



## LOCATIONS

### Vista

200 Michigan Ave, Vista, CA 92084

### Oceanside

707 Oceanside Blvd, Oceanside, CA 92054

### Administrative

3142 Vista Way, Ste. 400, Oceanside, CA 92056

### Club Crown Heights, La Casita

402 Brooks St, Oceanside, CA 92054

### Club Crown Heights, La Escuelita

1210 Division St, Oceanside, CA 92054

### The House, Drop-In Center

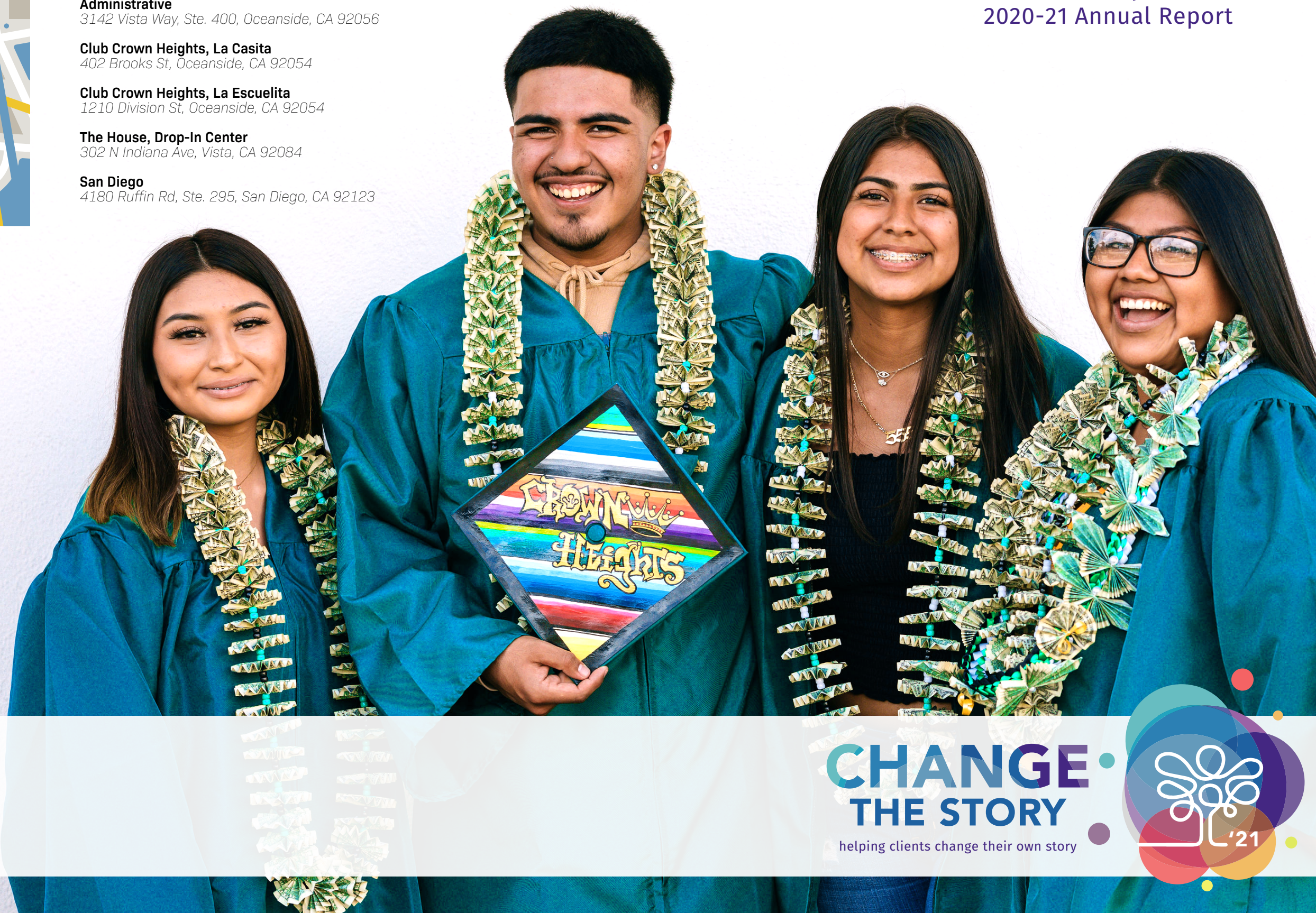
302 N Indiana Ave, Vista, CA 92084

### San Diego

4180 Ruffin Rd, Ste. 295, San Diego, CA 92123



## North County Lifeline 2020-21 Annual Report



[nclifeline.org](https://nclifeline.org)

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Vista, CA 92084  
Tel: 760-842-6201  
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**CHANGE**  
**THE STORY**  
helping clients change their own story

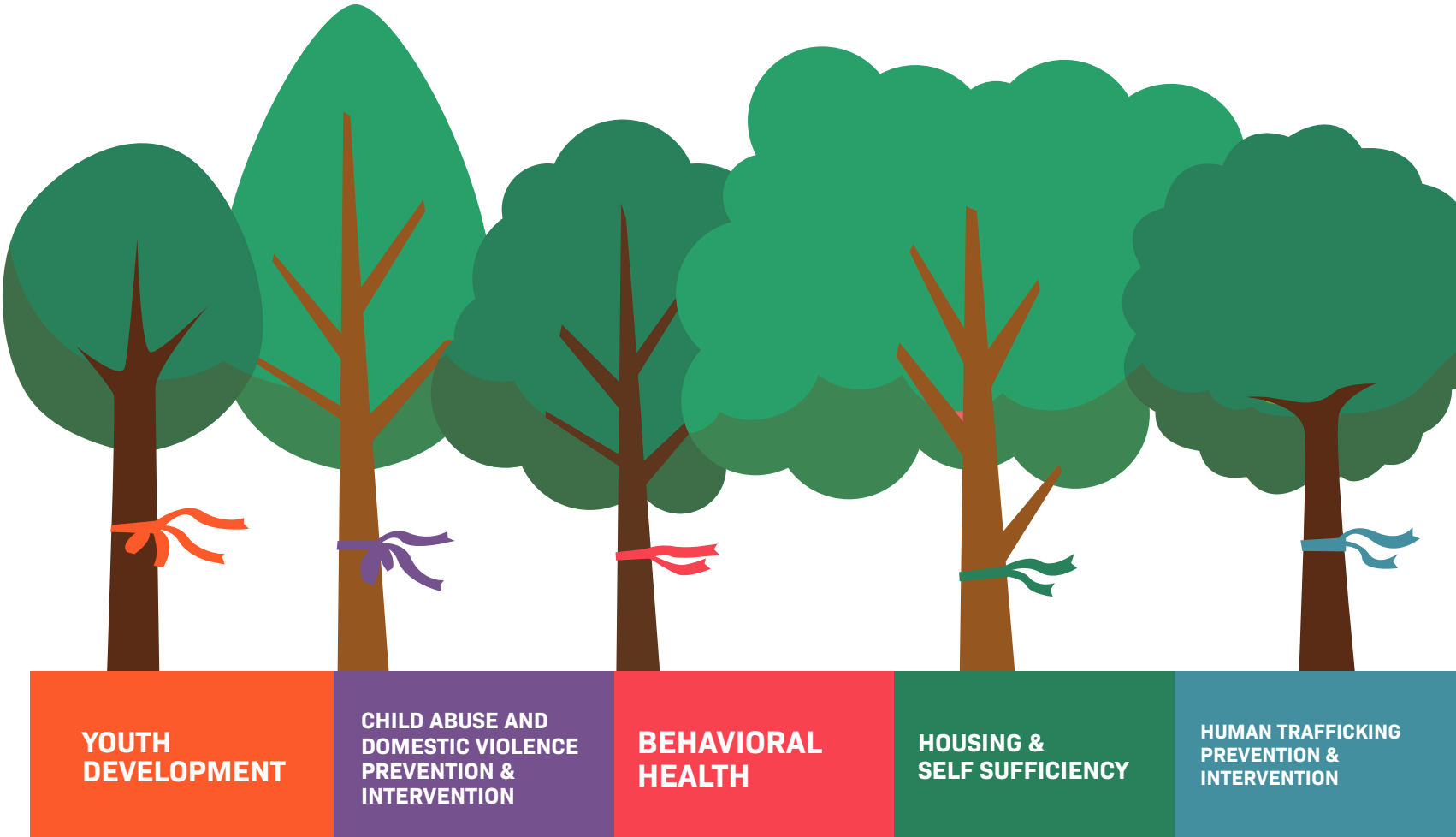






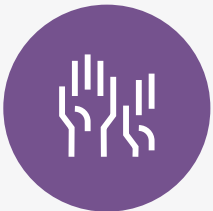
# OUR MISSION

North County Lifeline’s mission is to build self-reliance among youth, adults, and families through high-quality, community-based services.



4,255+

People Served



100+

Volunteers



7,297+

Volunteer Hours



48+

Years In North County



157+

Dedicated Employees

## Building Stronger Communities Since 1973

For close to 50 years, North County Lifeline has been a fixture in San Diego County, nurturing resilient youth and adults, partnering to solve community problems, and cultivating strong families.

Dear Community Partners,

At North County Lifeline, a common thread woven throughout our five areas of services is the value we place on building self-reliance among youth, adults, and families – empowering those we serve to change their own story. This past year, we relied on community partners more than ever to support Lifeline's mission.

As a community-based human services organization, we know that **each individual we serve has a unique story**. This 2020-21 fiscal year, the **dedication** and **resiliency** of our staff and volunteers has truly stood out as we served our clients and the local community.

Lifeline experienced an increase in our clients' needs for mental health, substance abuse services, and emergency support. To support this demand, we expanded our video-based telehealth services and created new initiatives. **Through support from our community partners, Lifeline provided uninterrupted therapeutic services throughout the pandemic, as well as offered emergency financial assistance to help our clients with their greatest needs.** Staff took on new roles in addition to their counseling work to provide food, rent, and utility assistance for those disproportionately impacted during the pandemic. It was a powerful way to help families change their story!

At an organizational level, Lifeline's staff and Board of Directors increased our focus on diversity, equity, and inclusion by strengthening the work of our


Sincerely,

cross-agency committee that has been in place for years, identifying gaps, and growing into new areas of significance. Lifeline also created a Safe Space logo with the help of Queer leaders in San Diego County. We hope that our LGBTQIA+ clients, community members, and staff see this as a visible reminder, that at Lifeline, we train our staff on cultural humility and work towards change together.

Lastly, Lifeline continues to develop programs offered countywide. We opened a new San Diego location, which supports the launch of two new programs for youth on probation and young adults experiencing homelessness in San Diego County. This project expands counseling for youth and their families, with the goal of helping kids stay out of or not return to the juvenile justice system. Lifeline will also lead a new countywide counseling program for homeless youth and young adults to address critical mental health and substance use disorders as homelessness continues to remain a top priority across the county.

I am proud of the Lifeline team, our "Lifeliners," and key community partners who have helped positively change the story for countless youth, adults, and families this year. Thank you for supporting Lifeline's mission. You are truly helping clients change their own story, every day.



Watch the Story.   
Scan the QR Code to watch a short welcome video from our Board



Rick Martinez  
Board President



Don Stump  
Executive Director



Lifeline  
DIVERSITY EQUITY & INCLUSION

Lifeline's Diversity, Equity, & Inclusion (DEI) Committee alongside our Board of Directors, leadership, and staff collaborated to articulate our commitment to this work. Lifeline's DEI commitment is an action plan for sustainable organizational change: "To support all in reaching their fullest potential, North County Lifeline commits to championing policies and practices that promote equity across race, gender, age, ability, religion, identity, and sexual orientation in order to empower a just, inclusive, and equitable society."

Lifeline is a community-based organization that has been engaged since its inception in acknowledging, addressing, and attempting to reduce the impact of various forms of oppression and institutional racism on the individuals we serve. Lifeline commits to continued growth in this area by looking both internally and externally. We are identifying ways to challenge and interrupt

inequities that create trauma for our clients, staff, volunteers, partners, and community members. Lifeline will accomplish this through institutionalizing the practices of organizational reflection and analysis of data and experiences. Together we can mobilize change in ourselves and in our circles of influence, and work toward greater equity, and physical and mental well-being for the communities we serve.

We commit to continuous reflection and improvement. Lifeline will model this commitment respectfully and with integrity through our own collective and individual actions. The Diversity, Equity & Inclusion Committee, on behalf of the organization, are leading by listening, discussing, and planning activities that will help us achieve this objective around five areas of activity: Educate, Commemorate, Participate, Advocate, and Activate.





# North County Lifeline

## YOUTH DEVELOPMENT

Every youth has a story that deserves to be empowered, and Lifeline continues to expand programs that build self-reliance among youth. This year, Lifeline supported 937 youth and their families across San Diego County in need of youth counseling, family counseling, education, and assistance with basic needs.

Youth Development programs range from prevention services to intervention support for families working with juvenile probation. Lifeline's Youth Development Programs include: Club Crown Heights (CCH) Afterschool Programs, Community Assessment Team (CAT) and Juvenile Diversion Program, Strive for Success (S4S) Gang Prevention Program, IMPACT (Intensive, Mentoring, Parent, Advocacy, Comprehensive, Trauma-Informed Services), Juvenile Forensic Assistance for Stabilization and Treatment (JFAST), Alternatives to Detention (ATD) & CHOICE, Regional

Clinicians, and Lifeline's new Families SHINE and RESPECT programs.

The youth enrolled in Lifeline's afterschool program, Club Crown Heights located in Oceanside, inspired us when we celebrated the graduation of 12 high school seniors in the Class of 2021. After months of social isolation, Club Crown Heights youth experienced much needed outdoor recreation, and environmental education. The group participated in STEM labs, skateboarding lessons, Green Oceanside for Earth Day, mountain biked through the San Luis Rey River Trail, and kayaked in the Carlsbad lagoon. In addition, Lifeline's partnership with the RESPECT program led by San Diego Sheriff's Department also provided mentorship and personal development for youth, fostering positive relationships between youth and local law enforcement.



90%

### Youth ENGAGED

90% of youth reported they feel safer and more engaged in their community. (CCH)



97%

### Youth IMPACTED

97% of youth clients had no entry, or re-entry, into the Juvenile Justice System as measured by probation records check six months after case closure. (IMPACT)



937

### Youth COUNCELLED

937 youth and their families across San Diego County participated in youth counseling, family counseling, education, and received assistance with basic needs.



“  
Thank you Crown Heights for shaping me into the woman that I am this year, 2021.  
”

Paulina M., CCH High School Graduate



Watch the Story.

Scan the QR Code to watch a short video and hear life changing stories from clients & staff in Lifeline's Youth Development Programs.



# North County Lifeline

## CHILD ABUSE AND DOMESTIC VIOLENCE PREVENTION & INTERVENTION

Over the past year, Lifeline’s Child Abuse and Domestic Violence Prevention & Intervention programs helped 1,702 families break cycles of violence. Families are changing their own story by building healthy habits through clinical services, in-home support, telehealth visits, parenting classes, and group interventions.

Many of the families that Lifeline serves are disproportionately impacted by COVID-19. With funds from the Coronavirus Aid, Relief, and Economic Security (CARES) Act, 456 children and 172 families received financial support for housing, food, clothing, and assistance reconnecting their children to school. Telehealth ensured that clients received support throughout the pandemic.

Parents are 4 times more likely to reunify with their children when participating in Family Visit Coaching, which is a core component

of Lifeline’s program. As a testament to the quality of Lifeline’s telehealth services, 89% of clients are interested in continuing telehealth, even when in-person services became available, as reported in a collaborative evaluation with University of California, San Diego.

**“After attending all 52 weeks of [Domestic Violence Intervention Classes] I was able to reflect back more accurately and I noticed that once I was able to move past the pain and anger...I really started to pay attention and listen, not just hear, but ACTUALLY LISTEN to what is being discussed with an open mind, I was then able to finally appreciate the full value and wealth of knowledge that was being shared by other individuals in the same circumstances...and [Lifeline staff]” – DV Prevention & Intervention Program Client**



95%

### Participants **Free**

95% of participants who are Domestic Violence batterers were free from further Domestic Violence arrests while in the program.



96%

### Parents **Improved**

96% of parents in the Community Services for Families program improved their parenting skills and ability to provide a safe environment for their child/children.



4x

### Parents **Reunify**

Parents were 4 times more likely to reunify with their children when participating in Family Visit Coaching, which is a core component of Lifeline’s program.



“  
I wouldn't change a thing. Because of this program, I am much more confident in being a mother. I learned way more than what I expected.  
”

Family Visit Coach Client, Community Services for Families.



Watch the Story.

Scan the QR Code to watch a short video and hear life changing stories from clients & staff in Lifeline’s Child Abuse and Domestic Violence Prevention & Intervention Programs.



# North County Lifeline

## BEHAVIORAL HEALTH

Lifeline helped 1,068 youth, adults, and families reframe their story by providing mental health services and education, including suicide prevention and intervention, substance abuse services, and counseling. Lifeline’s clinically based programs identify and treat mental health needs across our community, and include HERE Now Suicide Prevention, School-Based Child Mental Health (Full Service Partnership), and the new Neighborhood Networks program.

Mental health, when left untreated, often coincides with rates of imprisonment, homelessness, suicide, and substance abuse. Lifeline continues to debunk mental health stigmas through community education, removing barriers to services, and expanding clinical mental health services.

Amidst school closures and social isolation during the pandemic, the HERE Now team persisted in their care for students who

might be struggling with depression or anxiety. HERE Now pivoted to virtual presentations and online parent resources to address youth mental health and prevent suicide. Of the 2,942 students who received suicide prevention and early intervention presentations, 21% needed an additional safety assessment due to having suicidal ideations, histories of self-harm, thoughts around hurting others, questions about suicide, or showing vulnerable behavior during the presentation. 100% of the students who presented with thoughts of suicide and/or at-risk behaviors at assessment, and their parents, were connected with services in the community to treat this urgent need.

**Lifeline received a Proclamation from the San Diego County Board of Supervisors for our impactful work in partnership with the Mental Health Contractors Association.**



95%

### Clients Improved

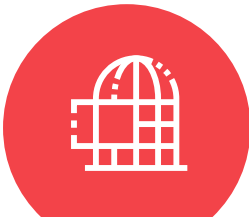
95% of children and adolescent clients participating in individual, family, and/or group counseling demonstrated improvement in their mental health symptoms, through our School Based Child Mental Health programs.



532

### Education Pathways

532 education pathways were initiated through Neighborhood Networks



99%

### Client Decrease

99% of clients demonstrated a decrease, or no increase, in substance abuse while in the program. (School-Based Child Mental Health)



“

Thank you for helping me through this. These have been stressful times the past year and sometimes I'm not sure how we will get through the week. It helps to know I'm not working on this alone. Knowing I have the support of you has helped me feel hopeful that I can give my daughters what they need.

”

A single mother with two daughters in therapy, FSP Client, School-Based Child Mental Health



Watch the Story.

Scan the QR Code to watch a short video and hear life changing stories from clients & staff in Lifeline’s Behavioral Health Programs.



# North County Lifeline HOUSING & SELF SUFFICIENCY

Lifeline empowers youth and families to change their own story by providing the support needed to overcome job loss, homelessness, and trauma – to become self-reliant. The number of people entering homelessness for the first time in San Diego County nearly doubled from 2,326 in 2019 to 4,152 between April and June of 2020 (Regional Task Force on the Homeless). Lifeline’s services increased significantly to meet the community’s growing needs during the pandemic. Lifeline provided counseling, housing, and financial assistance to 433 clients – an increase of 45% over last year.

Lifeline’s Housing & Self-Sufficiency Programs support young adults exiting the foster care system, homeless youth, clients who have been incarcerated, and families facing poverty.

Programs include LifeSpring, The House Drop-In Center, Communities in Action, and Warm Hand Off (WHO), as well as rental assistance, and homeless prevention programs. During the pandemic, households received emergency assistance for basic needs such as food, shelter, transportation, clothing, and utility bill assistance. More than 50% of our clients were below the Federal Poverty Level, and many were without stable housing. More than 300 adults and children received assistance to prevent homelessness. Through the City of Vista and San Marcos Rental Assistance programs, 76 families secured or maintained affordable housing and 36 clients participated in the new Homeless Prevention Program in partnership with City of Vista.



75%

## Homeless Youth

75% of homeless youth and young adults visiting The House Drop-In Center showed an improvement in daily living skills, financial management, job readiness, and career development.



86%

## Young Adults

86% of young adults exiting the foster care system and enrolled in the LifeSpring program achieved full-time productivity by going to school or obtaining jobs within three months of move-into LifeSpring apartments.



80%

## Foster Youth

80% of transition age foster youth successfully complete the LifeSpring transitional housing and support program by moving on to safe and sustainable housing.



“Not every day does someone take the time to listen to you, as well as teach you to learn about all the help that is available. The [WHO program] is going to help me gain my independence.”

Warm Hand Off (WHO) Client



Watch the Story.

Scan the QR Code to watch a short video and hear life changing stories from clients & staff in Lifeline’s Housing & Self-Sufficiency Programs.



North County Lifeline

HUMAN TRAFFICKING  
PREVENTION & INTERVENTION

San Diego remains one of the 13 highest sex trafficking areas in the United States (FBI). Lifeline provided human trafficking prevention and intervention services to over 115 youth, adults, and families through our Project LIFE (Living in Freedom from Exploitation) program this past year. Services included counseling for victims, general awareness for youth, outreach for at-risk populations, and community education and training. Project LIFE works with individuals of all ages, all genders, and all forms of human trafficking throughout San Diego County to empower their stories toward building self-reliance.

Social media and online platforms are some of the most common places that sex traffickers attempt to recruit

from, especially during the pandemic. 1 in 5 of trafficked youth are solicited online. Lifeline understood the risk to youth during this past year, and produced an online parent and provider prevention training. During Human Trafficking Awareness Month, Lifeline also launched a community pledge in partnership with the REACH Coalition and the San Diego Human Trafficking Task Force to increase local community awareness. Lifeline also prioritized removing housing barriers for victims, which significantly increases the likelihood that survivors will become self-reliant.

87% of clients received trauma informed housing placements and connections to over 25 services.



76%

Stable Housing

76% of clients were stably housed, and 32% were living independently.



69%

Improved Skills

69% of clients improved their coping and life skills, developed healthy relationships with others, and established a support system.



78%

Stable Transportation

78% of clients had a stable and reliable source of transportation by program exit



“

I am grateful to North County Lifeline's Project LIFE Program and its indispensable partnership to the San Diego Human Trafficking Task Force...Project LIFE partners with our office, the FBI, the community, and all of law enforcement to fight this modern-day slavery all year long.

”

San Diego County District Attorney Summer Stephan



Watch the Story.

Scan the QR Code to watch a short video and hear life changing stories from clients & staff in Lifeline's Human Trafficking Prevention & Intervention Program.



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& FAMILY  
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Daniel Reeser  
Kenya Reid  
Mandy Relleke  
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Lucy Yen  
Yong Ying  
Jeremy Yokogawa  
Sincere Yu  
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Artemio Zepeda-Bernal  
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Olivia Zurek  
Michael Zymowski

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Cushman Foundation  
David C. Copley Foundation  
David R. Clare and Margaret C.  
Clare Foundation  
Fidelity Charitable  
Jewish Community Foundation  
Of San Diego  
Kaiser Foundation Hospitals,  
Regional  
Kaiser Foundation Hospitals,  
San Diego  
Las Patronas  
The Lawyers Club of San Diego  
Fund for Justice at The San  
Diego Foundation

Leichtag Foundation  
National Christian Foundation  
California  
Northrop Grumman  
Foundation  
The Oceanside Community  
Foundation, an affiliate of The  
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Price Philanthropies  
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Rancho Santa Fe Foundation  
Rest Haven Children's Health  
Fund  
Rodeki Foundation  
The San Diego Foundation  
Schwab Charitable  
T. Rowe Price Charitable  
The William H. Donner  
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c/o Catalyst of San Diego &  
Imperial Counties"

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Rancho Bernardo  
Cake4Kids  
CARS, Inc  
Christ Episcopal Church  
The Church At Rancho  
Bernardo  
City SC Girls Academy Program  
CSU San Marcos, Division of  
Community Engagement  
CSU San Marcos, Master of  
Social Work Program  
Del Norte High School PTSA  
El Camino High School National  
Honor Society  
Encinitas Coastal Rotary Club  
Encinitas Rotaract Club  
Health Right 360  
The Jacobs & Cushman San  
Diego Food Bank  
Kyrene Rotary Club  
MTO Center - San Diego  
Neighborhood Healthcare  
New Community Church  
North Coast Church  
North County Dispatch JPA  
North County Wine Moms  
Oceanside Elks Lodge #1561  
Oceanside Rotary Club  
Preserve Calavera  
Rancho Santa Fe Business and  
Professional Women's  
Association  
Rollin' From The Heart  
Rotary Club Of Carlsbad  
Regional  
Kaiser Foundation Hospitals,  
San Diego  
Las Patronas  
The Lawyers Club of San Diego  
Fund for Justice at The San  
Diego Foundation

Vista & North County Inland  
United Methodist Church of  
Vista  
United Way of San Diego  
County  
Veterans of Foreign Wars MC -  
County Line Chapter  
Woman's Club Of Carlsbad  
The Woman's Club of Vista

CORPORATE

ACADIA Pharmaceuticals - A&R  
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Airspace Technologies  
Allscripts  
Allvue Systems LLC  
AmazonSmile  
Amplixx Pharmaceuticals  
Aztec Sportfishing  
BBVA Foundation  
The Benevity Community  
Impact Fund  
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Brixton  
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ChromaCode, Inc.  
Cisco Systems, Inc  
ClosingCorp  
Costco  
Custopharm, Inc.  
DART Aerospace  
DPR Construction/Kaiser  
Permanente San Marcos  
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Equation Technologies, Inc  
Ernest Packaging Solutions  
Evergreen  
Flock Freight  
Frazier Farms Oceanside  
Frontstream  
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Guiding Mindful Change  
In-N-Out Burger Foundation  
Insignia Environmental  
Island Staffing  
Jurewitz Law Group  
The Ken Blanchard Companies  
KTUA Planning and Landscape  
Architecture  
LallyProps Realty  
LC Paving  
LeaseLabs  
Loftin/Bedell, PC  
Lowy Medical Research  
Institute  
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Agency  
Michael Baker International

THANK  
YOU FOR  
HELPING  
NORTH  
COUNTY  
LIFELINE  
AS WE  
HELP  
CLIENTS  
CHANGE  
THEIR  
OWN  
STORY



# FINANCIALS

## Statement of Revenue and Expenditures Unaudited, Fiscal Year ending June 30, 2021

### Revenue

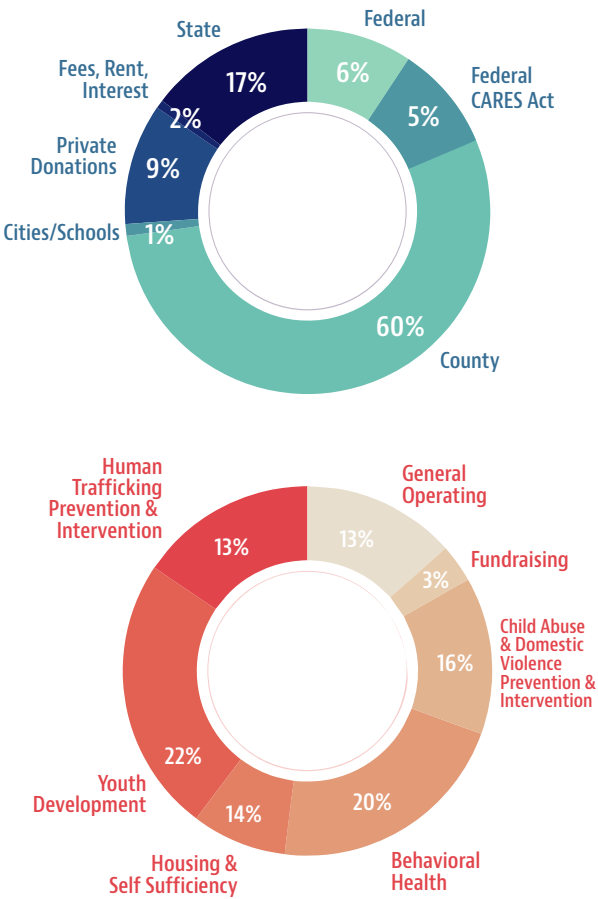
Federal	\$ 883,332	6%
Federal CARES Act	\$693,950	5%
State	\$ 2,332,146	17%
County	\$ 8,296,084	60%
Cities/Schools	\$ 128,459	1%
Private Donations	\$ 1,255,105	9%
Fees, Rent, Interest	\$ 246,411	2%
<b>Total Revenue</b>	<b>\$ 13,835,487</b>	<b>100%</b>

### Expenditures

General Operating	\$ 1,852,602	13%
Fundraising	\$ 394,296	3%
Child Abuse & DV Prevention & Intervention	\$ 2,154,317	16%
Behavioral Health	\$ 2,713,665	20%
Housing & Self-Sufficiency	\$ 1,932,436	14%
Youth Development	\$ 3,042,601	22%
Human Trafficking Preventing & Intervention	\$ 1,786,550	13%
<b>Total Expenditures</b>	<b>\$ 13,876,466</b>	<b>100%</b>

### Net Income

<b>Total Income</b>	<b>\$ (40,980)</b>
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## Balance Sheet Unaudited, Fiscal Year ending June 30, 2021

### Assets

Cash	\$ 774,504
Temporarily Restricted Support	\$ 305,680
Grants Receivable	\$ 2,101,895
Other Current Assets	\$ 360,601
Property & Equipment at cost, less depreciation	\$ (901,459)
<b>Total Assets</b>	<b>\$ 5,400,962</b>

### Liabilities

Accounts Payable & Accrued Expenses	\$ 166,907
Deferred Revenue	\$ (42,497)
Accrued Payroll, Taxes, and Benefits	\$ 677,000
<b>Total Liabilities</b>	<b>\$ 801,409</b>

### Net Assets

Unrestricted Net Assets	\$ 4,293,873
Temporarily Restricted Net Assets	\$ 305,680
Temporarily Note Assets	\$ 4,599,553
<b>Total Net Assets</b>	<b>\$ 4,599,553</b>

### Liabilities & Net Assets

<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 5,400,962</b>
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