

THE RESILIENT FRUITVALE IMPACT REPORT



RESILIENT
FRUITVALE



**RESILIENT
FRUITVALE**

Table of Contents

PAGE 3	Background
PAGE 5	Rapid Response
PAGE 7	Service Impact
PAGE 8	System Change Advocacy
PAGE 11	Leveraging Advocacy for Community Investment
PAGE 14	Current State



RESILIENT FRUITVALE

Background

The Resilient Fruitvale collaborative was founded in 2017 by The Unity Council's in collaboration with other organizations. **The goal of the collaborative is to strengthen community resilience by creating community-driven strategies that help Fruitvale and adjacent neighborhoods prepare for and respond to disasters and structural inequality.** This goal is accomplished by bringing together member organizations to build a unified and proactive approach to addressing community crises. A small group of nonprofits was first assembled by Mr. Iglesias after the Ghost Ship Warehouse Fire, which killed 36 people and highlighted the systemic lack of building inspections in the area. The group achieved its first wins: it ignited the conversation about inadequate City and County investment and services in the Fruitvale and other East Oakland neighborhoods, obtained commitments from Oakland agencies to initiate fire inspections, and brought direct resources from the Red Cross for residents and small businesses.

Background

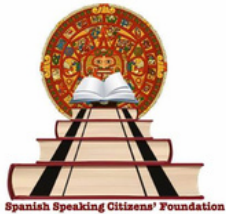


RESILIENT
FRUITVALE

The following organizations are part of Resilient Fruitvale.



CENTRO
LEGAL DE LA
RAZA



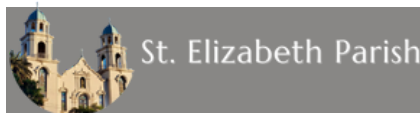
PROSPERA



Latinx Center
of Excellence



PERALTA
HACIENDA HISTORICAL PARK



Rapid Response



When the COVID-19 pandemic began, The Unity Council activated Resilient Fruitvale, inviting organizations to join an emergency response coalition. As the number of COVID cases ballooned in the Fruitvale, many nonprofit organizations began experiencing new service demands, and working remotely required reinventing their infrastructures and operations, and creating new programs, which quickly resulted in financial burden and uncertainty, without additional funding. When a COVID test became available, The Unity Council created a partnership with UCSF's Latinx Center of Excellence and Resilient Fruitvale (RF), to carry out what became Sanando Juntos (Healing Together), the first COVID community testing event in Oakland, highlighting The Unity Council's and Resilient Fruitvale's responsive leadership in addressing COVID-19 racial and ethnic disparities.

Seed funding to support The Unity Council's leadership work for the collaborative came from the Hellman Foundation. Through several grants, totalling \$1,656,000, the Hellman Foundation's visionary investment supported staffing time and consultants to partially cover the cost of convening and facilitating, setting strategy, fund development and advocacy.

CRANKSTART

HELLMAN
FOUNDATION

Rapid Response



In March of 2020, the Crankstart Foundation, in response to this impactful rapid response, awarded The Unity Council a \$4.5 million grant over three years for Resilient Fruitvale. The grant was distributed among 12 member organizations to provide COVID-19 testing and vaccines, emergency food and other essential services, and to address the underlying disparities in low-income and communities of color, respond to the spike in safety net services, mitigate increased operations/infrastructure costs, and advocate for funding and systems change.

This funding made it possible for Resilient Fruitvale organizations to bridge their funding gaps and continue providing COVID-19 services while empowering impacted communities. Since the pandemic began through December 2024, Resilient Fruitvale delivered services such as healthcare, food assistance, health and wellness education and vaccination, emergency economic relief, and legal services to over 538,000 low-income community members. Together, these organizations also created or expanded 12 staff positions, created 8 youth internship opportunities, and engaged consultants to lead facilitation and coordination.

The Unity Council recognized the need to advocate for increased public health investments to reduce inequitable outcomes for communities of color, essential workers, and immigrant communities grappling with the aftermath of the pandemic, in addition to the lasting impacts of systemic racism, redlining, and government disinvestment. Harnessing the collective power of the group, Resilient Fruitvale began coordinated advocacy efforts, demanding critical funding to sustain safety net services for communities disproportionately impacted. Advocacy efforts included a \$40 million funding request to Alameda County, aimed at supporting a community-led COVID-19 response and recovery plan. Alameda County responded by issuing requests for proposals for emergency food distribution and for health outreach. The Unity Council received a two-year \$2 million dollar contract and distributed it among 5 Resilient Fruitvale member organizations (in addition to receiving other contracts outside the collaborative).

Service Impact

HEALTH AND SOCIAL SERVICES



**RESILIENT
FRUITVALE**

538,102 INDIVIDUALS
SERVED IN ALAMEDA
COUNTY WITH FOOD
ASSISTANCE, HEALTH
AND WELLNESS
SERVICES, AND
HOUSING



1,861+ FAMILIES REACHED
THROUGH INFORMATIONAL
PRESENTATIONS AND OUTREACH
EVENTS



349,999 INDIVIDUALS SUPPORTED
WITH 9,704,90+ FOOD UNITS



25,000+ COVID VACCINES
ADMINISTERED
1,172+ BIPOC INDIVIDUALS TESTED
FOR COVID AT THE SANANDO
JUNTOS TESTING EVENT

LEGAL SERVICES

6,000 PEOPLE RECEIVED
IMMIGRATION
SCREENING.

THOUSANDS OF
INDIVIDUALS AND
FAMILIES RECEIVED
KNOW-YOUR-RIGHTS
EDUCATION, PRO SE
ASSISTANCE, AND HIGH
QUALITY LEGAL
SERVICES TO SUPPORT
EQUITY AND INCREASING
ACCESS TO ECONOMIC
OPPORTUNITIES.



658 PEOPLE OBTAIN STATUS
480 DEFENSE CASES REMOVED
193 DEPORTATIONS PREVENTED



46 ASYLUM APPROVALS
32 SPECIAL IMMIGRANT JUVENILE
STATUS (SIJS) APPROVALS
34 U VISA APPROVALS
149 FAMILY VISA APPROVALS
20 CITIZENSHIP APPROVALS



**RESILIENT
FRUITVALE**

The figure of 538,102 reflects the total number of services provided. Individuals who received more than one service are counted multiple times, resulting in a duplicated total.



Systems Change Advocacy

In the heart of the Fruitvale District, a powerful transformation unfolded as Resilient Fruitvale deepened its collective power through advocacy work to elevate the role of community voices and trusted community-based organizations in public health decision-making.

Catalyzed by Crankstart's investment, Resilient Fruitvale strategically hired its first full-time Policy & Advocacy Manager—an unprecedented move that solidified the coalition's ability to navigate complex systems, track policy trends, advocate for funding and resources, while also hold public institutions accountable. Resilient Fruitvale also brought on a dedicated consultant and project manager to facilitate strategic planning and coalition meetings. This dual investment not only amplified the collective advocacy voice of the network but also ensured seamless coordination of efforts between grassroots organizers and institutional stakeholders.



Systems Change Advocacy



One of Resilient Fruitvale’s most impactful outcomes was its success in redefining the relationship between the City of Oakland, Alameda County and community-based organizations (CBOs). Through intentional relationship-building with key elected officials – such as the Mayor, City Council, the Sheriff, Alameda County Superintendent, Board of Supervisors, Oakland Unified School District representatives, Regional Health Administrators from The Department of Health and Human Services (HHS) – Resilient Fruitvale shifted expectations on what it means for government to work in true partnership with local communities. These relationships became the cornerstone of a robust advocacy campaign that emphasized the central role of CBOs in both emergency response and long-term resilience planning.

Resilient Fruitvale’s leadership also extended into the realm of governmental transparency. By submitting targeted Public Record Act requests, the coalition pushed for visibility into budget allocations and decision-making processes that directly affect underserved residents. This action proved especially important in the coalition’s ongoing advocacy around the equitable distribution of the American Rescue Plan Act (ARPA) funds. Resilient Fruitvale submitted detailed budget requests to Alameda County, calling for investments in food security, health and wellness, outreach and education, and economic development—all rooted in equity and community-led strategies.

The Unity Council, as the backbone organization of the Resilient Fruitvale Collaborative, played a vital role in driving strategy, securing fundraising, and leveraging institutional relationships. With 25% of Crankstart’s support directed toward operations, The Unity Council’s advocacy infrastructure enabled the coalition to take bold steps toward systemic change.



Systems Change Advocacy



Resilient Fruitvale's influence became evident in the 2022 adoption of a resilience-centered strategy by Alameda County's Health Care Services Agency (HCSA). For the first time, the County's two-year plan explicitly committed to funding Community Resilience Coalitions and partnering with trusted community messengers. This achievement stemmed from Resilient Fruitvale's unwavering advocacy, which championed a systems change approach to public health—one that centers community trust and local expertise as essential to building equitable and effective infrastructure.

The momentum of Resilient Fruitvale's advocacy sparked broader movement-building across the region. Inspired by Resilient Fruitvale's ARPA work, at least three other community coalitions launched parallel advocacy efforts, further amplifying the demand for equity-driven policy solutions. The ripple effect of this inspiration demonstrated that Resilient Fruitvale's work was not only impactful locally, but also catalytic across the Bay Area.

Resilient Fruitvale continued to mobilize its members to speak truth to power. Through organized public comment sessions at Alameda County Board of Supervisors meetings, coalition leaders demanded sustained investment in food security—insisting that pandemic-era support evolve into long-term, institutional commitments. These advocacy moments strengthened Resilient Fruitvale's ongoing partnership with County health agencies, grounding their work in mutual accountability and shared goals.

By embedding advocacy into every level of its work—from strategy and staffing to public comment and press engagement—Resilient Fruitvale has changed the way local government thinks about resilience. No longer seen as passive recipients of aid, community-based organizations are now recognized as co-creators of public policy and systems change.

The collaborative's legacy is already visible: a County government that not only funds but actively collaborates with community partners, a public health system transformed by equity-driven systems change, and a powerful model of advocacy that harnesses collective power to shift decision-making—placing it firmly in the hands of the community it serves.

Leveraging Advocacy for Community Investment



Four Ways Resilient Fruitvale Leveraged Crankstart Funding to Receive more Funding to Support Advocacy

1

\$4.5M from Crankstart over 3 years

Advocated in support of Centro Legal de la Raza to
continue to fund homelessness prevention with over
\$12,895,906 in County funding.

CENTRO LEGAL
DE LA RAZA



2

\$3,186,719 Award from an Alameda County Contract for Vaccinations



Awarded to 6 Resilient Fruitvale members, this contract
demonstrates Resilient Fruitvale's successful advocacy for
equitable healthcare access in East Oakland.

Leveraging Advocacy for Community Investment



3

\$485,000 American Rescue Plan Act Supervisorial District 3 Community Needs Cash Aid Grants

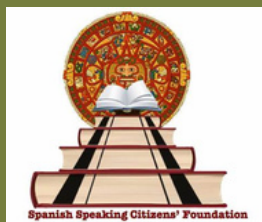
The Collaborative advocated at the County level for a strategy that would help secure \$485,000 in ARPA Funds for its member organizations in 2022-2023. This funding was crucial for supporting community organizations and the ongoing advocacy for County funding for emergency services, such as food distribution sites.



\$100K



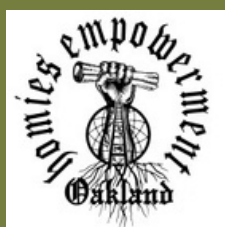
\$100K



\$50K



\$100K



\$100K



\$35K

Leveraging Advocacy for Community Investment



4

\$40,000 Latino Community Foundation ARPA Grant

LCF is proud to partner in advancing the civic and economic power of Latino families and communities. We're eager to learn from your efforts to mobilize Latino communities and ensure they benefit from American Rescue Plan and other federal recovery resources.



COVID-19 Emergency Food Distribution Vendor Pool

Successfully advocated for contract pools and on-call contracting procedures to provide meals to residents experiencing food insecurity due to the COVID-19 crisis.

Current State



As of February 2025, all funding for Resilient Fruitvale has ended. The Unity Council and other Resilient Fruitvale members have faced challenges in maintaining the level of services needed to meet the ongoing demands of our communities. Although the onset of the COVID crisis has passed, the challenges it uncovered persist. That is why we continue to work together as The Resilient Fruitvale Collaborative - to organize, advocate and fundraise to meet the needs of our community.

In recent months, the Resilient Fruitvale Collaborative worked together to address public safety concerns. The group has met with the Oakland Mayor, and other local, state and federal elected officials to address multiple public health and community safety issues. Most recently, Resilient Fruitvale held a press conference committing to protect and advocate for the immigrant and refugee communities in Oakland. To this day, The Resilient Fruitvale Collaborative continues to meet regularly and respond to community crises as they arise.