

"We rise by lifting others"

— Robert Ingersoll



RESILIENT YOUTH



STRONG FAMILIES



COMMUNITY PARTNERSHIPS

2014-15 HIGHLIGHTS

Dear Community Partners:

All of our efforts are interconnected. The mission statements of our organizations are designed to weave themselves into a living fabric tailored to support those members of our community who most need our help. North County Lifeline's forty-six years of services have been built and delivered based on our desire to help cultivate strong cohesive families, while building self-reliance among youth, individuals, and families.

At North County Lifeline, we are inspired by a quote from Robert Ingersoll, "**We rise by lifting others.**" However, our organization believes that true success is achieved when the community aligns its resources to meet common goals. In other words, "**Together, we rise by lifting others.**"

North County Lifeline commits substantial resources, through partnerships, to lift others towards their fullest potential. We focus our efforts on building strong collaborative networks of service with dedicated stakeholders who are working toward similar purposes.

In the past year, Lifeline's board members, staff, and volunteers have demonstrated this commitment by providing strategic leadership and dedicated support to numerous successful community efforts:

Our Executive Director Donald Stump served for a fifth year as the President of the **Alliance for Regional Solutions**, North County's community collaborative addressing social issues in the region. Don also served a third year as the Co-chair of the **Live Well North County Leadership Council**, along with Chuck Matthews, regional Deputy Director of the **Health and Human Services Agency**.

In partnership with the **City of Oceanside** and with funding from the **Leichtag Foundation**, Lifeline's management team provided leadership to **North County Works**, a regional collaborative focused on workforce development. Lifeline also brought community organizations together and provided administrative support to drive the efforts of the **North County Transition Age Youth (TAY) Collaborative** and the **Behavioral Health Alliance**. As a result, we now have more North County residents with new jobs, better access to mental health services, and a more coordinated system for TAY services.

And finally, our strategic partnership with the nonprofit housing developer, **Community Housing Works**, and the **City of Vista** has resulted in the creation of sixty-eight new affordable housing units in the region. We have more regional capacity to house low-income folks in quality housing and we are providing youth transitioning out of foster care with their first independent homes!


Lifeline's purpose statement reads: "**Building resilient youth, nurturing strong families, and partnering to solve community problems.**" To accomplish our purpose, Lifeline is committed to fostering partnerships that will provide the best possible network of services for those in most need.

We are deeply grateful to all of our community partners. Your ongoing support and continued collaboration make it possible for Lifeline to continue to rise to the challenges in North County San Diego.

With our warmest regards,



Paul Cevolani
President, Board of Directors



Donald Stump
Executive Director



BOARD OF DIRECTORS

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VOLUNTEERS ARE OUR LIFELINE

Volunteers are truly the soul of North County Lifeline. This year, Lifeline was named a **Service Enterprise** by the Points of Light Foundation. One of five organizations in San Diego County to earn certification, this distinction underscores Lifeline's commitment to supporting volunteers.

More than **650** volunteers dedicated **22,245** hours valued to be worth **\$547,500**.

Behavioral Health: **25** volunteers

Youth Development: **47** volunteers

Employment & Housing: **28** volunteers

Mediation and Fair Housing: **32** volunteers

Business Office & Board of Directors: **24** volunteers

Single Day of Service: **514** volunteers

*Volunteers are truly the soul of
North County Lifeline*

Genentech Gives Back Week: 3 Days in June

Thank you to the **24** Genentech employees who led math, reading and science lessons with youth at **Club Crown Heights**. Give back week was a huge success!



Suzi Bradshaw: Tutoring Program Leader

Suzi's passion for reading helped Lifeline launch a pilot program for individual tutoring in 3rd grade reading. We rely on Suzi's expertise as a reading specialist to design lesson plans and train tutors for this volunteer-led program. **Thank you Suzi!** Because of YOU, all kids in the program increased their scores on standardized tests.



North Coast Church Weekend of Service

In just one weekend, **220** volunteers from North Coast Church transformed Lifeline's Vista and Coastal campuses. Experts in everything from painting to tile work to landscaping dedicated more than **1,000** hours ... **Wow!**

CSU San Marcos: Cesar Chavez Day

Club Crown Heights has a newly painted Reading Room at the La Casita site, thanks to 23 CSUSM volunteers. Now hosting the Reading Club, it is the 'cool' place to be on Wednesdays. Thank you for giving back!



RESILIENT YOUTH

Kids are at the heart of every decision Lifeline makes. To achieve a mission focused on self-reliance, Lifeline ensures that each child lives up to their highest potential.

Building resilience is particularly important for youth in low-income families. According to the U.S. Department of Health & Human Services:

- 29% fail to earn high school diplomas, as opposed to 5% of high-income families.
- 1 in 5 youth from low-income families are charged with an adult crime by the age of 24.

Lifeline's youth development model operates on a continuum from prevention to breaking the cycles of delinquency.

Prevention: Club Crown Heights

Club Crown Heights is a safe space for youth ages 5 to 18 in one of Oceanside's poorest and most violence-stricken communities. This year, **Club Crown Heights achieved a record level of enrollment with 197 youth** ages five to eighteen attending either **La Casita** for elementary children or **La Escuelita** for middle and high school youth. Thank you to Price Philanthropies, SDG&E, and Datron for providing leadership gifts for Club Crown Heights.

- 85% completed or led community service projects – providing a total **2,500** hours of service
- 100% improved school attendance (self-reported)
- 14 Club Crown Heights seniors joined the graduating class of 2015



PREVENTION:
Club Crown Heights



PREVENTION TO EARLY INTERVENTION: Community Assessment Team



Prevention to Early Intervention: Community Assessment Team

Kids make mistakes. They skip school or defy authority. The pressure to experiment with drugs and alcohol is extreme. Lifeline's Community Assessment Team is a partnership with the County of San Diego and Probation to prevent juvenile delinquency and, when necessary, intervene.

- More than **900** youth worked with Lifeline this year to redirect negative behavior and become self-reliant
- **87%** of youth reduced or eliminated substance abuse (as reported by children and parents)
- **97%** of youth did not enter, or re-enter, the Juvenile Justice System (as documented in probation record checks)

Kids are at the heart of every decision Lifeline makes.



CONGRATULATIONS, Angel

Angel is headed to UC Santa Cruz! Having enrolled in Club Crown Heights at eight years old, Angel faced several obstacles to success in school: two working parents struggling to make ends meet, violence on neighborhood streets, and constant pressure to join the local street gang.

In spite of the barriers Angel persevered. He was named a **Simon Scholar** and **graduated with honors** in June 2015. In his graduation speech, Angel spoke of the influence that Club Crown Heights had on his school years and the decisions he has made. **Though many of his friends and family members were sidetracked by gang activities, Angel continued to attend Club Crown Heights after school.** Angel was accepted to six major universities and enrolled at the University of California Santa Cruz. He plans on studying political science and pursuing a law degree. Today, Angel is a **role model** for all Club Crown Heights youth.



SELF RELIANCE:
Success!



BREAKING CYCLES:
Intensive Intervention



Breaking Cycles: Intensive Intervention

Many families are breaking cycles of poverty, addiction, and incarceration. Their kids have incredible potential yet are surrounded by negative influences. Lifeline provides positive intervention. Working with the County's Probation department, we can help youth break the cycle of substance abuse, crime or violence. With intervention, the cycle ends, leading to thriving young adults. Lifeline intervened with **540** kids on probation — providing individual and family support in the community and at home.

STRONG FAMILIES

Children can reach their highest potential with the support of their families. From ending the cycle of violence to supporting behavioral health, Lifeline gives families a fighting chance at every opportunity.

Family Violence Prevention and Intervention

Domestic violence is reported in more than 50% of child abuse and neglect investigations according to the National Council on Child Abuse and Family Violence

To prevent future violence, we must work with those being victimized as well as those who act out. Through partnerships with the County of San Diego Child Welfare Services, Lifeline is committed to both.

- Lifeline counselors worked with more than 550 families to end the cycle of violence—in homes and through parenting classes.
- Parent Partners, para-professional staff who have had a successful experience in the child welfare system, provided a unique level of support having overcome similar challenges.
- More than 100 people completed Domestic Violence intervention groups for perpetrators or anger management groups.



Project AIM

Through a partnership with United Way of San Diego County and the Seimer Family Institute, Lifeline will begin intensive programming working with unstable and homeless families in Vista in FY 2015-16. As a result, homeless and at-risk families in Vista will:

- Increase their income level
- Maintain safe and stable housing
- Enhance the educational development of their school-aged children

This self-reliance initiative builds on the employment and financial programs funded by **Leichtag Foundation** and **Wells Fargo**—thank you!

*Children can reach their highest potential
with the support of their families.*

Behavioral Health

Lifeline's behavioral health services address mental health and substance abuse. To meet a startling nationwide gap in services, clinicians work individually with children at schools, in clinics, and at home. According to the National Institute of Mental Health:

- 1 in 5 children ages 13 to 18 currently or previously had a debilitating mental disorder
- Nearly 50% of youth aged 8 to 15 didn't receive mental health services in the previous year.

To close this gap in North County, Lifeline will launch a new clinic, meeting the mental health and substance abuse treatment needs of those who are under the 250% poverty benchmark or do not have access to private providers.

The clinic will fill a North County gap in mental health services that has frequently been identified in community planning processes, specifically the North County Behavioral Health Alliance and the Tri-City Medical Center Community Healthcare Alliance Committee. Simultaneously, the clinic represents an earned income strategy that will improve Lifeline's sustainability.

The initial launch of the New Life Clinic is possible through the generous support of **Alliance Healthcare Foundation**.



COMMUNITY PARTNERSHIPS

North County Lifeline's community-youth-development philosophy holds that an individual's challenges are a symptom of larger social issues which, if not addressed, limit a community's prosperity. As a result, Lifeline initiates, identifies, and partners with affected community stakeholders to develop solutions.

Through combined effort, we can build collaborations that make a greater impact.

Truly — we rise by lifting others.



Project LIFE

Living In Freedom from Exploitation shouldn't be a dream. For many, it is—even here in San Diego County.

What is human trafficking?

Human trafficking is a modern form of slavery. It involves controlling a person through force, fraud, or coercion to exploit the victim for forced labor, sexual exploitation, or both.

Human Trafficking is a local, domestic problem.

- San Diego is one of the 13 highest sex trafficking areas in the U.S.
- 72% of California human trafficking victims are American.
- The majority of identified victims in California are women and girls—their average age at recruitment is age 12 to 14.
- Human trafficking has become a lucrative criminal enterprise for San Diego street gangs.

Project LIFE is a direct response to this crisis. Project LIFE provides services for trafficking victims, prevention workshops for teens, and community awareness trainings to increase identification of victims. In May 2015, North County Lifeline was the recipient of the **FBI Director's Community Leadership Award** for our



Awareness Training Works—Maya's Story

A local community member who had participated in Project LIFE awareness training contacted Lifeline after meeting Maya and recognizing the signs of a potential trafficking victim. When Project LIFE connected with Maya, she had been beaten and deserted by a pimp who kidnapped her from another state. Initially, Maya was hesitant to accept help, but after working with Project LIFE she began the steps needed to get home. A few days later, Maya's mother picked her up at the train station and the family reunited. The call we received later from Maya's Mom expressed a gratitude that the Project LIFE team will never forget.



Thank you each community member who donated to Project LIFE—including the **United Methodist Church of Vista's Cable Fund** and **Women Give San Diego**. You are truly keeping services going for victims of trafficking in North County.

Lifeline initiates, identifies, and partners with affected community stakeholders to develop solutions.

Mediation and Fair Housing

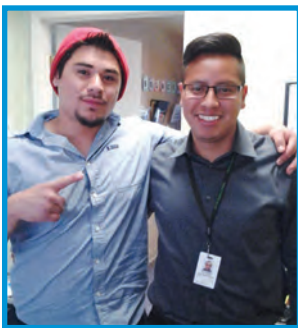
All of us, when given the resources and support, can solve our own problems. Lifeline's dispute resolution services mobilize more than 50 volunteer mediators to help community members resolve conflict outside of court. In parallel with its mediation services, Lifeline's fair housing program works countywide to prevent housing discrimination.

- 81% of the free mediations resulted in mutual agreement. What costs us \$300 per mediation can save the courts thousands of dollars in court costs!
- More than 1,800 people relied on North County Lifeline for mediation and fair housing services in FY 2014–15



LifeSpring Housing

Many of North County's foster youth lack the family support needed to achieve their potential, especially once they achieve age eighteen and "age out" of the foster care system. LifeSpring is a 24-month transitional housing and intensive case management program for former foster youth. The long-term goal of the LifeSpring program is self-reliance for each young adult, supported by short-term objectives which include housing, daily case management, and financial and employment coaching. LifeSpring prepares youth for a life as self-reliant adults, good parents, and responsible citizens.



LifeSpring's First Resident Graduates

In April 2015, Omar completed the 2-year LifeSpring housing program. As our very first resident back in 2013, we couldn't be more proud of Omar and his accomplishments today.

Omar was 20 years old when he interviewed for Lifeline's housing program and, after years in the foster care system, had not developed the skills needed to live independently. Omar was working two part-time jobs, did not have a high school diploma, had recently acquired \$1,600 in traffic tickets, was struggling to develop a relationship with his 15-month old son, and had recently been served child support papers. He described himself as friendly, disorganized, and hardworking.

Omar was accepted into LifeSpring, which stabilized his housing, provided financial education to repair his credit, and coaching to secure full-time employment. Most importantly, Omar never gave up on developing a healthy relationship with his son. He stepped up financially to provide child support, even with a low income, and now has custody of his son 3 weekends each month.

Today, Omar has confidence in his ability to be a good father, despite lacking one in his own life. He is considering careers that will provide long-term stability for his family.

With resilience and determination, Omar will succeed along any path he chooses.

Congratulations, Omar!

Stay tuned: LifeSpring expands in FY 2015–16!

A YEAR OF GIVING | 2014–2015 Donor Highlights

\$25,000 +

Alliance Healthcare Foundation
Leichtag Foundation
Price Philanthropies Foundation
United Methodist Church of Vista
Wells Fargo

\$5,000–\$24,999

The Ameritino Foundation
Datron World Communications
Encinitas Rotary Club Foundation
Samuel H. French III and Katherine Weaver French Fund
The Rupert L. Keesler, Jr. and Raymond M. Chavez Fund of The San Diego Foundation
Tri-City Healthcare District
Rudy and Elizabeth Van Hunnick
Women Give San Diego, a giving circle of The Women's Foundation of California

\$1,000–\$4,999

Ray and Jan Aller
Kristin Anderson
Sam Brown
Irma Cota
Patrick Daly
Mary and Kerry Donovan
Eric Hall & Associates
Bonnie Hammer
In-N-Out Burger Foundation
NICO Insurance Services
Reginald and Wilma Owens
Soroptimist International of Oceanside–Carlsbad
Soroptimist International of Vista
That Boy Good BBQ
Carole and Jerry Turk
Mary Urelus
WD-40 Company
The Woman's Club of Vista

\$500–\$999

Amigos De Vista Lions Club
Cindy and Tom Ballard-Guminski
Paul Cevolani
Coastal Community Foundation
Community Faith Center
Sharon Cooper
Debi Deal
Paul Garza
Genentech
Betty Graff
Jim Hagar
Ignite Church
Scott Kapin
Millennium Reinforcing
John Moffat
Oceanside Rotary Club
Anthony Ongyod
San Marcos Lutheran Church
Soroptimist International of San Diego

Linda Southard
Shannon Stubblefield
Don Stump
The Terraces at Del Mar
United Way of San Diego County
Wells Fargo Community Support Campaign

\$100–\$499

Alcoholics Anonymous
Carol Bartz
Valerie Bernal
Suzanne Bradshaw
Erica Burles
Ken Calkins
Charlotte Centuori
City of Oceanside Police Department
Deirdre Colburn
Kim Cooley
Curran Law Firm
Delta Sigma Theta Sorority
Anthony DeSalvo
Donovan's Steak & Chop House
Barry Dragon
Marvin and Adrienne Ferrell
Julia Fordham
John Huebner
Kelly Jones
Catherine Joseph
John Kafka
Christine Klement
Knights of Columbus
Knuckleheads Barbershop
Karen Krause
Brian Laidlaw
Matt Lyons
Rachel Mesches
Norma Miyamoto
MR Reinforcing
Robert W. Nicholson
Notorius Burgers
Jeff Novak
Oceanside Interact Club
Oceanside Museum of Art
Oceanside Police Officers Association
Colleen O'Harra
Rodrigo Olivia
Carol and Vann Parker
Margery Pierce
Bruce Polidori
Melinda A. Pure
David WS Randolph
ServiAmerica
Tracy and Kevin Sharrar
Debbie Shriver
Mary Stark
Target—Vista
Pheno N. Taylor
Triton Management Services
Dianne Tuttle
United Methodist Women—Escondido
United Way of Metropolitan Dallas

United Way of Arizona
Pat and Chris Weil
Rusty Williams
Jill Wyckoff
Jessica Hanson York

Up to \$100

Greg Anglea
Aracely Balcazar
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Linda Ceasar
Thomas C. Coxon
Tricia A. Elisara
Pamela Ann Fees
Gentle Dental
Elijah Gladden
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Aileen Lao
Little Cakes
Eileen Lohner-Turk
Sharon Lomayesva
Maria Milla
Mercedes Moreno
Move Your Feet Before You Eat Foundation
North Coast United Methodist Church
The Optimist Club Del Mar—Solana Beach
Oriental Trading Company
Cynthia Pavett
Ralphs—San Marcos
Roberta Reid
Gwen Robinson
Rita Senn-Sikorski
Anne Skidmore
Dan and Vivian Stubblefield
Pedro and Graciela Valdovinos
Patricia Walker
Walmart—Vista
Debra Wilson
Wines for Humanity
Susan R. Wise

In-Kind Donors, \$1,000 +

Melvin Baker
Canyon Springs Ministry Women's Bible Study
Costco
Datron World Communications
Fresh & Easy—Mira Mesa
Fresh & Easy—Oceanside
Fresh & Easy—Vista
North Coast Church
Oceanside Christmas Bureau
John and Mary Rainsford Charitable Foundation
United Methodist Church of Vista
Women of AT&T

In-Kind Donors, Up to \$999

Melissa and David Alcazar
Aqua Lung
Tom and Cindy Ballard-Guminski

Bellissima Day Spa
B. J. Bennett
BJ's Restaurant
Sam Brown
Travis Brown
Mae Casanova
Paul Cevolani
The Church At Rancho Bernardo
Cub Scout Pack 769
Patrick Daly
Mary and Kerry Donovan
Tamara Drinkwater
Elements Therapeutic Massage, Carlsbad
Charles and Ann Ellinwood
Robin Fichtner
Julia Fordham
Fresh & Easy—Oceanside #2
Elizabeth Gallagher
Belinda Gallo
Paul Garza
Gentle Dental
Oscar Gomez
Betty Graff
Jim Hagar
Magaly Hernandez
Ignite Church
In-N-Out Burger Foundation
Andrew Johnson
Fred Johnson
Jennifer Jones
Kelly Paper
Jennifer Kemp
Kogod Wine Merchant
Mag 39 Marine Families
Lizbeth Marcelino
Mark McGinnis
Gwen McGuire
Terri McMurtry
Medicus Kick X Golf
Millcreek Apartment Homes
Israel, Herrera and Jessica Munoz
Museum of Making Music
North County Bar Association
Keely Nunez
Oceanside Kiwanis
Orchard Hill Country Inn
Reginald and Wilma Owens
Ellen Pterudis
Reuben H. Fleet Science Center
The Rock Church
San Diego Children's Discovery Museum
San Diego Natural History Museum
Daryn Schvimmer
Rita Senn-Sikorski
Tracy and Kevin Sharrar
Starbucks—Vista Village
Shannon Stubblefield
Mary Urelus
USC School of Social Work
Verve Plastic Surgery
Lisa Voisen
Monica Ward

2014-15 FINANCIALS

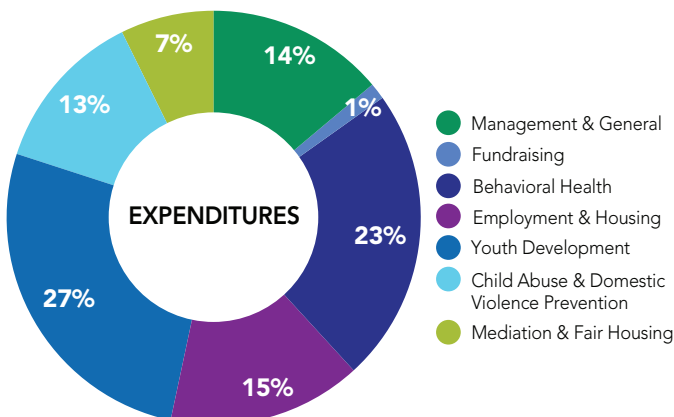
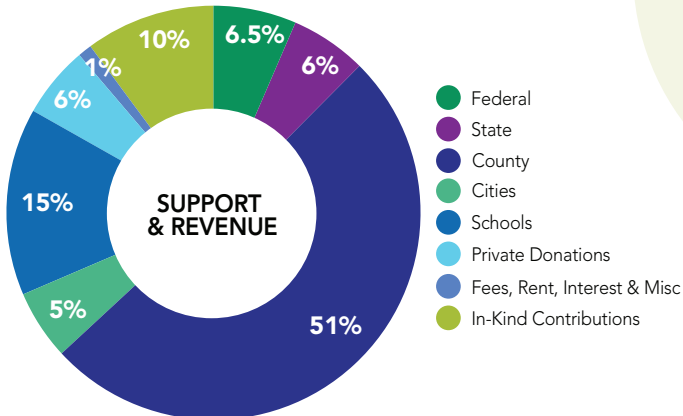
BALANCE SHEET — UNAUDITED JUNE 30, 2015

ASSETS

Cash	\$ 373,786
Temporarily Restricted Support	\$ 60,197
Grants Receivable	\$ 967,206
Other Current Assets	\$ 234,575
Property & Equipment at cost, less depreciation	\$ 1,997,167
Total Assets	\$ 3,632,931

LIABILITIES AND NET ASSETS

Accounts Payable	\$ 540,452
Deferred Revenue	\$ 1,011
Mortgages Payable	\$ 525,223
Total Liabilities	\$ 1,066,686
Unrestricted Net Assets	\$ 2,566,245
Total Net Assets	\$ 2,566,245
Total Liabilities & Net Assets	\$ 3,632,931



STATEMENT OF REVENUE AND EXPENDITURES — UNAUDITED FISCAL YEAR ENDED JUNE 30, 2015

SUPPORT & REVENUE

INCOME CATEGORY	AMOUNT	PERCENT
Federal	\$ 489,223	6.5%
State	\$ 451,714	6.0%
County	\$ 3,827,271	50.7%
Cities	\$ 411,699	5.4%
Schools	\$ 1,105,410	14.6%
Private Donations	\$ 422,745	5.6%
Fees, Rent, Interest & Misc	\$ 82,017	1.1%
In-Kind Contributions	\$ 765,886	10.1%
Total Revenue	\$ 7,555,965	100.0%

EXPENDITURES

Management & General	\$ 1,053,112	13.9%
Fundraising	\$ 97,348	1.3%
Behavioral Health	\$ 1,746,541	23.0%
Employment & Housing	\$ 1,149,657	15.2%
Youth Development	\$ 2,021,871	26.7%
Child Abuse & Domestic Violence Prevention	\$ 963,678	12.7%
Mediation & Fair Housing	\$ 554,099	7.3%
Total Expenditures	\$ 7,586,307	100.0%
Net income/(loss)	\$ (30,343)	

Audited financial statements for the 2014-15
fiscal year are available upon request.

MISSION STATEMENT

North County Lifeline's mission is to build self-reliance among youth, individuals and families through skill building, problem solving, and accessible community based services.



*Lifeline gives youth and families
the tools they need to solve their own
problems and become self-reliant.*

Contact Us

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VOLUNTEER volunteer@nclifeline.org or call (760) 842-6254

Tax ID: 95-2794253

