

North County Lifeline

ANNUAL REPORT 2016/17

INSPIRING THE FUTURE

FACES OF SELF-RELIANCE



MISSION

To build self-reliance among youth, individuals and families through problem solving, skill-building and accessible community-based services.

“

My biggest fear was getting older because of what the Crown Heights streets would do. Club Crown Heights made me the man I am today. Now I can say I am the first in my family to graduate and attended a 4-year college at Cal State San Marcos, setting my sights on graduating with a degree in Psychology.

- Jose, Youth Program Alumni

”



A LETTER TO OUR PARTNERS

DEAR COMMUNITY PARTNERS,

Thank you for supporting North County Lifeline's mission to help youth and families achieve self-reliance. You have truly changed lives this past year.

Many of Lifeline's families are facing uncertain times. Our clients are oftentimes the community's most vulnerable, overcoming challenges such as poverty or family violence. Many are impacted by immigration policies. Funding for prevention programs are at stake, along with healthcare funding which includes critical mental health services.

Lifeline remains committed to the prevention and intervention programs which have proven to be effective.

Private dollars have been instrumental by supporting youth and families when they need it most. Donations meet urgent needs and allow Lifeline to be responsive to trends and gaps. And while shifting priorities are a challenge, government funding provides a foundation of multi-year financial commitments and represents the majority of Lifeline's annual revenue stream.

More than ever, we rely on private donors to support the community's most vulnerable yet inspiring clients on their path to self-reliance.

- Victims of Human Trafficking
- Foster Youth Ages 18-24
- Homeless Families
- At-Risk Youth
- Children with Mental Health Needs
- Families Overcoming Abuse

Demand for Lifeline's services have increased significantly.

Lifeline worked with 6,175 youth and families this past year—an increase of 16% over the previous year. In addition, Lifeline's revenue grew by 12%.

Now is the time to give more. We hope you will continue to support hardworking families and youth who are overcoming tough odds. In the words of a young woman who spent most of her life in foster care: *"Lifeline has helped me grow into an independent and responsible adult."*

Beyond the challenges and vulnerability lies incredible inspiration. Thank you for inspiring us to push ahead. Your support makes a difference.

Sincerely,

Mary Urelus-Daum
Board Chair

Don Stump
Executive Director



Mary Urelus-Daum
Board Chair



Don Stump
Executive Director

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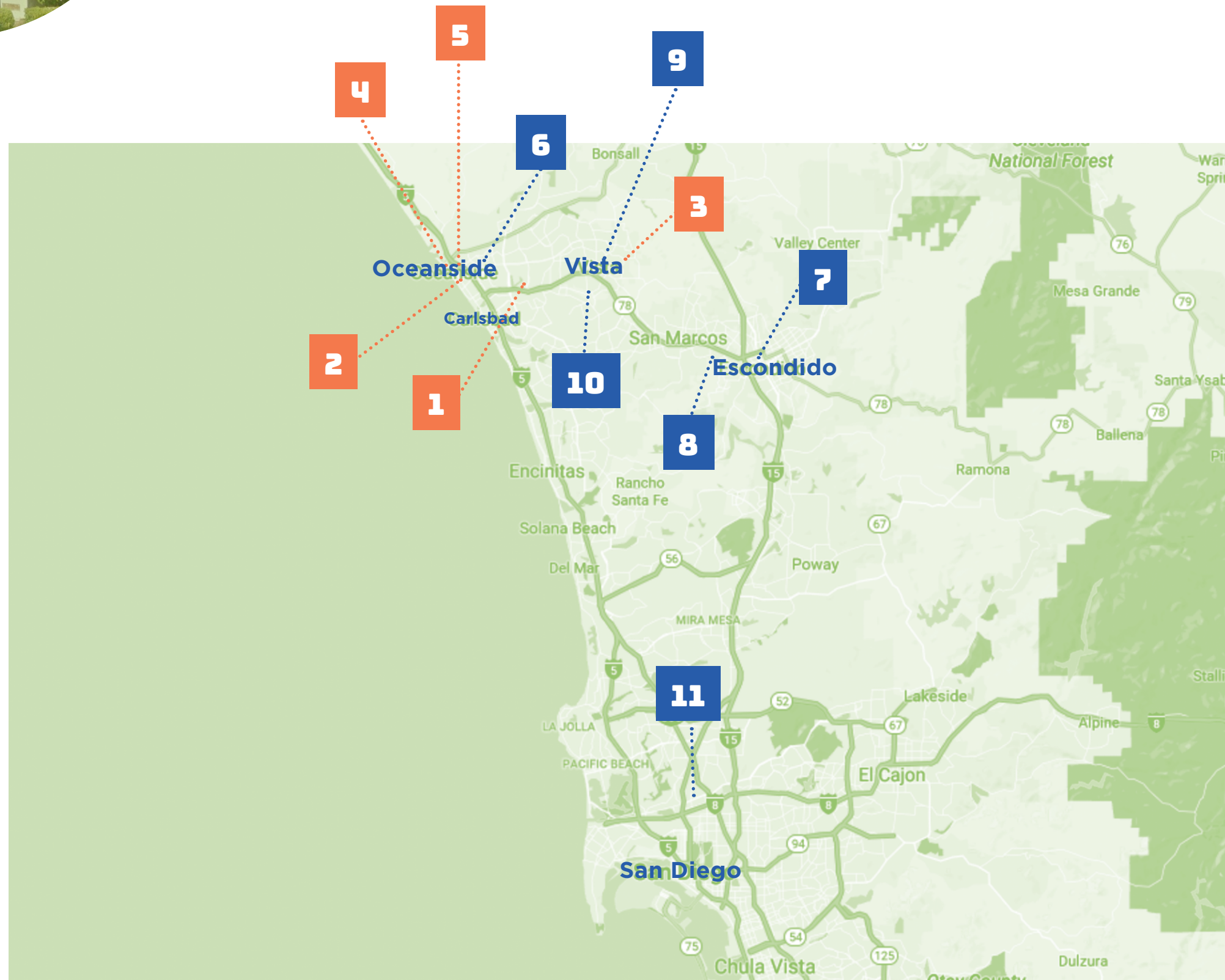
MAP

..... **LIFELINE LOCATIONS**

- 1** **Administrative Offices**
3142 Vista Way, Suite 400
Oceanside, CA 92056
- 2** **Coast Client Center**
707 Oceanside Boulevard
Oceanside, CA 92054
- 3** **Vista Service Center**
200 Michigan Avenue
Vista, CA 92084
- 4** **Club Crown Heights, La Escuelita**
1210 Division Street
Oceanside, CA 92054
- 5** **Club Crown Heights, La Casita**
402 Brooks Street
Oceanside, CA 92054

..... **SHARED LOCATIONS**

- 6** **Health & Human Services**
1320 Union Plaza Court
Oceanside, CA 92054
- 7** **Health & Human Services**
649 W. Mission Avenue
Escondido, CA 92025
- 8** **Youth Day Center Reflections North**
25 Vallecitos de Oro, Suite J
San Marcos, CA 92069
- 9** **Vista School District Office**
836 Olive Avenue
Vista, CA 92083
- 10** **Vista Courthouse Offices**
325 South Melrose Drive
Vista, CA 92081
- 11** **Juvenile Probation Center**
2901 Meadow Lark Drive
San Diego, CA 92123



PROJECT LIFE: Living in Freedom from Exploitation

ANGELA'S STORY

Human Trafficking Survivor

Angela was kidnapped into sex trafficking at 19 years-old.

As a teen mother, Angela was struggling and vulnerable when a friend convinced her to go on a trip. She didn't know that her 'friend' was a recruiter for a trafficking ring that kidnapped victims, moving them to cities where commercial sex is in demand. He quickly turned on her, and Angela was forced to work city streets until she met the quota set by her traffickers.

Traffickers deliberately target young people like Angela. They take advantage of vulnerabilities to lure their victims away from safety, and then threaten their lives and their families.

For months, Angela was sold for sex in Houston, Las Vegas, Los Angeles, and finally, San Diego. That's where she found

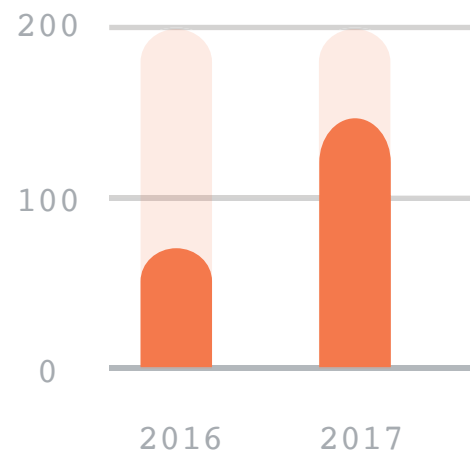
an opportunity to escape. Although she was constantly monitored and afraid for her life, one night she got her hands on a cell phone.

Angela called the police, who rescued her and contacted Project LIFE.

It was nearly midnight, but Project LIFE's counselor met her at the police station. Project LIFE helped Angela contact her family and tell them what had happened. Her family was overjoyed to learn that she had been located. The Project LIFE team coordinated Angela's travel plans, provided her with clothing and hygiene items, and connected her to victim services in her hometown.

Angela is now back with her family, as a survivor of human trafficking.

148 victims of human trafficking have received support through Project LIFE since 2012.



**Project LIFE Services
Increased
144%**



92%

of youth in Lifeline's intervention program had no entry, or re-entry, into the Juvenile Justice System, as measured by probation records at six months.

More than **2,000** youth participated in programs from prevention through intervention this year.

YOUTH DEVELOPMENT

GONZALO'S STORY

Avoiding Drugs and Becoming a Leader

Gonzalo is a classic example of a good kid who made a bad decision. He works hard at school but started hanging around with the wrong kids. "I was easily influenced and went along with smoking weed."

As a result, Gonzalo and his friends were stopped by police for their drug use.

This is where Mary, a case manager at North County Lifeline, stepped in to help. Mary could see that Gonzalo is smart and determined, yet struggles with self-confidence. Mary provided drug education and individual life skill sessions for Gonzalo, which kept him out of probation. Keeping kids out of the juvenile justice system is a critical component of Lifeline's intervention programs because they support strengths and goals, rather than focusing on mistakes.

Gonzalo's parents both work yet they struggle to make ends meet. Mary has helped Gonzalo with grocery shopping for his family and watched the pride and appreciation he feels by giving back.

"Lifeline has helped me with my self-esteem. My case manager has helped me in my communication skills and is very supportive. I'm making better decisions."

Gonzalo's short-term goal is to save money for a car and graduate high school in 2019. He plans to attend college and dreams of a fulfilling career. We are proud to know Gonzalo and see his potential as a leader in our community.



"Lifeline has helped me with my self-esteem. My case manager has helped me in my communication skills and is very supportive. I'm making better decisions."



FAMILY STABILITY for Homeless Families and Foster Youth

IRENE'S STORY

Self-Sufficiency and Gratitude

Irene and her family felt isolated and alone when they became homeless, not knowing who or how to ask for help.

Through her daughter's school, Irene was connected to North County Lifeline where she found support. "I feel so confident and the guidance has made such a difference."

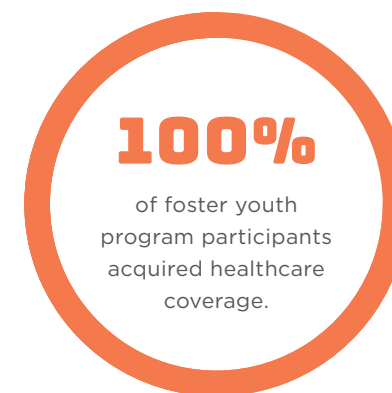
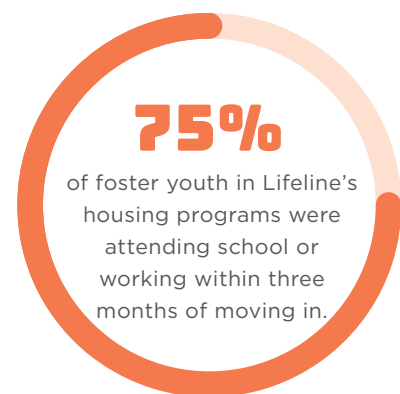
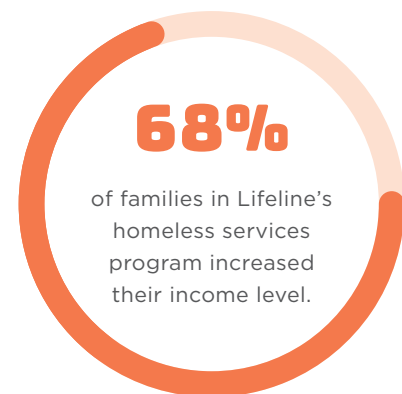
Irene, a single mother of two daughters, 11 and 18, was struggling financially when she moved to North County San Diego two years ago. Though she found housing initially, the family could not make ends meet.

Irene and her daughters became homeless.

Lifeline's counselors helped Irene find stable housing, employment, and adult education. "I realize there is someone who understands our situation and encourages my family." Her daughters focused on their grades, and her oldest daughter graduated last May at the top of her class.

Despite having doors close in their life, North County Lifeline helped Irene's family find a new life vision. "Project AIM has changed our lives. Now I know how to reach out, to be involved in the community, and get the help I need."

Irene's family has achieved the kind of stability that will prevent them from becoming homeless again. "I am so grateful."



North County Lifeline's family stability programs help homeless families and foster youth achieve self-reliance.



VOLUNTEERS ARE OUR LIFELINE!

14,600 hours of volunteer time

\$360,000 in savings for Lifeline

380 VOLUNTEERS TOTAL

279

Single Day of Service

44

Business Office

23

Mediation

19

Family Stability

11

Youth Development

4

Behavioral Health

Thank you for volunteering your time and talent!



ADMINISTRATIVE SUPPORT

- Finance Assistants
- Marketing Interns
- Drivers for Donation Pickups

PROGRAM SUPPORT

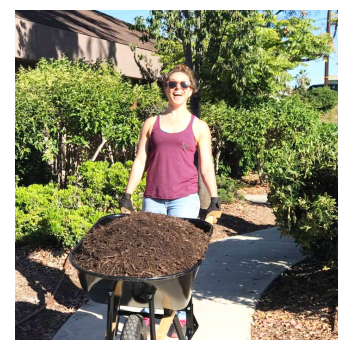
- Math and Science Tutors
- Youth Program Assistant
- Mediators and Attorneys

CLINICAL SERVICE SUPPORT

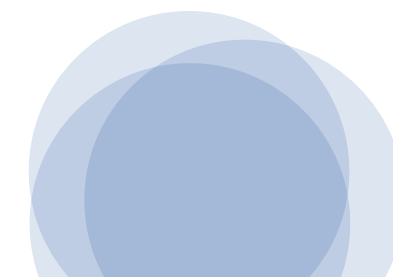
- MFT Trainees
- MSW Interns
- Psychology Trainees
- Therapists and Counselors

VOLUNTEERS EVENTS

- Backpack Drive
- Clean-Up Days
- STEM Saturday
- Adopt-A-Family Holiday Drive



TO VOLUNTEER, PLEASE CALL 760-842-6254 OR EMAIL VOLUNTEER@NCLIFELINE.ORG



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Picaboo.com
Runzheimer International LTD
San Diego Gas & Electric
SD Blinds & Design
Senor Grubby's
That Boy Good
Union Bank Foundation
United Healthcare
U.S. Bank Foundation
Venissimo Cheese
Wells Fargo
Wines for Humanity

Thank you for changing lives!

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The Carlsbad Charitable Foundation, an affiliate of the San Diego Foundation
Coastal Community Foundation
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The Daphne Seybolt Culpeper Memorial Foundation
The Fieldstone Foundation

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*Noth County Lifeline has a 100% Give or Get Policy. Donors in bold below are members of the Board of Directors.

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Youth Philanthropy Fund of the Jewish Community Foundation
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Grupo Nueva Vida
The Lawyers Club of San Diego Fund for Justice at The San Diego Foundation
Move Your Feet Before You Eat Foundation
Oceanside Civitan Club
Oceanside Firefighters Charity Fund
Oceanside Parks & Recreation Community Foundation Inc.
Oceanside Police Officers Association
Oceanside Rotary Club
Pacific Ridge Girls Basketball
Rotary Club of San Luis Rey
Soroptimist International Oceanside-Carlsbad
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United Methodist Church of Vista
United Way of San Diego County
VMMS Service Learning Project
Voyagers Toastmasters Club #53g15
Wine and Canvas
The Woman's Club of Vista

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Suzi and Charlie Bradshaw
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Louise Clarke
Jim Day
Laura and Jason Desadier
Heather Dietsch
De De Dresser
Debbie Earich
Jake Ernest
LeAnne Farmer
Deborah Fieri
Anna Fleming

COMMUNITY ORGANIZATIONS

Christ Episcopal Church
Church at Rancho Bernardo
County of San Diego HHSA
Girl Scout Troop #4214
Museum of Making Music
North Coast Church
North County Bar Association
Oceanside Christmas Bureau
Oceanside Rotary Club
Pacific Ridge Girls Basketball
Point Loma Nazarene University
Rock To Recovery
United Methodist Church of Vista
Vista Irrigation District

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Chipotle
ChromaCode, Inc.
CJ's Skin & Body Studio
Costco
Datron Holdings, Inc.
Dynamis Crossfit
ELiveLife
Encinitas Technology Center
Flippin Pizza
Hilton (MarBrisa) Carlsbad Resort
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Michael and Julie Vargas
Patricia Walker
Lisa Ward
Danielle Wright

KTUA Planning and Landscape Architecture
Little Caesar's Pizza
Moonlight Stage Productions
Murder N' Mayhem
Nield Law Group, APC
Orchard Hill Country Inn
Passion Planner
Pedego Carlsbad
Picaboo.com
Prager Brothers Artisan Bread
Redbock
SD Blinds & Design
That Boy Good
Uber.com
United Healthcare
Venissimo Cheese
VSPOne San Diego
WS Display

FINANCIALS

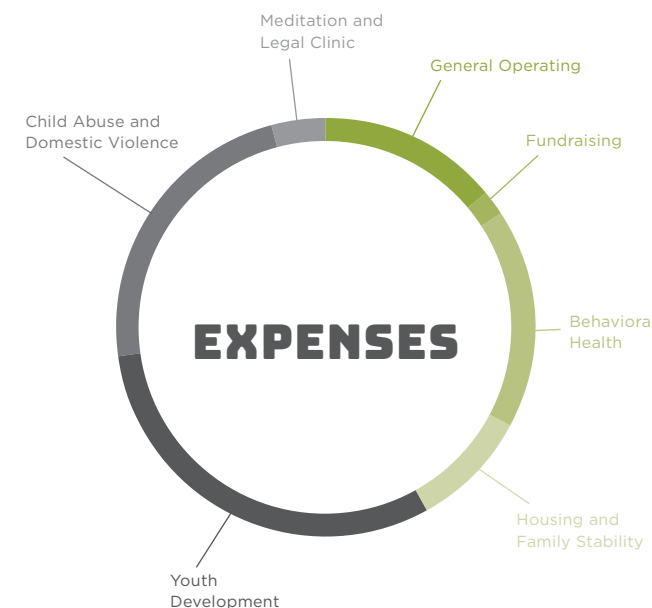
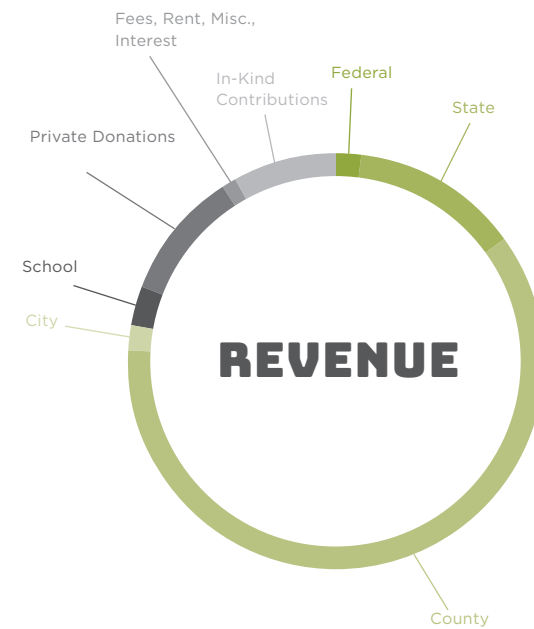
Statement of Revenue and Expenditures

Unaudited, Fiscal Year Ending June 30, 2017

Federal	\$170,094	2%
State	\$1,118,790	13%
County	\$5,434,523	61%
City	\$211,890	2%
School	\$269,356	3%
Private Donations	\$868,039	10%
Fees, Rent, Misc., Interest	\$80,839	1%
In-Kind Contributions	\$704,613	8%
Subtotal	\$8,858,144	100%
(less) Temporarily Restricted	(\$130,230)	
(less) Campaign Pledges Receivable	(\$47,490)	
Total	\$8,680,424	

Expenditures

General Operating	\$1,226,572	14%
Fundraising	\$160,138	2%
Behavioral Health	\$1,409,105	17%
Housing and Family Stability	\$785,137	9%
Youth Development	\$2,643,277	31%
Child Abuse and Domestic Violence	\$1,971,084	23%
Mediation and Legal Clinic	\$297,833	4%
Total	\$8,493,146	100%



Balance Sheet

Unaudited, Fiscal Year Ending June 30, 2017

Assets

Cash	\$892,521
Temporarily Restricted Support	\$130,230
Grants Receivable	\$884,821
Other Current Assets	\$203,835
Property & Equipment at cost, less depreciation	\$1,938,477
Total Assets	\$4,049,884

Liabilities And Net Assets

Accounts Payable	\$580,256
Deferred Revenue	\$0
Mortgages Payable	\$404,106
Total Liabilities	\$984,362
Unrestricted Net Assets	\$3,065,521
Total Net Assets	\$3,065,521
Total Liabilities & Net Assets	\$4,049,883

Net Assets

Change in Unrestricted Net Assets	\$364,998
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IMPACT

6,175 children and adults worked intensively with North County Lifeline on their path to self-reliance.

Behavioral Health (Mental Health and Substance Abuse)

1,190

Housing and Family Stability

572

Youth Development

2,484

Child Abuse and Domestic Violence

772

Mediation and Legal Clinic

1,157



North County Lifeline
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REPORT
2016/17**

www.nclifeline.org

Administrative Office

3142 Vista Way, Suite 400
Oceanside, CA 92056
760.726.4900

Oceanside

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Vista

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