



MESSAGE FROM THE BOARD PRESIDENT

Dear Friends,

Since our inception, we have been committed to providing community members with unconditional access to mental health services. This year, our community counseling clinic celebrated its 50 years of existence and is now stronger and more responsive than ever before, with 30 counselors, 12 supervisors, improved intake procedures, and our highest retention rates.

While we remain focused on providing access to vital mental health services, our devotion to changing the lives of our community's most vulnerable members has compelled us to expand our services beyond traditional counseling. Incredibly, our agency provides the nation's model program for the vehicular homeless, as well as the largest financial assistance and supportive services program for veterans county-wide.

Although we remain at our core as an affordable, high-quality counseling clinic provider, you will see in our stories the ways in which we improve mental health by ensuring housing stability and providing case management. We are thrilled to present to you our annual report and wish to express our sincere gratitude for all our supporters, partner agencies, board members, counselors, supervisors, and staff that make our work possible.

Sincerely,

Diane Pannkuk

Diane Pannkuk



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BY THE NUMBERS

1,733

people served.



166

people housed or
prevented from
eviction.



18,292

case management
and counseling
hours provided.



\$272,262

in direct financial assistance
provided to clients to help
them secure housing and
medical and dental services.

675

people that we aimed to serve
through our **Counseling Clinic**.

486

total people served through
our **Counseling Clinic**.



725

people that we projected to serve
in our **Safe Parking Program**®.

529

people actually served in our
Safe Parking Program.



252

served last year by New Beginnings staff in the
Supportive Services for Housing Authority Program.

405

served this year by New Beginnings staff in the
Supportive Services for Housing Authority Program.



236

veterans served last year in
our **SSVF Program**.

241

veterans served this year in
our **SSVF Program**.



100

people that we aimed to serve
in our **Life Skills Program**.

72

people that we served in
our **Life Skills Program**.

EVOLVING TO MEET THE SHIFTING NEEDS OF OUR COMMUNITY

In 1968, New Beginnings' predecessor, the Santa Barbara Night Counseling Center, was based on a similar center started in Los Angeles. The LA center was founded to be a place where volunteer lay people would provide therapeutic services to the low-income community under the supervision of volunteer professionals. The volunteer concept is still a very important part of the philosophy of our center.

1970-2000

Over the years, the center incorporated, added administrative support, changed names, and ultimately re-incorporated as New Beginnings Counseling Center in the year 2000.

1968

1968-1970

The Santa Barbara Night Counseling Center, intended to be a branch of the LA site, opened initially in the evening hours as a walk-in clinic. By 1970, the center incorporated and grew to 35 counselors and 5 clinical supervisors.



2003

Safe Parking Program®

The Safe Parking Program is established and has become the model program for the vehicular homeless across the country. Today, we provide safe shelter for over 150 individuals and families every night. Our staff also provide case management and supportive services to help clients transition into traditional and permanent housing.



2001

Life Skills Parenting and Education Program

To support families in ways beyond traditional counseling, New Beginnings establishes its Life Skills Parenting and Education Program, which provides free training and empowerment groups to low-income individuals who are receiving services through a local nonprofit agency or who are living in subsidized housing.



2013

Supportive Services for Veteran Families (SSVF) Program

We establish our SSVF Program, which operates from a housing first model to help end veteran homelessness through short-term case management and financial assistance. It has grown to become the largest of its kind in the county and has served over 1,000 veterans and their families. We have provided over \$750,000 in direct financial assistance since the program's inception.



2018

Donald J. Willfong Community Counseling Clinic

Our counseling clinic celebrates its 50 years of existence, offering the lowest sliding scale of any agency in town. Our all-volunteer staff of counselors and supervisors are clinically trained and educated at the masters and doctoral level. Together, they work to serve our client population, which suffers from a wide range of relational disorders and mental illnesses.

2008

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

New Beginnings begins a contract with the Housing Authority of the City of Santa Barbara (HACSB) to provide case management and housing services to HACSB clients. Staff also help clients obtain assistance to improve their quality-of-life and help fulfill their basic needs. In the past decade, we have provided supportive services to more than 2,000 HACSB clients.



2016

Health Access and Care Coordination (HACC) Project

New Beginnings partners with the Housing Authority of the City of Santa Barbara in a multi-agency collaborative to coordinate and provide primary care and behavioral healthcare services to more than 1,100 Medi-Cal expansion members in this CenCal Health-funded pilot project.

2018



TOP ACCOMPLISHMENTS AND GOALS

Top Accomplishments for 2017-2018

- Organizationally, we changed our legal name to better reflect agency identity, updated our articles of incorporation and risk management plan, and created a new five-year strategic plan.
- We changed our intake process for our counseling clinic, which substantially reduced our waiting list and has allowed us to schedule client appointments at first contact.
- New Beginnings implemented the new county-wide Coordinated Entry System and continues to serve as the only provider in South County that accepts referrals through Continuum of Care's Coordinated Entry System for individuals and families on the rapid rehousing priority list.
- We hired a Housing Navigator to connect homeless individuals and families referred through the Coordinated Entry System.
- Our Safe Parking manual sold many more copies than we had anticipated; our program received media recognition from HBO's VICE News and has been adopted by many communities across the country.
- Despite a significant staff member loss, our SSVF Program continues to flourish and has housed or prevented eviction for more veterans than in any previous year.
- In spite of agency closures and staff and counselor evacuations during our community's tragic fire, flood, and mudslide this past year, we served 1,733 people with a dedicated team committed to serving those most vulnerable.
- We implemented the new SAMHSA-funded collaborative contract with Santa Barbara County Probation and Veterans Treatment Court.

Goals for 2018-2019

- Secure additional office space downtown for our expanded programs and to meet the growing demand for our services.
- Strengthen community awareness of our work by our outreach efforts, external communications, and online presence.
- Leverage content marketing to improve our messaging, attract a more diversified donor base, and provide additional educational content to our donors and to the public.
- Increase our number of landlord relationships, so we can house more clients in our SSVF and Safe Parking Programs.
- Obtain funding to transition the community counseling clinic from a paper-based system to an electronic health records system.
- Update our institutional video and public service announcements to better reflect our core values.
- Improve our understanding of why our donors give to the organization and host feedback sessions.
- Expand and diversify our Board of Directors.
- Increase programmatic earned income through service provision contracts.
- Maintain accreditation with the Commission on Accreditation of Rehabilitation Facilities (CARF).

A MIRACLE FOR A VULNERABLE SENIOR

Approximately two years ago, a long-term donor asked to partner with our Safe Parking staff to provide a once-in-a-lifetime opportunity for an older adult. This donor offered to pay two years of rent for a person who was living out of their vehicle and who could eventually become financially independent. Naturally, our staff first thought of Miguel, a vulnerable senior who had been enrolled in our Safe Parking Program for over four years.

After sharing this with our donor, we reached out to Miguel and asked him if he was interested in accepting this donation. Naturally, he was stunned and ecstatic that a complete stranger had extended him this opportunity. He graciously accepted the gift and wanted to ensure that he could ultimately pay his bills on his own and would not be forced to live again in his car.

Our Safe Parking team helped Miguel find a unit that was within his budget and that he could see himself living in long term. Over the past two years, we have continued to help Miguel with financial planning, and he is very close to becoming financially independent. Seeing the progress that Miguel has made towards becoming financially secure for the rest of his life, the donor incredibly offered to pay rent for an additional year. When the year expires, we anticipate that Miguel will be able to sustain his housing on his own.



79% 

of all families and individuals served had income below \$21,100.

95% 

of all families and individuals served had income below \$35,150.



CHANGING LIVES FOR YOUNG ADULTS

A Teenager Turns His Life Around

After struggling with depression for many years, Steve enrolled in individual counseling sessions at New Beginnings. Frustrated and angry with his family, he got himself into trouble by impulsively acting on his emotions, which had been exacerbated by being bullied and coping with the social pressures of being a teenager. A close friend and uncle had also passed away in the preceding year. Lacking an outlet to process his emotions, Steve grew anxious and depressed and spent the majority of his time isolated in his room on the computer and was entirely dependent on his family, despite being 18-years-old.

Although he felt like he had hit rock bottom with nothing left to lose, through counseling, Steve discovered that this feeling could inspire him to turn his life around. Since then, he has made incredible strides, including graduating high school, enrolling in college, finding an enjoyable job, obtaining his driver's license, and purchasing a car. He gives back to his community by teaching youth how to play baseball and is saving money so that he can move out on his own. With the guidance of his counselor, Steve has gained tremendous insights into his own identity, pursues his passions, and follows a well-defined path to achieve his goals. He is now fully invested in his life and looks forward to a bright future.



Veteran Learns How to Cope with PTSD

Jane, a veteran, enrolled in our Veterans Dialectical Behavior Therapy-Informed Skills Group after experiencing a PTSD-related incident that resulted in her incarceration and later her participation in Veterans Treatment Court (VTC). While in VTC, she was urged to enroll in group meetings at New Beginnings. At first, she had a very negative attitude and had no intention of participating or being cooperative.



To her surprise, Jane completely changed her attitude after her first meeting as she noticed the counselors had demonstrated a sincere concern for her well-being. She also became acquainted with other veterans, helping to remove her from the isolation she felt as a civilian. Now that she is nearing the end of her court obligations, Jane finds herself wanting to continue the progress she has made by incorporating calming techniques into her life. She deeply appreciates counselors Jackie Henretig and Ciara Murray-Young for their kindness, understanding, and for helping her see that PTSD does not have to prevent her from enjoying her life.



percentage of veterans served through SSVF this year who had an annual income below \$21,100.

IMPROVED HEALTH HELPS OUR CLIENTS SECURE HOUSING

Improved Health Helps Gentleman Secure Housing A New Beginning for an Isolated Adult



Walter, a 70-year-old man who had been living in his car for nearly a decade, was referred to our HACC case manager by a local housing agency, who wanted to house Walter and help stabilize his health. As a result of living in his car and sleeping in an upright position, he developed a number of open wounds on his legs. Our HACC case manager first arranged for Walter to attend weekly appointments through the wound care center and later scheduled additional appointments outside of the hospital office and in a parking lot where Walter had parked his car. After a few months, Walter's wounds were healed, and our HACC case manager helped him to obtain housing from the agency that had referred him to HACC. He now lives in his own apartment, and his health has significantly improved.

Anna, a woman living in subsidized housing, was referred to the New Beginnings' Supportive Services for Housing Authority Program (HACSB) because she was in a major crisis and was close to being evicted from her home. It was challenging for HACSB staff to communicate with Anna because she suffered from severe mental health issues, which caused delusion and extreme paranoia. Her fear and instability caused her to call the police almost daily. A few weeks later, Anna's situation deteriorated, and she had to be hospitalized.

Once Anna had been released, our case managers helped ensure that she was attending her mental health appointments and taking her medication. Our team also helped her secure food and clothing, apply for In-Home Supportive Services, and clean her home so that she could pass an inspection and avoid being evicted. After a few months, her mental health rapidly improved, and she became friends with her neighbors and began volunteering. Without the support of our program, Anna would have most likely lost her home; with our assistance, she is now thriving on her own.

21% 

21% of Safe Parking clients who received shelter and case management were over the age of 63.

FINANCIALS

BALANCE SHEET *(As of June 30, 2018)*

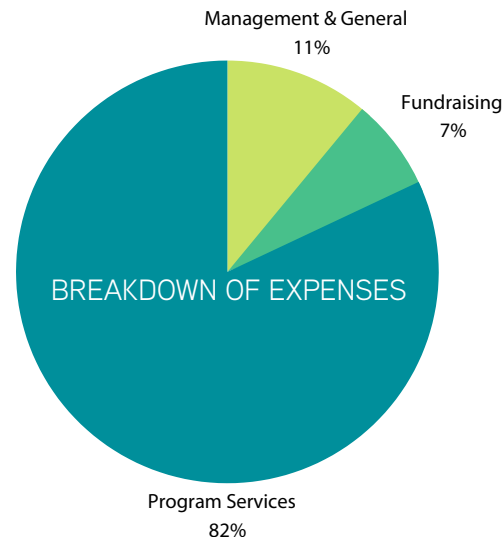
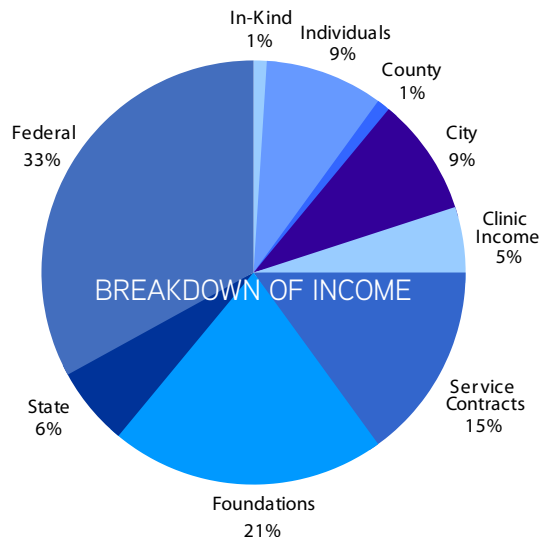
Assets

Current Assets:

Checking/Savings	\$	136,001
Total Current Assets	\$	136,001
Total Fixed Assets	\$	19,045
Total Assets	\$	155,046

Liabilities & Equity

Total Current Liabilities	\$	277
Equity:		
Retained Earnings - Unrestricted	\$	121,899
Net Income	\$	32,870
Total Equity	\$	154,769
Total Liabilities & Equity	\$	155,046



PROFIT & LOSS *(July 2017 through June 2018)*

Income

Fees for Program Services	\$	70,153
Contracts for Program Services		275,903
Grants for Program Services		971,768
Unrestricted Donations		86,224
Restricted Donations		26,014
Donations In-Kind, Non-Cash		7,381
Investment Income		121
Miscellaneous Income		1,584
Safe Parking Manual		3,110
Event Income		19,731
Total Income	\$	1,461,989
Gross Profit	\$	1,461,989

Expenses

Program Assist Paid to Others	\$	272,263
Agency Occupancy		86,310
Outside Services/Professional		75,598
Insurance		21,060
Administration/Organizational		27,044
Administration Equipment		11,124
Wages, Salary, Benefits, & Taxes		804,988
Travel/Mileage		53,161
Marketing & Fundraising Costs		77,569
Total Expenses	\$	1,429,117
Net Income	\$	32,872

*Financials presented on a cash basis.

THANK YOU TO OUR GENEROUS DONORS

\$10,000+

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The Coeta and Donald Barker Foundation
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Executive Director, Kristine Schwarz with
Harrison Ford at our *Celebrating 50 Years of
Service* event.

OUR MISSION

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.

OUR ORGANIZATION

New Beginnings Counseling Center is a nonprofit mental health center that provides psychological counseling and supportive services to low-income families and individuals in the Santa Barbara community.

OUR VISION

To be recognized as a leading organization that meets the shifting needs of our community through our superior clinical training program and focused supportive services, delivering exceptional outcomes cost effectively.

**To learn more or to help us make an impact in our community, visit us at
www.sbnbcc.org, call (805) 963-7777 x 112, or email us at development@sbnbcc.org.**

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