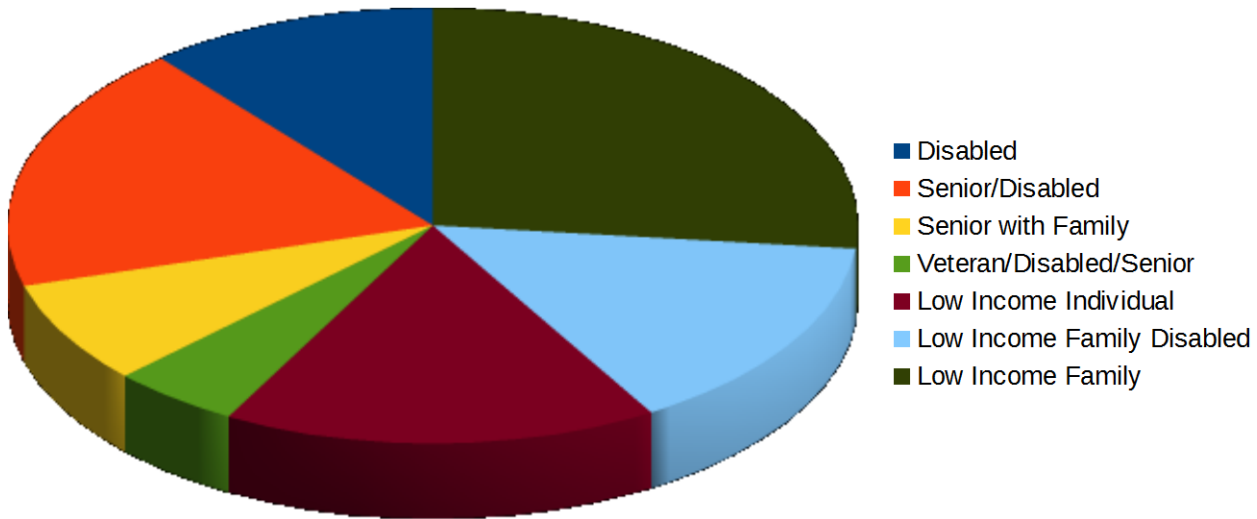


## Comprehensive 2015 Placement Report

In 2015 Computer and Technology Resource Center placed **576** computers into the hands of low income individuals, families and the entities that serve them. In 2015 donations to individuals jumped from 296 to 326.

**By donor type:**  
**Individuals: 326**  
**Non-Profits: 210**  
**Schools: 40**



*Actual Quantities Donated (326) by Individual Type*

Disabled	36
Senior/Disabled	60
Senior with Family	25
Veteran/Disabled/Senior	16
Low Income Individual	54
Low Income Family Disabled	48
Low Income Family	87



**New Data: Referrals**

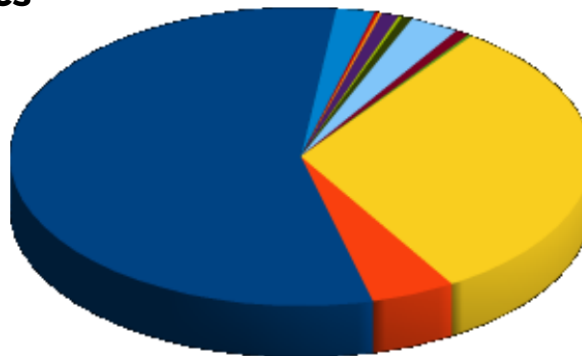
For outreach purposes, the placement dept. has been tracking referrals. Data findings conclude that word of mouth is the number one referral process with referrals from non-profits being number two. These are the top 8 referrals for 2015.

- Word of Mouth / Friend: 48
- St. Mary's Center: 30
- St. Matthew's: 30
- Shared Hope: 12
- Courageous Women: 15
- Paradise Church: 11
- Tabling/ City of Oakland Senior Day: 10
- Canal Alliance: 9
- Unknown: 76*

**2015 Geographic Statistics**

**Top 3 Counties**

- Alameda: 276**
- Marin: 160**
- Contra Costa: 24**



- Alameda: 276
- Contra Costa: 24
- Marin: 160
- Riverside
- Sacramento
- San Francisco
- San Joaquin
- San Jose
- San Mateo
- Santa Clara
- Shasta
- Solano
- Sonoma

## **Top 8 Cities and Quantities**

Oakland:217

Novato: 91

San Rafael: 49

Berkeley: 23

Richmond: 15

San Francisco: 14

## **New Cities Served**

Burlingame

Burney

Desert Hot Springs

Discovery Bay

Foster City

Santa Cruz

Walnut Creek

Windsor

## **New Non-Profits and Schools**

Adas Medical Training School, Snellville, GA

Ariel Outreach Mission, Oakland, CA

Global Garden Project, San Francisco, CA

MyClymond's High School, Special Ed Dept., Oakland, CA

Mercy Housing California, Santa Rosa, CA

Novato High School, Novato, CA

Paradise Baptist Church, Oakland, CA

We're Here Nonprofit, Palmdale, CA

Heart of Compassion, Burlingame, CA

Conservation Corps Northbay, Novato, CA

## **Out of Area Donations**

30 computers were donated to Economic Development Foundation, an organization that supports poor communities in Liberia. 12 computers were donated to new non profit "We're Here" based in Palmdale serving low income youth by providing academic and employment support. 20 computers were donated to new non-profit Adas Medical Training School located in Snellville, Georgia. All three non-profits identified a local individual for pick up.

## 2016 Placement Objectives

2. **Placement goal for 2015 – 500 qty** - pending ongoing monthly equipment analysis and staff and volunteer capacity.
3. Capitalizing on Word of Mouth, we have started sending a second application with the initial ask asking the applicant to give the second application to a friend.
4. Also, for Marin county recipients, we have begun asking recipients to bring a friend with an income verification to their appointment. In January 2016, and we were able to give an additional three computers using the “bring a friend” method.
5. We are receiving an unusual number of applicants from the Sacramento area. We are working with several individuals who has been designated to pick up computers for their neighbors living in low income apartment complexes.
6. To minimally boost e-waste flow, the placement dept. has begun reminding recipients that they can bring their monitors and televisions when they pick up their computer. We have adding a phrase to our individual application and our approval letters letting recipients know to bring their e-waster to their appointment.
7. Letters will go out to on-going organizations to determine their need this year.
8. Staff will take advantage of opportunities to advertise the program. Recently, we connected with an aide from Alameda County Supervisor Keith Carson, who will advertise our program in his e-newsletter.



Alan, from Sacramento happy to pick up more free computers for his neighbors.