

COVID-19 Pandemic Impact Report

January 2021



Thank you to all our community partners and generous individual donors.
Your support is helping families in need to overcome the challenges of COVID-19!

\$\$\$ **\$1,446,120**
Raised

 **2,661**
People Served

 **3,600+**
Food Boxes Distributed

COVID-19 EMERGENCY RESPONSE UPDATE AS OF DECEMBER 31, 2020

Dear Community Partners,

The COVID-19 pandemic has required a transformation of Lifeline’s operations to meet the greatly increased needs of the youth, adults, and families that we serve. Low-income and disenfranchised families have been disproportionately hit hard by job loss in the retail, services, and hospitality sectors. Support from our community partners has made it possible for Lifeline to provide uninterrupted therapeutic services throughout the pandemic, and to offer emergency supports and financial assistance to families who need our help.



During the pandemic the role of Lifeline’s team has greatly expanded. Staff continue to provide core behavioral health, counseling, and case management services while also placing a new urgency on intensive social services; helping clients to obtain food, shelter, and basic needs. Staff have also become technology specialists—assisting clients with telehealth, distance learning, and applications for pandemic relief.

And we all have felt great hope! Support has come from the community, philanthropic organizations, and from the expansion of resources in our government grants and contracts. **The County’s Child Welfare Services** was concerned with the dramatic drop in child abuse reports and worried that children were isolated at home. CARES Act funding enhanced our work and helped us reach out to and solve problems for families in crisis. Additionally, **the cities of Vista and San Marcos** entrusted us to deliver rental assistance and emergency support through CARES Act resources.

Existing supporters and new donors alike helped us build our COVID Emergency Fund and provide more than \$300,000 to those most in need in our community. This included **The San Diego Foundation, the United Way of San Diego County, the Rancho Santa Fe Foundation, Coastal Community Foundation, and the Leichtag Foundation**—among other generous donors.

2020 required everyone engaged in serving our communities to be more flexible, more resilient, and more innovative—and Lifeline is more grateful than ever for your support as we continue to adapt to new challenges in the coming year.

With our sincere thanks,

Donald Stump
Executive Director

Our Partners

- BBVA Foundation
- Carlsbad Strawberry Company
- City of San Marcos
- City of Vista
- Coastal Community Foundation
- Costco
- County of San Diego
- David C. Copley Foundation
- Feeding San Diego
- Frazier Farms
- Genetech Inc.
- Graham Family Fund (Coastal Community Foundation)
- Jacobs and Cushman Food Bank
- Leichtag Foundation
- Nordson Corporation Foundation
- Oceanside Rotary Club
- Price Philanthropies Foundation
- Rancho Santa Fe Foundation
- Rodeki Foundation
- Rotary Club Of Carlsbad
- Semmer Kwoka Family Fund (Coastal Community Foundation)
- The San Diego Foundation
- United Way of San Diego County
- Vista Elks Lodge

Providing Uninterrupted Services During COVID-19

Virtual Platforms and Telehealth

Telehealth uses technology to support clinical health care and client health-related education, reducing or eliminating the need for in-person services during the pandemic.

Lifeline’s transition from in-person, one-on-one counseling and live group sessions to virtual services was made possible through the active support of **San Diego County’s Behavioral Health Services** which provided early approval for the project. Lifeline also worked through the Mental Health Corporations of America’s Healthcare and Policy Forecasting Committee to develop a guide for HIPAA compliant telehealth services that is now utilized countywide. Lifeline’s virtual platforms include video coaching and counseling services through GoToMeeting and Zoom conferencing for large group activities and training.

A significant challenge in the transition to telehealth was that many of Lifeline’s clients did not have the technology needed to access services. This was also an obstacle for families who needed to participate in distance learning and access public benefits online. Through its **COVID-19 Emergency Response** fundraising campaign, Lifeline was able to assist families in need of internet access, computers, and phones, providing low-income and minority families with the technology most people take for granted.

Once technology challenges are eliminated, Lifeline has found that engagement with existing clients remains constant, or increases, and client enrollment in some programs has grown. The ability to receive services through telehealth removes long-standing obstacles to care, such as limited transportation and access to childcare during office visits. Lifeline now plans to evaluate the potential benefits of telehealth as a long-term service delivery method for select programs and services.



On Camera: A telehealth coaching session for a new parent - Lifeline’s Community Services for Families program

Client Access and Engagement

Lifeline’s clients need support now more than ever. Clinicians are utilizing creative, culturally appropriate strategies to coach clients through telehealth—as shown in the parenting session above.

Creative approaches are also providing access to services and engaging Lifeline’s clients through group video activities. According to Program Manager Kristen Witek, the LifeSpring program, which serves transitioning foster youth is working to “use group video activities to build relationships with youth clients—and create supportive relationships between clients.” LifeSpring recently hosted a group activity designed to help youth to envision a successful future. Each participant was provided in advance with craft material needed to create their own personal vision board during a video session that also featured mindfulness and meditation.

Partnering for Food Distribution

Feeding their families has become an urgent problem for many people struggling with job loss and reduced wages during COVID-19.

In 2020, Lifeline partnered with **The Carlsbad Strawberry Company** to distribute more than 3,600 boxes of fresh food from Lifeline locations in Vista and Oceanside. As families lined up for food donations, Lifeline staff worked to address their broader needs—connecting families to our Communities in Action family stability program and offering gift cards funded through the **United Way** to qualifying families.

Lifeline is also partnering with the **Jacobs and Cushman Food Bank** and **Feeding San Diego** to distribute food directly to the neighborhoods where the need is greatest. Additionally, Lifeline’s long-time partners, **Costco** and **Frazier Farms**, are providing ongoing food donations to add important nutritional products to food bank groceries.



Clients in Need of Emergency Assistance

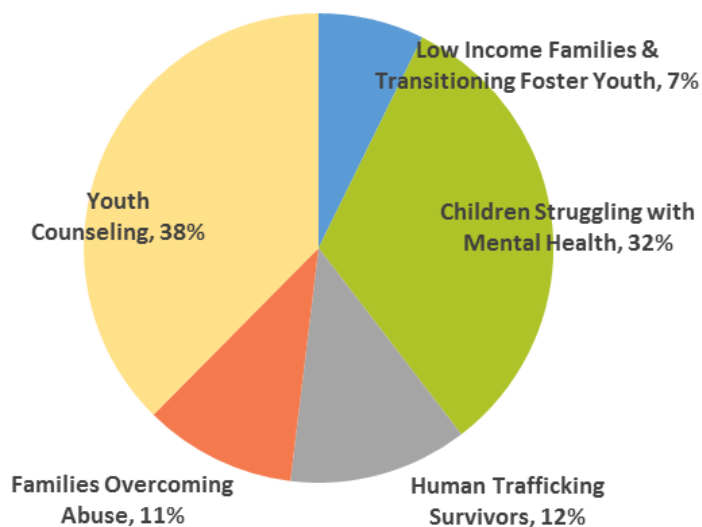


Who We Serve

During the pandemic clients and their families increasingly turned to Lifeline for help as they faced the challenges of COVID-19.

Lifeline’s clients include youth with mental health challenges; adults suffering from substance abuse; families experiencing child abuse or domestic violence; youth at risk of, or involved in, gangs and incarceration; transition aged foster youth struggling with homelessness; and victims of human trafficking.

Last year, Lifeline served more than 5,000 people through intensive counseling and clinical services—and many clients also received COVID-19 emergency assistance.




EMERGENCY ASSISTANCE BY CLIENT GROUP


Based on a sample of 500 clients


The Biggest Needs


Funding from our community partners is directly supporting low-income families who are struggling financially during the pandemic.


The most significant needs based on requests from Lifeline’s clients include:

- 

1. Food and Basic Needs
Grocery store cards, hygiene items, and clothing
- 

2. Housing and Utilities
Rent assistance, hotel stays, and utility bills
- 

3. Technology
Internet services, phones, and computers
- 

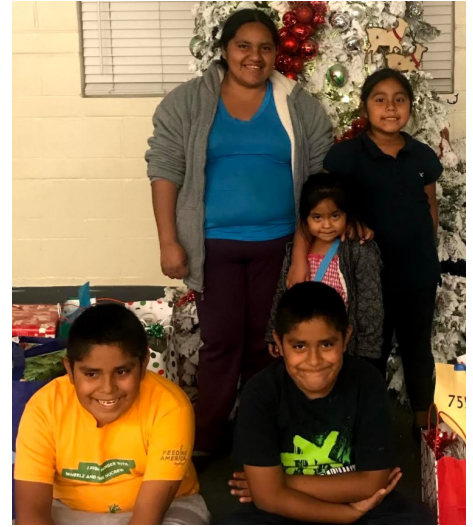
4. Transportation
Gas cards, bus passes, and license fees
- 

5. Multiple Needs
Household items, insurance, and other essentials

COVID-19 Relief at Work in the Community

Coming Together in a Time of Grief

Lifeline's Club Crown Heights afterschool programs serve one of the most impoverished communities in Oceanside—a community that is also highly vulnerable to COVID-19. Like many kids in the neighborhood, three of the Salazar children have attended Club Crown Heights since they turned age six. Tragically, the pandemic recently took a huge toll on their family when Mr. Salazar contracted COVID-19 and died. Not only was this a sudden, devastating emotional loss, Mr. Salazar had been the only income earner for the family. Thankfully, Crown Heights is a tight knit community, so neighbors and Lifeline staff came together to raise funds to cover the expense of Mr. Salazar's memorial service and burial. However, faced with the sudden loss of all income, Mrs. Salazar could not provide for the family. Through **Lifeline's COVID-19 Emergency Response Fund**, the Club Crown Heights team was able to provide immediate assistance; paying for two months' rent, groceries, and immediate basic needs to help this grieving family through a terrible time.



Much Needed Help for a New Family

Corey describes himself as a *"motivated middle-aged man with beautiful family."* After serving in the Georgia National Guard, he moved to California to be with his girlfriend and young child. Corey's girlfriend had traveled to California just before the COVID-19 shut down and was unable to return home before delivering the couple's baby. When Corey arrived in California, most services were shut down, he couldn't find work, and his little family became homeless. Funds from the **United Way** helped Corey to obtain transportation to job interviews and to provide basic needs for his infant daughter. Corey asked us to share his gratitude, saying: *"Thank you and great appreciation from the Quinn family!"*

Keeping Loved Ones Safe

Monse turned to Lifeline's Community Services for Families team when she and her children were struggling financially during the pandemic. While working with Monse, Lifeline's program specialist, Sally noticed that the family's vehicle did not have a car seat for their little girl. When Sally used the **County of San Diego CARES Act Assistance fund** to help Monse purchase a car seat, she had no idea that the safety measure would prove so critical until she heard this from Monse: *"I was in a car accident this past Wednesday and Diana was with me. Sally thank you for encouraging me to get her a quality chair, she was rattled but thankfully all good. The chair served its purpose!"* Monse went on to say: *"I am so grateful for Lifeline, after all my kids and I went through you all came into our lives."*



Thank you!

We truly appreciate the support of our community partners and individual donors which allowed Lifeline to provide urgently needed services throughout 2020!