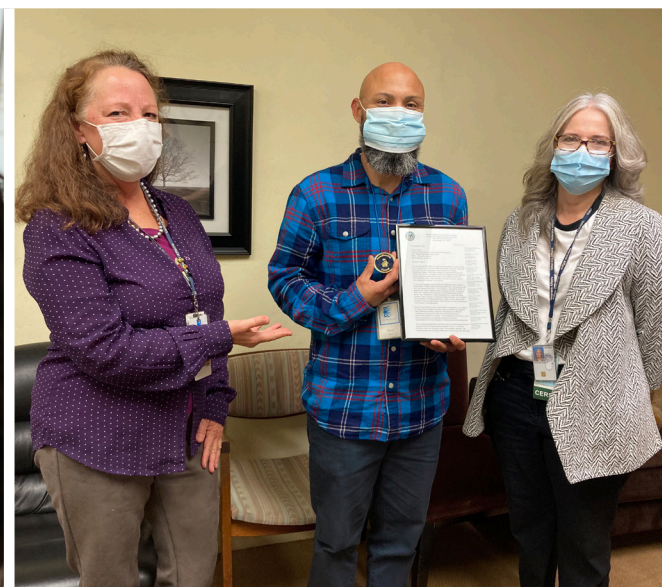




 NEW BEGINNINGS
VETERANS PROGRAM



 NEW BEGINNINGS

ANNUAL REPORT
FISCAL YEAR 2020-2021

MESSAGE FROM THE BOARD PRESIDENT

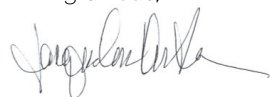
Dear Friend of New Beginnings,

On behalf of our Board of Directors, staff, volunteers, and our clients, I want to express our appreciation for all of the support we receive from our community partners, donors, and advocates. 2021 and all of its challenges required us to respond and develop new strategies for addressing the most urgent issues facing our clients. As a social service agency with limited resources serving individuals experiencing crises, we remained committed to addressing the problems that were immediately in front of us each day.

While the pandemic and its effects sadly continue, we have been fortunate to grow our staffing and infrastructure considerably over the past year, allowing us to become more proactive as an agency. In addition, we received considerable public resources from CARES funding and other COVID-related stimulus funds to address issues of people experiencing homelessness more effectively.

As we continue to expand the reach of our programs in North and South County, we must continue to build and sustain our community of supporters and advance our profile. Each one of you can help us get there by being an ambassador for our agency and by advocating for solutions that support our mission. Thank you for being a part of our work this year. We hope you enjoy our annual report and wish you and your loved ones a healthy and peaceful year ahead.

With gratitude,



Jacqueline Kurta, PsyD, MFT



OUR MISSION

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.

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FOUR CORE PROGRAMS

The Donald J. Willfong Community Counseling Center

For more than 50 years, our Community Counseling Center has served tens of thousands of our community's low-income individuals and families and has provided valuable training to over a thousand of our area's clinicians. Our counseling center, with 26 volunteer masters and doctoral-level counselors and 6 volunteer clinical supervisors, provided high-quality, sliding-scale counseling, psychological assessment, and other mental health services to 723 unduplicated people this past year. Since the pandemic, we have seen a majority of our clients via our telehealth platform; however, we offer in-person counseling as well. In the past two years, and with the support of Cottage Health and their initial funding of our telehealth platform, we have extended the reach of our counseling center throughout the county, especially in regions that lack easy access to mental health service providers. Our average fee continues to be \$13 per session, and we turn nobody away due to an inability to pay.



Supportive Services for Veteran Families Program

Directly funded through the U.S. Department of Veteran Affairs, this program operates from a Housing First model to end veteran homelessness in Santa Barbara County. Services include outreach, eviction prevention, and rapid re-housing for homeless and extremely low-income veterans and their families, as well as temporary financial assistance, connection to employment, benefit acquisition, crisis intervention, and intensive case management. Once veterans are moved into stable housing, the program provides ongoing wraparound services and support. Since 2013, our program has served approximately 2,000 veterans and their families and has provided over \$2,000,000 in financial assistance. This program makes our agency the leading service provider for low-income, housing-insecure veterans throughout the county.



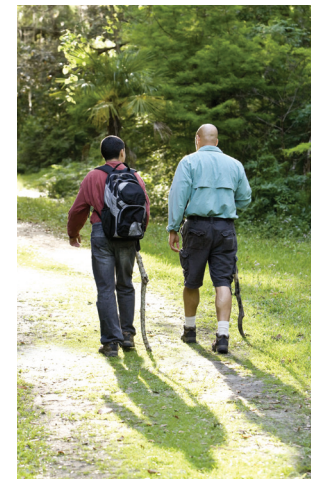
Safe Parking Shelter and Rapid Rehousing Programs

Our Safe Parking Program® provides shelter to more than 150 individuals and families each night in 27 monitored lots provided by local churches, businesses, and city and county offices. Our Safe Parking Program, which began in Santa Barbara in 2004, serves as the leading vehicular homelessness program in the nation and has been replicated by dozens of communities. In addition to operating the program's shelter component, we have provided rapid re-housing and housing retention services to other unsheltered individuals since 2012. We have transitioned nearly 1,000 program participants into permanent housing since the program's inception. Last year, we have worked to establish the program in Lompoc and opened an office in Vandenberg Village to serve our North County clients more effectively. With financial support from the county, foundations, and individual donors, we are working to expand the program in South County and in North County.



Life Skills Parenting and Education Program

Serving as an extension of our Community Counseling Center, our Life Skills Parenting and Education Program provides a series of tailored, psychoeducational classes for low-income and at-risk families and individuals and helps them break destructive behavior cycles, celebrating its 20th year of service. For the last year, we offered our psychoeducational classes via our HIPAA-compliant telemental health videoconferencing platform in order to encourage social distancing and accommodate the changing needs of our clients impacted by the pandemic. Groups we offered this past year included parenting skills for at-risk mothers at Villa Majella, dialectical behavioral therapy skills group for veterans, COVID-19 isolation support group, mindfulness, anger management, women's empowerment, and mindful parenting.



BY THE NUMBERS

July 1, 2020 – June 30, 2021

1,640

people served.



190

people were housed or were prevented from eviction.



25,561

case management and counseling hours provided.



\$1,102,968

in direct financial assistance was provided to clients to help them secure housing and medical services, representing a **90%** increase over last year.



We projected to serve **600** people through our **Counseling Center**.

We served **763** people through our **Counseling Center**.



We projected to serve **600** people through our **Safe Parking Shelter and Rapid Rehousing Program**.

We served **464** people through our **Safe Parking Shelter and Rapid Rehousing Program**.



372

veterans were served last year through our **Supportive Services for Veteran Families Program**.

16

veterans were served this year at **Johnson Court**, the all-veteran housing development managed by the Housing Authority of the City of Santa Barbara.



We projected to connect **95** of our Safe Parking clients to employment or other income.

We connected **125** of our Safe Parking clients to employment or other income.



We projected to serve **100** people through our **Life Skills Parenting and Education Program**.

We served **65** people through our **Life Skills Parenting and Education Program**.

KEY ACCOMPLISHMENTS AND GOALS

Key Accomplishments for 2020 – 2021

- Distributed over \$1.1 million dollars in direct financial assistance to our clients to end and prevent homelessness; housed or prevented eviction for 190 individuals; and provided mental health services to 763 individuals
- Grew our number of programmatic staff to address the increasing demand for our services
- Secured seed funding from the Women's Fund to hire our first-ever Homeless Services Director who provides enhanced supervision, case management, and clinical oversight for our permanent supportive housing, homeless, and housing assistance programs
- Successfully established our Safe Parking Program in Lompoc and worked with the city government and community to add an ordinance and mobilize the support for our program
- Worked with Congressman Salud Carbajal to develop the parameters for a bill to secure a national stream of funding for Safe Parking programs throughout the country
- Renewed our CARF accreditation, making our Supportive Services for Veteran Families Program automatically eligible for funding for the next three years
- Completed our contract with the county to provide housing navigation and retention services as part of the Project Roomkey initiative
- Hired a researcher to help us evaluate our Safe Parking Program, develop the second edition of our program manual, and help us envision how to establish our program as an evidence-based practice
- Offered new groups through our Life Skills Parenting and Education Program, such as women's empowerment and COVID isolation groups
- Provided a CEU-eligible training about vicarious trauma to our volunteer counselors, supervisors, staff, and our community; also offered Diversity, Equity, and Inclusion training to staff and volunteers
- Improved our staff benefits by raising salaries for all non-exempt staff, paying 100% of health insurance premiums for full-time staff and increasing wellness benefits for part-time staff, and developing a retirement matching program starting in 2022

Goals for 2021 – 2022

- Increase unrestricted flexible funds for financial assistance and increased administrative expenses due to COVID working requirements
- Continue to expand telehealth services through improved marketing and outreach efforts
- Continue to expand our Safe Parking Program throughout the county and increase the number of lots in Santa Barbara, Goleta, and Lompoc
- Expand our administrative capacity to meet the increased demand for services and increased government funding reporting burden
- Expand the number of community partners we are able to provide our programs to for our Life Skills Parenting and Education Program
- Increase community involvement for our recently housed veterans living at Johnson Court
- Improve diversity, equity, and inclusion efforts by offering expanded educational opportunities for our staff and volunteers
- Continue our efforts to expand the Safe Parking Program countywide by strengthening community engagement efforts in Carpinteria, Santa Maria, and Lompoc
- Publish the second edition of our Safe Parking Program Manual and take steps towards establishing our Safe Parking Program model as an evidence-based practice
- Add two staff members to our housing assistance services team who can provide tailored services to medically vulnerable seniors who are homeless or at risk of becoming homeless

ENSURING SAFETY FOR VETERANS



Marine veteran Paul was a senior at San Marcos High when he received a letter that would change his life forever. He was informed that he was drafted by the military and was being shipped out to Vietnam. Fast forward more than 50 years later, Paul found himself homeless back in his hometown of Santa Barbara. He had been on the streets for some time before he became connected to our Supportive Services for Veteran Families (SSVF) program. Our staff arranged for Paul to be put on the list for housing this past June and helped him obtain temporary shelter in the non-congregate shelter. This past November, Paul received a housing voucher. New Beginnings helped Paul identify an apartment and provided funds for the deposit and for the purchase of a bed and other household items. Paul looks forward to his future, spends his time visiting his sister, and frequently visits Cody's Café, his favorite restaurant ever since he was a kid.



As part of our Life Skills Parenting and Education Program, New Beginnings organizes a weekly Seeking Safety support group for approximately six veterans living at Johnson Court. Although our counselor expressed that it took time for participants to feel comfortable enough to share and speak up at the meeting, she was impressed at how quickly the group started to share their experiences. Participants, who once were shy and reserved, are now active and many of them have taken on leadership roles, encouraging others to speak up. Together, the veterans are seeking safety and this group provides an outlet for them to share and feel more connected with one another. They all look forward to these meetings and the leadership roles are very important to them. Members bring mementos and food to each week and claim how the group is the highpoint of their week!

CHANGING LIFE TRAJECTORIES



Joyce, a nurse in her late 70s, ran into financial difficulties because she suffers from a disability and could not complete her job duties. Joyce was not able to keep up her rent payments, began living in her vehicle, and enrolled in our Safe Parking Program. The program enabled her to feel safe at night and get sleep, so she could focus on improving other aspects of her life. Our team's Housing Navigator assisted Joyce in getting a housing voucher, and this past November, Joyce was housed in a very nice one-bedroom apartment in downtown Santa Barbara. Joyce contributes some of her income to rent and has enough income to sustain her unit in the long run. The Safe Parking team also helped Joyce secure a bed and all the other items she would need for her new apartment. Joyce is blessed with her own one apartment that she shares with her service dog.

Gary* is a middle-aged man who lives in Santa Barbara. Gary has a compulsive disorder that has been affecting every facet of his life including his family life, his career, and even his freedom. Our clinic provided Gary with a counselor he could afford in the long run and who he could immediately see. Gary has learned a lot about himself this past year by working with his therapist. This mostly came from Gary finally understanding that his lifelong compulsive behavior affects others besides himself. Gary thought he was only hurting himself, but now, Gary now sees there are other victims as well, including his daughter. He has made changes in his life, and his relationships are beginning to improve. Gary continues to see his counselor and knows the work he is doing on himself is not in vain; it actually helps heal his family and friends as well as himself.

**Name has been changed to protect confidentiality.*

FINANCIALS

BALANCE SHEET *(As of June 30, 2021)*

Assets

Current Assets:

Checking/Savings	\$	234,906
Investments	\$	61,451
Other Current Assets	\$	1,251
Total Current Assets	\$	297,608
Total Fixed Assets	\$	86,568

Total Assets **\$ 384,176**

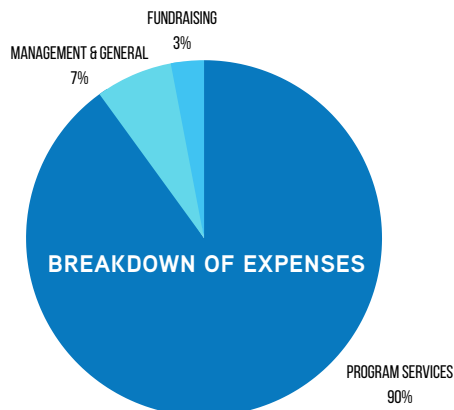
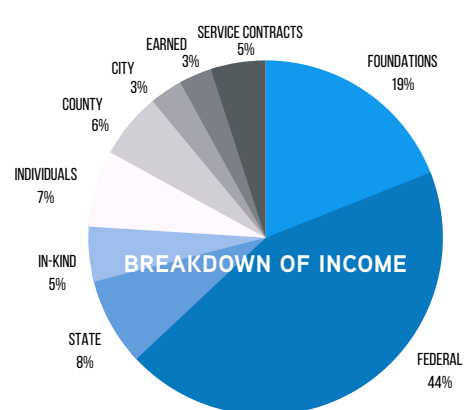
Liabilities & Equity

Total Current Liabilities	\$	5,812
Long-Term Liabilities	\$	147,470

Equity:

Retained Earnings - Unrestricted	\$	211,203
Net Income	\$	19,691
Total Equity	\$	230,894

Total Liabilities & Equity **\$ 384,176**



PROFIT & LOSS *(July 2020 through June 2021)*

Income

Fees for Program Services	\$	102,822
Contracts for Program Services		161,515
Grants for Program Services		2,346,307
Unrestricted Donations		154,487
Restricted Donations		33,150
Donations In-Kind, Non-Cash		144,510
Investment Income		76
Miscellaneous Income		1,634
Event Income		22,778

Total Income **\$ 2,967,279**

Gross Profit **\$ 2,967,279**

Expenses

Program Assist Paid to Others	\$	1,102,968
Agency Occupancy		200,750
Outside Services/Professional		180,940
Insurance		28,335
Administration/Organizational		34,079
Administration Equipment		38,394
Wages, Salary, Benefits, & Taxes		1,249,394
Travel/Mileage		42,752
Marketing and Fundraising		67,992
Uncategorized Expense		1,984

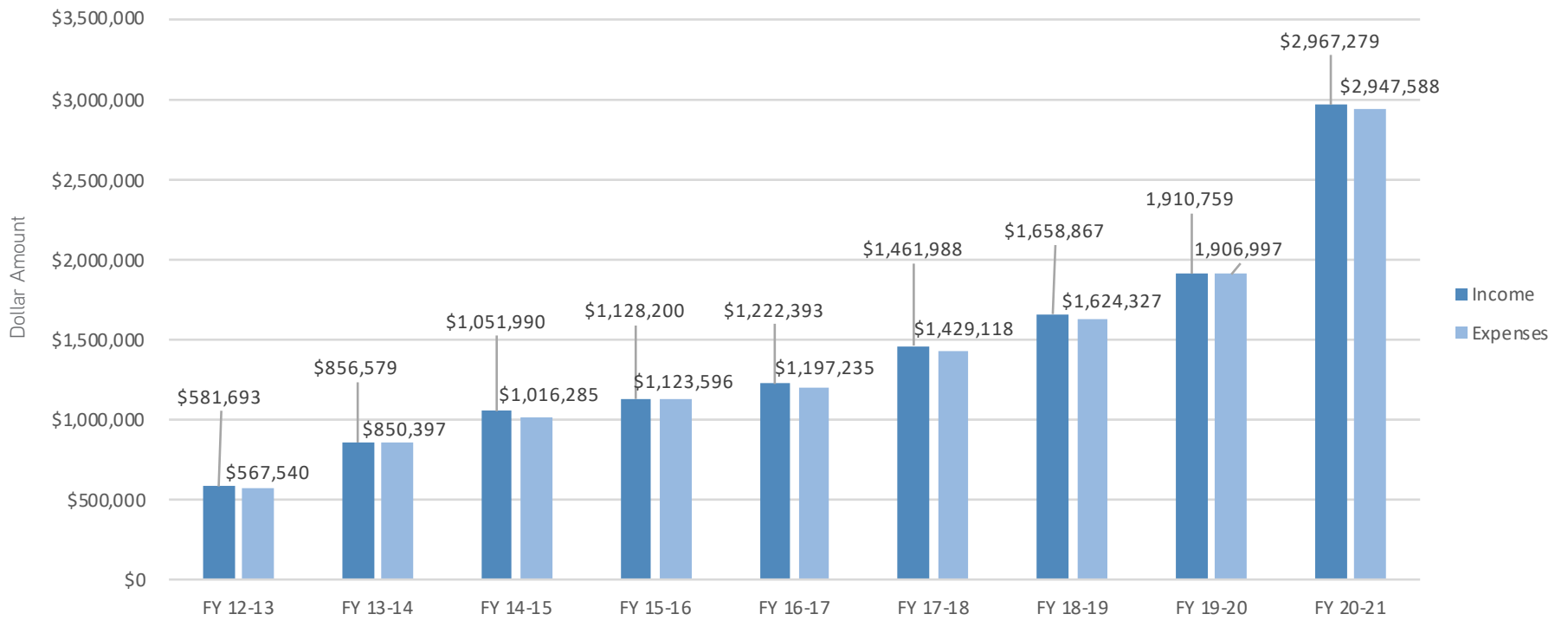
Total Expenses **\$ 2,947,588**

Net Income **\$ 19,691**

**Financials are presented on a cash basis, with the exception of our Breakdown of Expenses, which is based on our most recent accrual-based audited financials.*

ORGANIZATIONAL GROWTH

Since 2013, New Beginnings has increased its annual income by 410% and maintained a positive net income every year. The jump in revenue this past fiscal year was due to CARES funding and other stimulus-related funding related to the pandemic.



FY stands for Fiscal Year, which is July 1 through June 30 of each year.

**Financials are presented on a cash basis.*

THANK YOU TO OUR GENEROUS DONORS

JULY 1, 2020 – JUNE 30, 2021

\$25,000+

Anonymous
Hutton Parker Foundation
Henry Mayo Newhall Foundation
Mark and Dorothy Smith Family Foundation
Santa Barbara Foundation
Walter J. and Holly O. Thomson Foundation

\$10,000 - \$24,999

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\$5,000 - \$9,999

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Molly Kellogg
Karen and Chrisopher Kelly
Walter Larsen

New Beginnings deeply regrets any errors or omissions to this list. If there is anything that should be corrected, please contact development@sbnbcc.org. This list only includes financial donations made between July 1, 2020 and June 30, 2021.

OUR VISION

\$199 and below

Carol Lewis
Cathy and Peter Link
Dinah and Joseph Lockhart
William and Diane Locklear
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Sayre Macneil
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Tracey Walters
Robert Wesley
Candace White
Kenneth and Carolyn Wolf
Penelope Wong
Heidi Zetzer and F. Gregory Ashby

New Beginnings strives to meet the shifting needs of our community's most vulnerable members. Our goal is to continuously evolve our agency to provide the most critical social services how and when they are needed, empowering our clients to raise themselves and embark upon their new beginning.

Whether it's by providing low-cost counseling, shelter for people in their cars, or rehousing services, we're here to catch people during the most challenging times and connect them to life-changing resources. Our track record speaks for itself:

- Our Counseling Center has provided quality, low-cost mental health counseling services for nearly 55 years and has turned no one away due to inability to pay.
- We have developed the nation's leading Safe Parking Program for people living in their vehicles, which has been replicated in dozens of cities throughout the country.
- Our Supportive Services for Veteran Families Program has served 2,000 veterans since 2013 and is the leading rehousing program for veterans countywide.
- For the past 20 years, we've partnered with other nonprofit groups to provide free psychoeducational group classes to expecting and new parents, as well as other vulnerable populations, such as at-risk youth and veterans struggling with mental illness.

We are so grateful to all of you for supporting our work! If you have any questions about this report or how to get involved, please contact our Development Department at development@sbnbcc.org or at (805) 963-7777x112.

LEAVE A LEGACY OF NEW BEGINNINGS BY REMEMBERING US IN YOUR ESTATE PLANS

We are launching a planned giving program this spring! If you are interested in learning more, please contact development@sbnbcc.org or visit www.sbnbcc.org/planned-giving.



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