A black rectangular sign with a white border, hanging from a black horizontal beam. The sign features a white logo on the left, consisting of a stylized sunburst or fan shape. To the right of the logo, the text "New Beginnings Counseling Center" is written in a white serif font, arranged in three lines. The background of the image shows a blue sky with white clouds, green trees, and a utility pole.

New  
Beginnings  
Counseling Center

# ANNUAL REPORT 2016

## Message from the President of the Board



**Diane Pannkuk MBA,**  
*Board President*  
**New Beginnings**

Dear Friends,

As I think back to all that New Beginnings has accomplished in 2016 I simply have to say thank you; none of it could have happened without the generosity of our many wonderful donors and supporters. I am eternally grateful for all that you have given, which allows New Beginnings to achieve all that we do for our Santa Barbara County community.

I'd like to highlight just a few of our 2016 accomplishments of which I am especially proud:

Our Safe Parking Program for the homeless received international media attention this year. We have become the premier program of its kind worldwide and numerous cities are looking to duplicate our success. To that end, we are pleased to announce that we have produced a Safe Parking Program Best-Practice Manual in collaboration with SAGE publishing. We plan to present it at national conferences throughout 2017 so others can replicate our program in their locales.

Our Veteran's program is pursuing accreditation this year, a process that will continue throughout most of 2017. From 2013 – 2016 our Veteran's program achieved a 154% increase in the number of people exiting into permanent housing. This is an amazing statistic and one of which we are extremely proud.

Speaking of housing, our contract with the Housing Authority of the City of Santa Barbara has been renewed for another two years. Our Supportive Services program for The Housing Authority of the City of Santa Barbara served over 400 people and over 200 homes in FY '15-'16, providing over 2,140 hours of case management and 670 hours of face-to-face client contact.

This year, we have been able to reach more women, children and families through our Safe Parking, Life Skills and Veterans programs than ever before. We help the most fragile people in our community move toward emotional and socio-economic self-sufficiency by providing them with a stable source of care and support.

We hope you will enjoy reading this, our first annual report. I look forward to what the next year will bring, and, with the help of our cherished supporters, what New Beginnings can accomplish in 2017.

Sincerely,

*Diane Pannkuk*

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Aaron Spechler, C.P.A.  
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Das Williams  
Michael Young  
Maria Zate

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Kristine Schwarz, MFT  
*Executive Director*  
Jenn Paul, MFT  
*Clinical Director*

# Programs



## **Donald J. Willfong Community Counseling Clinic**

Our counseling clinic has existed for more than four decades and has the lowest sliding scale of any agency in town. Our all-volunteer staff of counselors and supervisors is clinically trained and educated at both the masters and doctoral level. Together, they work to serve our client population which suffers a wide range of relational disorders and serious mental illness.



## **Supportive Services for Veteran Families Program**

In operation since 2013, our Supportive Services for Veteran Families Program (SSVF) has grown to the largest program of its kind in the county. SSVF now serves over half of the homeless veteran population in the county each year. In FY 2015-2016 over \$186,000 was spent on direct financial assistance towards rapid re-housing and homelessness prevention for 86 individuals and families.



## **Safe Parking Program™**

Safe Parking remains the model program for the vehicular homeless in the country. We provide shelter from 7 pm to 7 am for over 125 individuals and families every night. Although the program is running with major government funding cuts for the next year, we continue to have high interest from media and other communities looking to replicate our model.



## **Life Skills Parenting Education Program**

Our Life Skills program provides training and empowerment workshops to extremely low-income individuals. Life Skills serves a population of people who are mainly in their 30's and 40's and receiving services through a local nonprofit agency or living in subsidized housing. Participants often note improved self-care and ability to communicate more effectively with their children as a result of the skills learned from these classes.



## **Supportive Services Program for The Housing Authority of the City of Santa Barbara (HACSB)**

Our Supportive Services program is provided through a partnership with HACSB. We provide case management and eviction prevention services to people living in HACSB housing. We also refer and help clients obtain government and nonprofit assistance to improve quality-of-life and help fulfill their basic needs.



## **Health Access and Care Coordination Project**


The Health Access and Care Coordination project is a one-year pilot program funded by CenCal Health and coordinated by the HACSB. New Beginnings is working in collaboration with The Housing Authority of the City of Santa Barbara and four other nonprofit agencies in Santa Barbara to reach out to Medi-Cal expansion enrollees and connect them with the mental and physical health services newly available to them through their insurance.



## Who We Serve...

### Mission Statement:

New Beginnings Counseling Center's mission is to provide quality, affordable counseling, shelter, case management, and education that strengthens our community and provides our clients with the ability to lead healthy and productive lives.

	Supportive Services for The Housing Authority of the City of Santa Barbara	Supportive Services for Veteran Families	Counseling Clinic	Safe Parking Program	Life Skills Program
# Persons Served	407	292	822	763	110
% Minority Persons Served	47%	43%	28%	17%	70%
% Persons Served Below 50% AMI	100%	94%	80%	100%	82%

## You've Helped Change Lives....



The Safe Parking Program has been working with one of our clients, Kurt\*, since May of 2008. He is a disabled senior with limited mobility, diabetes, and several other chronic health conditions. He originally entered the program with his significant other, in which they both were residing in a small 1970s van. Tragically, Kurt's significant other passed away while they were still living in their

vehicle. Kurt's depression due to this loss, combined with his poor health and lack of proper housing, has taken a tremendous toll on his well-being over the years. Even being a disabled senior, Kurt waited for over twelve years on the Santa Barbara City and County Housing Authority wait lists. During his time in the Safe Parking Program, we provided Kurt with case management, referrals to several community agencies and organizations, food and gas cards, and assistance in paying for a new battery for his motorized scooter. Just a few short months ago, Kurt was contacted by a caseworker at the Housing Authority informing him that he was finally eligible for housing. After Safe Parking staff attended many housing-related meetings with him and advocated for his best interests, Kurt is now happily housed in a one-bedroom apartment in the city of Santa Barbara which now allows him to better attend to his healthcare needs.

\*name has been changed to protect confidentiality

As of June 30, 2016

Cash Basis

## Balance Sheet

### ASSETS

#### Current Assets:

Checking/Savings \$ 95,321.38

**Total Current Assets** \$ 95,321.38

**Total Fixed Assets** \$ 23,161.26

**TOTAL ASSETS** \$ 118,482.64

### LIABILITIES & EQUITY

#### Liabilities:

**Total Current Liabilities** \$ 2,170.08

#### Equity:

Retained Earnings- Unrestricted \$ 111,708.22

Net Income \$ 4,604.34

**Total Equity** \$ 116,312.56

**TOTAL LIABILITIES & EQUITY** \$ 118,482.64

July 2015 through June 2016

Cash Basis

## Profit & Loss

### ORDINARY INCOME/EXPENSE

#### Income:

Fees for Program Services \$ 79,882.74

Contracts for Program Services \$ 143,900.50

Grants for Program Services \$ 779,797.11

Unrestricted Donations \$ 100,793.70

Restricted Donations \$ 7,543.00

Donations In-Kind, Non-Cash \$ 3,364.41

Miscellaneous Income \$ 843.25

Event Income \$ 12,075.60

**Total Income** \$ 1,128,200.31

**Gross Profit** \$ 1,128,200.31

#### Expense:

Program Assist Paid to Others \$ 237,457.71

Agency Occupancy \$ 75,432.41

Outside Services/Professional \$ 64,682.73

Insurance \$ 16,066.87

Administration/Organizational \$ 24,349.75

Administration Equipment \$ 5,547.31

Wages, Salary, Benefits & Taxes \$ 603,548.27

Travel/Mileage \$ 34,363.43

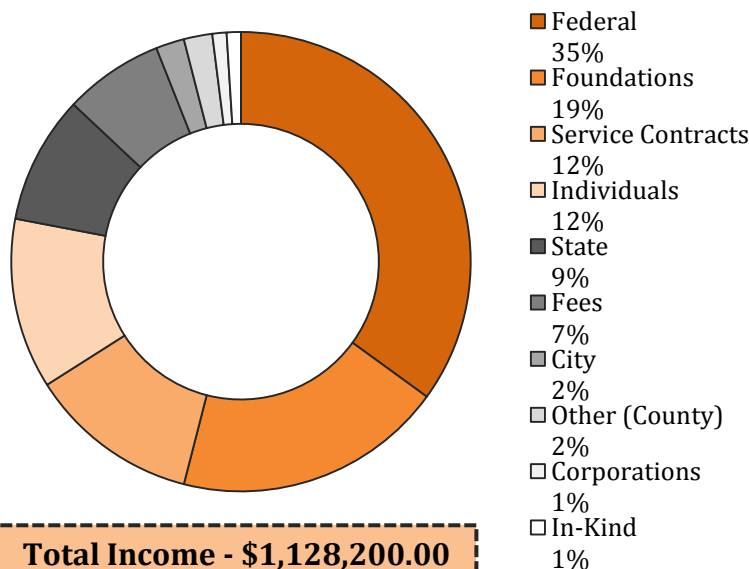
Marketing & Fundraising Costs \$ 62,147.49

**Total Expense** \$ 1,123,595.97

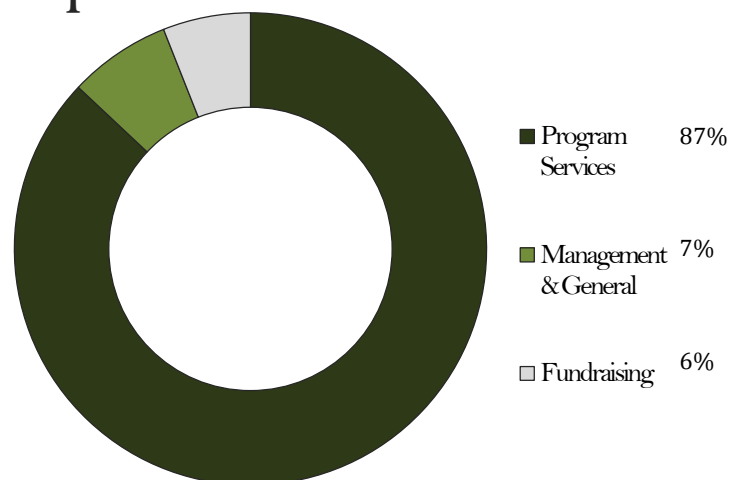
**Net Income** \$ 4,604.34

## Resources & Financial Management

### Breakdown of Income



### Statement of Functional Expenses\*



\* Projection based on FY 2015-2016 Cash-Basis Financials

## Top Accomplishments 2015-2016

- **Renewal of The Veterans Administration Grant** for 4<sup>th</sup> year. This grant provides over 25% of our annual operating budget and funds our Supportive Services for Veteran Families Program (SSVF), which is the largest nonprofit veteran housing assistance program in Santa Barbara county.
- Recognition of New Beginning's work providing Supportive Services for the Housing Authority of the City of Santa Barbara (HACSB). New Beginnings is the recipient of an additional contract through the city Housing Authority to implement a **new Health Access and Care Coordination (HACC) pilot project funded through CenCal's Access Coordination and Expansion (ACE) Initiative**. This initiative is aimed at increasing access to preventative and ongoing care for lower-income individuals newly covered by the Medi-Cal expansion, to best utilize the resources and care options offered to them through their insurance.
- **Increase in client services and strengthening of financial management. Since 2012, New Beginning's operating budget has tripled, with income increased 157% and expenses up by 137%.** The number of clients served annually has increased by more than 50% and our overall FTE has increased by 85%. In fiscal year 2015-2016, New Beginnings **served 2,384 unduplicated individuals and 240 people were either housed or prevented from eviction** through participation in our programs.
- **Pursuit of CARF accreditation for Veterans Program**, (Commission on Accreditation of Rehabilitation Facilities), which will make us eligible for automatic 3-year renewal funding for the Veterans program. The process involves upgrading of our manuals, facilities, and procedures and will position us to gain accreditation for other New Beginnings programs. This effort will increase the quality and standards of our work and broaden the opportunities for funding.
- **Expansion of the Life Skills Program**, providing services for veterans, disempowered women and other under-served populations.
- Development of a **specialized training curriculum for the Counseling Clinic interns** that was initiated in October 2016 and involves a 3-year program of classes and discussion groups.
- Creation of a New Beginnings **Safe Parking Program™ manual that will be published in early 2017 by SAGE Publications**. This handbook will be marketed to other communities looking to recreate our unique program and will be presented at national and international conferences.
- **Recruitment of additional volunteer counselors and supervisors** to reduce the waitlist for our Counseling Clinic from 85 people (3-4 month wait) to just 11 people (2-3 week wait).



## What New Beginnings will achieve in 2017:

- Implementation of curriculum for 2<sup>nd</sup> and 3<sup>rd</sup> year Counseling Clinic interns
- Submission of application for CARF accreditation for SSVF program at the end of the year 2016, which will continue through 2017.
- Dissemination of New Beginnings' Safe Parking Manual as a "best-practice-model program" at conferences nationwide.
- Pursuit of HUD shelter designation for the Safe Parking program.
- Participation in a Santa Barbara City Council ad-hoc committee tasked with addressing the daytime oversized vehicle restrictions newly introduced in the city.
- Broadening of the Life Skills Program services and recipients.
- Development of the Health Access and Care Coordination pilot project with the Housing Authority of the City of Santa Barbara and other partners.
- Strengthening of financial reserves.
- Expansion of Board of Directors and strategic planning process.
- Creation of Board committee to address limitations of current office space.

**Connect With Us!**

**(805) 963-7777**

**[development@sbnbcc.org](mailto:development@sbnbcc.org)**



# Thank You to All of Our Donors FY 2015-2016

\$5,000 and above	\$1,500-\$4,999	\$1,000-\$1,499	\$500-\$999	
Anonymous	Cottage Health	Laurie Ashton & Lynn Sarko	Alta Data Technologies, LLC	Irina Kerdman
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*New Beginnings Counseling Center deeply regrets any errors or omissions to this list. If there is anything that should be corrected, please contact gforrester@sbnbcc.org. This list only includes donations made between July 1, 2015 and June 30, 2016.*