

Summer 2018 NBCC News

Veteran Pays It Forward **with Thanks** to **New Beginnings**

After serving as a Sergeant in the United States Army, Sonya G. returned to her home town in Santa Barbara County. A single mother raising three children ranging from toddler to teenager, Sonya works part time, but unfortunately was unable to maintain stable housing for her family. Sonya and her children were forced to reside in a garage for about a year with several others, unable to find a unit they could afford. After obtaining a Veterans Affairs Supportive Housing (VASH) voucher, Sonya's VASH case manager referred her to New Beginnings' Supportive Services for Veteran Families (SSVF) program. They assisted with her security deposit for an apartment she had identified.

When the veteran and SSVF case manager spoke regarding her case, Sonya expressed concerns that the apartment she had found lacked appliances, most importantly a refrigerator. Sonya was unsure if she wanted to move into a situation where she would be unable to keep food from spoiling for her three children, and she had no other resources to secure a refrigerator on her own.

Not wanting the family to lose the unit, Sonya's case manager immediately began to network with local agencies. The case manager obtained a donated refrigerator from the Santa Maria Elks Lodge, an organization that often has various household items available for veterans in need.

After moving in, Sonya reached out to New Beginnings' SSVF program to express her thanks for the program assistance and quick and resourceful response of the case manager. She shared that her children participate yearly in the Kiwanis Aktion Club Fashion Show of Santa Maria, and in fact, had won for best costume the last three years. The winner of this event, put on by the Kiwanis Aktion Club – a local organization that helps provide support for children and adults with intellectual disabilities – chooses a non-profit to receive a \$1000 donation as a way to give back to the community. This year, Sonya and her children selected New Beginnings to receive the generous donation... should they win.



First place Alice in Wonderland costume designs by veteran Sonya

“Alice in Wonderland” was the theme for the 2018 fashion show. Sonya purchased all the needed costume items and props from local thrift stores in Santa Maria, and she hand crafted each costume for her three children – as Alice, the Mad Hatter and the White Rabbit. The outcome was astonishing! Her children looked as if they were transported straight from the movie. Her creativity and hard work earned her family the first place prize and the opportunity to give back to New Beginnings.

Stories like Sonya's demonstrate the value and strength of our community connections and creative solutions in assisting local veterans to obtain and maintain housing stability – the foundation of the SSVF program. Thank you Sonya, for your service, creativity, determination and generous gift to New Beginnings!



Message from Executive Director, Kristine Schwarz

Dear Friends of New Beginnings,

This year we are more aware than ever of our essential partnerships and our role in being a reliable partner in our community. As our Santa Barbara region has endured profound disaster, loss, and uncertainty, we have also leaned upon one another for support, resources and compassion.

This is a time of many and unexpected “new beginnings” for our clients and our community as a whole. We are committed to serving as a trusted partner in recovery and transitions for better lives, housing, jobs and relationships.

Your continued contributions ensure New Beginnings essential services. Thank you for partnering with us in this important mission.

-Kristine Schwarz

Responding with Capacitar

Immediately following the Thomas Fire and debris flow, New Beginnings offered free, confidential counseling space to therapists whose offices were impacted by the disasters.

In addition, one of our Intern Counselors, Ciara Murray-Young, liaised with All Saints-By-The-Sea Episcopal Church and Capacitar International to bring trainers to Montecito to serve those suffering in the aftermath of the fire and debris flow. Capacitar, a Californian-based international organization, teaches holistic wellness practices to help people cope with trauma and stress, and understand how this stress effects our body, mind and emotions. All Saints-By-the-Sea hosted several workshops in February and March, introducing these Capacitar practices to complement existing community and mental health resources. Feedback from workshop attendees was very positive.

Housing Authority Awards New Beginnings as 2017 Outstanding Community Partner of the Year

Since 2009, New Beginnings has provided short-term case management services to clients of the City of Santa Barbara Housing Authority, including those transitioning from homelessness. Services focus on assisting clients to reach goals in obtaining and retaining permanent housing, achieving financial stability, increasing self-sufficiency and improving overall wellbeing.



The Housing Authority created its annual Outstanding Community Partner Award as a way of recognizing and thanking organizations and businesses that help change lives for the better. The awardee is selected by a vote from Housing Authority staff who work daily with their community partners. Supportive services provided to clients through such agencies as New Beginnings are an essential part of the Housing Authority’s holistic service delivery approach.

Recently, the Housing Authority collaborated with New Beginnings to administer a Cen-Cal funded pilot program to improve access to healthcare for Medi-Cal members residing in affordable housing. The program has proven extremely successful, providing outreach and services to 1171 individuals in the community to date.

LifeSkills Program Adopts Aware Parenting

Our Clinical Director, Dr. Crystal Ramirez, attended a half-day training with Dr. Aletha Solter this spring to facilitate the introduction of new material into New Beginnings' Life Skills Parenting Education Program. This program teaches critical hands-on parenting skills, mindfulness strategies, and overall life skills to more than 100 low-income families each year who need practical tools to establish and maintain stability in their home environments. For more than fifteen years, this program has been offered at no cost through community centers and non-profit organizations that serve at-risk youth and low-income families.

Aletha Solter, Ph.D. is a Swiss-American developmental psychologist, international speaker, consultant, and author of five books. She founded The Aware Parenting Institute and has been helping parents and professionals all over the world care for babies and children. Dr. Solter's books are *The Aware Baby*, *Cooperative and Connected* (a revised edition of *Helping Young Children Flourish*), *Tears and Tantrums*, *Raising Drug-Free Kids*, and *Attachment Play*. Her books



have been translated into 13 languages, and *The Aware Baby* has sold over 150,000 copies worldwide. Dr. Solter studied with Dr. Jean Piaget in Switzerland before earning her Ph.D. in psychology at UCSB. She is recognized internationally as an expert on attachment, trauma, non-punitive discipline, and developmentally appropriate education. Dr. Solter has led workshops for parents and professionals in 17 countries.

Aware Parenting is a philosophy of child-rearing based on current research in the fields of attachment, child development, psychotherapy, cross-cultural studies, and the neurobiology of trauma. Aware Parenting questions most traditional

assumptions about raising children, proposing a new approach that can significantly improve relationships within a family. Parents who follow this approach raise children who are cooperative, compassionate, competent, nonviolent and drug-free.

Our Counseling Center is looking for an additional volunteer 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 2 hours a week with our Counseling Center, we encourage you to contact us.

Do you need hours toward licensure? We welcome volunteer counseling interns, including MA, MSW and PsyD/PhD students and registered associates – especially interns bilingual in Spanish/English. We always have a client waiting list for services and plenty of hours available to count towards licensure.

For more information, please contact Crystal Ramirez, Clinical Director, at 805-963-7777 x125 or cramirez@sbnbcc.org.



2018 Coral Casino Luncheon Series

This year, New Beginnings will continue our successful luncheon series with an in-depth look at several critical community issues: the new Coordinated Entry system for housing homeless (June), Youth and the Opioid Epidemic (October), and Veterans (December). Each luncheon at the beautiful Coral Casino will offer an open forum of questions and answers with audience involvement. **Sponsorship opportunities are available at www.sbnbcc.org/events. Limited seating by invitation.**

Skid Row Marathon Documentary Film Screenings with the Filmmakers

The acclaimed documentary, *Skid Row Marathon: Finding Dignity One Step at a Time* is sweeping the Audience Choice Awards at regional film festivals on the West Coast.

When a criminal court judge starts a running club on LA's notorious skid row and begins training a motley group of addicts and criminals to run marathons, lives begin to change. *Skid Row Marathon* follows four runners as they rise from the mean streets of LA to run marathons around the world, fighting the pull of homelessness and addiction at every turn. Their story is one of hope, friendship, and dignity

New Beginnings will host two film screenings of *Skid Row Marathon* on August 25 and 26. Events will include sponsors' meet and greet reception, and Q&A opportunities with the filmmakers. This film won the Audience Choice award at the 2017 Santa Barbara International Film Festival. If you missed your chance to see it, you will have two opportunities to participate in August. **Sponsorship opportunities are available now.** Please visit sbnbcc.org/events.

Subscribe to New Beginnings email newsletter to be notified when tickets for the film screenings go on sale. You may sign up on the homepage at sbnbcc.org.



Saturday, August 25 at Metro 4

Sunday, August 26 at UCSB Multicultural Center Theatre

In the Media

New Beginnings' Safe Parking Program has had an exciting 2018 thus far with broad media attention. The program had the privilege of working with the Steve Lopez of the Los Angeles Times, on a piece about the difficulty even working individuals have in finding affordable housing. Since then, the program has garnered the attention of several other media sources, including The Seattle Times, Angelus News, a Swedish newspaper, the French newspaper La Monde, and one of the most watched French television channels, France Télévisions. Along with various media, numerous other communities have shown interest in the program, and many are exploring ways to start a safe parking program in their own cities. San Diego, Los Angeles, Mountain View, Ventura, San Francisco, and Portland are among those that have either traveled to Santa Barbara to participate in a site visit with staff or have received technical assistance from

staff over the phone. Safe Parking continues to sell its best practices manual so that other communities can learn how to best implement a program in their own region. The program was also recently able to successfully trademark the name Safe Parking Program.

Currently, Safe Parking has grown to 24 lots and 133 spaces spread out across Santa Barbara and Goleta. Program staff continue the important work of providing case management and rapid rehousing services to their 150+ clients. The case managers work individually with clients to make social service referrals, connect them with community resources, and create case management plans, all with the ultimate goal of working towards permanent, stable housing for all clients.

Welcome New and Returning Directors

Dan Engel



Kathryn LePage

Kathryn LePage, MA

“I am delighted to return to New Beginnings, having previously served as President of the Board of Directors and as a board member from 2005-2014,” says Kathy.

Kathryn is a licensed Marriage and Family Therapist in private practice in Santa Barbara. Most recently she held the position of Clinical Director at Changes Outpatient Wellness Center, a mental health center for those recovering from addiction. She is certified in Gestalt Therapy and Eye Movement Desensitization and Reprocessing (EMDR), the recognized treatment for trauma survivors and veterans suffering with PTSD. Kathy’s career began in 1989, in social work at a nonprofit agency in Phoenix, Arizona working with at risk adolescents, Native American and Hispanic populations, families, and the chronically mentally ill.

“New Beginnings is honored to have Kathy LePage return to our board,” confirmed Diane Pannkuk, Board President, “Kathy was a driving force in our initial years of expansion and her history with the board as well as her expertise in the field of mental health will be an invaluable addition to the current board.”

Dan Engel Venture Partner, NGEN

Dan has been a B2B and B2C software entrepreneur since 1997. He was formerly CEO & Co-Founder at FastSpring, a leading e-payment platform and 4-time winner of The Silver Stevie Award for “Customer Service Department Of The Year”. The company Dan led was the #1 fastest-growing company in the Los Angeles area during 2006-2010, the 13th fastest-growing company in North America. Prior to FastSpring, Dan led online customer acquisition/advertising for Google during its IPO phase.

“We are thrilled to have Dan Engel join New Beginnings Board of Directors,” said Board President, Diane Pannkuk. “Dan’s background in both computers and venture capital, as well as his seasoned board experience, make him an incredibly strong asset to our board.”

At 24, Dan was an Entrepreneur-in-Residence at Idealab, the #1 incubator of the .com era, after having started a consumer e-commerce company in college. Prior to being a software entrepreneur, Dan worked at Sanford Bernstein, Merrill Lynch, Smith Barney, and Fidelity Investments (FMR). He has appeared in various publications, including Entrepreneur Magazine, Forbes & The Wall Street Journal. Dan graduated Tulane University in 1998 with a degree in Finance.

Dan has been an active angel investor, advisor, and/or board member at Apeel Sciences (food waste), SafeGraph (geospatial data), Blue Triangle Technologies (performance optimization), Rincon Venture Partners, TechStars, TrackStreet, Mobile1st, Directional Cue, Allergease (natural medicine) and others. Locally, Dan also works with Home For Good to help place homeless people from Santa Barbara into permanent housing. He spends much of his free time with his beautiful wife and two children.

“I would like to be part of making things happen when it comes to reducing homelessness,” says Dan. *“I have a passion for helping people.”*



Improving Counseling Clinic Processes to Improve Our Client's Experience

We continually ask, “How can we best serve the people coming to New Beginnings?” and “What can we do better?” We also want to know, “How can we be more efficient and make the jobs of our volunteers and staff more simple?” This year, we turned these questions toward our intake procedures at the counseling clinic.

In order to streamline our clinic processes and ensure research-based best practices we began an in-house study of intake procedures in August 2017. The study was conducted by Ron Nielsen, MA, a PsyD candidate of Antioch University. Ron is a former New Beginnings Counseling Center intern counselor and has continued to volunteer for several years analyzing outcome data and working on our database. The study evaluated two intake procedures that have been used at the counseling clinic at various times in our history, to determine what best suits the needs of our clients and increases efficiency for staff and volunteers.

We discovered that the most important variable in clients attending a first session and continuing counseling was having an appointment scheduled with a counselor at the time of first contact. This information propelled us to revamp our intake procedure so that clients can confirm an appointment when they first call, not in a few days or weeks when we have fully processed their request. New Beginnings will now be transitioning over to this new model. We are proud to contribute to the body of research in this area of the literature and grateful to our staff and volunteers that have endured this rigorous evaluation and process.

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Clinical Director

Safe Parking Training Program Debut at National Housing First Partners Conference



Along with the Supportive Services for Veterans Families program, Safe Parking staff members attended the national Housing First Partners Conference in Denver, Colorado in April. Staff spent four days

at seminars and lectures from community leaders, program directors, staff, professors, and experts in the field - learning from other successful housing and homeless services programs and diving

deeper into what it means to operate with a trauma-informed Housing First model. Safe Parking was a service provider exhibitor, answering questions from conference attendees and inspiring those interested in implementing the program. At the conference, New Beginnings debuted the Safe Parking Training Program aimed at helping guide other communities to start their own local program. Through the training program, committed community members and service providers can spend three days with New Beginnings' Safe Parking staff learning about the program, including intake paperwork, case management, lot logistics, staffing, and community engagement. It is our sincere hope that the best practices manual coupled with the new training program will allow other communities to learn from Safe Parking and successfully implement a program of their own.

NEW BEGINNINGS' PROGRAMS AND SERVICES

- Donald J. Willfong Community Counseling Center
- Life Skills Parenting Education Program
- Safe Parking Program®
- Supportive Services for Veterans and Their Families Program



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Sponsorship opportunities are available now. Please visit sbnbcc.org/events
or call Development and Community Relations at (805) 963.7777 x112

New Beginnings Celebrates 50 Years of Service

Sunday, September 23, 2018
11:30 a.m.

Mimosa reception, lunch and live jazz

with
Harrison Ford

A photograph of Harrison Ford looking out from the cockpit of a yellow aircraft. He is resting his chin on his hand and looking directly at the camera.

New Beginnings Counseling Center's mission is 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.



NEW BEGINNINGS
COUNSELING CENTER