

Winter Newsletter



photo: Jennifer LeMay

Changing Lives Gala Success!

New Beginnings hosted our 5th annual Changing Lives Gala on Thursday, October 12th.

The night began with a musical performance from A la Carte, with a special appearance by Mayor Helene Schneider. Our speakers and presenters for the evening included the Vice Chair of the Los Angeles Homeless Services Authority (LAHSA) Hon. Wendy Greuel, New Beginnings' Board President Diane Pannkuk and Executive Director Kristine Schwarz, and Team Leader Andrea Cabanas from C3H. Our honorees Glenn and Amy Bacheller were celebrated with presentations from John Robbins, bestselling author of *The Food Revolution*, and Seth Streeter, Co-Founder and CEO of Mission Wealth.

Glenn and Amy Bacheller came to New Beginnings at a key time in the evolution of our agency, helping us to gain momentum and support. Glenn Chairs the Homeless Affinity Service group for the Santa Barbara Chapter of Social Venture Partners. He has

been involved with New Beginnings for six years, helping to strengthen the agency financially and increase our capacity to serve. Glenn and Amy both help with community and homeless outreach, helping to inform others about New Beginnings' mental health and housing service programs.

Hon. Wendy Greuel gave a keynote speech on the homelessness situation in Los Angeles. She discussed the current and future solutions that the city and county are planning to implement, including a discussion of the Safe Parking™ program the city is implementing, based off of our Safe Parking program here in Santa Barbara. Mayor Schneider was our emcee for the evening, guiding the evening's proceedings. This year a few key sponsors made it possible to bring in some of our volunteers who provide training for our counseling interns or donate lots to the Safe Parking program. We were so pleased to have our allies and supporters in the room to celebrate together. Turn to pg. 4 to see more pictures from our Gala!



Thank you to all of our generous event sponsors this year, who help make our work possible all year round:

Laurie Ashton & Lynn Sarko
Glenn & Amy Bacheller
The Coeta & Donald Barker Foundation
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Metropolitan Theatres
Mission Wealth
Montecito Bank & Trust
Psychiatry and Addiction Medicine at Cottage Health
Marty Rickler
Hon. Susan Rose & Allan Ghitteman
John Sanger
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Message from Executive Director, Kristine Schwarz

Dear Friends of New Beginnings,

We have many new faces and new initiatives this year at New Beginnings, and the process has reminded us how important it is to have support through transition. Our clients are often transitioning through housing, relationships, jobs, and loss, without sufficient support. We are committed to being here for them, and your assistance makes it all possible. We at New Beginnings consider ourselves very fortunate to be a part of this collaborative and positive community and for the unwavering support of our donors. Please enjoy our winter newsletter updates and the upcoming holiday season!

- Kristine Schwarz

Lifeskills Program Receives Grant

New Beginnings' Life Skills Parenting Education program was recently the recipient of a \$2500 Community Assistance Funds grant from Junior League of Santa Barbara. The grant will support our expectant and young mothers group, which is facilitated at Villa Majella, an organization that allows homeless pregnant women to carry their babies to term. Oftentimes these women have faced a variety of difficulties that have left them without a home, job, or other vital resources. Through the Life Skills program, New Beginnings provides a therapeutic and psychoeducational group that helps these women to identify and strengthen their internal resources as they go through their pregnancies and prepare to take care of their newborn children. Though each woman at this house presents a unique case, it is not

uncommon that these women have struggled with their inner dialogue (or self-talk) and/or situations that support co-dependency. The course helps them to increase their awareness, and to recognize that they have a many choices

confident in their parenting skills. Their increased sense of self-confidence after taking this course helps these women to change their lives- to seek job opportunities and housing opportunities while fostering healthier relationships.



available to them, thus leading to a renewed sense of empowerment. These insights and tools are things that the women can carry with them for the rest of their lives, and subsequently model and teach to their children as women

The Life Skills program, which is also generously funded through the Wood-Claeysens Foundation and the William P. Neil Foundation, brings therapists on-site to places such as Villa Majella to provide these groups as well as individual therapy, enabling access to those in need of therapeutic services who may not be able to receive them otherwise. Furthermore, this program helps us to strengthen the community ties between organizations that seek to provide essential services and care for the most vulnerable populations in our Santa Barbara community.



Attn: Landlords

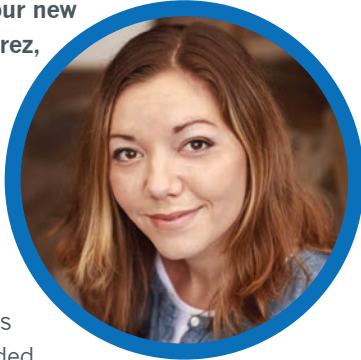
This year, we launched a new advertising campaign soliciting landlords for our housing programs, with an ad in the independent over Memorial Day weekend and a coordinating new page on our website at www.sbnbcc.org/landlords. Now you can more easily tell your friends who rent out property about the possibility of renting through New Beginnings' housing programs for guaranteed, market-rate rent and ongoing case management for tenants housed through New Beginnings' housing programs.

Staff News

New Clinical Director Crystal Ramirez, PhD, LMFT

Please join me in welcoming our new Clinical Director, Crystal Ramirez, PhD, LMFT.

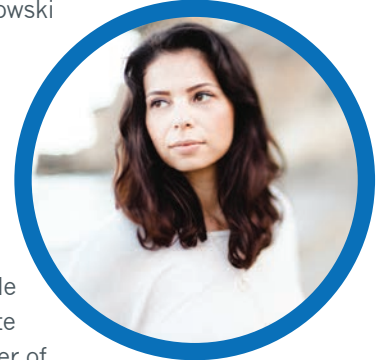
Crystal joins us most recently from the Santa Barbara Department of Behavioral Wellness where she worked as Regional Manager, Team Supervisor and Practitioner during her six years with the county. She also provided supervision at the Salvation Army and worked as the Assistant Manager of Mountain House at Crescend (formerly Phoenix). As well, she was a lead counselor and Children's Program Clinical Coordinator at Domestic Violence Solutions. Crystal has a B.A. in Sociology and Psychology from UCSB; a Masters in Counseling Psychology from Pacifica; and a doctorate in Depth Psychology with Emphasis in Psychotherapy from Pacifica.



New Program Coordinator and Case Manager Amitty Kasowski

Hello, my name is Amitty Kasowski and I am the new Program Coordinator and Case

Manager of New Beginnings' Supportive Services Contract for the Housing Authority of the City of Santa Barbara. My heart has always been in working directly with vulnerable populations and I feel fortunate to be able to work as a member of the New Beginnings team. I started by volunteering in soup kitchens throughout my high school career, and cared for children in transition homes during my first years in college. I graduated UCSB with a BA in Sociology in 2012 and have worked for The Devereux Foundation for the past eight years. I am excited to start a new chapter of my life with New Beginnings and the Housing Authority and look forward to learning so much working alongside everyday heroes, which are daily making a difference in people's lives.



Our Counseling Center is looking for an additional clinical supervisor to facilitate group supervision. We are seeking someone who is dedicated to helping newer interns and trainees apply their education to their clinical practice. This would be a great fit for a mental health practitioner who has experience working in a nonprofit or institutional setting. If you are interested in volunteering two hours a week with our Counseling Center, please get in touch with our Clinical Director Crystal Ramirez at 805-963-7777 x125 or cramirez@sbnbcc.org

We are also seeking additional volunteer counseling interns, especially those bilingual in English/Spanish. We always have a waiting list for service, and plenty of hours available to count towards licensure.

Forever in our Hearts Tracie Gunderson

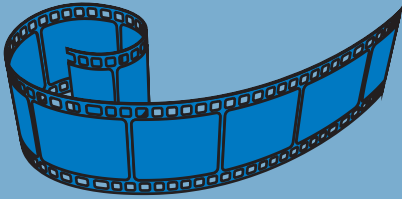
New Beginnings' long-time staff member Tracie Gunderson passed away on September 6th, 2017. A passionate and dedicated advocate for veterans, Tracie worked for the last four years as an outreach worker and case manager, and finally as the Veteran Services Coordinator for our Supportive Services for Veteran Families Program where she helped to house over 250 veterans.

She was an incredible and unequalled talent in our community, a respected colleague, and a loyal friend to many. She will be dearly missed by all who knew and loved her.



ANNUAL
CHANGING LIVES*Gala*

photography: Sarita Relis



PSA Announcements

New Beginnings launched three new Public Service Announcements (PSAs) in summer 2017; look for them on your local cable stations and in the movie previews at Metropolitan Theatres! There is a PSA for our counseling clinic, one about our Safe Parking™ program, and one with information for potential landlords.

Thank you to Hon. Susan Rose and Allan Ghitterman for being a part of our clinic PSA soliciting support for the program, to the clients and landlords who told their stories about working with New Beginnings, and to Metropolitan Theatres and local stations for running our PSA's!



Safe Parking™ Program Seeks Property Owners to Share Daytime and Nighttime Parking Lots for the Vehicular Homeless

New Beginnings Counseling Center was able to meet the demand for off-street daytime parking for oversized vehicles affected by the Oversized Vehicle ordinance who participate in our Safe Parking program at night. However, we continue to seek out additional lots for daytime or nighttime shelter. Lots are needed both for daytime and nighttime use, as demand is expected to increase, as 32% of our County's homeless are living out of their vehicles. The Safe Parking program utilizes just a few spots in each lot.

The Safe Parking program currently manages 128 spaces in 24 parking lots throughout the cities of Santa Barbara and Goleta, and the neighboring unincorporated areas of the county, for parking shelters. Each of these lots has entered in to a written agreement with New Beginnings who has indemnified them against any liability. Since the program's inception in 2004, there have been no major incidents or damage to any of the participating lots. Daytime spaces are needed from 7am until 7pm daily, and nighttime spaces are needed from 7pm to 7am daily. Slight flexibility in these hours can be accommodated. Staff works with program clients to transition them back into traditional and permanent housing.

Lot owners interested in providing spaces to the program are asked to contact New Beginnings at safeparking@sbnbcc.org. Thank you for your compassion towards these individuals and families.

PROGRAMS AND SERVICES

**Donald J. Willfong Counseling
Center**

**Life Skills Parenting Education
Program**

Safe Parking™ Program

**Supportive Services Program for
the Housing Authority
of the City of Santa Barbara**

**Supportive Services Program for
Veterans and Their Families**

Welcome New Directors Terence Ford, Adam Liff, and Guy Smith

New Beginnings Counseling Center Welcomes Terence Ford, Adam Liff, and Guy Smith to Board of Directors

Terence Ford brings to the center years of experience in branding and community awareness, as well as experience in working with vulnerable individuals. He has worked with nonprofits, local OIF/OEF veterans, and has experience managing programs under contract for the U.S. Armed Forces. The addition of Terence to the Board of Directors will help New Beginnings expand its ability to help more veterans in our community.



"We are so lucky to have Terence with his demonstrated passion and commitment to the issues facing our US veteran population," said New Beginnings Board President Diane Pannkuk. "He brings an infectious enthusiasm to the board which is incredibly inspiring." Most Recently, Ford has worked to developing a peer-to-peer support program (Fellowship of Brothers) for Gulf War and post 9/11 (OIF/OEF) veterans at the Santa Barbara Veterans Memorial Building.



Adam J. Liff, retired, is a private investor and child advocate. Mr. Liff's extensive business career included scrap metal and textile recycling, steel making, regulated waste disposal, banking, insurance brokerage services, real estate management and family advisory services.

Mr. Liff's recent board service includes the Board of Trustees of National CASA, currently serving as Treasurer, TNCASA, Nashville Jazz Workshop and Foster Care Review Board #7 of the Juvenile Court of Davidson County, TN. Mr. Liff has served as a CASA advocate since 1999 and until recently as a

trained crisis and suicide phone counselor.

Guy Smith - "We are fortunate to have a proven community leader like Guy join our board," stated New Beginnings Board President Diane Pannkuk. "Additionally, Guy brings unique experience in digital relations and media services which add an element to the board previously missing."

Guy Smith is the Executive Director of SynED, a non-profit organization providing professional services to higher education. Prior to that, he was a faculty member and Vice President at Antioch University Santa Barbara. From 1976 until 2010, he was a faculty and Dean at Santa Barbara City College, where he was responsible for the administration of the Business Division, the Scheinfeld Center for Entrepreneurship and Innovation, and the School of Media Arts. Smith has been involved with the online information industry since its inception, and for the past 15 years has managed and developed projects under national and state grant funding, which focus on new media production, e-commerce and distribution, mobile media, and the use of game technologies in providing training and education.



BOARD OF DIRECTORS

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Sarah Barbieux, *Treasurer*
Ann Marie Plane, *Secretary*
Terence Ford
Ziad Elkurjie
Irina Kerdman
Adam Liff
Guy Smith

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Mike McCarthy
Bruce McRoy
Fred Morguelan
Joanne Rapp
Marilyn Rickard Schafer
Aaron Spechler
Das Williams
Michael Young
Maria Zate

MANAGEMENT TEAM

Kristine Schwarz
Executive Director

Crystal Ramirez
Clinical Director

Q&A with Health Access and Care Coordinator Project

We got the chance to catch up with New Beginnings' HACC Program Coordinator, Hannah Greenberg, and HACC Bi-Lingual English/Spanish Case Manager, Sebastian Irani.

What was the reason that prompted the startup of this project and what does that project seek to accomplish?

This project was started by the Housing Authority of the City of Santa Barbara to help low-income individuals connect with community partners for health and prevention education and management of medical illnesses. These services are provided with an emphasis on orienting people to their options for seeking care and becoming comfortable with the process so that they are more likely to continue routine use of these services. Many of the clients we are working with are formerly homeless and medically vulnerable, and haven't had a lot of preventative care. We are here to help low income people understand and access the opportunities available to their insurance under the ACA Medi-Cal expansion, which many people think would typically only be available to people in a higher income bracket.

Sebastian, who qualifies for services under the HACC project?

The range of clients we serve is ages 19-64 who have Medi-Cal or CenCal. If they are uninsured, we will help them set up an appointment with an enrollment specialist. The majority of clients we work with are residents of the City Housing Authority or other low-income property.

What services are available?

Events and classes, counseling services, referrals to the Holman group for psychiatrists, case management, a traveling nurse practitioner through SBNB, and home visits with case managers. In

addition to New Beginnings, the Housing Authority is also partnering with DASH to serve high crisis individuals and seniors to provide services for a monthly fee, or free for residents in affordable housing. DASH provides urgent care services in the home on the same or next day. The project connects clients with Doctors Without Walls, the Companion Care program with SB Street Medicine, and Easy Lift provide access to transportation for appointments.

The project recently hosted a health fair at Franklin center. How did that go?

Twenty-seven community agencies participated and we created over a dozen collaborations from the event. Approximately 140 people from the community completed the event passport, which included visiting 10 different provider booths and participating in one health screening, for Diabetes A1C, Blood pressure, vision, or HepC/HIV.

Hannah, you coordinate group classes and clinics for the community. Who is able to attend those events?

For our health screenings, participants can be anyone over 18. Exercise classes are open to all ages, ability levels, income, and insurance levels. (For information on current offerings, please visit our website at www.sbnbcc.org/hacc).

One of the most exciting things about this project is that the City Housing Authority is bringing so many agencies together in partnership. How is that going?

Social Service agencies and medical



providers are working together in a more holistic way, which also helps us to coordinate care and avoid duplicating services. Having this interconnectedness of the different disciplines is really great because I really think it is in the best interest of the patient or client. We have been able to serve over 1000 people since the program started.

If someone is interested in providing a group clinic or service, who should they contact?

**Contact Hannah 805-897-1054
hgreenberg@hacsb.org**



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New Beginnings Counseling Center

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New Beginnings' Supportive Services for Veteran Families Programs (SSVF) has earned a three year accreditation from the Commission on Accreditation of Rehabilitation Facilities (CARF).

Accreditation is a sign of quality and alignment with rigorous international standards that symbolize a commitment to focus on the unique needs of each individual served and monitoring results for continual quality improvement. This 1+ year process has not only proved the excellence of New Beginnings' SSVF program, but has helped to strengthen our entire agency as well.

To learn more about our Supportive Services for Veteran Families Program
visit us at www.sbnbcc.org or call (805) 963-7777, ext. 107



With Your Help New Beginnings is Changing Lives and Strengthening Families One Person at a Time