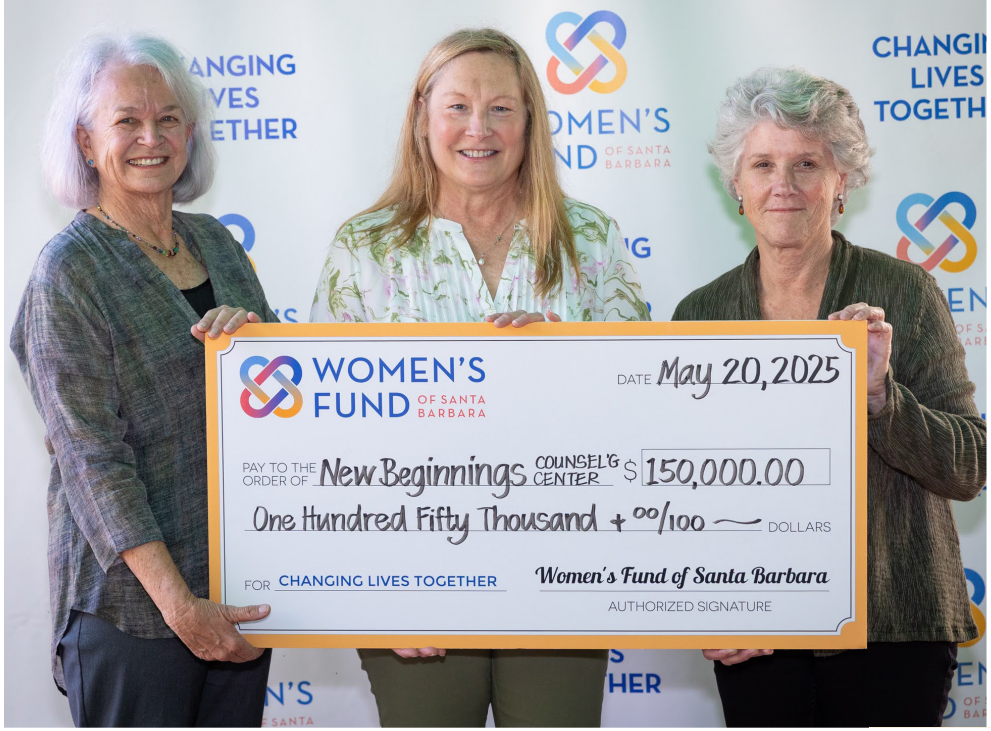












New Beginnings

ANNUAL REPORT
FISCAL YEAR 2024–2025

MESSAGE FROM THE BOARD PRESIDENT

Dear Friends of New Beginnings,

On behalf of the Board of Directors, staff, and the clients we serve, I wanted to express my gratitude for the continued support we receive from our community partners, donors, and advocates. You continue to make a difference by helping New Beginnings improve lives throughout our county.

This past year has been another period of tremendous growth and record-breaking outcomes across the agency. Generous support from foundations has helped us create bright and welcoming updates to our counseling clinic facilities and expand the collaborative center where program meetings and workshops are now held on a regular basis. Public and private funding has helped fund critical staff positions to provide services in these new and beautiful spaces.

We are excited to report that supportive services offered through the New Beginnings' Multidisciplinary (MDT) Team created a year ago have resulted in great outcomes for our clients. The team includes specialists in senior aging, behavioral health, substance abuse, healthcare navigation, and employment and benefits working collaboratively to provide highly integrated care. By serving our clients in a way that promotes trust and provides whole-person care, this forward-thinking approach has been very successful, and we are looking to expand the program by adding additional specialists and specialties.



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.

Thanks to your support, New Beginnings continues to provide critical housing support services to our community through the Safe Parking Program®, Supportive Services for Veterans Families program, and mental health support through our Donald J. Willfong Community Counseling Center and Life Skills Parenting and Education Program. This report illustrates New Beginnings' steadfast commitment to serving our community, and how all of our programs work together to create new beginnings for people from all walks of life.

Thank you for partnering with us, being an ambassador for community solutions that further our mission, and for serving as an integral part of this important work.

With gratitude,

Jacqueline Kurta, PsyD, MFT

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Victoria Garfield, Grants Administration Director
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Brenda Lang, Operations Director
Cassie Roach, MSW, Safe Parking Program Director
Victor Virgen, Veteran Services Director

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 operated as a high-quality training program for over 1,000 local psychotherapists and psychologists. Our counseling center, with more than 40 volunteer master's and doctoral-level counselors and 12 volunteer clinical supervisors, provided high-quality, sliding-scale counseling, psychological assessment, and other mental health services in both English and Spanish to 709 unduplicated people this past year. Clients are seen county-wide both in person at our agency Collaborative Center in our newly refurbished therapy rooms and via our telehealth platform. Our average fee remains only $13 per session, and we turn no one away due to an inability to pay.

Safe Parking® Shelter and Rapid Rehousing Programs



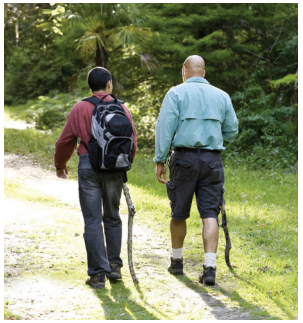
Our Safe Parking Program® provides shelter to over 175 individuals and families each night in 201 spaces spread over 31 monitored lots provided by local churches, businesses, and city and county offices. Our program, which began in Santa Barbara in 2004, serves as the leading vehicular homelessness program in the nation and has been replicated by dozens of communities. In addition to ensuring the effective oversight of our lots, we provide a range of services to help our clients transition into permanent housing, obtain employment, and increase their income. These services include intensive case management, diversion, rapid resolution, eviction prevention, rapid rehousing, crisis intervention, and employment and benefit acquisition. We help clients identify housing that meets their needs, provide temporary financial assistance, and assist during move-ins. After clients are moved into permanent housing, we provide housing retention to ensure clients can maintain their housing in the long run. We have transitioned over 1,000 program participants into housing since the program's inception. In the last year, 897 clients were supported. With financial support from the county, foundations, and individual donors, we continue to work to expand the program in South County and in North County.

Supportive Services for Veteran Families Program



Directly funded through the U.S. Department of Veteran Affairs, this program provides services with the ultimate goal of ending veteran homelessness in Santa Barbara County. In the past year, our staff provided services including outreach, eviction prevention, rapid re-housing case management, temporary financial assistance, connection to employment, benefit acquisition, crisis intervention, and intensive case management to 397 homeless and extremely low-income veterans and their families. Once veterans are moved into stable housing, the program provides ongoing wraparound services and support. Since 2013, we have expanded our SSVF operations consistently each year, and served nearly 3,500 veterans and their families and provided more than $4.5 million in financial assistance to help veterans and their families maintain their housing. We remain the leading service provider for low-income veterans throughout the 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, groups included: multiple Anger Management Groups offered in twelve-week rotations, Anxiety Skills Groups, Parenting Groups at Transition House and Villa Majella (for at-risk mothers) in both English and Spanish, LGBTQ Support Groups, groups in partnership with Carp Connect, and the Interpersonal Skills Groups. Also included is the Seeking Safety Group, which continues to provide community support to the residents of Johnson Court, the all-veteran housing development owned by the Housing Authority of the City of Santa Barbara (HACSB) where we provide supportive services, as well as Vera Cruz Village (another HACSB property) that provides permanent supportive housing for formerly homeless individuals. In the last year, 122 individuals benefited from our Life Skills groups.

BY THE NUMBERS

July 1, 2024–June 30, 2025

2,174 **unduplicated clients served** agency-wide, a 15% increase from the previous fiscal year and an **all time high for the agency**.

329 people were **housed** or were **prevented from eviction**.

140,000 case management and counseling **hours** provided.

$3,436,079 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 **709** people through our **Counseling Center**.

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

We served **897** people through our **Safe Parking Shelter and Rapid Rehousing Program** — a 14% increase from the previous fiscal year.

We projected to enroll **150** Veterans and serve 125 Veterans through our **Supportive Services for Veteran Families (SSVF) Program**.

We served **397** veterans last year through SSVF with an additional 19 veterans served 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.

146 exited and obtained/retained employment, marking a **55%** increase from previous fiscal year.

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

We served **122** people through our **Life Skills Parenting and Education Program**, a 121% increase from the previous fiscal year. This was the first time meeting our goal since COVID

KEY ACCOMPLISHMENTS AND GOALS

Key Accomplishments for 2024 – 2025

- The Multidisciplinary Team created this year has resulted in great outcomes for our clients. The team includes specialists in senior aging, behavioral health, substance use and addiction, healthcare navigation, and employment and benefits. In the 24-25 fiscal year, we were able to serve 210 unduplicated clients through our multidisciplinary team. Overall, 96 clients were served by our Behavioral Health Specialist, 74 by our Substance Abuse Specialist, 37 by our Senior Aging Specialist, 103 by our Benefits Employment Specialist, and 91 by our RN Healthcare Navigator.
- Our Community Counseling Center was updated and redecorated, resulting in a welcoming space that is much more conducive to therapy.
- Awarded Women's Fund grant funding for additional Counseling Center staff, helping us meet the growing demand for mental health care and greatly reducing wait times for new clients to meet with a counselor.
- Added 6,432 square feet of office space for dedicated case management meetings and educational opportunities for veterans and other program clients.
- Opened a new satellite office in Santa Maria to house our Supportive Services for Veteran Families, Safe Parking, and vehicle encampment program staff.
- In year one of our vehicle encampment resolution project, we were able to serve 272 unduplicated clients and house 141 individuals, amounting to 52% of persons served being housed.
- As part of our CalAIM implementation and overall agency expansion we were able to add new operational positions such as a Finance Director and Grants & Contracts Manager to help us increase our agency capacity.
- Added Program Director positions for our Safe Parking Program and Supportive Services for Veteran Families Program, and internally promoted senior staff to these roles.
- Continued to strengthen our provision of Enhanced Care Management and Community Supports through CalAIM for our program clients.
- Reached an all-time high for overall numbers served by the agency and by the Safe Parking Program.
- Maintained accreditation with the Commission on Accreditation of Rehabilitation Facilities (CARF) for our Supportive Services for Veteran Families Program.
- Purchased another agency van to transport program clients with funds awarded by the Alice Tweed Tuohy Foundation in fiscal year 25-26.

Goals for 2025 – 2026

- Expand the Multidisciplinary Team by adding more specialists and specialties and develop a greater presence in North County.
- Continue to expand our CalAIM Enhanced Care Management and Community Supports services.
- Add a licensed psychologist to our multidisciplinary team staff.
- Publish 2nd Edition of the Safe Parking Program Manual.
- Expand community partners in the Life Skills Parenting and Education Program.
- Increase volunteer clinical supervisors for the Community Counseling Center.
- Establish an investment strategy for agency financial reserves.
- Increase development efforts in Mid and North-County.
- Expand number of Safe Parking Program lots county-wide.
- Transition to UKG as new human resources and payroll platform.
- Expand Safe Parking services in the city of Goleta.
- Prepare to commence on-site supportive services at the new City of Santa Barbara Housing Authority property at 3055 De La Vina Street opening in Summer 2026.
- Prepare to commence supportive services for the new Path permanent supportive housing transfer project where we will provide scattered-site permanent supportive housing supportive services for 26+ households county-wide.
- Prepare shelter accreditation process for Safe Parking Program and renew our existing Supportive Services for Veteran Families accreditation through CARF.
- Continue to offer client employment workshops, such as our Pathways to Employment & Career Success workshop, being held on a regular basis in our expanded office space.

SAFE PARKING® PROGRAM & THERAPY SUCCESS



Nickie is a Santa Barbara local and a senior who spent over 20 years working at the Santa Barbara Harbor. While the harbor was his livelihood, his heart always belonged to horses. Throughout his life, Nickie worked closely with horses, traveling the world alongside a jockey and caring for the animals he loved.

When life took an unexpected turn, Nickie found himself in a difficult situation. He joined the Safe Parking Program in November 2024, after seeing a commercial for New Beginnings' services. He had been living in his Toyota Corolla since early 2020, after leaving his home in Santa Barbara for a dream job opportunity in Santa Ynez to help care for horses. Housing was supposed to be provided on the ranch, but when the pandemic broke out, the opportunity was no longer available, and Nickie was left with no other option than to live in his vehicle.

In January 2025, Nickie was hospitalized and had to undergo various heart procedures, and housing became a top priority for him. With his continued hard work and New Beginnings' support, Nickie was able to secure housing less than a year after his enrollment. He shares that his health has significantly improved since moving into his home and he is enjoying his studio apartment! Nickie has a place to call home, and his story is a reminder that safe parking and housing support can make a big difference in someone's life.



Laura* (name changed for privacy) came to therapy seeking a reduction of her symptoms of depression, panic and anxiety, as well as for support in her continued sobriety from alcohol. She has overcome much in her life beyond her addiction issues, including domestic violence trauma, multiple adverse childhood experiences, and the loss of custody of her children. Her symptoms of depression, panic and anxiety were causing her significant daily distress, and she reported feeling "stuck." Not sure what else to do, she decided to try therapy for the first time and came to New Beginnings.

Laura has been dedicated, consistent, and engaged throughout the therapeutic process. Her clinical work has included trust and rapport-building, using role-play as a way to practice for job interviews, cognitive behavioral therapy exercises to practice "talking back" to her internal negative voice, EMDR resourcing, along with other modalities and techniques.

Today, Laura has been able to overcome her anxiety and sustain full-time employment at a job she not only enjoys but feels proud of. She has also secured safe housing as she saves for her own future apartment. She recently celebrated her fourth "sober birthday." Laura reports that perhaps best of all, she happily invites her grown children over for weekly movie nights and pizza and has a relationship with them again. She reports feeling happy in her life, grateful to have work and a place to live.

VETERAN SUCCESS STORIES



Ron is a veteran who served in the U.S. Marine Corps for 8 years. Last fall, Ron was living with his partner, Kim, in family-student housing at UC Santa Barbara with their six-year-old daughter diagnosed with level 3 autism. Upon Kim's graduation from university, their family was unable to transition to other housing due to the high unaffordability of housing in Santa Barbara. Making ends meet with only Kim's full-time income from working as a behavioral interventionist within the local school district and Ron's VA service-connected disability benefits meant that their family was forced to temporarily split.

Within a month of being enrolled in New Beginnings' Supportive Services for Veteran Families (SSVF) program, Ron and his family worked with Matthew Chapa, SSVF HUD-VASH Housing Navigator, who identified a two-bedroom apartment near their daughter's school, and Ron's family was reunited with SSVF financial assistance for a security deposit and 1st month's rent. Due to experiencing chronic health challenges, Ron was unable to return to work while navigating his care with VA Health and caring for their daughters' needs. With limited means to sustain rent or increase their household's income, New Beginning's SSVF team advocated for Ron and his family to be prioritized for a housing subsidy through the VA Supportive Housing program (HUD-VASH). Within three months of being enrolled, staff assisted Ron and his family to be screened and admitted to the HUD-VASH program and issued a housing voucher to remain housed. Through this program Ron will also benefit from ongoing clinical case management provided by VA social workers, and his family will be able to sustain housing long-term.



Seven Veterans recently took part in a therapeutic fishing trip funded by New Beginnings, each bringing their own experiences with mental health challenges, physical disabilities, and recovery journeys. The goal of the outing was to promote mental well-being, strengthen social connections, encourage physical activity, and support coping skills and resilience.

Out on the water, barriers began to fade as laughter, conversation, and camaraderie took over. Every Veteran successfully caught fish—averaging five each—but the true impact went far beyond the catch. For many, the experience restored a sense of accomplishment, joy, and confidence.

This unforgettable trip highlighted the power of shared experiences in supporting recovery and overall well-being. The long-term benefits are truly priceless. The benefits of the day were undeniable and included: improved mental well-being through time spent in nature; stronger social connections built through shared experiences; increased physical activity; development of healthy coping skills; reinforcement of recovery and resilience; a renewed sense of overall well-being.

What started as a simple fishing trip became a meaningful milestone in each Veteran's journey. It was a reminder that healing doesn't always happen in a clinical setting—sometimes, it happens out on the open water, surrounded by peers who understand.

FINANCIALS

BALANCE SHEET (As of June 30, 2025)

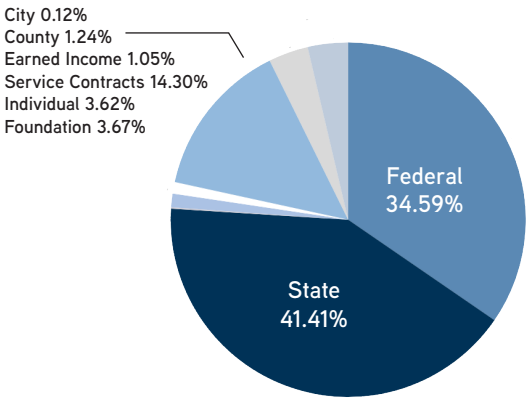
Assets

Current Assets:	
Checking/Savings	$1,388,086
Investments	$91,698
Other Current Assets	$8,249
Total Current Assets	$ 1,488,033
Total Fixed Assets	$170,284
Total Other Assets	$ 25,562
Total Assets	**$ 1,683,879**

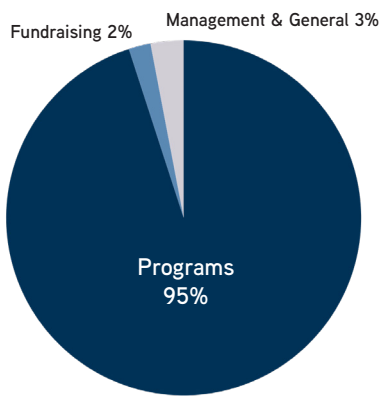
Liabilities & Equity

Total Current Liabilities	**$6,635**
Retained Earnings - Unrestricted	$922,551
Net Income	$754,693
Total Equity	**$1,677,244**
Total Liabilities & Equity	**$1,683,879**

BREAKDOWN OF INCOME



BREAKDOWN OF EXPENSES



PROFIT & LOSS (As of June 30, 2025)

Income

Fees for Program Services	$117,889
Contracts for Program Services	$1,606,522
Services Grants for Program	$9,579,348
Donations Unrestricted	$210,144
Donations Restricted	$ 115,000
Donations, Donations In-Kind	$0
Investment Income	$1,501
Miscellaneous Income	$1,726
Event Income	$112,710
Total Income	**$11,744,840**
Gross Profit	**$11,744,840**

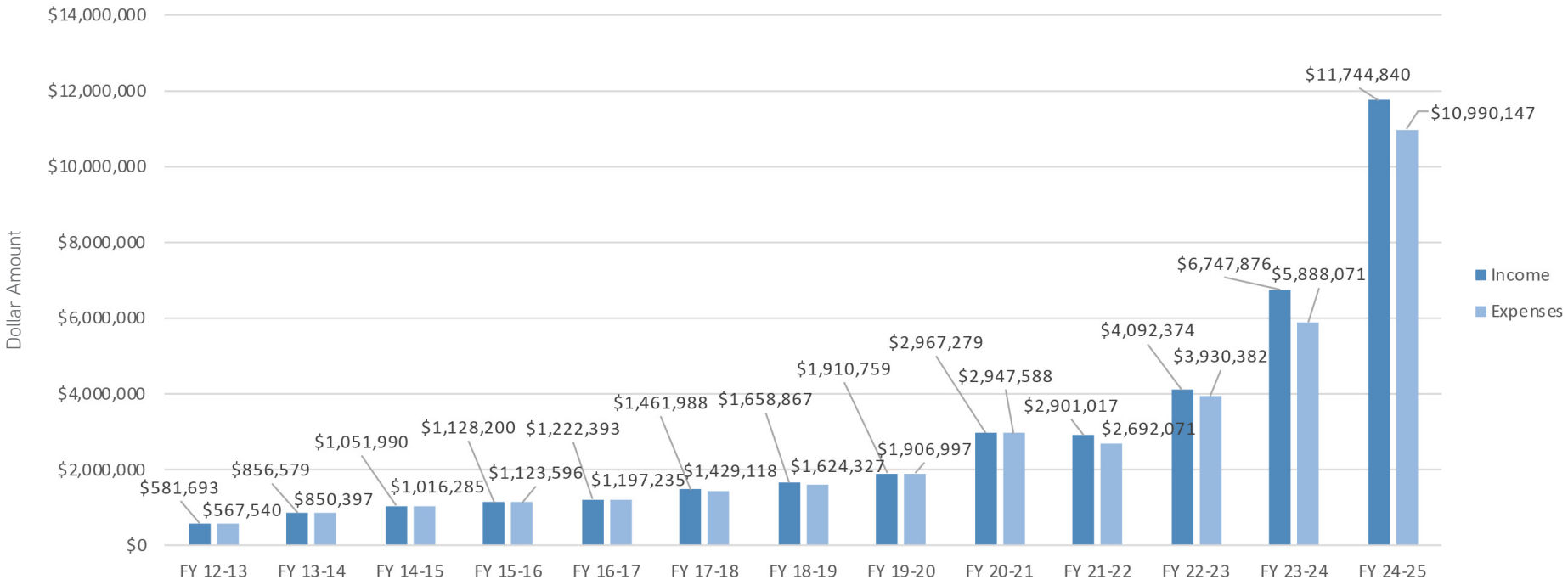
Expenses

Program Assist Paid to Others	$3,436,611
Agency Occupancy	$743,784
Outside Services/Professional	$375,648
Insurance	$64,903
Administration/Organizational	$115,174
Administration Equipment	$145,595
Wages, Salary, Benefits & Taxes	$5,709,214
Travel/Mileage	$228,356
Marketing and Fundraising	$153,462
Uncategorized Expense	$1,449
Line of Credit Interest Expense	$15,951
Total Expenses	**$10,990,147**
Net Income	**$754,693**

**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 1,919.08% and maintained healthy and steady growth each year. The continued increase in revenue this past year is due to the ongoing expansion in our Safe Parking and Supportive Services for Veteran Families programs, with special emphasis this year on the implementation of our Vehicle Encampment Resolution project and our Multidisciplinary Team.



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, 2024 - JUNE 30, 2025)

$25,000+

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Dena Blatt Trust
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YOUR SUPPORT CAN TAKE MANY PATHS

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Shannon Reese
Linda Sachs
Robertson Scott
Laurence Severance
Sarah Alexandria Smith
Kristen Sneddon
Gregory Stamos
Stefanie Stratton
Robert and Patricia Ann Strojek
Jenny Sullivan
Sarah Thacher
Julie Weiner
Stan Witnov
Jilla Wolsey
Mary Ellen Wylie

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, 2024 and June 30, 2025.

There are many ways to support our work and help people make new beginnings through life-changing resources and programs.

New Beginnings meets the needs of our community by providing affordable high-quality mental health counseling services, safe parking for the vehicular homeless, housing assistance, support for veterans and their families, and education. Our programs work synergistically, providing whole-person care through forward-thinking approaches to supportive services. We are here to assist people during their most challenging times, offering the help they need to create a new beginning.

By **making a gift** to New Beginnings, you make it possible for us to help our clients lead healthy and productive lives. Here are a few additional ways you can make a difference:

- **Leave a legacy by including New Beginnings in your estate plans.** You can support our work through a bequest from your will or trust, an IRA rollover, a beneficiary designation, or choose another way that works best for you. For more information, please contact us at development@sbnbcc.org or visit sbnbcc.org/planned-giving.

- **Monthly Giving** – by giving even a small amount on a monthly basis, your recurring donation goes toward sustaining daily operations and can be changed at any time. Please visit our donation page at sbnbcc.org/help-nbcc or contact our development department at (805) 963-7777 x122

- **Are you a property owner or manager?** Each year, we house approximately 300 people and are looking for landlords and managers who are willing to work with us to help with housing people in need in our community. For more information, please contact us at development@sbnbcc.org or visit our website at sbnbcc.org/landlords.

- **Arrange for New Beginnings to make a presentation.** If you are a member of a faith-based organization, a social club, or another community group, we would be thrilled if you could arrange for us to deliver a presentation either on-site or virtually. We also give these presentations at local businesses where staff members are interested in learning about our work in the community and getting involved.



LEARN ABOUT MORE WAYS TO GIVE AT SBNBCC.ORG/WAYS-TO-GIVE

We are so grateful to 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 call us at (805) 963-777 x 122.

New Beginnings

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