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NEW BEGINNINGS

June 28, 2022

Dear Friend of New Beginnings,

I hope this finds you and your loved ones well. On behalf of the Board of Directors, I'm writing to reconnect with you and share some insights into how New Beginnings continues to make a difference in our community.

The dramatic rise in client needs over the last few years has resulted in a variety of unexpected expenses that are essential to keeping our clients safe and healthy. While some of these costs were covered by CARES funding, the administrative burden of providing this care is not covered by this assistance. Agencies like ours are being asked to do more with less. Our New Beginnings staff met these additional challenges with compassion and grace during our last fiscal year. We provided over \$1.1 million in direct financial aid to clients...a 90% increase over the previous year...and 90% of every dollar we receive goes directly into the programs that serve our clients. It has been awe-inspiring for me to witness how committed our staff and volunteers are to delivering upon our mission to provide our clients with the ability to lead healthy and productive lives. The heart of New Beginnings is the holistic and coordinated system of care that connects all our programs and restores a sense of connection for our clients that has been profoundly disrupted in recent years.

We would be most grateful for a donation in support of New Beginnings that will enable us to increase our capacity to serve the needs of our incredible community.

With gratitude,

Jacqueline Kurta, LMFT, Psy.D
Board President
jkurta@sbnbcc.org

Innovative Solutions to Complex Problems

When it comes to the rampant issue of homelessness in California, there are no miracle cures or easy fixes. New Beginnings' Executive Director Kristine Schwarz, a former entertainment industry executive turned psychotherapist and clinician, understands this reality very well. New Beginnings, which provides psychological counseling, veteran services, and housing assistance to homeless people in Santa Barbara County, applies the necessary grit, patience, and resourcefulness to tackle such a multifaceted problem.

"Finding housing for everyone is a singular undertaking, but keeping people housed is a very complex issue," Schwarz says. "You have to look at homelessness as a systemic issue that has a lot of complexity and components that need to be addressed."

Even as homelessness continues to spread statewide, New Beginnings has been innovative and effective in creating solutions that bring comfort to thousands of families. Safe Parking, an innovative program that provides safe overnight parking to people living in their vehicles, was established in 2004 with the key insight that half of unsheltered individuals and their families live in their cars. The program manages and monitors 154 spaces in 26 parking lots throughout Santa Barbara, Goleta, Lompoc, and other parts of the county, but its influence is



Safe Parking clients Mike and Tamara housed in their new home

"As a veteran with underlying health conditions, it has been helpful to have New Beginnings' staff act as a liaison between my healthcare providers and me and take me to my appointments. Having a liaison I trust to coordinate care on my behalf has improved my life considerably and has helped me receive services I never knew I qualified for. I feel much more in charge of my health and have a more optimistic outlook for my future."

– A female Veteran

nationwide, inspiring similar programs in dozens of other communities.

The Supportive Services for Veteran Families Program, which has helped more than 1,500 military veterans find shelter, was just as perceptive. Many veterans struggle with mental health issues, substance abuse, and maintaining a stable income long after they have completed their service to their country.

That person-centered philosophy of providing services based on individual needs, preferences, and values has been a calling card for New Beginnings since it began more than 50 years ago. The organization is now trying to expand Safe Parking to other parts of the Central Coast like Santa Maria and Carpinteria. It recently increased its presence at Vandenberg Village with the understanding that it takes proximity to homeless populations to have a truly effective person-centered approach.

"Cassie has been an invaluable asset to New Beginnings and to the Safe Parking Program. Her dedication to our work and tireless efforts on behalf of our clients and community are extraordinary."

– Kristine Schwarz,
Executive Director



We were pleased to present our Safe Parking Programs Manager, Cassie Roach, with the Outstanding Program Achievement Award. Cassie has helped lead the Safe Parking Program for seven years and has been a leading advocate in our community for individuals and families living in their vehicles. She is most proud of overseeing the program's expansion from two to nine full-time staff members and for helping to establish both the North County version and the day-time version of the program. Sadly, Cassie is stepping down from her position this year to pursue a graduate degree in Social Work. We wish her the best and want to express our gratitude for all of her hard work!

"Sometimes just having boots on the ground is the best way to help the vulnerable populations that we are working with," says long-time staff member Michael Berton. "It's really just a matter of showing up and meeting people where they are."



Veteran client Corey housed with his daughter



This past April, our homeless services staff attended the Housing First Partners Conference in Seattle. The conference's focus was to teach service providers how to build community and promote health, wellness, and inclusion. Our staff have represented Santa Barbara County at the conference for several years, and our Safe Parking Program was recognized as one of the event's leading sponsors. In addition to learning emerging best practices for serving our clients, our team enjoyed the opportunity to bond with one another and engage in a team-building experience.



We focused on our Safe Parking Program for our first luncheon this year. We discussed our process for developing the next edition of our program manual, which we use to teach other communities how to implement programs like ours. We hosted our manual's authors, Dr. Christopher Weare and Natalie Schroeder. Based on his research, Dr. Weare discussed why our program has led the nation and has served as a model for other communities. We are excited to announce that the manual's next edition will be ready this summer!

Annual Benefit Dinner & Performance, September 24th
Preview Performance - September 23rd or Matinee - September 25th

Every Brilliant Thing

performed by Jonny Donahoe at Center Stage Theater

"CATHARTIC AND ILLUMINATING"
The Daily Beast

"EVERY BRILLIANT THING FINDS A PERFECT BALANCE BETWEEN CONVEYING THE STRUGGLES OF LIFE AND CELEBRATING ALL THAT IS SWEET IN IT."
The Independent (London)

"[A] HEART-WRENCHING, HILARIOUS PLAY... ONE OF THE FUNNIEST PLAYS YOU'LL EVER SEE ABOUT DEPRESSION - AND POSSIBLY ONE OF THE FUNNIEST PLAYS YOU'LL EVER SEE"
The Guardian

"... VERY CHARMING... OFFERS SENTIMENTALITY WITHOUT SHAME... GUARANTEED TO KEEP YOUR EYES BRIMMING..."
The New York Times

"THE OLD CRITICAL CLICHÉ - 'YOU'LL LAUGH, YOU'LL CRY' - VERY MUCH APPLIES. BUT MOSTLY YOU'LL LAUGH"
The Los Angeles Times



Hover over our QR code using your smartphone's camera to donate immediately online.

To learn about becoming a sponsor, please contact our Development Department at development@sbnbcc.org or at (805) 963-7777 x112.

Tickets on sale now at:

www.centerstagetheater.org/show-details/every-brilliant-thing

You can also donate online at:

www.sbnbcc.org/donate





NEW BEGINNINGS

New Beginnings

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Thank you for all your support for our work and in our community! Last year, we launched our first-ever summer appeal. It was a successful endeavor for us, so we have decided to continue our summer appeal campaign again this year.

Please donate today to advance mental wellness and housing stability in our community!

For questions or more information, please contact (805) 963-7777 x112 or development@sbnbcc.org.



Our mission is to provide quality, affordable counseling, shelter, case management, and education that strengthens our community and provides our clients with the ability to live healthy and productive lives.