

**From:** [Board Of Supervisors](#)  
**To:** [Jesseka Rodriguez](#)  
**Subject:** FW: Thank You for Supporting 211 Santa Cruz County & 2024 Annual Report Highlights  
**Date:** Friday, May 9, 2025 3:21:47 PM

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**From:** Cassandra Flores [REDACTED]  
**Sent:** Thursday, May 8, 2025 4:15 PM  
**To:** Board Of Supervisors <[boardofsupervisors@santacruzcountyca.gov](mailto:boardofsupervisors@santacruzcountyca.gov)>  
**Subject:** Thank You for Supporting 211 Santa Cruz County & 2024 Annual Report Highlights

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Dear Members of the Board of Supervisors,

On behalf of United Way of Santa Cruz County, I want to extend our sincere thanks for your continued support of 211 Santa Cruz County. Your partnership plays a vital role in ensuring our residents have access to reliable, 24/7 information and referral services especially during times of crisis, recovery, and need.

We're pleased to share with you the **2024 211 Santa Cruz County Annual Report**, which highlights the impact this service has had over the past year. In 2024, thousands of residents reached out to 211 for support with housing, food, mental health, and other essential services. The data collected through these calls provides a real-time snapshot of community needs and trends, which can be invaluable in informing responsive and equitable policy decisions.

<https://211santacruzcounty.org/wp-content/uploads/2025/03/211-SCC-Annual-Report-2024-Final.pdf>

Additionally, we encourage you to review the **Real Cost Measure** dashboard, which goes beyond federal poverty guidelines to show what it truly takes for families in Santa Cruz County to make ends meet. This statewide and locally specific data reveals that a significant percentage of working households struggle to afford basic needs, even with full-time employment.

<https://public.tableau.com/app/profile/hgascon/viz/TheRealCostMeasureinCalifornia2025/RealCostDashboard>

We respectfully urge you to use the findings from both the 211 Annual Report and the Real Cost Measure in your ongoing decision-making and budgetary planning. These insights can help ensure that County programs and investments align closely with the realities our residents are facing every day.

Thank you again for your leadership and commitment to building a stronger, more equitable Santa Cruz County.

Warm regards,

**Kassandra Flores** | 211 Santa Cruz County Director

United Way of Santa Cruz County

4450 Capitola Road, Suite 106 | PO Box 1458 Capitola, CA 95010

Direct: 831.316.4310 | Main: 831-479-5466 | Helpline: 211



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