

Spring 2019 NBCC News



Honoring our Landlord of the Year

Left to Right: New Beginnings' SSVF Program Coordinator, Victor Virgen, with Landlord of the Year, Steve Baird, and property owner of Camp Flores, Fred Pratt

New Beginnings staff was honored to present Steve Baird with the inaugural Landlord of the Year Award at our educational luncheon in March. The luncheon discussed how staff end homelessness by forming collaborative landlord partnerships. As Operational Director of Camp Flores, a home for veterans in Santa Maria, Baird has housed and mentored close to twenty of our clients over the years.

Remarkably, Baird is a former client of our Supportive Services for Veteran Families (SSVF) Program, making him one of our greatest client success stories. Baird, a Marine Corps veteran, shared that he became homeless after losing his job and subsequently became disconnected from his children and extended family. He described

how his mental health began to deteriorate due to these life circumstances. After experiencing rock bottom, he enrolled in our SSVF Program.

New Beginnings staff helped Baird secure housing and provided case management that allowed him to improve his sense of well-being and find the momentum to turn his life around. Today, Baird leads a nonprofit organization that operates Camp Flores and that uses team sports to restore the sense of brotherhood that diminishes for many veterans when they return home.

He shared his tremendous gratitude to New Beginnings for providing him with the unique opportunity to give back to the program that had helped him so much. In addition to restoring his

relationships with his children, Baird is now remarried and serves as a leader and mentor for veterans across Santa Barbara County.

Baird shared that the success of our partnership is due to New Beginnings' commitment to serving as a long-term support resource to both clients and landlords: resources made available by both public and private support, such as that from the Mark and Dorothy Smith Family, Edwin and Jeanne Woods Family, and the Henry Mayo Newhall Foundations. The partnerships we create are not only critical to addressing the housing crisis, but they also provide landlords with the unique opportunity to distinguish themselves as leaders in their communities.



Message from Executive Director, Kristine Schwarz

Dear Friends of New Beginnings,

Mental Health Awareness Month this May calls attention to the complex relationship between homelessness and mental illness. An individual or family member's mental illness may lead to emotional, cognitive, and behavioral problems that can make it difficult to earn a stable income or to carry out basic daily activities necessary to maintain stable housing. These problems are further compounded by structural forces such as the lack of available low-cost housing, poor economic conditions, and insufficient mental health services. The combination of poverty, mental illness, and homelessness can also lead to other factors such as increased substance use and the violent victimization that often contributes to the duration and frequency of homelessness.

Better mental health services would combat not only mental illness but homelessness as well. Community-based mental health services play an essential role in helping people to stabilize and embark on the road to recovery. We are committed to making these services available to all in our community, and that is only possible with your sustained and generous partnership and support. Get involved in helping to break down barriers to access by being an advocate for mental health awareness this month. Your voice matters.

-Kristine Schwarz

Staff Attend the National Alliance to End Homelessness Conference

With the support of the Hon. Susan Rose, The McCune Foundation, and general operating support from the Weingart and Hutton Parker Foundations, Safe Parking and SSVF staff were delighted to represent Santa Barbara County at the National Alliance to End Homelessness (NAEH) Conference in San Diego in February. At NAEH, as well as at the Housing First Conference in Sacramento in April, Executive Director, Kristine Schwarz was invited to present on conference panel discussions to share best practices for establishing Safe Parking Programs. Professional development and training opportunities, such as those offered by NAEH, have been essential for ensuring the excellence of our programs.

“Safe Parking is coming to our town.” These were the words stated by community leaders at both conferences. While Safe Parking has become a household name among service providers, it has now caught the attention of state legislators. While at NAEH, we learned of the introduction of California Assembly Bill 891, which would require cities with a population greater than 330,000 and all 58 counties to establish “safe parking



programs” by 2022. A similar bill has also been introduced that would require community colleges in California to offer students with a safe place to park in campus lots in the evenings.

Safe Parking has truly reached a new milestone, as the percentage of the unsheltered homeless population living in their cars approaches 45 percent in our County. With highly trained staff and a best practice manual published through SAGE Publishing, New Beginnings is well positioned to ensure the success of Safe Parking initiatives across the country.

The Origins of Safe Parking

It's been 15 years since Safe Parking was established in Santa Barbara. Today, it is a national movement. One of Safe Parking's earliest advocates, the Hon. Susan Rose, played an instrumental role in establishing the program, currently under the management of New Beginnings. It began because of Rose's deep sympathy for the homeless population, which started when she observed families living in tent encampments just outside Los Angeles City Hall, where she worked as Executive Director of the Los Angeles City Commission on the Status of Women.

After holding several positions in the public and nonprofit sectors, Rose was elected to the Santa Barbara County Board of Supervisors and served two four-year terms from 1999 to 2006. A few years into her tenure, Rose recognized that the City Council's instruction to ticket people who were sleeping in RVs near the beach was causing great harm to those already suffering. Local politicians were under constant pressure from their constituents to remove homeless people living in their vehicles from city neighborhoods.

In a recent interview, Rose said, "I was determined to find a solution. We needed to find a safe and secure location for this homeless population." She spent months looking at various sites that were ultimately deemed unacceptable by community members. Leaving work late one evening at the County Administration Building, Rose noticed that the majority of the spaces in the employee lot were empty. She realized that the answer to her search had been right in front of her all along.



During the next several months, County staff worked to develop a plan that was approved by the Board of Supervisors. The County released a request for proposals to nonprofit organizations interested in operating the first Safe Parking lot. The County employee lot became the first Safe Parking location in Santa Barbara. A year later in 2004, New Beginnings took over management of the program and has overseen its growth ever since.

Today, the Safe Parking Program operates 24 lots with 134 spaces across Santa Barbara, Goleta, and the unincorporated region in between. The program has operated without incident for 15 years. Rose's passion for helping the homeless, which stemmed from her observations in Los Angeles, helped make the program possible. In the past 15 years, Safe Parking in Santa Barbara has provided shelter to literally thousands of individuals and families.

New Beginnings also works on a case-by-case basis to provide each individual with assistance. The goal all along has been to "transition program participants into permanent housing and employment." More recently, New Beginnings published a manual on how to start a Safe Parking Program, allowing New Beginnings to guide other communities to establish similar programs. Many similar efforts are being established around the country.





Thirteen Dollars a Session

As a young man, Mateo struggled with depression, substance abuse, and social anxiety. He had nearly lost his relationship with his father and grew increasingly distant from other family members. He knew he needed to see a long-term therapist but realized he had no chance of affording one. One of his only options was New Beginnings, which could offer him individual counseling sessions at a cost he could afford in the long run.

For the past three years, Mateo has continued to see the same therapist, has repaired his relationships with his family, and has found his purpose in life. Most significantly, Mateo became a father last year and showed his therapist a video of himself with his father and son. He was teaching his son to say “Papa”. The video linked three generations of a family, who had improved their relationships and psychological functioning, largely in part due to Mateo being able to obtain psychotherapy at a cost of \$13 per session. Our ability to offer such a low sliding scale to our clients is due in large part to the sustained support we receive from The Towbes, St. Francis, Walter J. and Holly O. Thompson, Carleton, Mosher, and Volentine Foundations.

Forever Grateful to Annie Garcelon



Annie Garcelon, a talented writer and reporter based in Santa Barbara, passed away in June 2018 and made a

generous bequest of more than \$40,000 for services that support homeless veterans. Garcelon had a warm heart and felt sympathy for veterans who had put their lives on the line, only to return home and experience homelessness and untreated mental illnesses. A Boston native who grew up in Memphis, Garcelon became a journalist in the 1960s and wrote for publications, such as *Associated Press*, *The New York Times*, and *Variety* magazine.

Moving to Santa Barbara in the early 2000s, she became a freelance writer, songwriter, and valued member of the Christian Science Church and of the Mesa Writers Group. Her kindness will go a long way towards changing the lives of countless veterans. We are forever grateful to Annie for her donation, as well as her insight, generosity, and compassion into the issues that veterans face when they return home.



Thank You to Santa Barbara Home Improvement Center!

The Santa Barbara Home Improvement Center helped New Beginnings raise funds from the community and promote awareness by having their cashiers ask each customer if they would like to round up their change to support our agency. Our staff, counselors, and board members also set up a table at the store for two weekends to help answer questions from customers and to thank them for their donations. Thank you to all of the customers who rounded up their change and to the staff and cashiers for this opportunity.

Discovering Hope by Gaining Control

Allison found herself couch surfing and oftentimes sleeping outside. Allison and her siblings grew up with young parents who struggled with heroin addiction. Years of loss, homelessness, and physical and emotional abuse led Allison to follow in the steps of her parents and cope by using substances. After numerous stays in juvenile hall and group homes, she was placed in a safe house for young women who had been part of the sex trafficking community.



Allison became connected to our services through our Life Skills Parenting and Education Program, which is generously funded by The Wood-Claeysens and William Neil Foundations. Their funding allowed us to operate a group-based life skills class at the safe house she had been living at. New Beginnings provided both individual and group counseling. Within the safety of the therapeutic relationship, she began to discuss trauma she had never discussed with anyone. This in turn allowed her to sustain her attention at school, sleep properly, and gain momentum. Allison also learned new tools for coping with trauma and is more equipped to identify patterns and triggers.

Allison’s ability to choose her future and exercise self-control has given her newly found hope. She recently completed her high school education requirements and is considering attending college for the first time. She has begun to recognize light through the cracks, as she has developed new relationships and discovered that there are people in the world she can trust.

A Disabled Veteran Improves His Outlook



After losing his wife three years ago, Albert, a disabled veteran became unable to care for himself and his home. He began to cope by relying on substances and ended up resolving his legal issues in Veterans Treatment Court. Due to his medical situation and his recent history, Albert lost his vehicle and was required to rely on a manual wheelchair.

Our SSVF staff became connected to Albert through Veterans Treatment Court and helped him enroll in group and individual counseling sessions at New Beginnings. As a mental health provider, our agency has the capacity to provide clients who we come in contact with through SSVF or Safe Parking with counseling services. Additionally, we offer short-term financial assistance through grants from the Coeta and Donald Barker, Williams-Corbett, and Roy & Ida Eagle Foundations to help our clients afford their medical costs, which enabled us to purchase an electric wheelchair for Albert. This improved his quality of life substantially and enabled him to attend his scheduled appointments more easily. Albert is slowly beginning to have hope again and is working towards rebuilding his life.

Lindsay Morris - New Board Director

Lindsay Morris is currently an MFT candidate and has extensive nonprofit experience serving as an Assistant Director for the David Lynch Foundation in Los Angeles. Prior to this, Lindsay served as a Personal & Executive Assistant/Estate Manager for Cyber Corporation (Billy Idol's Production Company) and as a Freelance Stylist & Image Consultant. Lindsay is attending the Academy of Arts in San Francisco for her Masters of Fine Arts in Fashion Merchandising. She obtained a Bachelor of Science in Political Science from the University of Oregon.



"We are so fortunate to have someone with Lindsay's experience in nonprofit foundations, as well as development, event planning, operations, and public relations, joining our board."

- Diane Pannkuk, Board President

Lloyd Dallett - New Board Director

Lloyd Dallett is an accomplished Artist and Interior Designer with a strong passion for our mission due to her own personal experiences. Her brother's death from homelessness has impacted her deeply. Dallett operates her own freelance interior design business and has worked as an Art Instructor, living and practicing in Russia, France, New York City, and Boston. Dallett's work has also been in many solo and group exhibitions. Dallett achieved her Bachelors of Fine Arts from Tufts University and was an MFA Candidate with Pratt Institute in New York.



"Lloyd comes to New Beginnings having had experience witnessing the devastation of homelessness and its consequences with her own brother. She brings a passion for our work second to none."

- Diane Pannkuk, Board President

Coby W. Dillard - New Board Director

Coby Dillard, MA-HSC, CMCC, is the Coordinator of Veterans and Military Services at the University of California Santa Barbara. In his current role, he directs the university's efforts to holistically support its military-related students. Dillard is a Navy veteran who held a variety of positions supporting students and veterans at his alma mater, Tidewater Community College in Norfolk, Virginia. He also earned his Bachelors in Interdisciplinary Studies at Norfolk State University and a Masters in Human Services Counseling from Regent University. Coby is a certified Clinical Military Counselor.



"We have wanted to get a veteran on our board for a long time and are excited to have Coby. His extensive experience working with fellow veterans, coupled with a Masters in Human Service and Counseling will add a much needed voice to board meetings."

- Diane Pannkuk, Board President

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Nowhere Else to Turn

Born and raised in Santa Barbara, Tina made a poor decision as a teenager and spent her early young adult years in prison. When she was released, she had no family, lacked job skills, and became homeless. Tina was physically abused while on the streets, which led to chronic illnesses and disabilities that required multiple surgeries. She had been living on the streets for 34 years when she came to New Beginnings' Safe Parking Program. Just this past year, we were able to finally house Tina and connect her to a primary care physician and a mental health professional. She is starting to stabilize and looks forward to living out the rest of her years in safety. The generous support of Kind World, Latkin, and Mosher Foundations have made stories like Tina's possible.

In Memory of Jean Schuyler



Jean Schuyler with her caretaker at our Salute to Lois Capps Event

On April 17, one of New Beginnings' most generous supporters, Jean Schuyler, passed away at the age of 91. Very few people have made the kind of significant impact to the nonprofit community in Santa Barbara County that Jean made. Jean was a passionate supporter of our mission for many years and frequently attended our community education events to expand her knowledge. While she will be missed by many, Jean's insight into the needs of our community and her warm heart will always be remembered.

Clinical Supervisor Appreciation



Barbara Sheffield, MFT volunteers as a Clinical Supervisor and was previously a Clinical Director at New Beginnings. Sheffield also completed her MFT intern hours in the 1970s when New Beginnings was Santa Barbara Night Counseling Center.

One of her clinical interns shared, *"I am so grateful to have been lucky enough to have Barbara in my life as both my teacher and supervisor. She is kind, compassionate, and honest. I would not have made it this far on my journey towards licensure without her help, support, and guidance."*

Thank you for supporting our agency in multiple capacities and for imparting your wisdom on the future mental health leaders in our community.

New Beginnings Counseling Center

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Thank you to our sponsors of our Coral Casino Luncheon Series this year, which include Maryan Schall, Glenn and Amy Bacheller, Pacific Western Bank, and the Santa Barbara Foundation. Our quarterly luncheons feature in-depth discussions regarding the social and human service issues most critical in our community in an open forum of questions and answers. Please contact development@sbnbcc.org or (805) 963-7777x112 if you would like to learn more about our sponsorship opportunities.

Join our Circle of 50

The Circle of 50 is an exclusive donor club that has access to an intimate reception and banquet featuring a live interview with a celebrity connected to our work. Last year, we were thrilled to host the legendary actor Harrison Ford at our inaugural celebration. Don't miss out on this years once-in-a-lifetime opportunity and become a sponsor today!



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.

