



Resilient Youth
Strong Families
Community Partners
Self-Reliance

A Timeline of Lifeline's Organizational History

In the spring of 1970, a small group of North County residents met to start a grass roots organization that would address issues of drug abuse among local youth and provide a place where anyone could come seeking assistance.

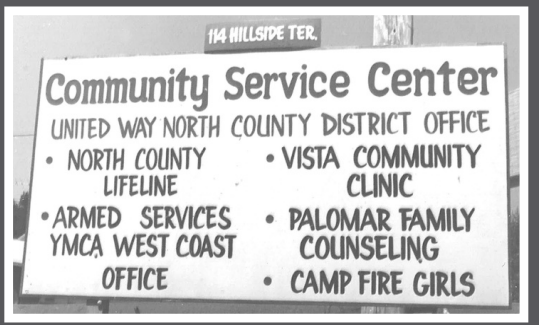
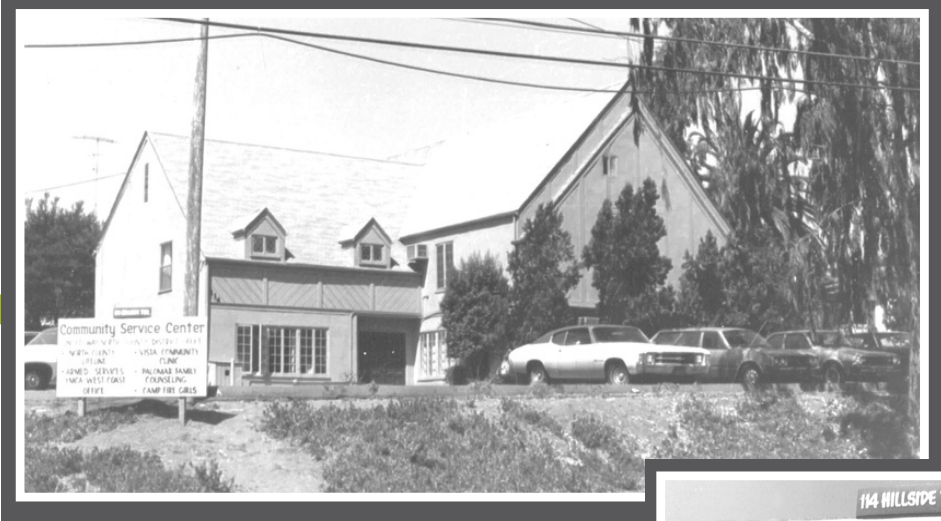
This group soon became Lifeline Community Services and later North County Lifeline, and in 2023 reverted back to DBA Lifeline Community Services.



Lifeline Community Services' mission is to build self-reliance among youth, adults, and families through high-quality, community-based services.



Mission Statement 1970-2009
 To enhance the positive quality of individual, family, and community life.



1970

- With the support of Vista, Oceanside, and Carlsbad, Lifeline establishes itself in Vista's new Community Service Center
- Expands hours of operation to accommodate growing youth needs in the Tri-City communities

1973

- Incorporates as North County Lifeline, Inc.
- In response to community need, coordinates with Vista Community Clinic to begin a legal advice clinic
- Provides information and referral services to the community
- Lifeline's offerings grow to include individual, family and group counseling, drug education, and crisis intervention
- Lifeline's Transportation Services begin

1975

- In response to the Federal Government's "War on Poverty," Lifeline contracts to provide emergency assistance to people in crisis

1977

- Donor Membership Club launched to promote community support and generate funding

- Lifeline Community Services becomes our legal name
- Lifeline's leadership honored with the United Way Zanville Helping Hand Award

1978

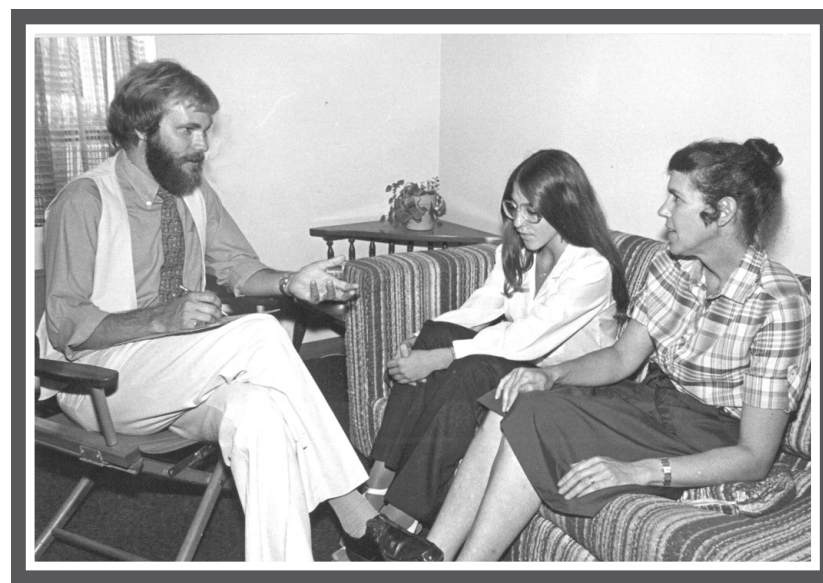


1980

- An array of services for the Disabled are officially funded to help North County residents
- North County Transit District and the County of San Diego provide funding to extend the reach of Lifeline's transportation services
- The Volunteer Program is established

1979

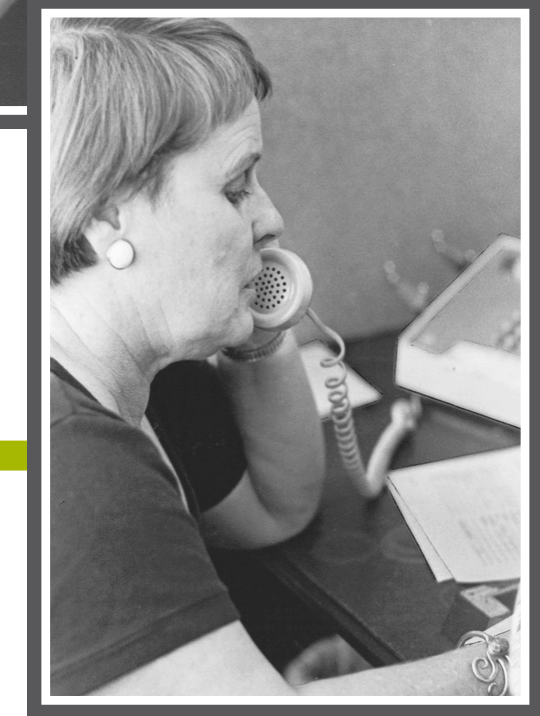
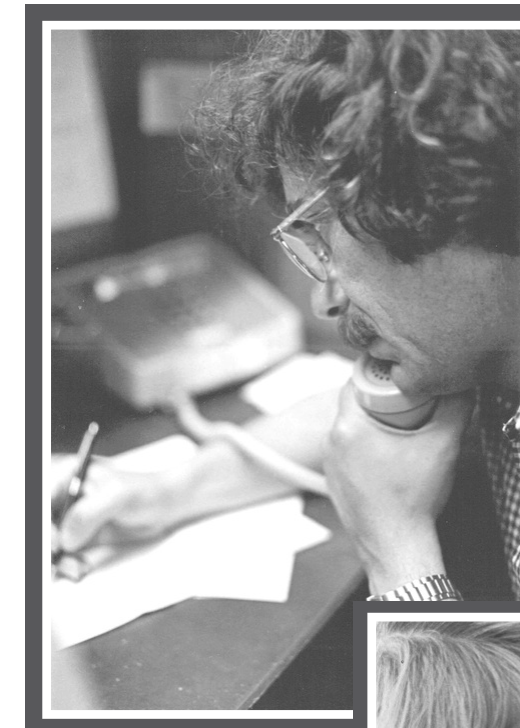
- The Student Internship program, still operating today, is established to expand Lifeline's reach to youth and families



- Shirley Cole begins her long tenure as Lifeline's Executive Director
- The Board and staff leadership facilitate an agency restructuring process
- Delinquency prevention services are added to existing youth programs, as well as stress management, women's support and parent education groups

1982

- North County's only Telephone Relay Service for the Deaf is established
- The North County Resource Guide for the Able/Disabled is compiled, published, and offered to the public
- Lifeline administers the Vista Juvenile Justice Center program in collaboration with Vista Unified School District, law enforcement and the Courts
- Lifeline develops Spanish bilingual services to respond to the changing demographics of the North County communities



1983

- Lifeline becomes the North County representative for a United Way sponsored county-wide collaboration, the Emergency Resources Group, to coordinate emergency assistance to the poor with emphasis on case management
- The public transit system supports Lifeline with discounted bus passes



- Lifeline relocates to 200 Jefferson Street in Vista, which later becomes our current address at 200 Michigan Avenue

1984



- Expanding youth programs form the Youth Services component
- Youth counseling and group services are provided on Vista school campuses

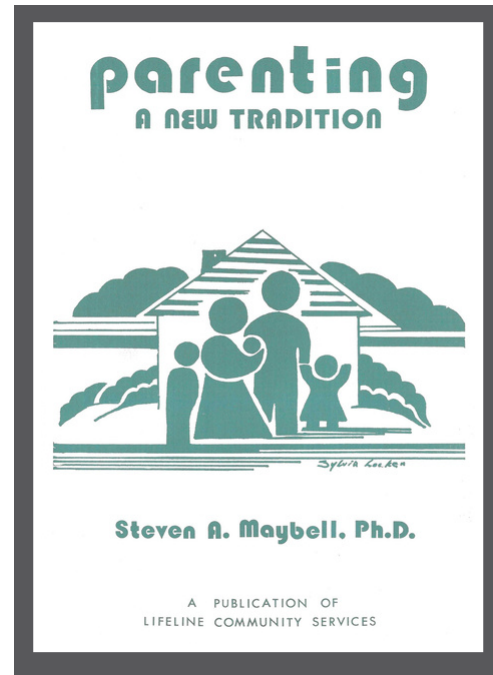


1985

- Expands to include the building directly adjacent to the 200 Jefferson office; both are provided in-kind by the City of Vista
- Partners with the Emergency Shelter at the Salvation Army in Escondido
- The Shared Housing Program is implemented

- Former Executive Director Steven Maybell, Ph.D., publishes Parenting A New Tradition

1986



- Coastal Youth Services office opens in Oceanside
- Transportation program increases fleet to 17 vehicles and acquires computerized dispatch system
- Shared Housing Program becomes a part of the Senior Services Component

1988



1987

- The Emergency Shelter for the Homeless opens in life-threatening cold weather at the Vista Armory
- Social Service Component expands to respond to growing requests for service



1989

- Oceanside Police Department supports Juvenile Justice Center at Coastal Youth Services office

• The Gang Alternatives Program begins operating in North County schools

1990

- The addition of the North County Court Alternatives Program establishes Lifeline's Dispute Resolution Program
- Lifeline expands its coastal Services to the Poor Program to North County residents in the inland communities
- The Making a Living Program begins providing employment services to the chronically unemployed

1994



1992

• Youth Services programs increase capacities to include multi-family counseling groups and parenting services to address community need



1995

- The City of Vista provides capital grant to begin renovations at 200 Jefferson Street
- A state-of-the-art telephone and information system is purchased

- United Way funds Teen/Parent Mediation services to link Dispute Resolution and Youth Services
- Title V funding from the County channels support for afterschool programming in Oceanside's community centers

1996

- Location at 302 N. Indiana is purchased to house the LIFT transportation program
- Dispute Resolution Program provides a mediator at the Vista Family Court
- Shared Housing expands to include the City of Escondido
- The Workforce Partnership supports Lifeline's Employment Services to serve hardest to reach welfare population

1998



1997

- Supported by the Juvenile Justice Crime Prevention Act, County Probation expands Lifeline's Youth Services programs to include the Community Assessment Team and Breaking Cycles
- Critical Hours afterschool programs are initiated in Oceanside and Carlsbad to deter middle school youth from delinquency



1999

- Court-approved 52-week Domestic Violence Program is launched

- EPSDT mental health program in Vista and Oceanside begins treating MediCal eligible youth
- County Child Welfare Services supports Independent Living Skills for aging-out foster kids
- Dedication ceremony held to celebrate the completion of renovations at 200 Michigan Avenue



- Board of Directors expands to include an Audit Committee
- Critical Hours after school program adds two sites

2000

- Hands on San Diego volunteers give LIFT office a make-over

2004

2001

- 30-hour Mediation Skills Training sessions increase attendance
- Lifeline expands Fair Housing services to those alleging housing discrimination
- Lifeline's 32-hour Social Work Program Training opens to community partners

2003

- Child Welfare Services funds the Community Services for Families program to reach children and families affected by child abuse and neglect
- Supervisor Bill Horn presents community support grant to sustain vital services to the community



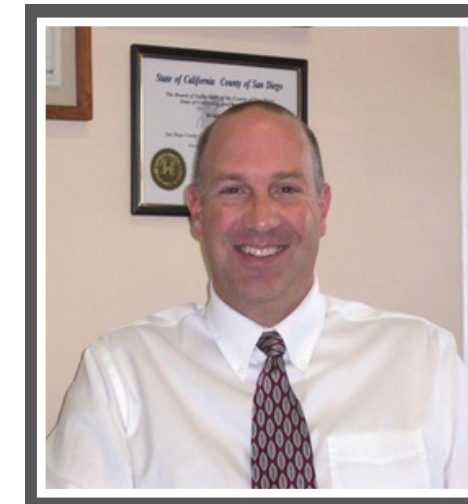
- Lifeline's 707 Oceanside Boulevard building is purchased to house growing services on the Coast
- Renovations begin!



- Shirley Cole announces her retirement after 26 years of leadership

2005

- The Dispute Resolution Program establishes mediation services in the Small Claims division of the Vista Superior Court
- Lifeline closes doors to Transportation Component as contract transfers to a for-profit county-wide provider



2007



- Donald Stump is appointed Executive Director in November of 2007
- Counseling services expand to Carlsbad Unified School District middle and high schools





Your connection to resources in the community!

Lifeline's mission is to build strategic partnerships in North County and deliver services to children, families and individuals that resolve problems, increase skills and nurture self-reliance.

Mission statement and logo - 2009

- Lifeline receives one of the first California Gang Reduction, Intervention and Prevention (CalGRIP) grants in the state for gang involved Oceanside youth
- The Board of Directors begin a 5-year strategic planning process
- The Parker Foundation supports Lifeline's move to an internet based phone system



- American Recovery & Reinvestment Act (ARRA) funding broadens Lifeline's services to struggling families who become unemployed or are at-risk of homelessness

- The Youth Civic Leadership Project engages youth in empowering community service projects in Oceanside

2008

- Family Self-Sufficiency expands to include Financial Literacy services supported by the United Way
- Probation expands Lifeline's juvenile justice services with the Intensive Case Management (ICM) program for serious juvenile offenders

2009

- Lifeline pilots Truancy Intervention Program in Vista and Oceanside middle schools
- Lifeline expands its mental health services in Carlsbad Unified School District with ADD-UP substance abuse intervention services
- Youth Financial Education groups expand through United Way funding



2010



- The Leichtag Foundation funds a Job Developer to serve North County job-seekers through *North County Works*, a regional employment collaborative.
- Lifeline Associates, a young professionals support group, holds a jacket and sweater drive for youth in Crown Heights, Oceanside.



- Project L.I.F.E. (Living In Freedom from Exploitation) launches to serve victims of human trafficking in collaboration with the 14-member North County Human Trafficking Task Force.

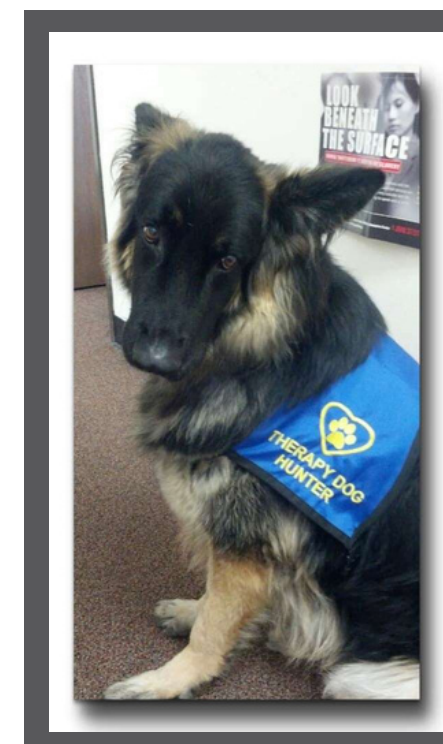
- Lifeline Associates holds a Kickball for Literacy tournament to raise funds for the Club Crown Heights afterschool program.



2012

- Lifeline launches mental health services for special education students in five school districts – Vista, Carlsbad, Oceanside, Fallbrook, and Bonsall (ERMHS).

- The ERMHS and Administrative staff move to new headquarters at 3142 Vista Way, Suite 400 in Oceanside.



- Lifeline expands employment and financial coaching in Vista and Oceanside.
- The Coastal Community Foundation funds training for certified 'dog therapists' to expand behavioral health services.
- The third annual It's Now! It's Wow! Youth Art event is held at the Oceanside Museum of Art, showcasing youth art and raising funds for youth programming.



- The LifeSpring House opens for youth who have aged out of foster care.
- Renovation on the yard and house are completed thanks to the Solana Beach Presbyterian Church, North Coast Church, and the U.S. Navy.



- Lifeline provides intensive group and home-based services through the Young Parents Network with United Way and Casa de Amparo.
- Christ Church in Coronado donates 140 backpacks to low-income and homeless youth in Vista and Oceanside.

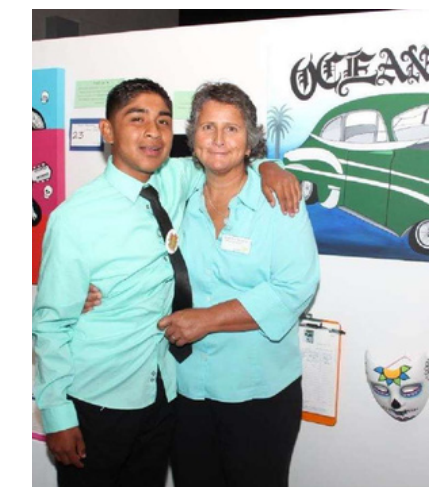
2013



- Club Crown Heights expands to a second afterschool program site with support from the City of Oceanside and the Oceanside Rotary.



- Seven Club Crown Heights youth graduate from Oceanside High School.
- The 4th annual It's Now! It's Wow! Youth Art event raises funds for Club Crown Heights' youth leadership and art programs.
- Lifeline begins enrollment of uninsured and low-income families through Covered California health insurance.





- The Oceanside Rotary Club recognizes 14 high school graduates of Club Crown Heights with 'money leis' to celebrate their achievements.
- Successful job seekers are recognized at the Life Achievement Center's biannual Recognition Dinner.



- Lifeline's Oceanside youth participate in the Smart Car Challenge at the Oceanside Museum of Art, fitting 16 children in the small car on exhibit!
- With support of the Oceanside Charitable Foundation, Lifeline's 'Healing through Art' project culminates with the painting of the winning project as a mural on the La Casita building in Crown Heights.

- Lifeline's 2nd Human Trafficking Awareness Conference is held at Chavez Middle School in Oceanside, with keynote addresses by local District Attorney Bonnie Dumanis, and U.S. Attorney Laura Duffy.



2014

- Lifeline celebrates more than 500 volunteers and interns at a Superheroes! volunteer event, presenting the inaugural Mike Cavataio Award for Community Service.
- Students from CSU San Marcos honor Cesar Chavez with a service project on Lifeline's Vista campus.



- Lifeline's youth services expand with the merger of two long-term prevention and early intervention programs, Juvenile Diversion and the Community Assessment Team, under a new San Diego County Probation contract.
- Lifeline helps more than 2,000 kids and families during the holidays with food baskets for 250, toys for 1,500 and more than 30 fully-sponsored families and foster youth.





In Washington, D.C., Project L.I.F.E. receives the FBI Director's Community Leadership Award. The award recognizes Lifeline's services, advocacy and community awareness building to stop human trafficking and child sexual exploitation.

Women Give San Diego, a giving circle of The Women's Foundation of California, awards a \$30,000 grant for Project L.I.F.E. to support victims and prevent human trafficking.



The LifeSpring program for foster youth transitioning to independence expands with ten new units in the North Santa Fe Apartments. This expansion is in collaboration with strategic housing partner, Community Housing Works, which opens a total of 68 units of affordable housing in downtown Vista.

Funded by United Way and the Siemer Institute for Family Stability, Lifeline provides staff on school sites to help stabilize homeless and at risk families in the Vista Unified School District.

2015

In response to changes in health care reform and parity in mental health coverage, Lifeline develops a business plan for a new Behavioral Health Clinic. With startup funding from the Alliance Healthcare Foundation, the Clinic will fill gaps in services for mental health and substance abuse treatment for youth and families.

Lifeline expands youth services by launching Alternatives to Detention, a program which works with families when kids are arrested, to keep youth out of juvenile hall and get them back on the path to success.

Additionally, the new Youth Offender Rehabilitation Program helps youth with housing, work, and education after lockup, as they are reentering the community.



Club Crown Heights celebrates 14 high school graduates! Two youth entering their junior year in high school are awarded Simon Scholarships.

The Oceanside City Council recognizes the Club Crown Heights soccer team, sponsored by Oceanside Police, for their first place victory in the annual beach soccer tournament.

Lifeline initiates Angel's Scholarship and awards the first college scholarship.





The Club Crown Heights afterschool program launches a STEM initiative in partnership with local company Genentech, which provides grant funds and volunteer support.

Club Crown Heights is recognized by the Oceanside City Council for their hard work and accomplishments.



Lifeline and six San Diego County partners receive a \$1 million grant from the State of California Office of Emergency to support trafficking victims over a two year period. Lifeline expands leadership in the countywide network to the complex needs of human trafficking victims.



Lifeline is honored as the 2016 Nonprofit of the Year for the 36th Senate District, in a Sacramento awards presentation. "Lifeline's work to build self-reliance among at-risk youth and adults is a fabulous example of nonprofits making our communities stronger," said Senator Patricia Bates.

2016

The Department of Justice, Office of Victims of Crime provides funding to increase access to services for male and LGBTQ youth and adults who have been enslaved as victims of trafficking.

Lifeline expands the child abuse prevention and intervention program, Community Services for Families, to include evidence and strengths-based coaching for parents during visitation sessions, as well as mental health assessments for all family members who have active child dependency services.



Christine Klement is awarded the Mike Cavataio 2016 Volunteer of the Year Award for her ten years of service with Lifeline's youth development team.

Here Now Suicide Prevention Program is launched in partnership with San Diego Youth Services.



The Club Crown Heights Soccer Team wins the National Championship in Florida.



The MusicLIFE band program for at-risk clients launches in partnership with the Museum of Making Music and funded by the Carlsbad Charitable Foundation, an affiliate of the San Diego Foundation.

Community members support Lifeline's 'adopt-a-family' program and donate holiday gifts for 135 families.



2017

10 foster youth complete the LifeSpring program for youth ages 18-24 this year, living independent and successful lives.

In addition to child abuse prevention and intervention services, the Community Services for Families program provides clinical domestic violence assessments and visit coaching for families.

"I am the first in my family to go to college. Lifeline has offered me a range of opportunities – from housing to furniture to monthly help, to the supportive and understanding staff. Everything about Lifeline has helped me to be where I am now." –LifeSpring Client

Project LIFE (Living in Freedom from Exploitation) launches a 24/7 hotline to support victims of human trafficking countywide.

Demand for Lifeline's child mental health services increases and the program grows by 30%.

Youth who attended Lifeline's afterschool program, Club Crown Heights, are now graduating from college!



Project LIFE experiences continued growth in demand for victim services, serving 68% more victims of human trafficking than in the previous year.



Lifeline's Board of Directors receives the prestigious University of San Diego Kaleidoscope Award in February 2018 for exceptional governance.



Teens Leading North County launches to offer volunteer leadership opportunities for high school youth.

2018

Lifeline expands by opening a client center and program office in San Marcos.

Lifeline holds our first Community Impact Awards celebration. Michelle Walsh, Margery Pierce, and Summer Stephan are presented with awards.



Lifeline's youth mental health programs expand by more than 80% in 2018 to meet an increase in demand for services.

Executive Director Don Stump wins the 2017 County Philanthropy Council award.



Communities in Action launches to provide emergency support, individual counseling, and financial education to help adults and families become self-reliant.



Lifeline's "Adopt-a Family" expands to support 232 families, providing gifts and household items for a total of 924 kids and adults!



The LifeSpring Voices event celebrates foster youth who have overcome extraordinary obstacles to become successful young adults.



Lifeline partners with Just in Time for Foster Youth to open a drop-in center in Vista, called The House, to serve homeless, at-risk, and foster youth and young adults.

2019

Lifeline expands its scope of Behavioral Health programs to include mental health and addiction recovery services for adults.

Project LIFE presents the Invisible Faces Symposium to explore the impact of human trafficking on victims who are men, boys, or members of the LGBTQ (Lesbian, Gay, Bisexual, Transgender, Questioning or Queer) community.



Club Crown Heights unveils its new Homework Lab, sponsored by community members and volunteers.



CSU San Marcos students volunteer to spruce up Lifeline's Vista campus on the Cesar Chavez Day of Service.

Amidst school closures and social isolation during the COVID-19 pandemic, the HERE Now team provides virtual presentations and online parent resources to address youth mental health and prevent suicide

Lifeline leads 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.



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



Lifeline provides uninterrupted therapeutic services throughout the pandemic, as well as offering emergency financial assistance to help our clients with their greatest needs.

2020-21

Lifeline's services increases significantly to meet the community's growing needs during the pandemic. Lifeline provides counseling, housing, and financial assistance to 433 clients – an increase of 45% over last year.

Lifeline's staff and Board of Directors increase focus on diversity, equity, and inclusion by strengthening the work of our cross-agency committee that has been in place for years, identifying gaps, and growing into new areas of significance.



To respond to growing demand for services county-wide, Lifeline establishes a San Diego location with youth and family counseling programs.



After months of social isolation, Club Crown Heights youth experience much-needed outdoor recreation and education through Outdoor Outreach program activities.



Lifeline host group volunteer opportunities for local businesses, to partner in providing Science, Technology, Engineering, and Math (STEM) days for Club Crown Heights youth.



Lifeline collaborates with local community partners to raise awareness for National Runaway and Youth Homelessness Month, through an awareness walk in Oceanside.



Lifeline expands services in direct partnership with local health plans and medical providers (CaAIM) to remove barriers to resources and provide clients living with mental health and chronic illnesses with community supports and linkage to housing when it is needed most.



Local artists and Crown Heights youth work side-by-side to create and implement meaningful murals for the community that

2021-22



Todd Baker & Dustin Nelson, with San Marcos Sheriff Department's RESPECT Project receive award at Lifeline's first "hybrid" Lifeline Awards. An event recognizing impactful community leaders.

Lifeline's HERE Now Suicide Prevention Program receive the Peacemaker Award by the Rotary Club of Carlsbad for our work to reduce the social stigma attached to those seeking mental health services.



Nearly 1,000 individuals are "adopted" through Lifeline's Adopt-A-Family program thanks to the generosity and support of donors and volunteers.



True Life Recovery program provides outpatient substance abuse treatment services to teens in the community and local schools.





Lifeline
Community Services