



2021-2022  
Annual Report

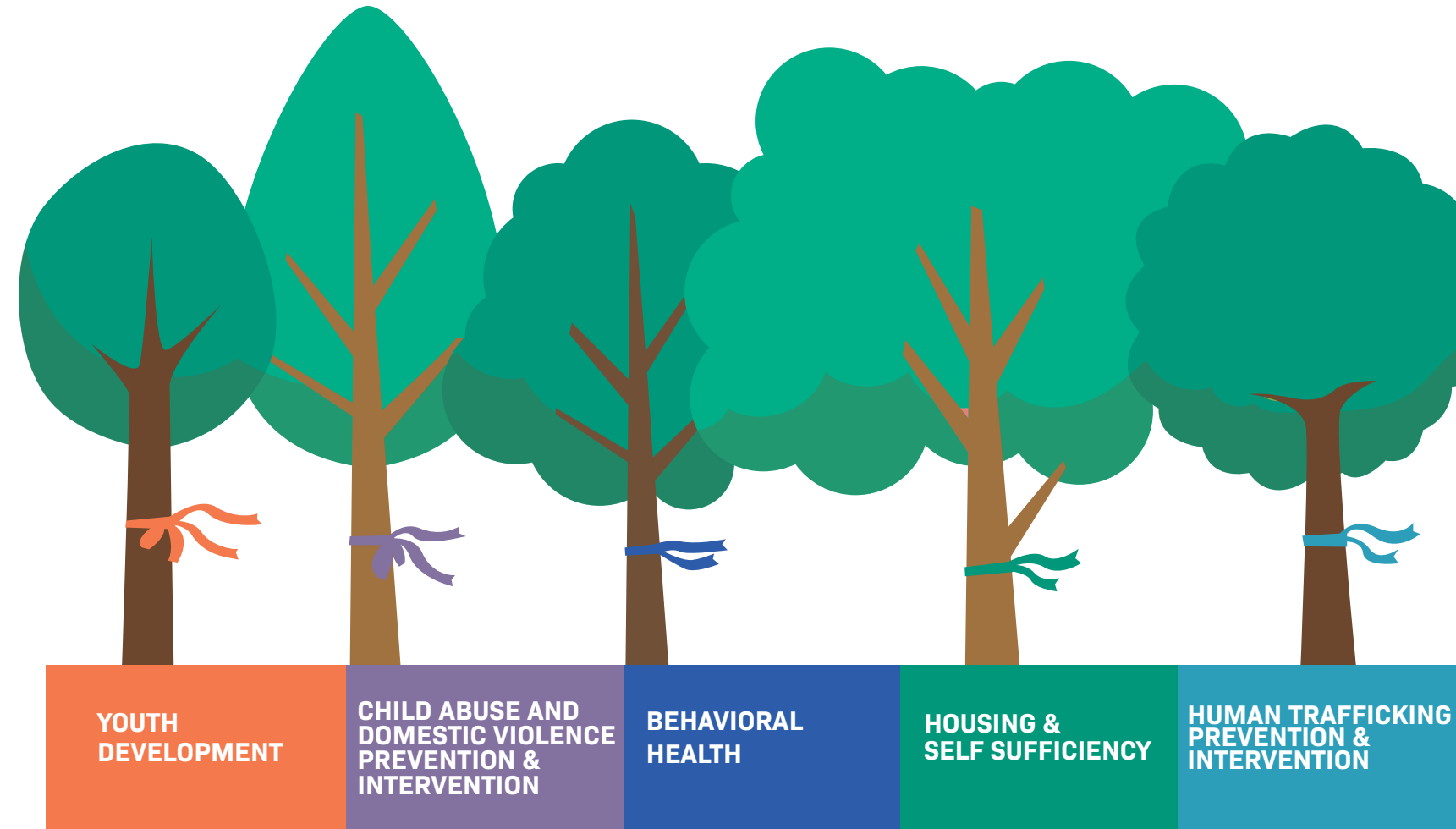


**FOR THE COMMUNITY  
FROM THE COMMUNITY**



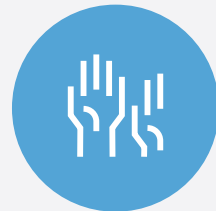
## OUR MISSION

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



4,304+

People Served



109

Volunteers



16,977

Volunteer Hours



49+

Years In North County



165+

Dedicated Employees



\$16m

Budget

## Building Stronger Communities Since 1973

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

## Lifeline as a Community-Based Service Organization

The heartbeat of Lifeline as an organization is our **community-based approach** to serving low-income and underserved populations in San Diego County. Since 1973, Lifeline remains responsive to the ever-changing needs of our community by creating new programs, services, and resources to join in lifting up the most vulnerable youth, adults, and families. Each year, Lifeline serves nearly 5,000 members of our community through clinically-strong and evidence-based programs that focus on positive youth development, child abuse prevention, housing and self-sufficiency, behavioral health, and human trafficking survivor services.

As a community-based human services organization, Lifeline supports all to reach their fullest potential, by committing 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. Specifically, Lifeline hosted staff gatherings throughout the year

to prioritize LGBTQIA+ competency and furthered our organizational culture of diversity and humility. As a founding member of the LGBTQIA+ Survivor Taskforce, Lifeline continues to seek out opportunities to support these communities.

The pandemic years have been an emotional trudge for all, and Lifeline has responded to the increased needs for mental health and substance abuse services, as well as access to permanent supportive housing, by launching Connections Community Counseling, TrueLife Recovery, and investing in the CalAIM initiative. Lifeline has expanded to offer services in direct partnership with local health plans and medical providers to help 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. **Lifeline continues to provide mental health services to over 1,200 youth and their families, and has added specialized**

**services to youth and young adults experiencing homelessness county-wide. Given our strong base of clinical services for youth, we expanded our scope by now providing outpatient substance abuse treatment services to teens in the community and local schools.**

Lifeline is proud to announce our HERE Now Suicide Prevention Program was awarded the Peacemaker Award by the Rotary Club of Carlsbad for our work to reduce the social stigma attached to those seeking mental health services. We provide education to both educators and students and help identify vulnerable youth before they attempt suicide. San Diego County Sheriff's RESPECT Project was awarded the San Marcos Inspiration, Leadership, and Excellence (SMILE) Award by the San Marcos City Council. Lifeline is proud to support the RESPECT program by providing youth and family support services as needed by all the participants.

At an organizational level, Lifeline prioritized diversity in board

recruitment and welcomed four new board members who will bring a range of life and professional experiences to our strategic growth and development at Lifeline. With our growth last year, we expanded our leadership to include two new high-level chief officers who bring a depth of experience that can only make our work toward our mission richer and more sustainable. I am proud of the Lifeline team, our "Lifeliners," and key community partners who have been ever responsive to the needs of the communities we serve.

**Thank you for supporting Lifeline's mission. You are truly helping us change lives for those who are most in need in San Diego County every day.**

*Sincerely,*  
**Don Stump**, Chief Executive Officer  
**Rick Martinez**, Board President



**Don Stump**  
CEO



**Rick Martinez**  
Board President

## North County Lifeline

# YOUTH DEVELOPMENT

Lifeline's Youth Development Programs seek to provide a supportive community for youth through prevention and intervention services, mental health resources, and support for families working with juvenile probation. This year, Lifeline supported 1,043 youth and their families across San Diego County in need of counseling, education, and assistance with basic needs. Programs include: Club Crown Heights (CCH) Afterschool Programs, Community Assessment Team (CAT) and Juvenile Diversion Program, Strive for Success (S4S) Gang Prevention Program, Intensive Mentoring Parent Advocacy Comprehensive Trauma-Informed Services (IMPACT), Juvenile Forensic Assistance for Stabilization and Treatment (JFAST), Alternatives to Detention (ATD), CHOICE, Families SHINE, and the RESPECT Project.

Giving back to the community can help instill a sense of self, value, and identity among youth. 154 youth participating in Lifeline's Alternatives to Detention Program completed 433 hours of community service this year. Lifeline is also proud to participate in the RESPECT program, a partnership between local law enforcement and the community to build trust and communication. This year, the San Marcos City Council even recognized the RESPECT Project for its positive impact on the lives of youth.

Lifeline's programs help build resiliency in youth, including our Community Assessment Team (CAT) program in which 97% of youth clients had no entry, or re-entry, into the Juvenile Justice System. Lifeline's leadership in early intervention and prevention of youth's involvement in the juvenile justice system was furthered with the Board of Supervisors appointing Lifeline Director of Youth Development, Alberta S. to the North County Gang Commission, Seat No. 3. Her leadership strengthens youth voices and Lifeline's work in building strong youth and families across communities in North County and the larger San Diego area.

Club Crown Heights, Lifeline's afterschool program for youth, celebrated the high school graduation of three young people this year! In addition, 124 youth participating in the program had the opportunity to build community through outdoor activities. Youth also helped lead mural beautification projects that reflect their lived experiences and community. Local artists and Crown Heights youth worked side-by-side to create and implement meaningful artwork for the community. Embracing the spirit of diversity and inclusion, the installations inspire and reflective Crown Height's culture.



60%

### Youth ENROLLED

60% of enrolled youth successfully completed program requirements, up to one year of services including workshops, family outings, fieldtrips, mentoring, and individual counseling sessions. (Strive for Success Gang Prevention Program)



91%

### Client INCREASE

91% of clients reported an increased positive behavior change in the following domains: family relationships, anti-social behavior, social competence, substance use, and gang resistance. (IMPACT Program)



92%

### Families SUPPORTED

92% family members reported a positive change in family communication skills, as measured by self-reports from youth and parents.



“

*Club Crown Heights (CCH) has taught me to always be willing to pay it forward for others and for my community. Can't wait to go to college and come back to CCH to return the favor.* ”

Denzel A., Club Crown Heights Program 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

Strong families strengthen communities. This year Lifeline's Child Abuse and Domestic Violence Prevention & Intervention programs helped 1,048 families break cycles of violence through supportive services. Lifeline has often seen that lasting change starts at home, as families begin building healthy habits through clinical services, in-home supports, assessments, parenting classes, and group interventions.

Through participation in Lifeline's Community Services for Families (CSF) parenting classes, 83 parents demonstrated increased parenting skills, as measured by the completion of an 8-week parenting series. "These classes helped me reinforce what I need to do as a mom. I learned how I should treat my children to strengthen our family union, trust and raise the self-esteem of my children," says a CSF Program client participant.

According to the National Coalition against Domestic Violence, on average, nearly 20 people per minute are physically abused by an intimate partner in the United States. After completing Lifeline's domestic violence prevention and intervention classes, one client shared, "I have learned how to identify red flags and to communicate better."

Lifeline provides timely, critical services to families in need. 96% of families with children five years and younger, who needed to begin or resume receiving well-child visits, received referrals or began visits within three months of connecting with Lifeline.

**"Today I'm committing to becoming a better version of myself, to offer my children a loving and caring home environment. What Lifeline taught me will help me accomplish being a great mother, woman, and human being."**

Client, Community Services for Families Program (CSF)



93%

### Change **Sustained**

93% of participants who are Domestic Violence batterers were free from further domestic violence arrests while in the program.



91%

### Parents **Improved**

91% of parents in the Community Services for Families program improved their parenting skills and ability to provide a safe environment for their child/children.



70%

### Participants **Completed**

70% of participants successfully completed 52 sessions of the Domestic Violence Batterers group.



“

*I learned how to identify the cycle of abuse so that I can break it. I've learned to recognize my triggers and take action before situations escalate. I've learned to communicate with my wife in a manner that is loving, respectful and productive*

”

Client, Domestic Violence Prevention & Intervention Program



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 provided services and education to 1,604 youth, adults, and families including: suicide prevention and intervention, substance abuse services, and counseling. With Lifeline's strong base of clinical services for youth, we were able to successfully expand our scope to now provide outpatient substance abuse treatment services to teens in the community through new programs including: Connections Community Counseling, VIVA School-Based Mental Health Counseling program, and TrueLife Recovery.

Lifeline's HERE Now Suicide Prevention School-Based Child Mental Health program addresses one of the most challenging topics when it comes to mental health, which is safety. Of the 5,887

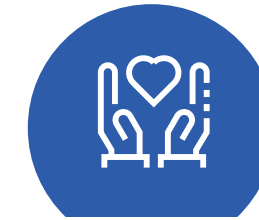
students who attended suicide prevention and early intervention presentations this year, 100% of the students identified with thoughts of suicide and/or at-risk behaviors were connected with services in the community and a trusted family member was notified of the student's need. Situations surrounding mental health and suicide prevention and intervention often include difficult decisions and experiences that can be very challenging for schools and parents to navigate on their own. Lifeline staff are able to provide a safe space for students at a critical time. This year, Lifeline also joined forces with over 30 non-profit partners in a Youth Resiliency Committee aiming to build resiliency and reduce mental health stigmas by amplifying youth voices through communication.



91%

### Participants Improved

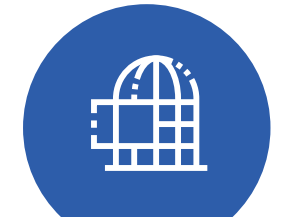
91% of children and adolescent clients participating in individual, family, and/or group counseling demonstrated improvement in their mental health symptoms after participating in VIVA School Based Mental Health Counseling program.



80%

### Youth Progressed

80% of youth post Lifeline's TrueLife Recovery program were either employed, in structured employment preparation program, in a formal education setting, or enrolled in benefits programs providing cash benefits.



99%

### More Stable Clients

99% of clients avoided psychiatric hospitalization, or re-hospitalization, while participating in the Community Connections Counseling treatment program.



“  
*I always viewed myself as a bad person because of how the choices I've made have hurt my family. I guess I never thought that it was possible that was not true because it is all I've ever heard from them. I see it differently now.*  
”  
Client, VIVA School Based Mental Health Program



Watch the Story.

Scan the QR Code to watch a short video and see the impact of community-based services in Lifeline's Behavioral Health Programs.

# North County Lifeline HOUSING & SELF SUFFICIENCY

Lifeline's Housing & Self-Sufficiency programs provide the community-based support that youth and families need to overcome poverty, homelessness, and trauma. Lifeline directly helped 521 clients through programs including: LifeSpring, The House Drop-In Center, Communities in Action, Warm Hand Off (WHO), Neighborhood Networks, and the pilot program for CalAIM.

In everything we do, we support our clients to develop the skills necessary to achieve self-reliance. A host of complex factors often contribute to a young person experiencing homelessness or being at risk of homelessness including the transition out of the foster care system. Our LifeSpring program helps create a safe space where youth can feel safe and heard, build community, and be themselves. This support reminds youth that they are important and worthy. "A huge shift happens in a youth's life when they build healthy relationships and get connected to resources that transform their lives," says Kristen C., Associate Director of Programs.

78% of transition age foster youth successfully complete the LifeSpring

transitional housing and support program by moving on to safe and sustainable housing.

One of Lifeline's keys to success is breaking down barriers to services and creating pathways for clients to access community resources, helping clients build a solid foundation for success. This year, Lifeline has expanded to offer services in direct partnership with local health plans and medical providers to help provide pathways to resources. Clients living with mental health and chronic illnesses can access community supports and linkages to housing when it is needed most.

This year, the Neighborhood Networks program worked with Angela, a participant with this program for more than a year. When she was first introduced to the program, she had health and substance use challenges. Lifeline helped with placement at a rehabilitation center and Angela is now sober from substances including nicotine. She also has a job and is more hopeful about life, wanting to live a healthy lifestyle and to continue to better herself. Angela says it best herself, "thank you for all you've done for me and what you do, you are a blessing."



75%

## Maintained Employment

75% of participants in the Warm Hand Off program that helps those who have been formerly incarcerated, were able to maintain employment because of the supports received including clothing for work, tools, and/or transportation.



80%

## Participants Achieved

80% of LifeSpring participants achieved full-time productivity by going to school or obtaining jobs within three months of move-in.



80%

## Clients Improved

80% of those engaged in services at The House Drop-In Center showed an improvement in the following competencies: daily living skills, financial management, job readiness, and career development.



“  
Lifeline helped me in many ways. They helped me with budgeting, which helped me strategize for many things in my life.  
”

Client, Communities in Action



**Watch the Story.** 

Scan the QR Code to watch a short video and see the impact of community-based services in Lifeline's Housing & Self-Sufficiency Programs.



## North County Lifeline

# HUMAN TRAFFICKING PREVENTION & INTERVENTION

Project LIFE embodies inclusivity, servicing individuals of all ages, all genders, and all forms of human trafficking throughout San Diego County. Lifeline provided human trafficking prevention and intervention services to over 88 youth, adults, and families through our Project LIFE (Living in Freedom from Exploitation) program, and connected with over 2,825 individuals through outreach and awareness efforts this year. Services included counseling for victims, general awareness for youth, outreach for at-risk populations, and community education and training.

Across San Diego County, Lifeline's Project LIFE program continues to collaborate and provide leadership in the prevention and intervention efforts surrounding the issue of human trafficking. Lifeline remains a key partner with the REACH Coalition, LGBTQIA+ Survivor Taskforce, and the San Diego Human Trafficking Task Force. Project LIFE also partnered with several key community awareness walks this year including the 16th Annual Soroptimist Awareness

Event and Walk with San Diego District Attorney Summer Stephan, and the Stop Trafficking Walk, a national awareness effort held locally in Carlsbad. Project LIFE participated in SheFest 2022, and the San Diego Pride Festival with over 55,000 attendees, and provided information on victim and mental health services to over 514 people. Lifeline has also partnered with Ivey Ranch to provide Equine Assisted Counseling to Project LIFE clients.

Lifeline seeks to provide a safe and empowering community for human trafficking survivors. For example, this year we worked with Janice, a 19 year old female survivor of sex trafficking who was referred to Lifeline by local law enforcement. Lifeline helped her access services, support and education on how to navigate daily life challenges, from financial literacy to healthcare. Since then, she has obtained part-time employment, stable housing, and has had no contact with her abuser. She is now working on developing positive healthy relationships, and rebuilding her connection with her family.



73%

### Stable Housing

73% of clients were stably housed, and 25% were living independently.



63%

### Improved Skills

63% of clients improved their coping and life skills, developed healthy relationships with others, and established a support system.



73%

### Stable Transportation

73% of clients had a stable and reliable source of transportation by program exit



“ Clients worked with horses through a trauma-informed wellness approach focused on new ways to face life challenges and relearn boundaries and communication skills. ”  
Outreach & Training Manager, Project LIFE



Watch the Story.

Scan the QR Code to watch a short video and see the impact of community-based services in Lifeline's Human Trafficking Prevention & Intervention Program.

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CARS, Inc.  
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Christ Episcopal Church  
The Church At Rancho Bernardo  
City SC Girls Academy Program  
Community Roots Farm  
CSU San Marcos, Community Relations & University Engagement  
CSU San Marcos, Facilities Development & Management  
Episcopal Church of St. Andrew The Apostle  
Generation Church  
Grace Presbyterian Church  
Guajome Park Academy Key Club  
Lambda Theta Phi - San Diego Alumni Associate Chapter  
MainStreet Oceanside  
Miss Vietnam Royal Court San Diego  
National Association of Letter Carriers  
New Community Church  
North Coast Church  
North County Wine Moms

Oceanside Rotary Club  
Rotary Club Of Carlsbad  
Route 78 Rotary Club  
San Diego Recovery Program Softball League  
San Dieguito Academy  
The Seed School  
Soroptimist International of Coronado  
Soroptimist International of North San Diego  
Tickets For Kids Charities  
United Methodist Church of Vista  
USS Midway Museum  
The Woman's Club of Vista

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The Molina Healthcare Charitable Foundation  
Nordson Corporation Foundation  
Northrop Grumman Corporation  
PCL Construction  
PNC Foundation  
PorchLight Realty

O'Nique Corporation  
Qualcomm  
Redbock  
Reese Law Group  
Rowan Electric  
RWM Home Loans  
Sambuya, LLC  
San Diego Gas & Electric  
Sempra Energy  
Señor Grubby's  
Six Flags Magic Mountain  
Starbucks Coffee Company District 524  
The Starbucks Foundation  
Toolbox Medical Innovations  
Trillion Jewels  
TrueCare  
U.S. Bank  
UCSD Radiation Oncology - Encinitas  
Union Bank Foundation  
Walgreens Cash Rewards Program  
Watkins Landmark Construction  
The Wave Waterpark  
Wells Fargo  
Zone Nine Landscape & Design



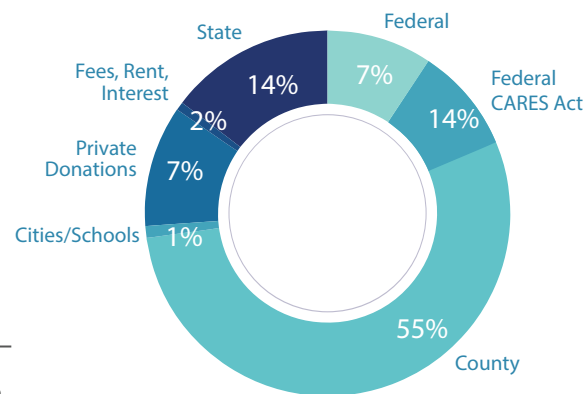
**THANK YOU FOR HELPING NORTH COUNTY LIFELINE AS WE HELP CLIENTS CHANGE THEIR OWN STORY.**

# FINANCIALS

## Statement of Revenue and Expenditures Audited, Fiscal Year ending June 30, 2022

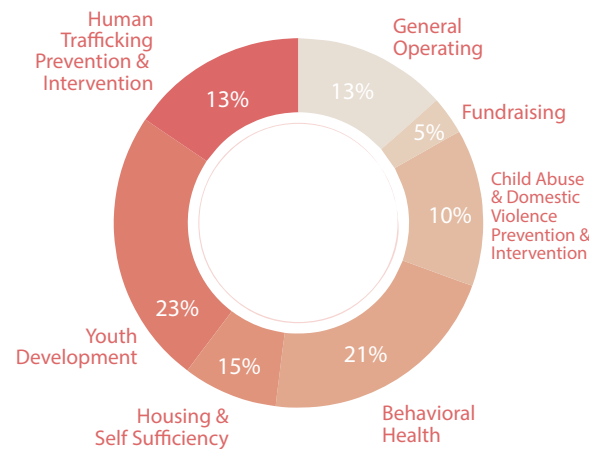
### Revenue

Federal	\$ 1,035,350	7%
Federal CARES Act	\$ 1,909,906	14%
State	\$ 1,885,998	14%
County	\$ 7,632,709	55%
Cities/Schools	\$ 187,585	1%
Private Donations	\$ 979,808	7%
Fees, Rent, Interest	\$ 304,750	2%
<b>Total Revenue</b>	<b>\$ 13,936,106</b>	<b>100%</b>



### Expenditures

General Operating	\$ 1,715,951	13%
Fundraising	\$ 634,002	5%
Child Abuse & DV Prevention & Intervention	\$ 1,292,091	10%
Behavioral Health	\$ 2,735,048	21%
Housing & Self-Sufficiency	\$ 1,909,693	15%
Youth Development	\$ 2,895,912	23%
Human Trafficking Preventing & Intervention	\$ 1,685,364	13%
<b>Total Expenditures</b>	<b>\$ 12,868,060</b>	<b>100%</b>



### Net Income

<b>Total Income</b>	<b>\$ 1,068,047</b>
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**In-Kind Contributions \$ 932,799**

## Balance Sheet Audited, Fiscal Year ending June 30, 2022

### Assets

Cash	\$ 240,107
Temporarily Restricted Support	\$ 451,980
Grants Receivable	\$ 4,122,378
Other Current Assets	\$ 359,873
Property & Equipment at cost, less depreciation	\$ 2,759,741
<b>Total Assets</b>	<b>\$ 6,982,516</b>

### Liabilities

Accounts Payable & Accrued Expenses	\$ 411,616
Deferred Revenue	\$ 157,843
Accrued Payroll, Taxes, and Benefits	\$ 753,966
<b>Total Liabilities</b>	<b>\$ 1,323,425</b>

### Net Assets

Unrestricted Net Assets	\$ 5,207,110
Temporarily Restricted Net Assets	\$ 451,980
<b>Total Net Assets</b>	<b>\$ 5,659,090</b>

### Liabilities & Net Assets

<b>Total Liabilities &amp; Net Assets</b>	<b>\$ 6,982,516</b>
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Resilient Youth  
Strong Families  
Community Partners  
Self-Reliance

# FOR THE COMMUNITY, FROM THE COMMUNITY

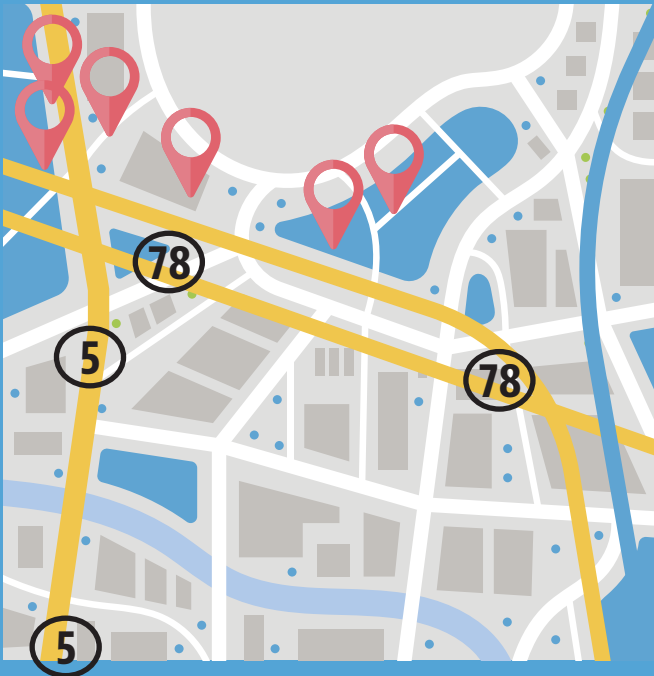
## BOARD OF DIRECTORS

*\*Joined Board in FY 2022-23*

*Rick Martinez - PRESIDENT  
Dr. Patricia Prado Olmos - VICE PRESIDENT  
Sam Brown - SECRETARY  
Harriet Carter - TREASURER  
Don Stump - CHIEF EXECUTIVE OFFICER*

*Conor Boyle\*  
Paul Cevolani  
Paul A. Garza  
Jaime Gonzales Vallejo  
Dr. Darjené Graham-Perez  
Jim Hagar*

*Barbara Levine  
Jim Mickelson  
Megan Provost  
Henry Pennerman  
Yameeka J. Williams\**



## LOCATIONS

**Vista**  
200 Michigan Ave, Vista, CA 92084

**Oceanside**  
707 Oceanside Blvd, Oceanside, CA 92054

**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

200 Michigan Ave, Vista, CA 92084  
Tel: 760-726-4900 | Fax: 760-726-6102



**nclifeline.org**