

# NORTH COUNTY LIFELINE



1 Organization



12 Months



24,807 People

## ANNUAL REPORT 2013-14

*building resilient  
youth*

*partnering to solve  
community problems*





## A YEAR IN REVIEW 2013-14



Our sincerest appreciation to all who collaborated with North County Lifeline, who served as a volunteer and shared personal resources, who supported initiatives, and those that became newly engaged in North County Lifeline's programs and services in 2013-14. **We could not have accomplished all we did without your help and inspiration!** After a year of incredible growth in 2012-13, the leadership at Lifeline took a step back and pursued strategic planning, to reflect on the organization that Lifeline will become in the future.



As a result, we re-affirmed the validity and promise of our mission — *to build self-reliance among youth, individuals and families through skill building, problem solving, and accessible community based services*. As part of our process, we decided that in order to build self-reliance among our program participants, we needed to expand our scope to fill the service gaps identified by our participants. These services include our community based mental health services in the expanding market of healthcare reform, and career & work readiness services for at-risk youth who engage in our delinquency prevention and mental health programs. We will also actively build our company's self-reliance by renewing organizational capacity to manage this intended growth and more robust fund-development and earned-income strategies.



Looking back at 2013-14, Lifeline's dedicated and tireless staff served 24,807 North County residents, 8,778 of them with intensive services and an additional 16,029 individuals with community education through more than 105,470 service visits! We managed more than 35 grants and contracts from the County of San Diego, our target cities and school districts, local and regional foundations, and the State. Through the dedication of our Board and community volunteers, we expanded our private giving — 225 donors gave \$430,000 last year—the highest amount in Lifeline's history!

Lifeline finished the year with \$8.1 million in revenue and in-kind resources which means, with the support of our donors, funders and volunteers, we spent approximately \$925 per North County resident to provide life-changing services...as you will learn by reviewing this annual report.

As the largest provider of services for troubled youth in North County—we served more than 3,200 children and teens last year—we are dedicated to sustaining the high quality of our services through the expansion of evidence-based intervention practices, by working though a trauma-informed lens, and redoubling our efforts to assure that youth and individuals understand their important responsibility to the community in which they live. All these achievements are reached by applying a community youth development approach.

Thank you for the many gifts you gave us to make 2013-14 an incredible year of reflection and recommitment. Your many contributions and partnership are valued and honored as we move forward into our envisioned future.

Donald Stump  
Executive Director



### BOARD OF DIRECTORS

**Paul Cevolani** | *President*  
President/CEO, Novus Origo

**Mary Ureluis** | *Vice President*  
Retired Educator

**Betty Graff** | *Secretary*  
Consultant, Land Use Planning

**Mary Donovan** | *Treasurer*  
Retired, Consultant  
Tri-City Home Care

**Jim Hagar** | *Immediate Past President*  
Attorney, Hagar & Cotton

**Sam Brown**  
Vice-President, Rancho Mesa  
Insurance Services

**Travis Brown**  
Chief Operating Officer,  
PGP Valuation, Inc.

**Patrick Daly**  
Executive Director, Ernst & Young

**Paul A. Garza**  
Senior Manager, Genentech, Inc.

**John Moffat**  
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**Reginald Owens**  
College Instructor

**Rusty Williams**  
Principal, Lee & Associates





## BUILDING RESILIENT YOUTH

At the heart of North County Lifeline's mission is the belief that youth can live up to their highest potential, no matter what barriers may be placed in their path to adulthood.

Our **Youth Development** program's aim is to divert at-risk youth from crime, gangs and drugs by providing positive alternatives and an array of supports to help them solve problems. The focus of these delinquency and gang prevention and intervention programs are in the cities of Vista, Oceanside and Carlsbad with some services reaching across the entire County. Lifeline continues to focus on providing a safe haven in the Crown Heights neighborhood of Oceanside, providing intensive prevention and mentoring services to youth from ages six to eighteen.

Our comprehensive children's **Behavioral Health** services are provided intensively in school districts across North County including Vista, Oceanside, Carlsbad, San Marcos, Bonsall, Fallbrook, and Cardiff. Licensed therapists, counselors, and interns provide evidence-based counseling to children with serious mental health concerns and special education barriers to academic success.



### Youth Spotlight: Daniel R., 17 yrs old



Graduating Class of 2014 from El Camino High School, Oceanside, CA

**Daniel** started attending Club Crown Heights when he was 7 years old. He was one of the many youth who attended the program daily, participated in every activity, and volunteered for the annual Haunted House, the Crown Heights Festival, and community service events like beach clean ups. Daniel credits the program for allowing him to grow up safely and

with keeping him off the streets where, for many, it's very easy to get lost. Since his high school graduation, Daniel works a part time job and attends Palomar College where he is taking classes in criminology, and intends to take EMT classes in hopes of making it to the police academy.

***"Thank you Club Crown Heights for helping keep me out of trouble. And encouraging me to always do my best."*** — Daniel R.





Strong, nurturing families raise resilient youth. Lifeline works with some of the most troubled parents and struggling families in North County, giving them a fighting chance at every opportunity available to them and their children.

Lifeline is committed to ending **Child Abuse and Domestic Violence**.

For families who are struggling to end the cycle of violence, Lifeline provides in-home family support for families in the child welfare system, evidence-based parenting classes, and intensive therapeutic groups to address anger management and build positive relationships.

Strong families require stable housing, full-time employment, and a strong financial base. Lifeline's **Employment and Housing** department provides 1:1 coaching at Life Achievement Centers in Vista's Townsite and Oceanside's Crown Heights neighborhoods. LifeSpring House and Apartments give foster youth who have aged-out of the system transitional housing and independent living support through our Life Achievement Centers.

#### Spotlight: Christina

Christina was referred to North County Lifeline from a residential treatment program to access our Life Achievement Center and its employment and financial literacy services. She enthusiastically worked with our coaches and job developer and obtained employment quickly. Christina was always one of the first to show up at our monthly workshops, turned in paperwork on time, and always had a smile on her face. Through her perseverance and determination, **Christina increased her hours at work, obtained an increase in wages, raised her credit score over 700, and secured permanent housing for herself and her daughter.** Christina credits her continued involvement with the Life Achievement Center with helping her maintain her employment for over three years. We know she now has the foundation to achieve so much more in the future!







## PARTNERING TO SOLVE COMMUNITY PROBLEMS



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. Lifeline is dedicated to committing time and resources to initiate, identify, and partner with affected community stakeholders to develop solutions and build collaborations that, through combined effort, will make a greater impact!

Lifeline's **Mediation and Fair Housing** programs reflect another core belief in the community-youth development philosophy – that all of us, when given the resources and support, are able to solve our own problems. Lifeline's dispute resolution services mobilize more than 50 volunteer mediators to help community members resolve conflict outside of court. Volunteer mediators work with landlords and tenants, cities and residents, parents and children, businesses, and neighbors. As a result, contentious interpersonal, legal, and property conflicts in the community are resolved. Lifeline's fair housing program works countywide to prevent housing discrimination.



### Breaking Free of Human Trafficking: Esperanza's Story



Project LIFE (Living In Freedom from Exploitation) received a referral regarding a woman who had been trafficked from Central America. Our program coordinator met Esperanza in a safe house and she consented to receive victim advocacy, case management, and therapy services after several conversations. She was afraid to share her story with law enforcement because her traffickers had portrayed them as villains. Esperanza suffered from post-traumatic stress disorder and required trauma specific therapy services that Project LIFE was able to offer. Her trauma was brutal and significant and a barrier to becoming self-reliant. To prevent re-traumatizing Esperanza, the coordinator attended medical appointments with her, holding her hand and providing support. Project LIFE worked with local community partners to provide scar and tattoo removal services to free Esperanza from the reminders of her abusive past.

In keeping with the mission of North County Lifeline to build self-reliance among youth, individuals and families, Esperanza's children were provided therapy and mentoring services. **Esperanza's story of recovery continues to inspire Project LIFE staff to provide intensive care to survivors who have endured modern day slavery.**



Lifeline's enthusiastic volunteers inspire us every day!

The North County Lifeline Volunteer Program seeks to build an engaged community by connecting volunteers with diverse opportunities to serve and by providing resources to build creative, effective volunteer projects, programs and partnerships.

More than **560 volunteers** dedicated **27,231** hours valued to be worth **\$675,000**.

Volunteers work in every Lifeline department – from Behavioral Health to Youth Development to the Business Office. In fiscal year 2013-14, 185 volunteers, including clinical interns, contributed an average of 135 hours each.

An additional 375 volunteers worked 28 separate single days of service: Coastal Cleanups, Vista Adopt a Block, Holiday Food Baskets and more.

Number of hours by individuals in 2013/14:

<b>5,633</b>	Behavioral Health (26 volunteers)
<b>5,796</b>	Employment and Housing (37 volunteers)
<b>863</b>	Tax Preparation (17 volunteers)
<b>9,706</b>	Youth Development (43 volunteers)
<b>1,768</b>	Business Office (19 volunteers)
<b>1,378</b>	Mediation (44 volunteers)
<b>2,107</b>	Single Day of Service (376 volunteers at 28 events)



### Volunteer Spotlight: Kenia Valdovinos

"I first heard of Lifeline from a friend who suggested I volunteer since I had mentioned I was interested in working for a Social Services agency. I began volunteering with the Life Achievement Center helping the Financial Coach with tasks like pulling client reports and data entry. I immediately fell in love with the work that was being accomplished at Lifeline. I saw first-hand the impact the staff and services have on their clients and the community. When the opportunity to serve a year of service through AmeriCorps arose I decided to take it. I grew up in this community and enjoy helping in any way I can to make a strong and healthy community. Lifeline has given me the opportunity to do that."

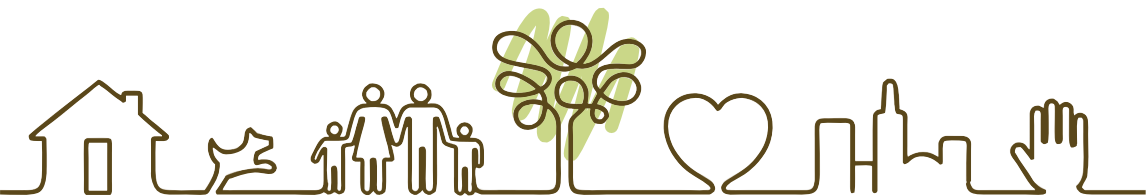


### Volunteer Spotlight:

#### The Mira Costa Pen Pal Project

This year, 13 Literature Studies students from Mira Costa College became Pen Pals with youth in our Club Crown Heights after school program. Club Crown Heights youth practiced grammar, sentence structure, and reading comprehension – all while having fun communicating with a college student. This match also allows us to seed the importance of college from an early age. Thank you Mira Costa!





## 2013-14 FINANCIALS

### BALANCE SHEET — UNAUDITED

JUNE 30, 2014

#### ASSETS

Cash	\$ 588,109
Grants Receivable	\$ 925,393
Other Current Assets	\$ 186,252
Property & Equipment at cost, less depreciation	\$ 2,033,426
<b>Total Assets</b>	<b>\$ 3,733,180</b>

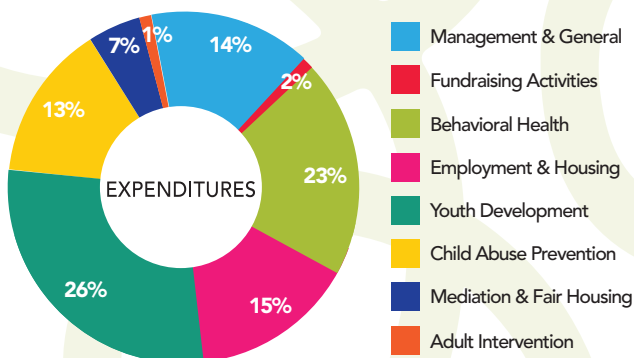
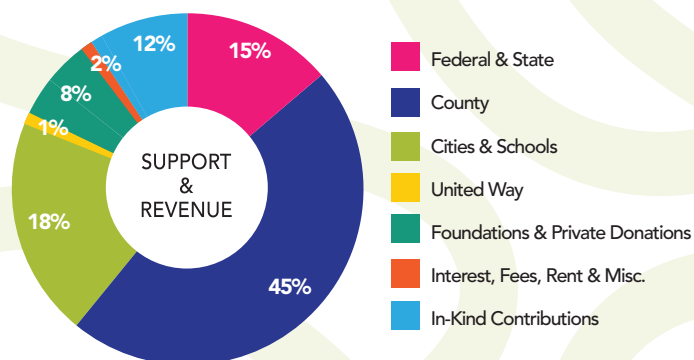
#### LIABILITIES AND NET ASSETS

Accounts Payable	\$ 584,834
Deferred Revenue	\$ 17,244
Mortgages Payable	\$ 534,715
<b>Total Liabilities</b>	<b>\$ 1,136,793</b>

Unrestricted Net Assets	\$ 2,596,388
<b>Total Net Assets</b>	<b>\$ 2,596,388</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 3,733,180</b>

#### NET ASSETS

Change in Unrestricted Net Assets	\$ 8,038
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### STATEMENT OF REVENUE AND EXPENDITURES — UNAUDITED FISCAL YEAR ENDED JUNE 30, 2014

#### SUPPORT & REVENUE

INCOME CATEGORY	AMOUNT	PERCENT
Federal & State	\$ 1,212,101	14.9%
County	\$ 3,678,882	45.2%
Cities & Schools	\$ 1,427,276	17.5%
United Way	\$ 76,273	0.9%
Foundations & Private Donations	\$ 632,988	7.8%
Interest, Fees, Rent & Misc.	\$ 131,651	1.6%
In-Kind Contributions	\$ 982,157	12.1%
<b>Total Revenue</b>	<b>\$ 8,141,328</b>	<b>100.0%</b>

#### EXPENDITURES

Management & General	\$ 1,142,569	14.0%
Fundraising Activities	\$ 157,357	1.9%
Behavioral Health	\$ 1,834,596	22.6%
Employment & Housing	\$ 1,211,385	14.9%
Youth Development	\$ 2,120,352	26.1%
Child Abuse Prevention	\$ 1,035,129	12.7%
Mediation & Fair Housing	\$ 550,476	6.8%
Adult Intervention	\$ 81,426	1.0%
<b>Total Expenditures</b>	<b>\$ 8,133,290</b>	<b>100.0%</b>
<b>Net income/(loss)</b>	<b>\$ 8,038</b>	

Audited financial statements for the 2013-14 fiscal year are available upon request.

## A YEAR OF GIVING 2013-2014 Donor Highlights

### \$25,000+

Alliance Healthcare Foundation  
Leichtag Foundation  
The Parker Foundation  
Rancho Santa Fe Foundation  
SDG&E  
United Methodist Church of Vista

### \$5,000 - \$24,999

Mary Carothers  
Datron World Communications  
Kaiser Foundation Hospitals  
NICO Insurance Services, Inc.  
The Oceanside Charitable  
Foundation, an affiliate of The  
San Diego Foundation  
Union Bank Foundation

### \$1,000 - \$4,999

Kerry and Mary Donovan  
Encinitas Rotary Club Foundation  
Betty Graff  
Bonnie Hammer  
Harmony & Health Foundation  
Roy Martins  
Target Stores  
Mary Urelus  
Rusty Williams, The Williams  
Group with Lee & Associates  
The Woman's Club Of Vista

### \$500 - \$999

46:10 Community  
Fellowship Church  
AXA Foundation  
Biofilm

Paul and Allison Cevolani  
Deirdre Colburn  
Kim Cooley  
Patrick and Korin Daly  
Envision Salon  
Jim and Darlene Hagar  
Nerice Kaufman  
Lexus Toyota Carlsbad  
John Moffat  
Oceanside Firefighters  
Association  
Oceanside Rotary Club  
Reginald Owens  
Soroptimist International  
Oceanside-Carlsbad  
John Steccato  
Don and Sarah Stump  
That Boy Good  
United Methodist Women -  
Escondido

### \$100 - \$499

Alcoholics Anonymous  
Raymond Aller  
Jason and Crystal Anthony  
Bank Of America  
Susan Bedford  
Steven A. Beuligmann, DDS  
California Fruit Wine Corp  
Kristin Carlson  
Duane Coleman  
Julie Dunlap & McKinney  
Advisory Group  
Larry and Cathleen Hatter  
Nicole Heesen

Mary Hodsdon  
Judith Horning  
John Kafka  
Scott Kapin  
Knuckleheads Barbershop  
Emily Kuhnel  
Eileen Lohner-Turk  
Ernie Mascitti  
Maria McEneaney  
Mary McGrath  
Jeff Novak  
Carol and Vann Parker  
Margery Pierce  
Plumbing Tree  
Judith Reimer  
Cheri Sanders  
Deborah and Mike Shriver  
Christine Simelius  
Linda and Chris Southard  
Louis Storrow  
Shannon Stubblefield  
David Tam  
Charli Ellinwood Vannoy  
Vista Art Foundation  
Joseph Ward  
Herbert Weston

### up to \$100

Melissa Alcazar  
Allen's Alley  
Debbie Baldwin  
Barbara Bale  
Patricia Benner  
Matthew Bishop  
Dominic Colangelo



Brenda Coronado  
Stephanie Cowan  
Brandy Craig  
Donna Dalton  
Debbie Derderian  
Vanessa Duane  
Marina Eshelman  
Fallbrook Garage and Qwik Lube  
Dana Franciosa  
Carol Ghilain  
Timothy Glover  
Jim Goethel  
Lawrence Goodwin  
Frank Grana  
Paul Hagenburger  
Angie Hanifin  
Sabrina Harrington  
High Tech High International  
Rick Hipolito  
William Jaynes  
Eleanor King  
Lori Landry  
Barbara Lindsey  
Sharon Lomayesva  
Colette Lord  
Jenna Lyons  
Tamara Marthens  
Sharyn McGough  
Law Office Of Steven Medearis  
MiraCosta College  
Emily Moore  
Becky Moreno  
Move Your Feet Before  
You Eat Foundation

Jamie Norgaard  
North County  
Philanthropy Council  
Amanda Payton  
Carla Platon  
Carmela Platon  
Doug Potter  
Amanda Primera  
Barbara Ritter  
Linda Rosol  
Ann Marie Schrader  
Diane Strader  
Heather Sieverding  
Sally Stevenson  
Eleanor Stoneburner  
Diane Strader  
Strategic Results Group  
Rene Tarver  
Wanda Thurston  
Brittany Treadway  
Diana Trevino  
Tropicana Market  
Maribel Uribe  
Pedro and Graciela  
Valdovinos  
Bertha Vargas  
Bertha Vayer  
Darlene Wilcox  
Sandy Williams  
Risa Williamson  
Wines For Humanity  
Norma Wolkstein  
Jill Wyckoff  
Jim Zheng



## IN-KIND DONORS

### In-Kind Donors, \$1,000+

Melvin Baker  
Cooley LLP  
Costco  
County of San Diego,  
Supervisor Bill Horn's Office  
Patrick Daly  
Dovetail Marketing  
Robin Fichtner  
Dan Franklin  
Fresh & Easy  
Chris Heller  
La Costa Limousine  
Leichtag Foundation  
Metabolic Response Modifiers  
San Diego County Office Of  
Education  
The Movement Church  
Toys For Tots  
Mary Urelus

### In-Kind Donors, up to \$1,000

46:10 Community Fellowship  
Church  
Alvarado Institute Of Skin Care  
Aquarium of the Pacific  
BBS Manufacturing  
Beach Break Cafe  
Bellissima Day Spa  
Birch Aquarium

Ivy Bodin  
Broken Yolk Cafe  
Natalie Brookhart  
Build A Bear  
Phebe Burnham  
Haydee Cain  
California Surf Museum  
Carlsbad Alkaline Water  
Kristin Carlson  
Paul Cevolani  
Church At Rancho Bernardo  
CJs Skin & Body Studio  
Cornerstone Christian Church  
- Vista  
Cottonwood Golf Club  
Crozier's Flowers  
Cub Scout Pack 769  
Custom X Bodyboards  
Amber Dell  
Mary Donovan  
Elks Lodge  
Evans Tire & Service Centers  
EZ Nails  
Fire Mountain Cleaners  
Frog's Fitness  
Belinda Gallo  
Tiffany Garcia  
Gianni's Pizza  
Goldrust  
Green Mountain Coffee Roasters

Rebecca Haagenson  
Tam Hackman  
Jim Hagar  
Edy Halbiz  
Erica Harris  
Home Depot  
Hospice Of The North Coast  
In-N-Out Burger Foundation  
Islands Burgers  
Jazzercise  
Nerice Kaufman  
CJ Kemp  
Jennifer Kemp  
Julie Korff  
Krikorian Premiere Theaters  
Stevi Kuhns  
Janet Ledbetter  
Legoland  
Little Caesar's Pizza  
Lomas Santa Fe Swim  
Steve Lopez  
Lumberyard Tavern and Grill  
Mama 'n Papa's Pizza Grotto  
Massage Envy, Solana Beach  
Massage Envy, Vista  
Massage Green Spa Scripps  
Poway  
Linda Mastrantonio  
Terri McMurtry  
John Moffat

Moonlight Stage Productions  
Danclín Morales  
Museum Of Making Music  
Noonan Family Swim School  
Nordstrom Rack San Marcos  
North County Bar Association  
Sister Sheila Novak  
Oceanside Boat Rental  
Oggi's Pizza and Brewing Co.  
Sharon Omahen  
Orfila Winery  
Freddi Pakier Healthy Coaching  
Triana Pangrcic  
Peek-a-Boo Salon  
Karen Rader  
Gwen Robinson  
Arnold and Kiki Roe  
Abel Rosas  
Ruben H. Fleet Science Center  
Linda Rucker  
Alberta Saavedra  
Dixie Sampier  
The San Diego Museum of Art  
San Diego Natural History  
Museum  
San Diego Padres  
San Diego Symphony  
San Diego Zoo Global  
San Marcos Lutheran Church  
Sanctuate

Tracy and Kevin Sharrar  
Heather Sieverding  
Soroptimist International  
Of Oceanside-Carlsbad  
Souplantation  
St. Mark Golf Club  
Starbucks, Vista Village  
Shannon Stubblefield  
Sunrise Cafe  
Supercuts  
Target Foundation  
Jill Wyckoff  
Tiger Lily Day  
Spa & Boutique  
Torrey Pines High School  
Junior Optimist Club  
Towne Place Suites  
By Marriott  
United Methodist Women -  
Escondido  
Urbn Coal Fired Pizza  
Pedro and Graciela  
Valdovinos  
Vista Teen Outreach  
Wellness Center  
Western Environmental  
Services, LLC  
World's Fare  
Kellie Thomas-Walker

Join our efforts to help children and families in need. **GIVE TODAY!** Please call Shannon at (760) 842-6257 to get involved.