



# MESSAGE FROM THE BOARD PRESIDENT

Dear Friends of New Beginnings,

I have never been more excited about the future of this organization than I am today. Nine years ago, New Beginnings lacked financial stability, and we were uncertain we would be able to keep our doors open as each month passed. Since hiring our Executive Director, Kristine Schwarz, eight years ago, New Beginnings has grown its income by 278%, has more than doubled the number of clients it serves, and has achieved financial viability.

Today, New Beginnings is one of the most vital safety net organizations in our community by providing psychological counseling and supportive services to vulnerable community members regardless of one's ability to pay. Our service to our community makes each and every one of us stronger and creates a long-lasting, immeasurable impact in the lives of our clients and their loved ones.

In our ongoing effort to further magnify our impact, we have launched strategic initiatives across our four programs this year while gaining a deeper understanding of the role we play in our community. Not only do we know where we want to be ten years from now, but we also know how to get there. In this report, we describe our vision for the future and let you know how you can support us in our endeavors.

I am so proud of all that we have accomplished as an organization and wish to express my gratitude to our wonderful donors, board members, staff, volunteer counselors, volunteer clinical supervisors, and community partners. We would not be where we are today without your sustained support and compassion for our clients.

Sincerely,



Diane Pannkuk



**OUR MISSION**

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.

## Board of Directors

- Diane Pannkuk, MBA, *President*
- Jacqueline Kurta, PsyD, MFT, *Vice President*
- Ziad El Kurjie, *Treasurer*
- Mark Cardona, JD, *Secretary*
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- Lloyd Dallett
- Coby W. Dillard, MA-HSC, CMCC
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- Terence Ford
- Jeff Moody
- Lindsay Morris
- Guy Smith, MA

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- Marc Borowitz
- Patty Bryant
- Brynn Crowe
- Patricia Duffy
- Allan Ghitlerman (*in memoriam*)
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- Marilyn Rickard Schafer
- Aaron Spechler, CPA
- Lou Weider
- Das Williams
- Michael Young
- Maria Zate

## Management Team

- Kristine Schwarz, MA, MFT, LPCC  
*Executive Director*
- Crystal Ramirez, PhD, MFT  
*Clinical Director*

# FOUR CORE PROGRAMS

## The Donald J. Willfong Community Counseling Center

Throughout the last 50 years, our Community Counseling Center has served tens of thousands of our community's low-income individuals and families and has provided valuable training to hundreds of our area's clinicians. With 36 volunteer masters and doctoral-level counselors and 14 volunteer clinical supervisors, our counseling center provided high-quality, sliding-scale counseling, psychological assessment, and other mental health services to 673 unduplicated people this past year. At an average fee of \$13 per session, our counseling center provides an essential safety net for low-income individuals and families and is equipped to serve clients with the highest level of acuity.



## Supportive Services for Veteran Families Program

Directly funded through the U.S. Department of Veteran Affairs, this program operates from a housing first model to end veteran homelessness in Santa Barbara County. Services include outreach, eviction prevention, and rapid rehousing for homeless and extremely low-income veterans and their families, as well as temporary financial assistance, connection to employment, benefit acquisition, crisis intervention, and intensive case management. Once veterans are moved into stable housing, the program provides ongoing wraparound services and support. Since 2013, the program has served over 1,000 veterans and their families and has provided more than \$1,000,000 in direct financial assistance.



## Safe Parking Shelter and Rapid Rehousing Program

Our Safe Parking Program® provides shelter to more than 150 individuals and families each night in 26 monitored lots provided by local churches, businesses, and city and county offices. Our Safe Parking Program, which began in Santa Barbara more than 15 years ago, serves as the leading vehicular homelessness program in the nation and has been replicated by dozens of communities. Since the program's inception, New Beginnings has helped to transition nearly 1,000 of the program's participants into permanent housing. Since 2012, the program has also provided rapid rehousing case management and housing retention services. In 2018, we became one of the first agencies in our community to accept referrals from the Coordinated Entry System, allowing us to provide our rapid rehousing and retention services to the most vulnerable homeless population in the greater Santa Barbara region.



## Life Skills Parenting and Education Program

Serving as an extension of our counseling center, our Life Skills Parenting and Education Program provides a series of tailored, psychoeducational classes for low-income and at-risk families and individuals and helps them to break destructive cycles of behavior. The program provides struggling parents, youth, and veterans with critical skills and tools needed to make healthy, positive, and lasting changes for their families. For nearly 20 years, the program has been offered at no cost at a growing number of area safety net organizations to reach an increasingly diverse group of community members.



# BY THE NUMBERS

July 1, 2018 – June 30, 2019

**1,552**  
people served.



**167**  
people were housed  
or were prevented  
from eviction.



**15,851**  
case management  
and counseling  
hours provided.



**\$384,204**  
in direct financial assistance  
was provided to clients to  
help them secure housing and  
medical services, representing a  
**41%** increase over last year.



We projected to serve **750** people  
through our **Counseling Center**.

We served **673** people  
through our **Counseling Center**.



We projected to serve **700** people through our  
**Safe Parking Shelter and Rapid Rehousing Program**.

We served **694** people through our  
**Safe Parking Shelter and Rapid Rehousing Program**.



**236** veterans were served last year through our **Supportive Services for Veteran Families Program**.

**250** veterans were served this year through our **Supportive Services for Veteran Families Program**.



We projected to connect **95** of our Safe Parking clients to employment or other income.

We connected **118** of our Safe Parking clients to employment or other income.



We projected to serve **100** people through our  
**Life Skills Parenting and Education Program**.

We served **107** people through our **Life Skills Parenting and Education Program**.

# KEY ACCOMPLISHMENTS AND GOALS

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## Key Accomplishments for 2018 – 2019

- Expanded and diversified our Board of Directors, increased our financial reserves, and increased community awareness of our services and impact.
- Provided close to \$400,000 in direct financial assistance to house our veterans and other low-income individuals and families; these funds went directly back into the community in the form of rent, appliance purchases, utility payments, and other housing and medical-related expenses.
- Secured the \$100,000 in funding needed and commenced the implementation of an Electronic Health Records System for our counseling center.
- Served more veterans this year than any year prior and exceeded our projections by more than 10 percent.
- Secured new office space for our rapidly-growing Safe Parking Program and added a Housing Retention Specialist to their team to improve housing outcomes for our clients.
- Celebrated our 50th year anniversary with the legendary actor Harrison Ford and introduced new donors to our work through improved external communications.
- Increased programmatic earned income for our Life Skills Parenting and Education Program by securing new service provision contracts.
- Doubled our number of post-doctoral counselors to meet the increasing demand for our mental health services from community members with a very high level of acuity.
- Completed a whole year of our Medi-Cal contract, which increases earned income for our counseling center and improves access to our services.
- Produced a Public Service Announcement series that helped us to build new relationships with landlords and connected community members to our services.

## Goals for 2019 – 2020

- Secure new office space downtown in order to centralize all of our expanded programs and to meet the growing demand for our services.
- Complete the implementation of our Electronic Health Records System.
- Begin offering telemental health services to low-income individuals and families who cannot physically access our counseling center.
- Renew our accreditation with the Commission on Accreditation of Rehabilitation Facilities to ensure our SSVF program continues to receive renewal funding from the U.S. Department of Veterans Affairs.
- Expand the number of both day time and night time lots that shelter families and individuals living in their vehicles.
- Increase our number of landlord partnerships through improved outreach and marketing efforts, allowing us to house more clients in our housing programs.
- Hire a researcher who can conduct the research necessary to establish our Safe Parking Program as an evidence-based solution.
- Continue our efforts to educate the community about homelessness and mental illness through experiential and educational offerings throughout the year.
- Develop new partnerships with area safety net organizations to reach new populations through our Life Skills Parenting and Education Program.
- Expand internal and external marketing and outreach efforts to better communicate our impact in the community.
- Launch a planned giving initiative and seek consultation for our development and marketing efforts.
- Increase unrestricted donations and identify long-term investors who wish to increase our administrative capacity so we can make a bigger impact in the community.

# TRANSFORMING THE LIVES OF TWO WOMEN

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Marta\* is a 25-year old woman who has struggled with severe depression all her life. In 2018, she was hospitalized several times as a result and became distrustful of the medical system because she experienced negative side effects from her medication. In early 2019, Marta decided to go off her medication and distanced herself from her friends and family. Lacking a support system, Marta enrolled in counseling sessions at New Beginnings, which was her only option given her income level. Over the course of six months, Marta's counselor restored her trust in the medical system so much that Marta made an empowered choice when she became depressed again to go to the hospital and to clearly communicate her needs and symptoms. Marta is now back on her medication, which is working for the first time in her life and continues to see her counselor. She is looking for a new job, enjoys going to the beach with her friends, and has an optimistic outlook about her future.

*\*Name has been changed to protect confidentiality.*



Having served in the U.S. Navy for over 15 years, Alicia\* had a difficult time transitioning back into civilian life. She was in an abusive relationship and soon found herself pregnant. Fortunately, Alicia found the courage to leave the relationship and fled to California to have her child. While she had some family members in California that could help her get started, none could house her for more than short periods of time, causing Alicia to live in her car with her newborn and survive off her veteran retirement pay while she looked for employment. Early last year, Alicia was referred to our Supportive Services for Veteran Families Program by her local Veteran Services Office. In just over five weeks, New Beginnings identified a two bedroom apartment in the city Alicia requested and paid for the security deposit and first month's rent. Program staff are continuing to work with Alicia to help her obtain a VA Supportive Housing voucher, find employment in the holistic health profession, and identify child care so she can return to the workforce and become financially stable once again.

## OUR SERVICES STRENGTHEN FAMILIES



Roselyn\* is a single mom with a nine-year old boy who became homeless and chose to live in an available unit at Transition House, one of the organizations where New Beginnings has long provided its Life Skills Parenting and Education Program. While in our parenting group, she learned how to prioritize self-care in her life and discovered how to address the mistakes she was making as a parent. Roselyn's relationship with her son also began to deteriorate as he became increasingly angry with her and refused to communicate. Roselyn continued with the parenting group, where she practiced active listening and explored learned versus desired parenting styles. In addition, with her son, she began to see a counselor from New Beginnings. Through their family sessions, they were able to learn and utilize new communication skills together. Today, Roselyn has dramatically improved her relationship with her son, understands how to be a better parent, and looks forward to further establishing herself in the community and serving as a role model for her son.



Three years ago, Mike, a custom boat manufacturer, his wife Jocelyn, and their son Logan, enrolled in our Safe Parking Program and lived in one of our designated lots in their RV. Due to Jocelyn's health and the difficulty of living in an RV, they made the decision to temporarily separate: Jocelyn and Logan successfully rented a room in a house while Mike stayed with friends. After months apart and overcrowding after the landlord moved a significant other in, Jocelyn and Logan mutually parted ways with the landlord and were reunited with Mike, choosing to live in their vehicle as they had already sold their RV. Earlier this year, the family was referred to New Beginnings to receive rapid rehousing services. Within a few months, staff identified a two-bedroom apartment, provided temporary financial assistance for a security deposit and first month's rent, and helped move the family into their new home. The family is pleased that they were able to get back on their feet so quickly and are grateful to New Beginnings for helping them secure a new and safe home. The family will be able to afford the unit on their own in the long run and is thrilled to be reunited once again.

# FINANCIALS

## BALANCE SHEET *(As of June 30, 2019)*

### Assets

Current Assets:		
Checking/Savings	\$	79,259
Investments	\$	98,674
Other Current Assets	\$	1,035
Total Current Assets	\$	178,968
Total Fixed Assets	\$	17,285
<b>Total Assets</b>	<b>\$</b>	<b>196,253</b>

### Liabilities & Equity

Total Current Liabilities	\$	176
Equity:		
Retained Earnings - Unrestricted	\$	161,888
Net Income	\$	34,541
Total Equity	\$	196,429
<b>Total Liabilities &amp; Equity</b>	<b>\$</b>	<b>196,253</b>

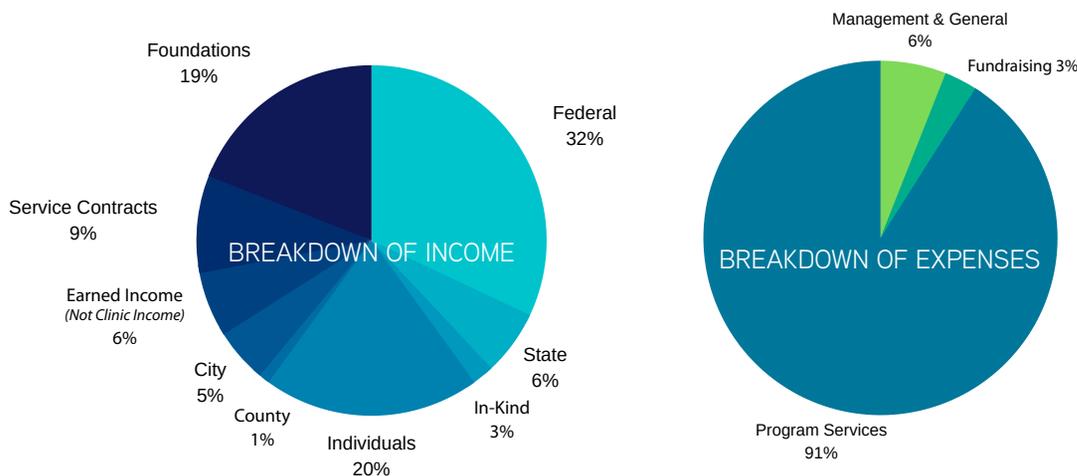
## PROFIT & LOSS *(July 2018 through June 2019)*

### Income

Fees for Program Services	\$	101,489
Contracts for Program Services		147,622
Grants for Program Services		1,039,584
Unrestricted Donations		64,775
Restricted Donations		142,386
Donations In-Kind, Non-Cash		40,185
Investment Income		(4,984)
Miscellaneous Income		21,571
Event Income		106,240
<b>Total Income</b>	<b>\$</b>	<b>1,658,868</b>
<b>Gross Profit</b>	<b>\$</b>	<b>1,658,868</b>

### Expenses

Program Assist Paid to Others	\$	384,204
Agency Occupancy		91,608
Outside Services/Professional		117,030
Insurance		21,053
Administration/Organizational		37,415
Administration Equipment		3,358
Wages, Salary, Benefits, & Taxes		800,546
Travel/Mileage		57,481
Marketing, Outreach, and Fundraising		111,430
Miscellaneous Expenses		200
<b>Total Expenses</b>	<b>\$</b>	<b>1,624,325</b>
<b>Net Income</b>	<b>\$</b>	<b>34,543</b>



\*Financials are presented on a cash basis, with the exception of our Breakdown of Expenses, which is based on our most recent accrual-based audited financials.

# THANK YOU TO OUR GENEROUS DONORS

## \$25,000+

Anonymous (x2)  
Change a Life Foundation  
The Henry Mayo Newhall Foundation  
Mark and Dorothy Smith Family Foundation  
Edwin Jeanne Woods Family Foundation

## \$10,000 - \$24,999

Anonymous (x2)  
The Coeta and Donald Barker Foundation  
Andrew Butcher  
Skip Brittenham  
The John L. Carleton Foundation  
Roy and Ida Eagle Foundation  
Harrison Ford  
Hutton Parker Foundation  
Kind World Foundation  
Walter J. and Holly O. Thomson Foundation  
Sarah Jane Lind  
St. Francis Foundation of Santa Barbara  
The Towbes Foundation  
Williams-Corbett Foundation  
Wood-Claeyssens Foundation

## \$5,000 - \$9,999

Glenn & Amy Bacheller  
Mary Becker  
Laurel Cleary  
Tom and Julianna Dain  
Dan and Emily Engel  
Stefan Hills  
Roger & Robin Himovitz  
The Latkin Foundation  
Lehrer Family Foundation  
The Mosher Foundation  
Kenneth Nibling  
Hon. Susan Rose  
Tomchin Family Foundation  
Zegar Family Fund

## \$2,000 - \$4,999

Anonymous  
Sasha Ablitt  
Lalla & Rinaldo Brutoco  
Jackie and Paul Kurta  
The McCune Foundation  
Joyce Ryan  
Santa Barbara Home Improvement Center  
Maryan Schall  
Philip & Carolyn Wyatt

## \$1,000 - \$1,999

Alta Data Technologies  
Sheila & Tom Cullen  
Mary Howe-Grant, PhD  
Ryan Huff  
inCourage Chorus  
Laurie Ashton and Lynn Sarko  
Nicholas Kennedy  
Metropolitan Theaters Corporation  
Sara Miller McCune  
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Montecito Bank & Trust  
MUFJ Union Bank  
The William P. Neil Foundation  
Pacific Western Bank  
Santa Barbara Foundation  
Carlo Sarmiento  
Anne Towbes  
Ziad El Kurjie

## \$200 - \$999

Bob and Patty Bryant  
Tom Burk  
Claude and Susan Case  
Sarah Case and Jay Carlander  
Christ Lutheran Church  
Lloyd Dallett

Diane Eardley  
Charles Flacks  
Dick & Mickey Flacks  
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John and Cynthia Sanger  
Christiane Schlumberger  
Kristine Schwarz  
Tom Thayer  
Nancy Tillie  
Scott Weeden  
Tracey Willfong

## \$199 and below

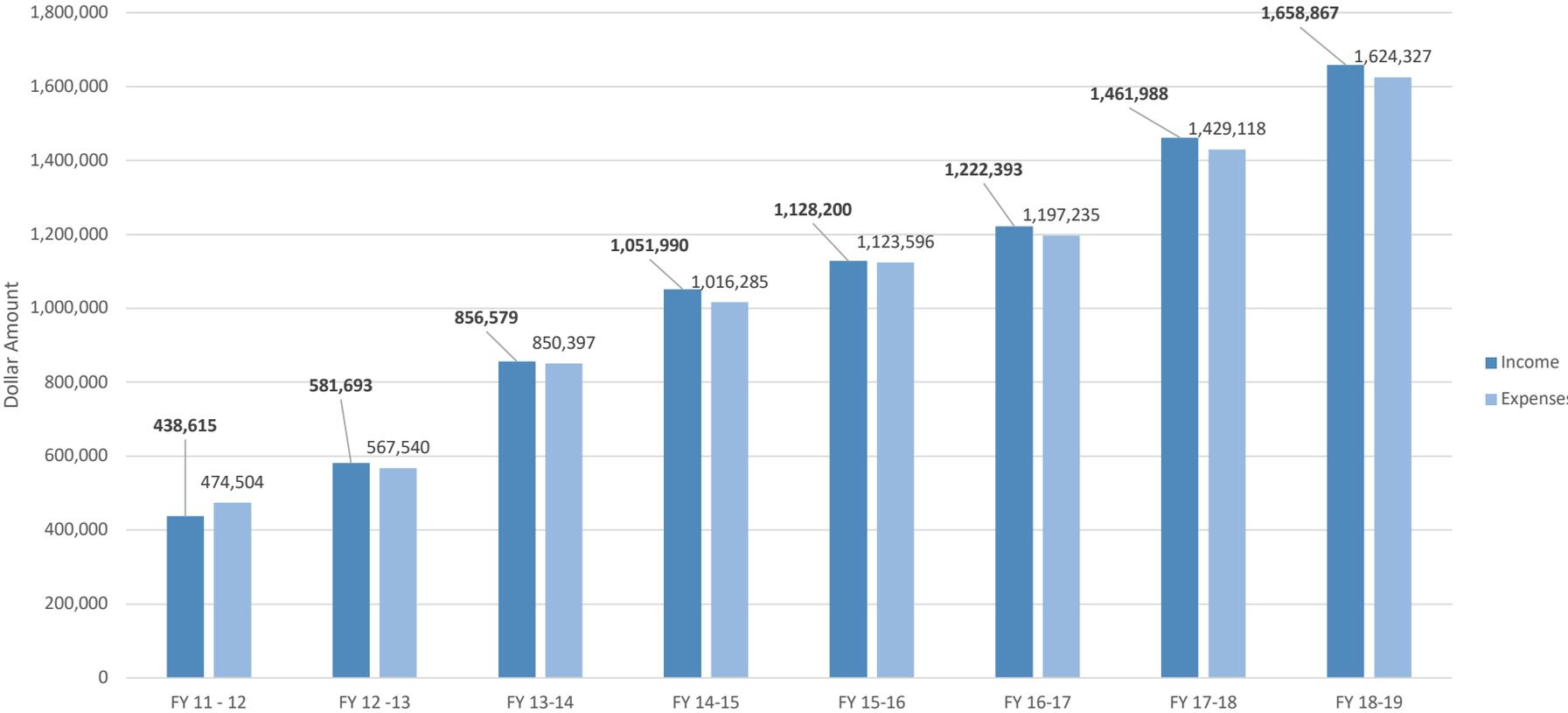
AT&T  
Peter and Rebecca Adams  
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Vicky Blum  
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Jay Fortman  
Natalie Gaynes  
Gary & Susan Gulbransen  
Lealy Hall  
Judy and Paul Phillips Hawkins  
Thomas & Anne Heck  
Suzanne Kaljian  
Amitty Kasowski  
Nanor Kechichian  
Ann Marie Kohn  
Paul & Janice Kroekel  
Carol Lansing  
Kathryn LePage  
Carolyn Lewis  
Barbara Loebman  
Peter MacDougall  
Richard Mancini  
John Morningred  
Dorothea Mueller  
John Everts and Marjorie Popper  
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Kathleen Rogers  
Sybil and Robert Rosen-Fisher  
Guy Smith  
Fr. Nicholas Speier  
Randall Sunday  
Roger Svensson  
Harry The RideshareGuy  
Tim & Marcia Tremblay  
Karen Tyrrell  
Judi & Harry Weisbart  
Robert Wesley  
Jessica Wishan  
Stan & Sally Witnov

*New Beginnings Counseling Center deeply regrets any errors or omissions to this list. If there is anything that should be corrected, please contact [development@sbnbcc.org](mailto:development@sbnbcc.org). This list only includes financial donations made between July 1, 2018 and June 30, 2019.*

# ORGANIZATIONAL GROWTH

Since 2012, New Beginnings has increased its annual income by 278%, maintained a positive net income every year, and has increased the number of clients it serves by more than 50%.



FY stands for Fiscal Year, which is July 1 through June 30 of each year.

*\*Financials are presented on a cash basis.*

# OUR VISION

Our vision is 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.

While we are truly living our vision each and every day, the need in our community for our services continues to skyrocket. To meet this need, we have grown our income significantly and expanded our programs to ensure that nobody is turned away from accessing our services. With a budget of over 1.5 million per year, and an incredibly low overhead, we deliver tremendous value to the community and change so many lives in the process.

As a result of our successes, we have outgrown our space, and we will eventually need to secure new office space in order to increase administrative and programmatic capacity. Our goal is to create a more centralized hub for our community members to access counseling, supportive housing services, and case management for all of their other needs.

We cannot do this alone. We need all of our supporters to engage as many people in our community as possible to get involved in our collaborative efforts. Meeting the needs of everyone in the community makes us all stronger. Thank you for being such an incredible part of our work!



## Ways to Help

- Join our Board of Directors or serve on one of our committees.
- Make a financial contribution that is meaningful to you each year.
- Discuss our work with your colleagues, friends, and family members.
- Volunteer in an administrative capacity in our counseling center.
- Ask your employer to make a donation to our agency.
- Select us as your charity of choice for AmazonSmile.
- Include New Beginnings in your estate plan.
- Introduce us to landlords or property managers that can help us house our clients.
- Attend our major fundraiser and events throughout the year.
- Provide your feedback to our development department about our external communications and let us know why you give to our organization.
- Educate yourself about the status of mental health and homelessness and spread your knowledge to help us change negative stereotypes.
- Serve as an ambassador of our organization and help us promote awareness of our services and impact in the community.

Please contact [development@sbnbcc.org](mailto:development@sbnbcc.org) for more information.



NEW BEGINNINGS  
COUNSELING CENTER

324 East Carrillo Street, Suite C  
Santa Barbara, CA 93101

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U.S. POSTAGE  
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