



MESSAGE FROM THE BOARD PRESIDENT

Dear Friends of New Beginnings,

On behalf of our Board of Directors, staff, volunteers, and our clients, I wish to express our sincerest gratitude to you for supporting our work during such an important year. Our previous annual report discussed the expansion of our programs and outlined our vision for the future. The COVID-19 pandemic accelerated programmatic growth in several ways that you will discover in this report. We now have a deeper understanding of the challenges facing our clients and our community.

Ensuring the safety of ourselves and our clients became our biggest priority. We all discovered that safety means much more than having a safe place to sleep each night. To be safe, one must also have access to food, support for their mental health, and the ability to practice physical distancing. Our staff and volunteers put their anxieties aside and bravely rose to the occasion to ensure our clients' safety and health.

The challenges facing our clients are much more severe than we have ever experienced. We anticipate this trend will continue over the next few years as the pandemic's economic impacts continue to take effect. New Beginnings is committed to providing services that ensure all members in the communities we serve have the opportunities to thrive and flourish.

Building on our 50-year legacy in our community, New Beginnings exists to protect human dignity and to help our most vulnerable community members to be empowered to make positive and long-lasting changes in their lives. Thank you for being a part of our work, and we wish that you and your loved ones remain safe, healthy, and in good spirits.

Sincerely,



Jacqueline Kurta, PsyD, MFT



OUR MISSION

To provide quality, affordable counseling, shelter, case management, and education that strengthen our community and provide 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

Throughout the last 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 36 volunteer masters and doctoral-level counselors and 14 volunteer clinical supervisors, provided high-quality, sliding-scale counseling, psychological assessment, and other mental health services to 568 unduplicated people this past year. In March 2020, we successfully transitioned over 200 active clients to our new telemental health platform. We also implemented a new Electronic Health Records System. This past year, we began offering our services for free to first responders and have started to provide our services online to community members who live in rural areas of the county or who cannot physically access our center.



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 1,000 veterans and their families and has provided close to \$1,500,000 in financial assistance.



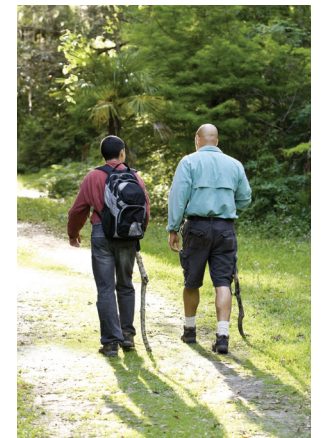
Safe Parking Shelter and Rapid Rehousing Programs

Our Safe Parking Program® provides shelter to more than 150 individuals and families each night in 26 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. In late 2019, we accepted a new contract with the county to house clients living in the county-sponsored motel as part of the Project Roomkey initiative. Also, we are expanding the Safe Parking Program in South County and are developing a program 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. The program offers struggling parents, youth, and veterans with critical skills and tools to make healthy, positive, and lasting changes for their families. For nearly 20 years, the program has been offered at no cost at a growing number of area safety-net organizations to reach an increasingly diverse group of community members. This past year, we moved the program online to our telehealth platform and have focused on building several new partnerships with new agencies.



BY THE NUMBERS

July 1, 2019 – June 30, 2020

1,556

people served.



154

people were housed or were prevented from eviction.



23,007

case management and counseling hours provided.



\$581,325

in direct financial assistance was provided to clients to help them secure housing and medical services, representing a **51%** increase over last year.



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

We served **568** people through our **Counseling Center**.



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

We served **600** people through our **Safe Parking Shelter and Rapid Rehousing Program**.



277

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 **98** 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 **103** people through our **Life Skills Parenting and Education Program**.

KEY ACCOMPLISHMENTS AND GOALS

Key Accomplishments for 2019 – 2020

- Maintained the continuity of our programs in the wake of the global pandemic and pivoted our service delivery model effectively to ensure a minimal disruption of service
- Completed the implementations of our Electronic Health Record System and Telemental Health Platform for our Counseling Center
- Commenced a new contract with the Housing Authority of the City of Santa Barbara to provide on-site supportive services to 16 veterans at Johnson Court, the first all-veteran housing development in our community
- Secured seed funding from the County of Santa Barbara to expand our Safe Parking Program in South County and develop the program in North County
- Distributed approximately \$600,000 in financial assistance to our clients to end and prevent homelessness; housed or prevented eviction for 154 individuals
- Began a new contract with the County of Santa Barbara to provide housing navigation and retention services to formerly homeless individuals living in subsidized motels; added two new staff members and moved 35+ clients who are part of the Project Roomkey initiative into permanent housing
- Moved over 50 clients with underlying health conditions into motels to ensure their safety and have connected the majority of these clients to permanent housing
- Opened a new office in Vandenberg Village to house our North County operations for Safe Parking and our Supportive Services for Veteran Families Program
- Addressed food insecurity for over 200 clients by distributing 1,800+ meals during the first five months of the pandemic

Goals for 2020 – 2021

- Continue to meet all fee reduction requests from our counseling clients and grow our number of program staff to address the increasing need for our services
- Build a community for our veterans at Johnson Court, identify partnerships with volunteer community groups, and secure new funding sources to address veteran needs
- Expand the number of both daytime and nighttime lots for our Safe Parking Program in the Santa Barbara region and in Lompoc and Santa Maria
- Renew our CARF accreditation, making our Supportive Services for Veteran Families Program automatically eligible for three years of renewal funding
- House all clients who are part of the Project Roomkey initiative and offer housing retention services to all recently housed clients
- Promote our telehealth services throughout the county in order to serve community members who live in geographically isolated regions or who cannot physically access counseling centers
- Offer mental health and social work professionals in our community with a clinical training and workshops about how to cope with secondary traumatic stress and increased anxiety
- Expand the number of groups offered through our Life Skills Parenting and Education Program and offer groups that address teen anxiety, women's empowerment, mindfulness, and parenting
- Build a relationship with a researcher who can help us evaluate our Safe Parking Program and determine strategies for establishing our program as an evidence-based practice
- Build a new agency website, launch a planned giving program, and develop a legacy fund

OUR SERVICES END HOMELESSNESS



Charlie* is a disabled senior who lives on a very limited fixed income. After being evicted from his home, he lived in his vehicle in our Safe Parking Program for over three years. At the beginning of the pandemic, we moved Charlie and his service dog into a motel sponsored by Project Roomkey. Charlie was on all the public housing lists, but unfortunately, when a subsidy was made available to him last year, he could not accept it due to a significant rental debt. New Beginnings was able to pay off this debt and spent several months advocating for Charlie and preparing paperwork and collecting documentation. Our team identified a newly remodeled unit in a subsidized housing complex in North County that Charlie could afford with his income. We provided the security deposit, purchased a bed, and helped Charlie furnish his apartment with donated furniture. Charlie continues to receive housing retention services from our team and is grateful to live in a home he is proud of and one that he can see himself living in for many years.



Kerry* is a disabled U.S. Army veteran who recently became a single mom. She chose to stop working and move back home with her family temporarily. Unfortunately, due to circumstances with her family, Kerry and her daughter were forced to move out of the home suddenly. As a veteran, Kerry enrolled in our Supportive Services for Veteran Families (SSVF) program last summer. To help ensure safety for Kerry and her daughter, our SSVF team moved both of them into a motel, where they lived for several months, while our team helped Kerry increase her income and search for available housing. The whole process of finding new housing took longer than expected due to unrelated circumstances. Kerry and her daughter were able to stay in the motel and moved into a new apartment in the fall. Kerry looks forward to building a happy home for herself and her daughter and is focusing on their future together.

**Name has been changed to protect confidentiality.*

WE EMPOWER FAMILIES THROUGH COUNSELING & EDUCATION



Joseph* and May* have a 9-year-old son who struggled with remote school and developed behavioral problems that impacted the entire family. As stress levels in the family increased, Joseph and May grew fatigued and began to lose patience with one another and their son. Although they had limited time and financial resources, Joseph and May were able to enroll in our free, online parenting group, offered through our Life Skills Parenting and Education Program. Through the group, participants learn skills they can use and model immediately with their children. Joseph and May spoke of an improvement in their communication with their son and said her family looks forward to having dinner with one another and playing games to practice some of the skills learned in the parenting group. All members of the family learned how to more effectively self-regulate their emotions and feel more supported by one another.

**Name has been changed to protect confidentiality.*



Alonso* is a middle-aged male who experiences tingling sensations in his fingers and sudden headaches. After seeing several doctors who could not diagnose his condition, and despite being originally skeptical, Alonso decided to try counseling for the first time in his life. With a limited income and a family to support, Alonso sought counseling services at New Beginnings, one of the only agencies that could provide him with a rate he could afford. After five sessions, Alonso expressed to his counselor that he believed his symptoms were stress-related and were starting to diminish due to the counseling he received. Alonso has indicated that having a safe place to discuss his symptoms, relationships, and financial concerns has helped to alleviate his stress significantly. Alonso continues to see his counselor and is making improvements in other areas of his life as well. He looks forward to being more present with his family.

FINANCIALS

BALANCE SHEET *(As of June 30, 2020)*

Assets

Current Assets:

Checking/Savings	\$	208,173
Investments	\$	61,445
Other Current Assets	\$	7,625
Total Current Assets	\$	277,244
Total Fixed Assets	\$	64,488

Total Assets **\$ 341,732**

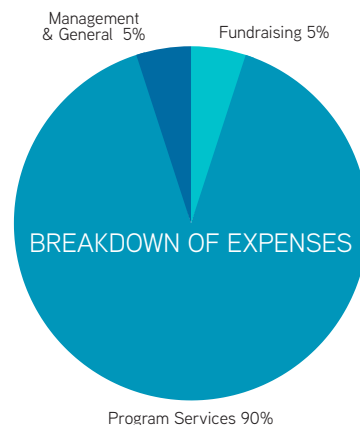
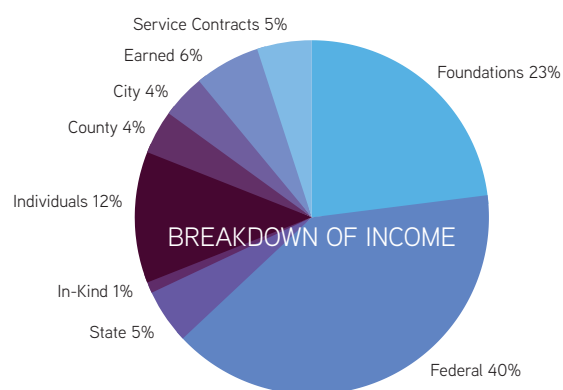
Liabilities & Equity

Total Current Liabilities	\$	2,989
Long-Term Liabilities	\$	147,470

Equity:

Retained Earnings - Unrestricted	\$	187,509
Net Income	\$	3,764
Total Equity	\$	191,273

Total Liabilities & Equity **\$ 341,732**



PROFIT & LOSS *(July 2018 through June 2019)*

Income

Fees for Program Services	\$	117,089
Contracts for Program Services		86,177
Grants for Program Services		1,472,751
Unrestricted Donations		128,123
Restricted Donations		52,505
Donations In-Kind, Non-Cash		8,585
Investment Income		511
Miscellaneous Income		3,154
Event Income		41,866

Total Income **\$ 1,910,759**

Gross Profit **\$ 1,910,759**

Expenses

Program Assist Paid to Others	\$	581,325
Agency Occupancy		108,503
Outside Services/Professional		115,920
Insurance		26,554
Administration/Organizational		48,088
Administration Equipment		8,568
Wages, Salary, Benefits, & Taxes		873,941
Travel/Mileage		56,281
Marketing and Fundraising		87,817

Total Expenses **\$ 1,906,997**

Net Income **\$ 3,763**

**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.*

THANK YOU TO OUR GENEROUS DONORS

JULY 1, 2019 – JUNE 30, 2020

\$25,000+

Anonymous
Coeta and Donald Barker Foundation
Kind World Foundation
Henry Mayo Newhall Foundation
Mark and Dorothy Smith Family Foundation
Weingart Foundation
Edwin Jeanne Woods Family Foundation
Santa Barbara Foundation

\$10,000 - \$24,999

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\$5,000 - \$9,999

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Miracle Foundation Fund
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Maryann Schall
Starfish Housing Committee

\$2,000 - \$4,999

Berkshire Hathaway Charitable Committee
Christ Lutheran Church
Cottage Psychiatry and Addiction Medicine
Sheila and Tom Cullen
Dan and Emily Anne Engel

\$2,000 - \$4,999

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MUFG Union Bank
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Joyce Ryan
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\$1,000 - \$1,999

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\$200 - \$999

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\$200 - \$999

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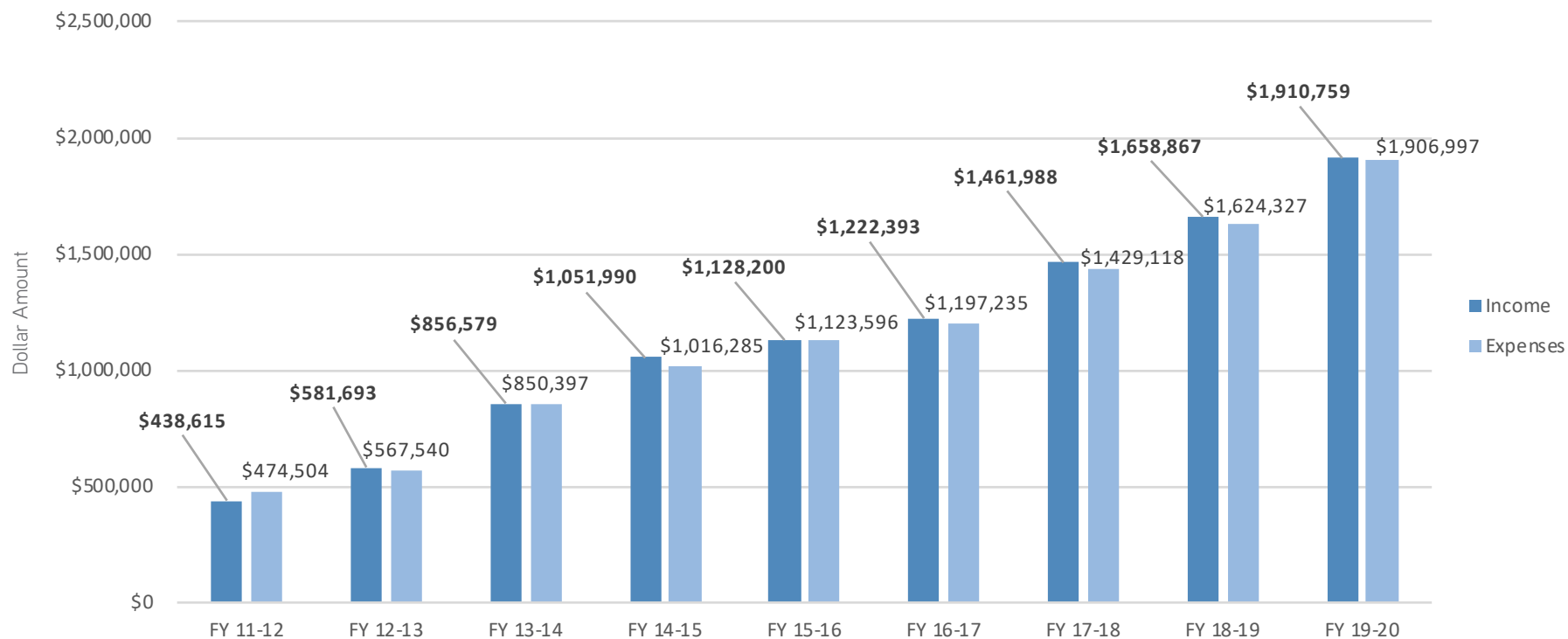
\$199 and below

JoAnna Chatrand-Benz
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Cierra Denning
Coby W. Dillard
Robin Elander
Sheila Enelow
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Kristine Schwarz
Patricia Snyder
Fr. Nicholas Speier
Irene Stone
Jared Levine and Lucy Stutz
John Tran
Helen Vines
Vonbeyond
Beth and CJ Ward
Mary Ellen Wylie
Kate Young

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, 2019 and June 30, 2020.

ORGANIZATIONAL GROWTH

Since 2012, New Beginnings has increased its annual income by 335%, maintained a positive net income every year, and has increased the number of clients served by more than 50%.



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

**Financials are presented on a cash basis.*

OUR VISION

Our vision is to be recognized as a leading organization that meets the shifting needs of our community through our superior clinical training program and focused supportive services, delivering exceptional outcomes cost effectively. We achieve our vision by anticipating community needs, continuously strengthening our capacity and infrastructure, and acting responsively. Communicating the impact of our work in the community is one of the essential strategies we employ to build a coalition of supporters that empower us to achieve our mission.

New Beginnings' staff and volunteers are focused on ensuring that our agency has the resources and expertise to evolve to challenges our communities face over the next several years. We wish to involve a more representative constituency of clients and community members in providing feedback and evaluation about our programs. We are proud of the thousands of clients we have served who have changed the trajectory in their lives and who continue to make positive, healthy, and productive changes for themselves and their families. We could not do our work without the dedication, commitment, and passion of our staff, counselors, volunteer supervisors, and board members. We are also grateful for our donors and friends for supporting our work and our clients and for making our world a better place!

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.

Ways to Help

- Join our Board of Directors or serve on one of our committees
- Make a financial contribution that is meaningful to you each year
- Discuss our work with your colleagues, friends, and family members
- Connect us to groups in our communities that would be interested in receiving a presentation about our work
- Ask your employer to make a donation to our agency
- Select us as your charity of choice for AmazonSmile
- Include New Beginnings in your estate plan
- Introduce us to landlords or property managers that can help us house our clients; consider renting to one of our clients if you are a landlord
- Attend our major fundraiser and events throughout the year
- Offer to serve as a volunteer to help us distribute food or donations to our clients
- Serve as an ambassador of our organization and help us promote awareness of our services and impact in the community
- Provide advice, feedback, and suggestions to our development department about ways we can improve our external communications

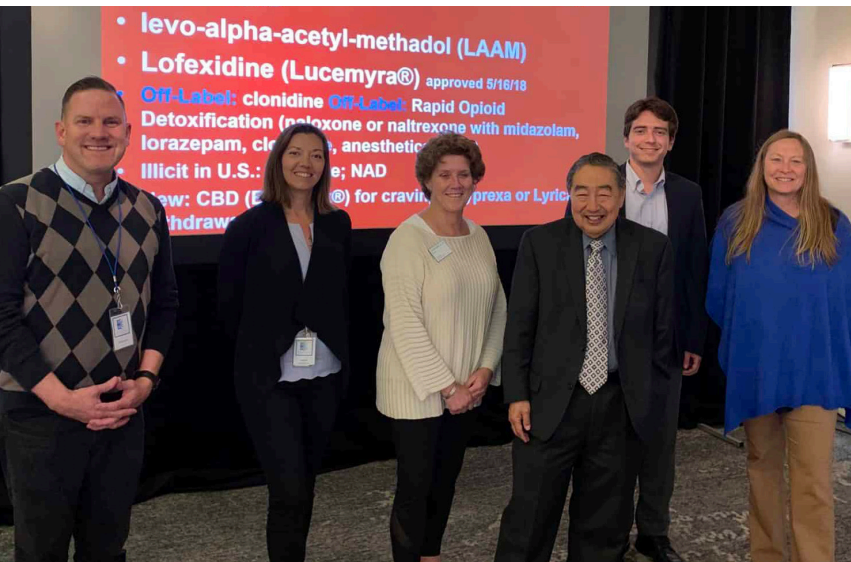
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