

New Beginnings Annual Report and End-of-Year Appeal 2016

Changing Lives Gala Honors Mary & Gary Becker



New Beginnings hosted its 4th annual Changing Lives Gala on September 29th. This year we honored two long-time supporters of our agency, Gary and Mary Becker. Others who attended include Jean Schuyler, Judith Hopkinson, Lalla and Rinaldo Brutoco, Claude and Susan Case, Hon. Susan Rose and Allan Ghitterman, Elvina Geauque, Ursula Mahlendorf, Marybeth Carty, Bruce McRoy, and Geoff Green.

Gary and Mary Becker have offered countless hours in support of the work of New Beginnings. Gary helped build awareness of the impact in the community through improving external communications. Mary has helped to build community with our female Safe Parkers through her outreach with the Catholic Church of the Beatitudes.

The evening was both a celebration and an appreciation of all that our generous and dedicated supporters have made possible. Elizabeth Flanagan and Francie Monk, the founding members of the Beatitude's Safe Parking outreach group, spoke about the impact that the selfless work of their volunteers has on improving the lives of our women Safe Parking Program participants. Lisa Moore, Vice President of Clinical Services for Cottage Health, spoke about the critical mental health issues facing our community. Glenn Bacheller, Homeless Affinity Board Chair with Social Venture Partners of Santa Barbara and a passionate supporter of New Beginnings, served as the emcee for the fundraising portion of the evening, detailing the ways in which New Beginnings' programs utilize donations to better serve our clients. New Beginnings Board President Diane Pannkuk presented Certificates of Recognition from Congresswoman Lois Capps' office to the Beckers and Assemblymember Das Williams presented a resolution for the Beckers on behalf of himself and Senator Hannah Beth Jackson. The evening culminated in the presentation to the Beckers of the New Beginnings Community Champions Award by friend and Counseling Clinic volunteer Ciara Murray-Young. Gala guests joined together to close the evening by singing an emotional rendition of "What the World Needs Now", led by Jan Ingram.

The local Santa Barbara organization Life Chronicles recorded the entire evening's program and had the honor of sharing the recording with Gary Becker, who was unable to attend the event that evening due to poor health. Gary was very touched by the show of appreciation and community support that honored the Beckers' commitment to each other and to their philanthropic involvements. Thank you to all who attended, supported, and helped out with our Gala this year. We consider you to be a part of our New Beginnings family, and we have so much appreciation for all that you do.



A Holiday Greeting from the Executive Director

There are countless opportunities throughout the year to feel and express gratitude, and yet it often takes the holiday season or some unsettling external reminder for us to stop a moment and give one of the best gifts we can give to ourselves and to each other – to be thankful. We all have increasing demands on our time, our attention, and our energy, and still our desire is to do more and do it better, with far too little time spent on contemplation and appreciation. I am inspired daily by the generosity of our donors and volunteers, the humility of our staff, and the perseverance of the many individuals we serve, and I need to thank you all, for whom I am truly grateful every day. Thank you.

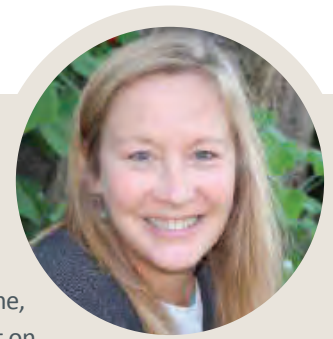
Year-end is also a time for reflection and planning ahead as we celebrate the positive impact our collective efforts have made in the community. This year we will share with you our first-ever Annual Report. If you aren't in a direct service position, it's possible that you don't have the chance to experience the impact of your support in a meaningful and regular way. Our hope is that by providing this information, it helps you to understand what we do and connects you with our efforts in a way that strengthens your commitment to our shared mission. We encourage your feedback and input on the report as we strive to acknowledge everyone's part in the extraordinary accomplishments we all share.

Each person who comes to us for assistance touches us in ways that we are not always immediately aware of, forming a shared sense of trust and cooperation that strengthens our ties to each other and to our community. As you prepare for the traditions and celebrations of your families, as well as the coming of yet another new year, I encourage you to reflect on your service to others and become energized by the potential of your involvement with New Beginnings in the coming year.

I am eager to see how much we can accomplish together!

Merry holidays to one and all –

Kristine



Ways to Give

Check

The simplest and easiest way to make a contribution to New Beginnings Counseling Center is to make a donation by writing a check today and sending it back in the remittance envelope.

Credit Card

You can make a contribution today with your MasterCard, Visa or American Express credit card in the remittance envelope.

Fundraising Page

You can support New Beginnings by donating on our website at www.sbnbcc.org/help-nbcc

Installment Gifts

One terrific and manageable way to support our work is through an installment gift to New Beginnings Counseling Center. Your consistent monthly or quarterly gift allows us to plan for the future and keep our costs down.

Planned Giving

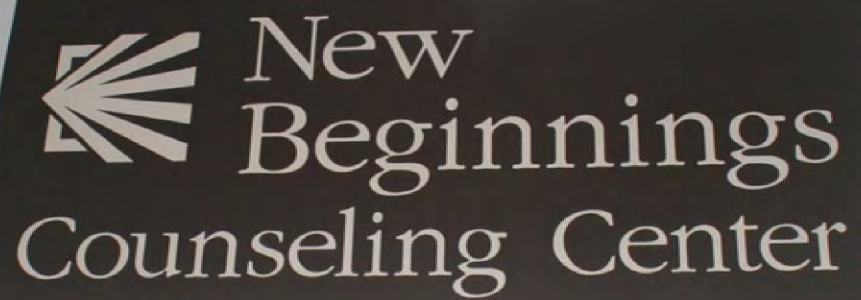
Consider making a bequest to New Beginnings Counseling Center in your will and leave a legacy that will help Santa Barbara's most vulnerable for years to come. For more information on a planned gift, call Gabriella at (805) 963-7777 x112

Contributions or gifts to New Beginnings Counseling Center are deductible as charitable contributions for federal income tax purposes. New Beginnings Counseling Center's tax ID #77-0556795

Do you shop at Lazy Acres? Sign up for eScrip and then simply present your Community Card or provide your phone number when checking out, and Lazy Acres Market will contribute 4% of your purchase amount to New Beginnings! Sign up at Lazy Acres in-store or online at escrip.com/lazyacres



When you shop on Amazon for every day essentials or holiday gifts through smile.amazon.com, Amazon will give back 0.5% of your total purchase amount to your preferred charity. Simply shop online at smile.amazon.com to get the same great prices and shipping while supporting New Beginnings. To sign up to donate to New Beginnings, search for "Carrillo Counseling Services Inc" in the charity selection box on smile.amazon.com.

A black rectangular sign with a white border, hanging from a black horizontal beam. The sign features a white logo on the left, consisting of a stylized sunburst or fan shape. To the right of the logo, the text "New Beginnings Counseling Center" is written in a white serif font, arranged in three lines. The background of the image shows a blue sky with white clouds, green trees, and a utility pole with wires.

New
Beginnings
Counseling Center

ANNUAL
REPORT
2016

Message from the President of the Board



Diane Pannkuk MBA,
Board President
New Beginnings

Dear Friends,

As I think back to all that New Beginnings has accomplished in 2016 I simply have to say thank you; none of it could have happened without the generosity of our many wonderful donors and supporters. I am eternally grateful for all that you have given, which allows New Beginnings to achieve all that we do for our Santa Barbara County community.

I'd like to highlight just a few of our 2016 accomplishments of which I am especially proud:

Our Safe Parking Program for the homeless received international media attention this year. We have become the premier program of its kind worldwide and numerous cities are looking to duplicate our success. To that end, we are pleased to announce that we have produced a Safe Parking Program Best-Practice Manual in collaboration with SAGE publishing. We plan to present it at national conferences throughout 2017 so others can replicate our program in their locales.

Our Veteran's program is pursuing accreditation this year, a process that will continue throughout most of 2017. From 2013 – 2016 our Veteran's program achieved a 154% increase in the number of people exiting into permanent housing. This is an amazing statistic and one of which we are extremely proud.

Speaking of housing, our contract with the Housing Authority of the City of Santa Barbara has been renewed for another two years. Our Supportive Services program for The Housing Authority of the City of Santa Barbara served over 400 people and over 200 homes in FY '15-'16, providing over 2,140 hours of case management and 670 hours of face-to-face client contact.

This year, we have been able to reach more women, children and families through our Safe Parking, Life Skills and Veterans programs than ever before. We help the most fragile people in our community move toward emotional and socio-economic self-sufficiency by providing them with a stable source of care and support.

We hope you will enjoy reading this, our first annual report. I look forward to what the next year will bring, and, with the help of our cherished supporters, what New Beginnings can accomplish in 2017.

Sincerely,

Diane Pannkuk

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Clinical Director

Programs



Donald J. Willfong Community Counseling Clinic

Our counseling clinic has existed for more than four decades and has the lowest sliding scale of any agency in town. Our all-volunteer staff of counselors and supervisors is clinically trained and educated at both the masters and doctoral level. Together, they work to serve our client population which suffers a wide range of relational disorders and serious mental illness.



Supportive Services for Veteran Families Program

In operation since 2013, our Supportive Services for Veteran Families Program (SSVF) has grown to the largest program of its kind in the county. SSVF now serves over half of the homeless veteran population in the county each year. In FY 2015-2016 over \$186,000 was spent on direct financial assistance towards rapid re-housing and homelessness prevention for 86 individuals and families.



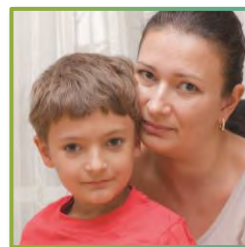
Safe Parking Program™

Safe Parking remains the model program for the vehicular homeless in the country. We provide shelter from 7 pm to 7 am for over 125 individuals and families every night. Although the program is running with major government funding cuts for the next year, we continue to have high interest from media and other communities looking to replicate our model.



Life Skills Parenting Education Program

Our Life Skills program provides training and empowerment workshops to extremely low-income individuals. Life Skills serves a population of people who are mainly in their 30's and 40's and receiving services through a local nonprofit agency or living in subsidized housing. Participants often note improved self-care and ability to communicate more effectively with their children as a result of the skills learned from these classes.



Supportive Services Program for The Housing Authority of the City of Santa Barbara (HACSB)

Our Supportive Services program is provided through a partnership with HACSB. We provide case management and eviction prevention services to people living in HACSB housing. We also refer and help clients obtain government and nonprofit assistance to improve quality-of-life and help fulfill their basic needs.




Health Access and Care Coordination Project

The Health Access and Care Coordination project is a one-year pilot program funded by CenCal Health and coordinated by the HACSB. New Beginnings is working in collaboration with The Housing Authority of the City of Santa Barbara and four other nonprofit agencies in Santa Barbara to reach out to Medi-Cal expansion enrollees and connect them with the mental and physical health services newly available to them through their insurance.

Who We Serve...

Mission Statement:

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.

|  | Supportive Services for The Housing Authority of the City of Santa Barbara | Supportive Services for Veteran Families | Counseling Clinic | Safe Parking Program | Life Skills Program |
|---|--|--|----------------------|----------------------------|------------------------|
| # Persons Served | 407 | 292 | 822 | 763 | 110 |
| % Minority Persons Served | 47% | 43% | 28% | 17% | 70% |
| % Persons Served Below 50% AMI | 100% | 94% | 80% | 100% | 82% |

You've Helped Change Lives....



The Safe Parking Program has been working with one of our clients, Kurt*, since May of 2008. He is a disabled senior with limited mobility, diabetes, and several other chronic health conditions. He originally entered the program with his significant other, in which they both were residing in a small 1970s van. Tragically, Kurt's significant other passed away while they were still living in their

vehicle. Kurt's depression due to this loss, combined with his poor health and lack of proper housing, has taken a tremendous toll on his well-being over the years. Even being a disabled senior, Kurt waited for over twelve years on the Santa Barbara City and County Housing Authority wait lists. During his time in the Safe Parking Program, we provided Kurt with case management, referrals to several community agencies and organizations, food and gas cards, and assistance in paying for a new battery for his motorized scooter. Just a few short months ago, Kurt was contacted by a caseworker at the Housing Authority informing him that he was finally eligible for housing. After Safe Parking staff attended many housing-related meetings with him and advocated for his best interests, Kurt is now happily housed in a one-bedroom apartment in the city of Santa Barbara which now allows him to better attend to his healthcare needs.

*name has been changed to protect confidentiality

As of June 30, 2016

Cash Basis

Balance Sheet

ASSETS

| | |
|-----------------------------|---------------|
| Current Assets: | |
| Checking/Savings | \$ 95,321.38 |
| Total Current Assets | \$ 95,321.38 |
| Total Fixed Assets | \$ 23,161.26 |
| TOTAL ASSETS | \$ 118,482.64 |

LIABILITIES & EQUITY

Liabilities:

| | |
|----------------------------------|-------------|
| Total Current Liabilities | \$ 2,170.08 |
|----------------------------------|-------------|

Equity:

| | |
|---------------------------------------|---------------|
| Retained Earnings- Unrestricted | \$ 111,708.22 |
| Net Income | \$ 4,604.34 |
| Total Equity | \$ 116,312.56 |
| TOTAL LIABILITIES & EQUITY | \$ 118,482.64 |

July 2015 through June 2016

Cash Basis

Profit & Loss

ORDINARY INCOME/EXPENSE

Income:

| | |
|--------------------------------|---------------|
| Fees for Program Services | \$ 79,882.74 |
| Contracts for Program Services | \$ 143,900.50 |
| Grants for Program Services | \$ 779,797.11 |
| Unrestricted Donations | \$ 100,793.70 |
| Restricted Donations | \$ 7,543.00 |
| Donations In-Kind, Non-Cash | \$ 3,364.41 |
| Miscellaneous Income | \$ 843.25 |
| Event Income | \$ 12,075.60 |

| | |
|---------------------|-----------------|
| Total Income | \$ 1,128,200.31 |
|---------------------|-----------------|

| | |
|---------------------|-----------------|
| Gross Profit | \$ 1,128,200.31 |
|---------------------|-----------------|

Expense:

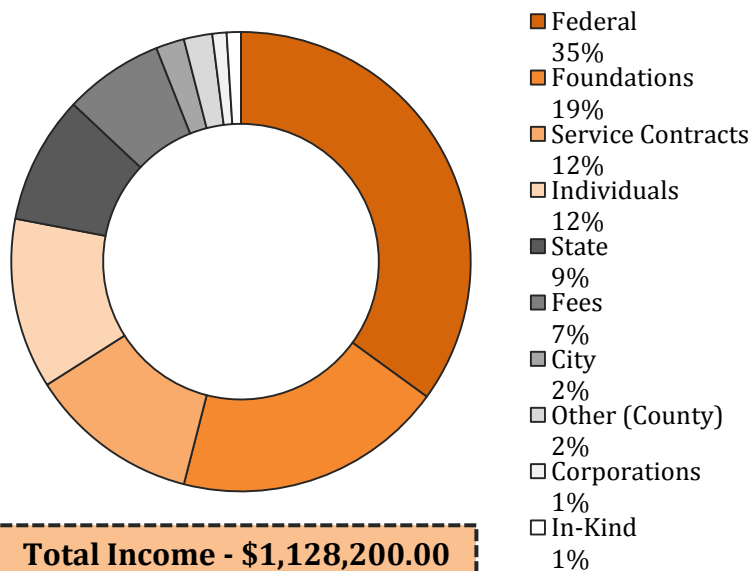
| | |
|---------------------------------|---------------|
| Program Assist Paid to Others | \$ 237,457.71 |
| Agency Occupancy | \$ 75,432.41 |
| Outside Services/Professional | \$ 64,682.73 |
| Insurance | \$ 16,066.87 |
| Administration/Organizational | \$ 24,349.75 |
| Administration Equipment | \$ 5,547.31 |
| Wages, Salary, Benefits & Taxes | \$ 603,548.27 |
| Travel/Mileage | \$ 34,363.43 |
| Marketing & Fundraising Costs | \$ 62,147.49 |

| | |
|----------------------|-----------------|
| Total Expense | \$ 1,123,595.97 |
|----------------------|-----------------|

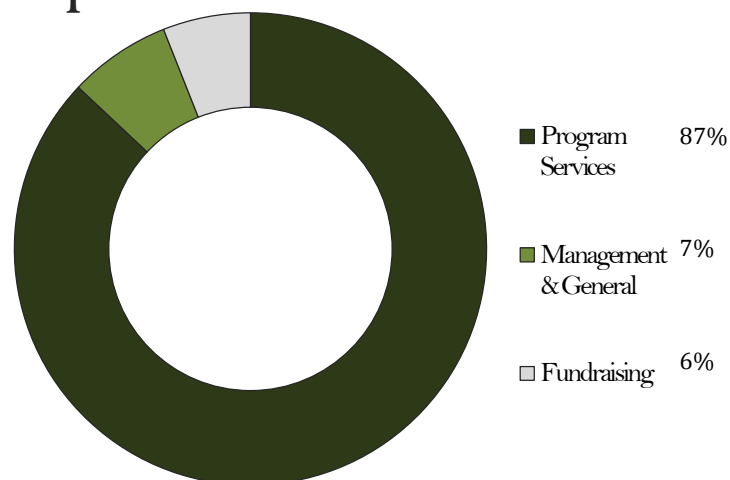
| | |
|-------------------|-------------|
| Net Income | \$ 4,604.34 |
|-------------------|-------------|

Resources & Financial Management

Breakdown of Income



Statement of Functional Expenses*



* Projection based on FY 2015-2016 Cash-Basis Financials

Top Accomplishments 2015-2016

- **Renewal of The Veterans Administration Grant** for 4th year. This grant provides over 25% of our annual operating budget and funds our Supportive Services for Veteran Families Program (SSVF), which is the largest nonprofit veteran housing assistance program in Santa Barbara county.
- Recognition of New Beginning's work providing Supportive Services for the Housing Authority of the City of Santa Barbara (HACSB). New Beginnings is the recipient of an additional contract through the city Housing Authority to implement a **new Health Access and Care Coordination (HACC) pilot project funded through CenCal's Access Coordination and Expansion (ACE) Initiative**. This initiative is aimed at increasing access to preventative and ongoing care for lower-income individuals newly covered by the Medi-Cal expansion, to best utilize the resources and care options offered to them through their insurance.
- **Increase in client services and strengthening of financial management. Since 2012, New Beginning's operating budget has tripled, with income increased 157% and expenses up by 137%.** The number of clients served annually has increased by more than 50% and our overall FTE has increased by 85%. In fiscal year 2015-2016, New Beginnings **served 2,384 unduplicated individuals and 240 people were either housed or prevented from eviction** through participation in our programs.
- **Pursuit of CARF accreditation for Veterans Program**, (Commission on Accreditation of Rehabilitation Facilities), which will make us eligible for automatic 3-year renewal funding for the Veterans program. The process involves upgrading of our manuals, facilities, and procedures and will position us to gain accreditation for other New Beginnings programs. This effort will increase the quality and standards of our work and broaden the opportunities for funding.
- **Expansion of the Life Skills Program**, providing services for veterans, disempowered women and other under-served populations.
- Development of a **specialized training curriculum for the Counseling Clinic interns** that was initiated in October 2016 and involves a 3-year program of classes and discussion groups.
- Creation of a New Beginnings **Safe Parking Program™ manual that will be published in early 2017 by SAGE Publications**. This handbook will be marketed to other communities looking to recreate our unique program and will be presented at national and international conferences.
- **Recruitment of additional volunteer counselors and supervisors** to reduce the waitlist for our Counseling Clinic from 85 people (3-4 month wait) to just 11 people (2-3 week wait).



What New Beginnings will achieve in 2017:

- Implementation of curriculum for 2nd and 3rd year Counseling Clinic interns
- Submission of application for CARF accreditation for SSVF program at the end of the year 2016, which will continue through 2017.
- Dissemination of New Beginnings' Safe Parking Manual as a "best-practice-model program" at conferences nationwide.
- Pursuit of HUD shelter designation for the Safe Parking program.
- Participation in a Santa Barbara City Council ad-hoc committee tasked with addressing the daytime oversized vehicle restrictions newly introduced in the city.
- Broadening of the Life Skills Program services and recipients.
- Development of the Health Access and Care Coordination pilot project with the Housing Authority of the City of Santa Barbara and other partners.
- Strengthening of financial reserves.
- Expansion of Board of Directors and strategic planning process.
- Creation of Board committee to address limitations of current office space.

Connect With Us!

(805) 963-7777

development@sbnbcc.org

Thank You to All of Our Donors FY 2015-2016

| \$5,000 and above | \$1,500-\$4,999 | \$1,000-\$1,499 | \$500-\$999 | |
|--|------------------------------------|-------------------------------|------------------------------|-----------------------------------|
| Anonymous | Cottage Health | Laurie Ashton & Lynn Sarko | Alta Data Technologies, LLC | Irina Kerdman |
| Glenn & Amy Bacheller | Allan Ghitterman & Susan Rose | Gary & Mary Becker | Anonymous | Carrie Towbes & John Lewis |
| Barker Foundation | Harley Owners Group | Hazel Blankenship | Antioch University (AUSB) | Chuck McClain |
| Change a Life Foundation | Roger & Robin Himovitz | Bob Bryant | Sarah Barbieux | Bruce McRoy |
| Henry Mayo Newhall Foundation | Judith L. Hopkinson | Scott Burruss | Laura Calderon | Robert Pearson |
| Mark and Dorothy Smith Family Foundation | Jacqueline & Paul Kurta | Marybeth Carty | Jane DeHart & Benjamin Cohen | Ann Marie Plane |
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New Beginnings Counseling Center deeply regrets any errors or omissions to this list. If there is anything that should be corrected, please contact gforrester@sbnbcc.org. This list only includes donations made between July 1, 2015 and June 30, 2016.

As a donor, you rarely receive handwritten thank you notes from those you support. Please accept these notes on behalf of our clients, they are really meant for you. Without your support, we would not be able to help so many individuals and families.



Dear Kristine,
Thank you
so very much for
blessing me with your
gift of the final \$500.
for this marvelous little
1999 Subaru Legacy Brighton
station wagon. It is
such a sound, reliable
car and the freedom
from debt that your
gift has created for
me is such a boost
to my life!

Thank you for
your generosity and
compassion with which
I am blessed.

All the best to you
Sincerely, R. J.

Mr. Schwarz,

Please accept my deepest appreciation
and gratitude. The work you do is
immeasurable. On behalf of Veterans
with whom I served and am still
serving; your organization is one of
integrity and honor. You place
service before self and are excellent
in all you do. Thank you for fighting
the good fight.

THANK YOU

Thank you,
Thank you for all
your gracious gifts—
so very much appreciated
your generosity in a
precious gift to us all!
Much love
& gratitude



NEW BEGINNINGS
COUNSELING CENTER

New Beginnings Counseling Center
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Santa Barbara, CA 93101

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A Home for a Veteran

In August of 2016, New Beginnings' Supportive Services for Veteran Families (SSVF) Program staff were able to find a home for a 44 year-old Navy Veteran that had been living in his vehicle and struggling with homelessness multiple times over the past five years. SSVF staff partnered with multiple community agencies to obtain household goods and necessities to furnish his new home because he had nothing. SSVF staff has continued to offer wrap around case management services to this Veteran in order to ensure that he is successful in maintaining his housing. Now, the Veteran is working for the County of Santa Barbara at the Veterans Memorial Building in Santa Barbara and continues to maintain dedication to volunteering in our community and helping Veterans in need. He recently shared that when he came to New Beginnings for help in May of 2016, he had "no idea what a dark place he was in." He said, "I was so focused on trying to survive, I had tunnel vision, and was not even enjoying anything about life. I was in a very dark place and did not even know how depressed I was until I had this chance to get a place of my own and started coming out of my depression. This assistance truly saved my life."

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