

MESSAGE FROM THE BOARD PRESIDENT

Dear Friends 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. The challenges of these last few years required us to develop new strategies for addressing the most urgent issues facing our clients and we remain committed to addressing the problems that are immediately in front of us each day.

Please come and visit us in our new collaborative office in downtown Santa Barbara that now allows all of our staff and program services to be co-located and even more collaborative. This move has been a leap of faith for New Beginnings...faith in our ability to make a difference in our community and faith in the community who will support us in these efforts. Now is the time for New Beginnings to expand our capacity to support the vehicular homeless population; now is the time for New Beginnings to end veteran homelessness in Santa Barbara County and now is the time for our community to have increased access to the low-cost, or no-cost, mental health support and resources offered by New Beginnings.

As we continue to expand the impact of our programs in North and South County, we must also continue to build and sustain our community of supporters. Each one of you can help us by being an ambassador for our agency and by advocating for solutions that support our mission. We hope this annual report further acquaints you with the impact and work of New Beginnings. Thank you for being a part of our work this year.

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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Victoria Garfield
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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 is \$16 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 over 2,000 veterans and their families and has provided more than \$2,000,000 in financial assistance. This program makes our agency the low-income leading service provider for veterans throughout the county.



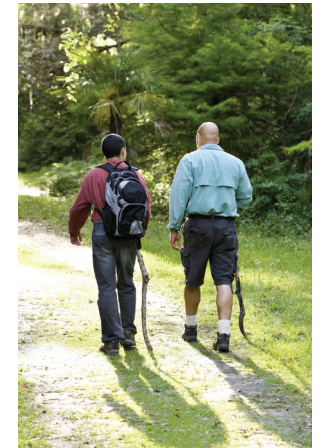
Safe Parking Shelter and Rapid Rehousing Programs

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 over 1,000 program participants into housing since the program's inception. 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 behavioral cycles. In the last year, we continued to offer our weekly, psychoeducational parenting skills group classes and were back in-person, on-site at Transition House family shelter, one of our long-term partnering agencies. We are pleased to be returning soon to Villa Majella, a residential home for at-risk mothers, after their renovations and program redesign, to again offer our weekly, psychoeducational parenting skills groups. Life Skills continues to serve veterans in providing a weekly support group focused on recovery and harm reduction in partnership with our Supportive Services for Veterans and Families program. Additional curriculum-based therapy groups being offered within the Counseling Center include Anger Management, Anxiety Skills and Interpersonal Skills, each on a 12-week rotation.



BY THE NUMBERS

July 1, 2021 – June 30, 2022

1,451

people served.



162

people were housed
or were prevented
from eviction.



46,280

case management
and counseling
hours provided.



\$641,047

in direct financial assistance
was provided to clients to help
them secure housing and obtain
household items, assistive
devices, and medical and dental
services.



We projected to serve **575** people
through our **Counseling Center**.

We served **480** people
through our **Counseling Center**.



We projected to serve **500** people through our
Safe Parking Shelter and Rapid Rehousing Program.

We served **564** people through our
Safe Parking Shelter and Rapid Rehousing Program.



337

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

18

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 **45** of our **Safe
Parking** clients to employment or other income.

We connected **193** 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 **52** people through our **Life Skills
Parenting and Education Program**.

KEY ACCOMPLISHMENTS AND GOALS

Key Accomplishments for 2021 – 2022

- Provided nearly \$650,000 in direct financial assistance to house our veterans and other low-income individuals and families; these funds went directly back into the community in the form of rent, appliance purchases, utility payments, and other housing and medical-related expenses.
- Housed or prevented from eviction 162 individuals across our housing programs.
- SSVF was awarded a 206.65% grant expansion which will allow us to increase program staffing by more than 150%.
- Worked with Congressman Salud Carbajal to introduce the bi-partisan Naomi Schwartz Safe Parking Program Act legislation to fund programs like Safe Parking.
- Hired our first-ever Homeless Services Director in June of 2021. The new director has helped to streamline administrative procedures and update manuals, policies and procedures post-COVID for both our Safe Parking and SSVF Programs.
- Program Manager, Victor Virgen, was recognized by the Department of Veteran Affairs' HUD-VASH team for innovation in serving our veterans; and South County Case Manager Cassidy Rea received the Tracie Gunderson Award for her dedication to housing veterans.
- Executive Director Kristine Schwarz received the Women in Communications Lois Phillips Founder's Award for her innovation in communications strategies.
- Our Life Skills Program served 52 families through expansion into Carpinteria and through telehealth and in-person groups with 94% reporting that our services helped them to deal more effectively with their problems.
- Completed beautification improvements and opened our first-ever City of Lompoc Safe Parking lot, representing the first north county Safe Parking lot.
- Conducted a Website Diversity, Equity and Inclusion Audit.
- Our Supportive Services Specialist at Johnson Court successfully connected three veterans to a higher level of care.
- Our Counseling Center clients' average length of counseling increased by 15%, with 93% of clients reporting that our services helped them to deal more effectively with their problems.

Goals for 2022 – 2023

- Secure additional office space downtown for our expanded programs and to meet the growing demand for our services.
- 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.
- 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 county wide 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.
- Maintain accreditation with the Commission on Accreditation of Rehabilitation Facilities (CARF).

ENSURING SAFETY FOR VETERANS



New Beginnings received a call from Erika, a young female Veteran, who had an infant child. She had recently separated from the United States Marine Corps and moved back to her hometown to be closer to family. She had decided to not re-enlist in the Marine Corps because her husband asked her not to, and then they ended up divorcing. The Erika came back to what was familiar but had nowhere to go. She could not live with her mother because her mother was living in subsidized housing, and she was not able to be put on the lease and would have jeopardized her mother and siblings housing situation. The Veteran and her son were living in their car, and she had to quit her job due to not having stability in having somewhere to live and being able to get ready every day. We were able to utilize a private landlord who has housed several of our Veterans and get her and her son approved and moved in. We ordered her a bed, refrigerator, and household items to get her, and her son started in their new home. We were able to get her a VASH Voucher and also worked to get her a Service-Connected Disability so she would have income while looking for childcare and searching for employment. The Veteran is still housed today and thriving.

As part of our Life Skills Parenting and Education Program, New Beginnings organizes a weekly Anger Management group. The following attestation highlights the impact of the Anger Management group on its participants. The client, a 34-year-old Asian male joined the group to better control his anger. He described himself as easily annoyed and frustrated with his significant other and co-workers. Throughout his time in the group this client has learned how to take responsibility for his anger, learned improved communication skills, identified his own problematic beliefs and thoughts and has been able to put what he has learned into practice. He shared many scenarios during the group in which he was able to effectively interact with his co-workers to complete projects due to managing his emotions. The group has allowed him to be more introspective with himself and has given him insight. He was an important model for the group in showing how he was able to transform his anger into productive expressions of his feelings to grow and sustain his relationships in a healthy way.

CHANGING LIFE TRAJECTORIES



At the peak of COVID, a Safe Parking staff member was assisting another client in the Macy's Parking lot when they noticed an occupied RV. The staff member engaged the occupants and learned that James and his mother, Mary, were living in their RV and in need of assistance. James, a rough around the edges, previously incarcerated individual, was working on completing his parole and struggling to find employment while assisting his mom, who was currently using substances. The Safe Parking Program assisted James and his mother immediately, providing them a safe place to park their RV overnight. The case manager, then, worked with James to find employment and an apartment. New Beginnings covered the deposit and assisted with rental payments. After a short while, James completed his parole, is employed, married, and living in permanent housing. As for Mary, she entered treatment, committed to recovery, and New Beginnings is helping her with housing as well.



Julia* entered therapy with feelings of loneliness and symptoms of anxiety and depression. She was in school, working full-time, and struggling with low self-esteem and self-doubt. Her social interactions were limited and strained. She had experienced traumatic events as a child and as we uncovered them in therapy, many of those same fears and patterns of adaptation were repeating in her adult life. Through building trust in our therapeutic relationship and in doing healing inner child work, she was able to experience increased confidence and reduced anxiety in her daily living. Managing her anxiety helped improve her performance in school and opened the path for more meaningful relationships and greater well-being.

**Name has been changed to protect confidentiality.*

FINANCIALS

BALANCE SHEET *(As of June 30, 2022)*

Assets

Current Assets:

Checking/Savings	\$	292,188
Investments	\$	62,326
Other Current Assets	\$	22,623
Total Current Assets	\$	372,137
Total Fixed Assets	\$	164,343

Total Assets **\$ 541,480**

Liabilities & Equity

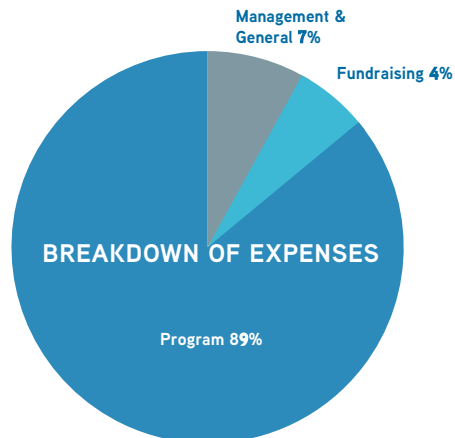
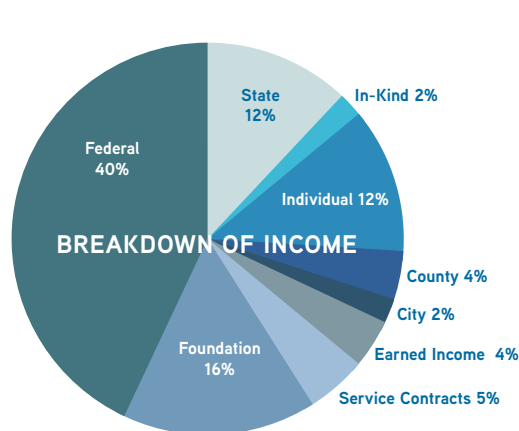
Total Current Liabilities **\$ 7,217**

Retained Earnings - Unrestricted \$ 325,317

Net Income \$ 208,946

Total Equity **\$ 534,263**

Total Liabilities & Equity **\$ 541,480**



PROFIT & LOSS *(July 2021 through June 2022)*

Income

Fees for Program Services	\$	96,203
Contracts for Program		126,618
Services Grants for Program		2,142,520
Services Unrestricted		271,846
Donations Restricted		6,906
Donations, Donations In-Kind		49,813
Non-Cash Investment Income		987
Miscellaneous Income		4,117
Event Income		29,538
Other Income		172,470

Total Income **\$ 2,901,017**

Gross Profit **\$ 2,901,017**

Expenses

Program Assist Paid to Others	\$	641,047
Agency Occupancy		163,800
Outside Services/Professional		156,618
Insurance		34,799
Administration/Organizational		34,157
Administration Equipment		15,902
Wages, Salary, Benefits & Taxes		1,495,411
Travel/Mileage		77,489
Marketing and Fundraising		97,056
Uncategorized Expense		24,208

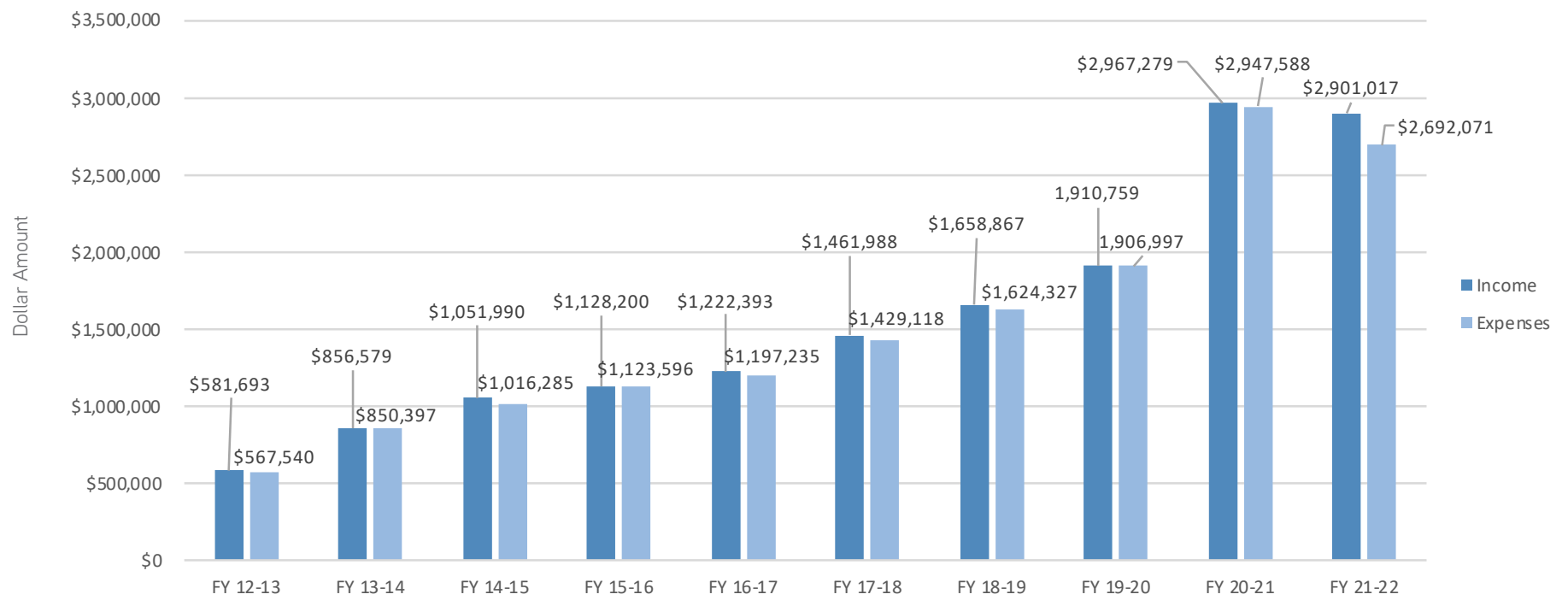
Total Expenses **\$ 2,692,071**

Net Income **\$ 208,946**

**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 399% and maintained a positive net income every year. The substantial increase in revenue during the past two fiscal years was due to CARES funding, and other pandemic and stimulus-related funding, as well as increased homeless and veteran services funding.



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, 2021 – JUNE 30, 2022

\$25,000+

A Kind World Foundation
Anonymous (3)
Henry Mayo Newhall Foundation
Mark and Dorothy Smith Family Foundation
Santa Barbara Foundation
The Coeta and Donald Barker Foundation
Thomson Foundation

\$10,000 - \$24,999

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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, 2021 and June 30, 2022.

\$2,000 - \$4,999

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The Hawkins Foundation

Wells Fargo Bank, N. A

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OUR VISION

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Thomas Petersmeyer
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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) 963-7777x122.

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

If you are interested in learning more,
please contact

development@sbnbcc.org or visit
www.sbnbcc.org/planned-giving.



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