



NEW BEGINNINGS
COUNSELING CENTER

2017 Annual Report

Community

Collaboration

independence

Strength

Support



Making a Difference

For a healthier and stronger Santa Barbara



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Board President

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Message from the President of the Board

Dear Friends,

What a year 2017 has been, with many difficulties and uncertainties for everyone, but what has impressed me through it all is the compassion and charity our community has shown to each other. I would like to extend my gratitude to the concerned business leaders and philanthropists who attended our Mental Health, Homelessness, and Veterans Services luncheons, to everyone who stepped up and helped New Beginnings find daytime shelter for oversized vehicles in the Safe Parking™ Program, and all the collaborative efforts of the nonprofit community to serve our homeless and the mentally ill.

New Beginnings began the year with a set of goals for 2017, and I'd like to share a bit about what we have accomplished.

In our Safe Parking™ program, we aimed to serve 700 individuals, and actually served 694. The percentage of homeless people living in a vehicle keeps increasing, and is currently reported to be at 32% in Santa Barbara County.

In our counseling clinic this year, we aimed to serve 650 clients, and served 891. The demand for service was 66% higher than anticipated, and has caused us to take a look at our intake process and partner with more local schools to bring on additional counseling interns to meet expected demands in 2018. Our average clinic fee went down to \$13 a session, which demonstrates the financial duress of our clients. Agency-wide, 92% of the clients we served earned less than 50% of the area median income, which in Santa Barbara equates to below \$36,000 for a household of two and \$45,000 for a household of four.

In our Supportive Services for Veterans and their Families (SSVF) program, we had a goal to enroll 90 Veterans to receive eviction prevention and rapid re-housing assistance. We were able to enroll 84 veterans and 53 family members in the program, and served another 83 veterans and 58 family members with light touch case management services.

We were also successful in achieving three-year accreditation for our SSVF program through the Center on Accreditation of Rehabilitation Facilities (CARF). In order to do this, rehabilitation programs such as our SSVF program have to meet or exceed international standards of excellence in organizational structure, client satisfaction, case management and use of funds.

In addition to the 2,184 unduplicated clients served at New Beginnings, we have served an additional 1,129 through the Health Access and Care Coordination pilot project, a collaboration with the Housing Authority of the City of Santa Barbara, Pathpoint, Doctors Without Walls, Doctors Assisting Seniors at Home (DASH), the Santa Barbara Neighborhood Clinics, and Vertical Change.

I am so proud of all that New Beginnings has accomplished in 2017. As you read through the 2017 annual report, I hope that you feel proud for supporting such a wonderful and meaningful organization.

Sincerely,

Diane Pannkuk



How did we stack up?



246 people served last year through our Supportive Services for Housing Authority program.



252 people served this year through our Supportive Services for Housing Authority program.

700 people that we projected to serve through the Safe Parking™ program.



694 people were actually served through the Safe Parking™ program.

90 veterans aimed to enroll in the SSVF program this year.

83

veterans actually enrolled in the SSVF program this year.

650 people that we aimed to serve through our Counseling Clinic.

891 total people served through the Counseling Clinic.

The People We Serve	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	252	236	891	694	101
# People Housed/Eviction Prevented	98	72	n/a	39	n/a
% Minority Persons Served	45%	42%	27%	38%	64%
% Persons Served Below 50% Area Median Income	100%	100%	84%	99%	82%



12,804

case management and counseling hours were provided to our clients across the agency in the past year promoting **independence, well-being** and **self sufficiency**.



81%

of **Safe Parking** clients are considered to be experiencing chronic homelessness.



105

is the average number of days it takes for a veteran family to be housed through the **SSVF** program.



Programs and Services



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 are clinically trained and educated at both the masters and doctoral level. Together, they work to serve our client population which suffers from 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 become the largest program of its kind in the county. SSVF now serves over half of the homeless veteran population in the county each year. Since the program's inception, we have provided over \$525,000 in direct financial assistance towards rapid re-housing and homelessness prevention for veteran individuals and families.



Safe Parking™ Program

We provide safe shelter for over 150 individuals and families every night. Safe Parking remains the model program for the vehicular homeless in the country, and our program is being replicated by communities across the United States. In 2017, the official Safe Parking™ program manual was published through SAGE and is available for purchase on our website.

[2,174]
people served across
New Beginnings
five programs.

 **209**
people were housed
or prevented from
eviction across all
of our programs.

 **1,129**
people served through the
Health Access and Care
Coordination Project.

“The parenting group has showed me a lot from how I was parented. I am now speaking with my kids more about their feelings and am able to handle situations like tantrums more calmly.”

- Life Skills client



Life Skills Parenting Education Program

Our Life Skills program provides training and empowerment workshops to extremely low-income individuals. Life Skills serves families and single parents who are working to stabilize and who are 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 contract 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 their quality-of-life and help fulfill their basic needs.



Health Access and Care Coordination Project (HACC)

The Health Access and Care Coordination project is a pilot project funded by CenCal Health and coordinated by the Housing Authority of the City of Santa Barbara (HACSB). New Beginnings has worked in collaboration with HACSB and four other nonprofit agencies in Santa Barbara to provide services to over 1,100 Medi-Cal expansion enrollees and connect them with the mental and physical health services newly available to them through their insurance.

Top Accomplishments 2016-2017

Strengthened financial reserves, increasing assets by 20.5% for fiscal year ending June 30, 2017, which increases the amount of total unrestricted net assets available for operating reserves.

Renewal of the Veterans Administration Grant for the 5th year. This grant provides funding for our Supportive Services for Veteran Families Program (SSVF), which is the largest nonprofit veteran housing assistance program in Santa Barbara County.

New Beginnings partnered with the Housing Authority of the City of Santa Barbara and the County of Santa Barbara Community Services Department/HCD **to sponsor a training on the VI-SPDAT and the Housing First model to over 115 direct homelessness service providers countywide,** free of charge.

New Beginnings Counseling Center is **undergoing a research evaluation of our clinic intake process,** to determine what process leads to a higher continuation from initial contact to participation in therapy. This will be the first published study about intake procedures that is not retrospective and takes place outside of a university counseling center setting.

The Health Access and Care Coordination (HACC) pilot project from the Housing Authority of the City of Santa Barbara **connected over 1,100 people to healthcare.** This one-year initiative was 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.

In fiscal year 2016-2017, New Beginnings **served 2,174 unduplicated individuals** and 209 people were either housed or prevented from eviction through participation in our programs.

Our SSVF program achieved CARF accreditation, which means our SSVF program is on par with international quality standards for rehabilitation facilities, and makes our SSVF program eligible for automatic 3-year renewal funding through the VA.

Expansion of the Life Skills Program, providing parenting classes and couples communication classes on-site at our center for clients of our counseling clinic.

The Safe Parking™ program manual was published in 2017 by SAGE Publications. This handbook will continue to be marketed to other communities looking to recreate our unique program and will be presented at conferences nationwide in 2018.

Recruitment of additional volunteer counselors and supervisors, for a total of 32 volunteer counselors supervised by 14 licensed volunteer clinical supervisors. We recently signed a new agreement with USC to allow students in the Master of Social Work program to complete their internships at New Beginnings, anecdotally known locally as the “Best place for training in community counseling.”

Secured enough daytime parking spaces to shelter all oversized vehicles participating in our Safe Parking program in Santa Barbara, before the vehicle ban officially went into effect.

Board of Directors **ratified a 2018-2023 five-year strategic plan** and approved a working draft of agency risk management plan.

Implementation of levels two and three of our 3-stage Clinical Training program for counseling interns.

New Beginnings' Supportive Services for Veteran Families Program (SSVF) has earned a three year accreditation from the Commission on Accreditation of Rehabilitation Facilities (CARF).





“She was in a crisis situation due to self-neglect and mental health issues, and was in danger of losing her housing.”

Case Management **makes a difference** for vulnerable community members

Ann* is a 68 year old disabled senior who has been living in supportive housing for 12 years. She was recently referred to a New Beginnings case manager because she was in a crisis situation due to self-neglect and mental health issues, and was in danger of losing her housing. We assisted Ann in cleaning her housing unit and connecting her to treatment for her depression, which allowed her to avoid homelessness.

Everything seemed to be going well until one day several weeks ago Ann called the case manager and said she wasn't feeling well. She told her that she was suffering from internal bleeding, but tried to downplay the gravity of the situation, and told the case manager she would go to the doctor the next day if it didn't get better. She called the next day to check on her since Ann lives alone. She said that he was still bleeding, but continued to avoid going to the doctor, saying it wasn't that much blood and that she was afraid if she went to the hospital that they would put her on medications she didn't want to be on.

After speaking with the client, the case manager went straight over to her house to assess the seriousness of the situation. It took the client a while to get to the door, and when she opened it, she was on all fours and looked extremely pale - she had crawled to the door

because she was too weak to walk. The case manager helped her up onto the couch - she was out of breath from the energy it took to get to the door. She still did not want to go to the doctor or call 911 yet, explaining that she was waiting to hear back from her nurse if she should go to the hospital, and that if it got worse later she would call 911.

The case manager explained that she could not leave her alone in the house in her condition. She called her nurse, who instructed her to call 911. When the paramedics came, Ann was still too weak to walk and had to be carried down the stairs.

Ann called the case manager the next day from the ICU and said the doctors told her she had lost 5 to 6 pints of blood, and that she'd helped to save her life by calling when she did. She thanked her for getting her the help she needed, even when she was reluctant. This type of story is unfortunately all too common for many of the seniors and disabled clients that case managers of New Beginnings encounter, as they are often one of the few people involved in their client's lives. For Ann, the intervention by her case manager in this situation helped Ann live to see another day.

**name has been changed to protect confidentiality.*

Financials

As of June 30, 2017*

Balance Sheet

Assets

Current Assets:

Checking/Savings	\$ 114,836.86
Total Current Assets	\$ 114,836.86
Total Fixed Assets	\$ 21,103.26
TOTAL ASSETS	\$ 135,940.12

Liabilities & Equity

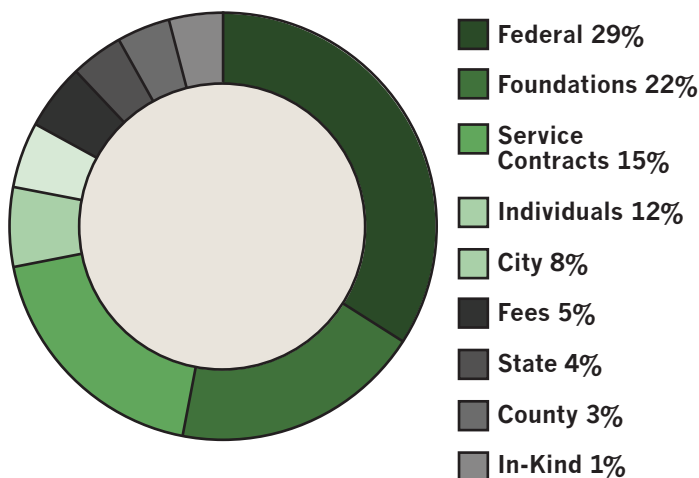
Liabilities:

Total Current Liabilities	\$ 0
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Equity:

Retained Earnings – Unrestricted	110,781.13
Net Income	25,158.99
Total Equity	\$ 135,940.12
Total Liabilities & Equity	\$ 135,940.12

Breakdown of Income



July 2016 through June 2017*

Profit & Loss

Ordinary Income/Expense

Income:

Fees for Program Services	\$ 63,296.48
Contracts for Program Services	232,740.27
Grants for Program Services	760,930.67
Unrestricted Donations	118,571.45
Restricted Donations	23,299.33
Donations In-Kind, Non-Cash	13678.55
Miscellaneous Income	778.23
Event Income	9,098.46

Total Income	\$ 1,222,393.44
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Gross Profit	\$ 1,222,393.44
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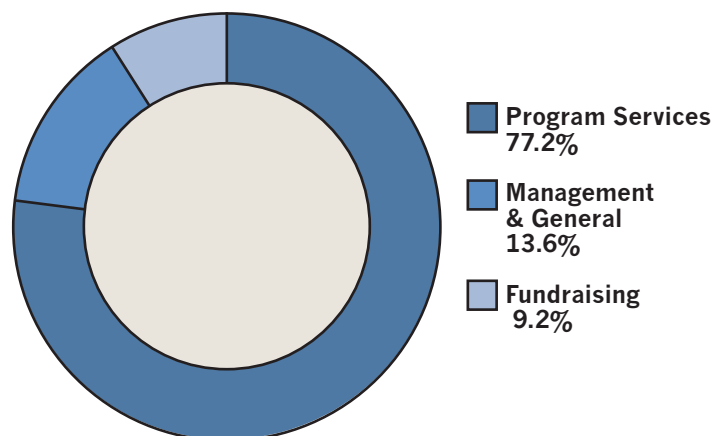
Expense:

Program Assist Paid to Others	\$ 142,850.81
Agency Occupancy	87,401.27
Outside Services/Professional	70,629.61
Insurance	17,720.93
Administration/Organizational	36,432.68
Administration Equipment	7,642.18
Wages, Salary, Benefits & Taxes	738,898.50
Travel/Mileage	29,855.98
Marketing & Fundraising Costs	65,820.49

Total Expense	\$ 1,197,234.45
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Net Income	\$ 25,158.99
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Breakdown of Expenses



* financials presented on a cash basis



“ After having no family income for eight months, the family’s savings were depleted and they were forced to move into a local shelter. ”

Making a difference... Supportive Services for Veteran Families Program

Joe*, an honorably discharged veteran who served in the Navy for six years, had a well-paying job in the telecommunications industry and led a normal, middle-class life with his stay-at-home wife and four young children. When Joe was suddenly laid off from his job at the end of 2016, the family kept their rental unit for two months before deciding to move out to keep their housing record clean. After moving out, the family stayed in a motel while the mother and father looked for work. After having no family income for eight months, the family’s savings were depleted and they were forced to move into a local shelter. The shelter referred their case to New Beginnings’ Supportive Services for Veteran Families program, who enrolled the veteran and his family as clients in September 2017.

Because Joe previously had employment, housing and healthcare, he had never pursued VA services and was unfamiliar with the process. His Supportive Services for Veteran Families program case manager assisted him with applying for VA healthcare and started the process of inquiring about a Veteran Affairs Supportive Housing (VASH) voucher, however due to Joe’s income from the previous year he was denied benefits.

Without access to a voucher, the family’s housing options became more limited. Their Supportive Services for Veteran Families program case manager referred the veteran family to the Landlord Liaison Partnership, as well as assisted in filling out project-based rental assistance housing applications with the city of Santa Barbara. Because both parents were ready and able to work, their case manager connected the veteran to the local veteran’s employment specialist and his wife to additional employment resources. Within a month, the veteran and his wife both attained part-time employment.

In November 2017, the veteran and his family were offered a rental unit through the Landlord Liaison Partnership that was willing to accept Rapid Rehousing financial assistance from the Supportive Services for Veteran Families program and the local shelter. New Beginnings’ Supportive Services for Veteran Families program provided some much needed housing stability assistance, purchasing beds for the family’s new home. Since becoming stably housed, the veteran and his wife were able to obtain/ increase their employment to full-time, and their children are back to a normal routine of school and activities.

**name has been changed to protect confidentiality.*

Thank you to all of our Donors for their generous gifts!

\$10,001 and above	\$5,000-\$10,000	\$1,500-\$4,999.	\$1,000-\$1,499
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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, 2016 and June 30, 2017.



Community Collaboration Expansion Support Strength

What New Beginnings will achieve in 2018

Launch Circle of Giving monthly donor recognition and membership program.

Increase staff to 21 FTE to support programmatic and administrative capacity.

Dissemination of Safe Parking Manual as a “best-practice-model program” at conferences nationwide.

Continue to **pursue an act of Congress** to include the vehicular homeless as a HUD homeless sub-population designation.

Begin offering Life Skills parenting education classes in English and Spanish to daycare and preschool sites in the local area for the first time.

Increase **strengthening of financial reserves**.

Expansion of Board of Directors, and work to update and clarify agency mission statement and branding.

Creation of board committee to **address limitations of current office space**.

Pursue additional community partnerships with employment and housing providers to better serve our homeless and housing insecure clients.

Continue **working collaboratively with other homelessness service providers** to keep information updated in the federal Homeless Management Information System (HMIS) database.

Implement new county-wide Coordinated Entry System to meet 2018 federal mandates.

Implement new SAMHSA-funded collaboration between Santa Barbara County Adult Probation, UCSB, Council on Alcoholism and Drug Abuse (CADA) and New Beginnings. Through this partnership, New Beginnings will be providing counseling and assessment services to Veterans referred to us through Veterans Treatment Court.

Utilize results of counseling clinic intake study to **reduce average waiting time and improve retention** from date of initial contact through client progression into counseling.



NEW BEGINNINGS COUNSELING CENTER

324 East Carrillo Street, Suite C
Santa Barbara, CA 93101

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Our Mission

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.

We invite you to help **make a difference**
in Santa Barbara, in your community,
and in your hearts.

To learn more visit us at www.sbnbcc.org or call (805) 963-7777 x112.
You can also email us at development@sbnbcc.org.