



FOR IMMEDIATE RELEASE

June 12, 2019

Contact: Michael Berton

Phone: (805) 963-7777 x112

Email: mberton@sbnbcc.org

New Beginnings Releases Public Service Announcement Series to Engage Landlords

(SANTA BARBARA, CALIF.) – New Beginnings is excited to announce the release of a Public Service Announcement (PSA) series aimed at creating collaborative partnerships with landlords to address the housing shortage in Santa Barbara County. The PSAs follow the day in the life of a veteran, working family, and senior who are well established in the community and who you would not expect to be homeless. New Beginnings’ goal is to provide a call-to-action to landlords to contact the agency and learn more about how they can house community members who have income, are the right fit for their units, and who value a roof over their heads.

Due to a high cost of living, a growing number of individuals and families in our community are one paycheck away from being homeless. People fall into homelessness for a variety of reasons, such as overwhelming medical expenses, job loss, and unexpected, sizeable rental increases. Due to an incredibly low vacancy rate, once people become homeless, it can be nearly impossible for them to find housing. By providing temporary financial assistance, housing navigation, housing retention, and case management, New Beginnings helps clients increase their income and become self-sufficient.

Through our Safe Parking and Supportive Services for Veteran Families (SSVF) Programs, New Beginnings houses or prevents eviction for approximately 175 individuals, families, and veterans each year. Our success is due to our commitment to serving as a long-term support resource to both clients and landlords.

“After years of working with New Beginnings, I cannot recommend a more dedicated group of people helping those in our communities,” shared Steve Baird, Marine veteran and New Beginnings’ Landlord of the Year. “Please join me in helping New Beginnings in their future endeavors.”

For more information about our landlord partnerships or to view the PSA series, please visit www.LandlordsChangeLives.com or call Michael Berton, Development Manager, at (805) 963-7777 x112.

New Beginnings Counseling Center provides 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. New Beginnings Counseling Center, located at 324 East Carrillo Street, Suite C, Santa Barbara, CA 93101, (805) 963-7777, is a nonprofit 501(c)(3) organization. For more information or to make a donation, visit www.sbnbcc.org.

####

If you would like more information about this topic, please contact Michael Berton, our Development Manager at (805) 963-7777 x112 or email at mberton@sbnbcc.org.