part time Smokey). “The program is very well received.”

Shannon Dinis, SCFSC South County Area Coordinator, developed a Fire Ecology program for high school level Biology students where SCFSC Coordinators or teachers are able to present the Power-Point presentation. We then work with volunteers from CAL FIRE and Santa Clara County Fire Department to supplement the lesson.

Our programs are engaging and introduce youth to the importance of fire safety and their role in preventing wildfires. Smokey and friends were spotted at a number of community events in 2009 including San Jose Water Company’s Water Awareness Night, the Loma Prieta Volunteer Fire and Rescue BBQ, the YSI Wildlife Festival and the San Jose Salsa Festival.

But Smokey is not just for kids! In addition to youth education, SCFSC also engages residents living in the high fire risk areas, including seniors to help promote our programs and encourage fire-wise behavior. In 2009, we participated in local Farmers’ Markets, neighborhood association events, and community meetings to raise awareness.

SCFSC Lexington Hills Area Coordinator, Kim Gardner, worked with local teen, Joey DeSalvo, to create a Smokey Bear Fire Danger sign at the CAL FIRE Alma Station along Highway 17. This project, built by Joey, earned him Eagle Scout rank as a member of Boy Scout Troop 501. It was a collaborative project involving SCFSC, the Boy Scouts of America, CAL FIRE Alma Station Battalion Chief Darrell Wolf and his crew and Big Creek Lumber. The sign, which took several months to complete, can be seen by thousands of motorists on both sides of the highway every day.



*Eagle Scout Joey DeSalvo at the Smokey Fire Danger sign*





## Chipping Project Success

*SCFSC helps South County residents reduce hazardous fuels*

For the past two years, the Santa Clara County FireSafe Council (SCFSC) has been working with residents near Morgan Hill, San Martin and Gilroy to reduce hazardous fuels in the foothills surrounding these Communities at Risk. By reducing hazardous fuels around homes, risk of wildfires in these areas is decreased. We have been successful in getting homeowner participation in our free Defensible Space Chipping programs in target areas on the East and West sides of South County. These areas include: Holiday Lake Estates, Jackson Oaks, Loma Chiquita, Summit Road, Hecker Pass, Sveadal Resort and Kimberly Court.

While many of our programs require homeowners to clear the brush around their properties themselves, our Special Needs Assistance Program (SNAP) provides brush clearing and chipping around homes of seniors or disabled residents who cannot afford to have the clearing done themselves.



*Overgrown Brush near a Seasonal Creek on Vista Del Monte Court*

With collaboration from the Loma Prieta Resource Conservation District, SCFSC was introduced to three residents who needed our help to clear an overgrown seasonal creek side that was threatening several structures near Burchell Road in Gilroy. During the dry season, the overgrown trees and grass posed a threat to the safety of the homes surrounding this creek.

As part of environmental compliance, SCFSC applied for the Streambed Alteration Agreement required by the California Department of Fish and Game. This process ensured that no species would be adversely affected by the project. For four days, our contractor diligently worked to clear and chip the hazardous fuel surrounding the homes and creek. When the project was completed, the homeowners were delighted. Mr. Wallace, who led this project for his community, expressed gratitude and appreciation for the SCFSC chipping programs. Without this program, the residents in this community would not have had any way to clear the overgrown brush. Working together, Santa Clara County can become fire-safe.



*After Clearing near a Seasonal Creek on Vista Del Monte Court*

### *Defensible Space*



*“The SNAP Program provides much needed assistance to those who need the most help clearing Defensible Space.”*

*~SCFSC President Jerry Serpa*

# Strategic Partners and Contributors

## *Participating Organizations Include*

- ◆ CAL FIRE
- ◆ Midpeninsula Regional Open Space District
- ◆ Pacific Gas and Electric Company
- ◆ San Jose Fire Department
- ◆ San Jose Parks, Recreation and Neighborhood Services
- ◆ San Jose Water Company
- ◆ Santa Clara County Fire Department
- ◆ Santa Clara County Hazardous Vegetation Program
- ◆ Santa Clara County Parks and Recreation Department
- ◆ Santa Clara Valley Water District
- ◆ Spring Valley Volunteer Fire Department
- ◆ Homeowners Associations

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*“A key to our continued growth and success with our programs is the active participation and support of local companies, community groups and other stakeholder organizations.”*

*~Allan Thompson, SCFSC Treasurer/Director*

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## *Major Grants and Donors*

(revenues of \$5,000 and above)

- ◆ USDA Forest Service
- ◆ US Fish and Wildlife Service
- ◆ Santa Clara Valley Water District
- ◆ Redwood Estates Service Association
- ◆ Los Altos Hills County Fire District
- ◆ Santa Clara County Fire Department
- ◆ S. P. McClenahan Co.
- ◆ The County of Santa Clara
- ◆ San Jose Water Company
- ◆ State Farm Insurance

## *Major Grants and Donors*

(revenues of \$2,000-\$4,999)

- ◆ Pacific Gas and Electric Company
- ◆ Asplundh Tree Expert Co.
- ◆ Allstate Foundation
- ◆ Westinghouse Electric Company
- ◆ Hitachi Data Systems
- ◆ Midpeninsula Regional Open Space District
- ◆ Target
- ◆ Union Pacific Railroad
- ◆ West Valley Construction Company
- ◆ Aldercroft Heights County Water District

*Thank you to our individual and corporate donors.*

## SCFSC Coordinators

**Jenn Viane Riese**  
Executive Coordinator

**Jan Cokely**  
Development Coordinator

**Kim Gardner**  
Area Coordinator, Lexington Hills

**Sergio Alatorre**  
Area Coordinator, East Foothills

**Shannon Dinis**  
Area Coordinator, South County

**Kellie Guerra**  
Area Coordinator, South County



*SCFSC Coordinators, Shannon Dinis and Jenn Viane Riese, pose with SCFSC President Jerry Serpa and Smokey Bear*

For more information about SCFSC and our programs, visit us online at [www.SCCFireSafe.org](http://www.SCCFireSafe.org), email [Info@SCCFireSafe.org](mailto:Info@SCCFireSafe.org) or call (408) 975-9591

## Outstanding Volunteers

SCFSC values our Outstanding Volunteers who donate their time and talents.



*Stu Farwell receives the 2009 Volunteer Fundraiser of the Year Award*



*SCFSC volunteers Mary Lou and David Breithaupt*



*SCFSC volunteer Judy Thompson*



*SCFSC student volunteers from the James Lick High School Fire Service Pathway program*

Funding provided by National Fire Plan grants from the USDA Forest Service, the US Fish and Wildlife Service and the USDI Bureau of Land Management through the California Fire Safe Council. The views and conclusions in this document are those of the authors and should not be interpreted as representing the opinions or policies of the California Fire Safe Council, the Santa Clara County FireSafe Council or the U.S. Government. Mention of trade names or commercial products does not constitute an endorsement by the California Fire Safe Council, the Santa Clara County FireSafe Council or the U.S. Government.



3/15/10

**Santa Clara County FireSafe Council**  
**For the Year Ended 12/31/09**

I certify that the following statements were prepared from the unaudited books and records of the Santa Clara Fire Safe Council, Inc. Copies of IRS Form 990s signed by our CPA are available on request. Allan Thompson, Treasurer, AllanT@SCCFireSafe.org

<b>Statement of Financial Position</b>	<b>2008</b>			<b>2009</b>		
<b>Assets</b>						
Cash and Cash Equivalents			\$161,171			\$283,529
Accounts Receivable			0			0
Other Current Assets			0			0
Fixed Assets			<u>1,875</u>			<u>975</u>
<b>Total Assets</b>			<b>163,046</b>			<b>284,504</b>
<b>Liabilities and Net Assets</b>						
Accounts Payable			7,671			7,517
Deferred Federal Grant Revenue (Notes 1, 3)			50,968			179,267
Other Deferred Revenue (Notes 1, 3)			<u>31,370</u>			<u>3,932</u>
<b>Total Liabilities</b>			<b>90,008</b>			<b>190,716</b>
<b>Net Assets</b>						
Unrestricted			39,785			55,786
Temporarily Restricted (Notes 2, 3)			<u>33,253</u>			<u>38,002</u>
<b>Total Net Assets</b>			<b>73,038</b>			<b>93,788</b>
<b>Total Liabilities and Net Assets</b>			<b>\$163,046</b>			<b>\$284,504</b>
<b>Statement of Activities</b>						
<b>Revenues, Gains and Other Support</b>	<b>2008</b>	Temporarily	<b>2008</b>	<b>2009</b>	Temporarily	<b>2009</b>
	<u>Unrestricted</u>	<u>Restricted</u>	<u>Total</u>	<u>Unrestricted</u>	<u>Restricted</u>	<u>Total</u>
Contributions (Notes 2, 3)	\$16,066	\$37,453	<b>\$53,519</b>	\$19,147	\$53,421	<b>\$72,568</b>
Federal Grant Revenue (Notes 1, 3)		138,659	<b>138,659</b>		180,664	<b>180,664</b>
Other Deferred Revenue (Notes 1, 3)		<u>19,680</u>	<b>19,680</b>		<u>27,437</u>	<b>27,437</b>
<b>Total Revenues Before Interest</b>	<b>\$16,066</b>	<b>\$195,792</b>	<b>211,858</b>	<b>\$19,147</b>	<b>\$261,522</b>	<b>280,669</b>
Interest Earned	1,802		1,802	2,021		2,021
Net Assets Released from Restrictions						
Satisfaction of Program Restrictions (Note 4)	30,967	(30,967)		48,672	(48,672)	
Deferred Federal Grant Revenue (Note 4)	138,659	(138,659)		180,664	(180,664)	
Other Deferred Revenue (Note 4)	<u>19,680</u>	<u>(19,680)</u>		<u>27,437</u>	<u>(27,437)</u>	
<b>Total Revenues, Gains and Other Support</b>	<b>207,174</b>	<b>6,486</b>	<b>213,660</b>	<b>277,941</b>	<b>4,749</b>	<b>282,690</b>
<b>Expenses</b>						
Community Outreach and Education Programs	98,455			120,427		
Hazardous Fuel Assessment and Strategy Programs	22,616			29,311		
Hazardous Fuel Reduction Programs	68,236			107,035		
Management and General (Note 5)	4,443			4,049		
Fundraising (Note 5)	<u>0</u>			<u>1,118</u>		
<b>Total Expenses</b>	<b>193,750</b>			<b>261,940</b>		
<b>Change in Net Assets</b>	<b>13,424</b>	<b>6,486</b>	<b>19,910</b>	<b>16,001</b>	<b>4,749</b>	<b>20,750</b>
<b>Net Assets at Beginning of Year</b>	<b>26,360</b>	<b>26,768</b>	<b>53,128</b>	<b>39,785</b>	<b>33,253</b>	<b>73,038</b>
<b>Net Assets at End of Year</b>	<b>\$39,785</b>	<b>\$33,253</b>	<b>\$73,038</b>	<b>\$55,786</b>	<b>\$38,002</b>	<b>\$93,788</b>
<b>Statement of Cash Flows</b>	<b>2008</b>			<b>2009</b>		
<b>Change in Total Net Assets</b>			<b>\$19,910</b>			<b>\$20,750</b>
<b>Adjustments to Reconcile Net Assets to Cash and Equivalents</b>						
Decrease in Accounts Receivable			0			0
Decrease in Other Current and Fixed Assets			(1,077)			900
Increase in Accounts Payable			3,946			(154)
Increase in Deferred Revenues and Grant Returns			<u>49,557</u>			<u>100,862</u>
<b>Net Increase in Cash and Equivalents</b>			<b>72,336</b>			<b>122,358</b>
<b>Cash at Beginning of Year</b>			<b>88,835</b>			<b>161,171</b>
<b>Cash at End of Year</b>			<b>\$161,171</b>			<b>\$283,529</b>

**Notes:** 1. SCFSC reports federal grant payments and certain other contributions as deferred revenue and restricted support because they may have to be returned and are received with stipulations that limit their use. Deferred revenue includes grant funds or interest to be returned.

2: SCFSC reports gifts of cash and other assets as restricted support if they are received with donor stipulations that limit the use of the donated assets or if they are used as matching funds for a federal grant.

3: When a donor restriction expires, that is, when a stipulated time restriction ends or purpose restriction is accomplished, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the Statement of Activities as net assets released from restrictions.

4: Net assets were released from donor restrictions by incurring expenses satisfying the restricted purposes or by occurrence of other events specified by donors. SCFSC does not have any permanently restricted net assets.

5: Management and General and Fundraising are also done by volunteers. SCFSC does not have any facilities or related expenses. Participants facilities are used for meetings.