



**FOR IMMEDIATE RELEASE**

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## **New Beginnings Counseling Center Hires Michael Berton**

(SANTA BARBARA, CALIF.) – New Beginnings Counseling Center is pleased to announce the addition of Michael Berton as its new Development Coordinator.

Michael Berton joins New Beginnings with a range of experience in proposal writing, grant writing, fund development, and marketing. Most recently, Michael served as a Proposal Writer at Yardi for nearly three years. He acquired knowledge in subsidized housing and wrote proposals to Public Housing Authorities and Affordable Housing providers. He also gained subject matter expertise in several product suites and developed thought leadership articles for the marketing department.

During this time, Michael also served as a part-time Development Specialist focused on identifying and securing grants for the Lompoc Family YMCA. This provided him with a background into Santa Barbara's funding landscape and influenced him to seek a full-time career in development. Michael graduated from the University of California, Santa Barbara with a Bachelor of Arts in History and Economics with a minor in Professional Writing. He is excited to enter his role and looks forward to working with staff, donors, board members, and the public to advance our mission.

"New Beginnings is truly fortunate to have hired Michael Berton as its Development Coordinator," shared Diane Pannkuk, President of the Board of Directors. "Michael's unique non-profit background and significant experience in grant writing will take us to the next level in community outreach and funding."

"We are excited for Michael to develop relationships with both new and existing community members who support our work," added Kristine Schwarz, Executive Director. "His focus, especially this year, will be to help New Beginnings communicate the tremendous impact our services have county-wide."

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](http://www.sbnbcc.org).

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If you would like more information about this topic, please contact (805) 963-7777 x112 or email at [mberton@sbnbcc.org](mailto:mberton@sbnbcc.org).