“We rise by lifting others”
— Robert Ingersoll

RESILIENT YOUTH

STRONG FAMILIES

COMMUNITY PARTNERSHIPS

MISSION: SELF-RELIANCE

NORTH COUNTY LIFELINE

ANNUAL REPORT 2014–15
Dear Community Partners:

All of our efforts are interconnected. The mission statements of our organizations are designed to weave themselves into a living fabric tailored to support those members of our community who most need our help. North County Lifeline’s forty-six years of services have been built and delivered based on our desire to help cultivate strong cohesive families, while building self-reliance among youth, individuals, and families.

At North County Lifeline, we are inspired by a quote from Robert Ingersoll, “We rise by lifting others.” However, our organization believes that true success is achieved when the community aligns its resources to meet common goals. In other words, “Together, we rise by lifting others.”

North County Lifeline commits substantial resources, through partnerships, to lift others towards their fullest potential. We focus our efforts on building strong collaborative networks of service with dedicated stakeholders who are working toward similar purposes.

In the past year, Lifeline’s board members, staff, and volunteers have demonstrated this commitment by providing strategic leadership and dedicated support to numerous successful community efforts:

Our Executive Director Donald Stump served for a fifth year as the President of the Alliance for Regional Solutions, North County’s community collaborative addressing social issues in the region. Don also served a third year as the Co-chair of the Live Well North County Leadership Council, along with Chuck Matthews, regional Deputy Director of the Health and Human Services Agency.

In partnership with the City of Oceanside and with funding from the Leichtag Foundation, Lifeline’s management team provided leadership to North County Works, a regional collaborative focused on workforce development. Lifeline also brought community organizations together and provided administrative support to drive the efforts of the North County Transition Age Youth (TAY) Collaborative and the Behavioral Health Alliance. As a result, we now have more North County residents with new jobs, better access to mental health services, and a more coordinated system for TAY services.

And finally, our strategic partnership with the nonprofit housing developer, Community Housing Works, and the City of Vista has resulted in the creation of sixty-eight new affordable housing units in the region. We have more regional capacity to house low-income folks in quality housing and we are providing youth transitioning out of foster care with their first independent homes!

Lifeline’s purpose statement reads: “Building resilient youth, nurturing strong families, and partnering to solve community problems.” To accomplish our purpose, Lifeline is committed to fostering partnerships that will provide the best possible network of services for those in most need.

We are deeply grateful to all of our community partners. Your ongoing support and continued collaboration make it possible for Lifeline to continue to rise to the challenges in North County San Diego.

With our warmest regards,

Paul Cevolani
President, Board of Directors

Donald Stump
Executive Director

BOARD OF DIRECTORS

Paul Cevolani | President
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Chief Operating Officer, North County Kaiser Foundation Health Plan & Kaiser Foundation Hospitals SD Service Area

Honorary Board Member
Rusty Williams
Principal, Lee & Associates
Volunteers are truly the soul of North County Lifeline. This year, Lifeline was named a Service Enterprise by the Points of Light Foundation. One of five organizations in San Diego County to earn certification, this distinction underscores Lifeline’s commitment to supporting volunteers.

More than 650 volunteers dedicated 22,245 hours valued to be worth $547,500.

- Behavioral Health: 25 volunteers
- Youth Development: 47 volunteers
- Employment & Housing: 28 volunteers
- Mediation and Fair Housing: 32 volunteers
- Business Office & Board of Directors: 24 volunteers
- Single Day of Service: 514 volunteers

Genentech Gives Back Week: 3 Days in June
Thank you to the 24 Genentech employees who led math, reading and science lessons with youth at Club Crown Heights. Give back week was a huge success!

CSU San Marcos: Cesar Chavez Day
Club Crown Heights has a newly painted Reading Room at the La Casita site, thanks to 23 CSUSM volunteers. Now hosting the Reading Club, it is the ‘cool’ place to be on Wednesdays. Thank you for giving back!

North Coast Church Weekend of Service
In just one weekend, 220 volunteers from North Coast Church transformed Lifeline’s Vista and Coastal campuses. Experts in everything from painting to tile work to landscaping dedicated more than 1,000 hours ... Wow!

Suzi Bradshaw: Tutoring Program Leader
Suzi’s passion for reading helped Lifeline launch a pilot program for individual tutoring in 3rd grade reading. We rely on Suzi’s expertise as a reading specialist to design lesson plans and train tutors for this volunteer-led program. Thank you Suzi! Because of YOU, all kids in the program increased their scores on standardized tests.
Kids are at the heart of every decision Lifeline makes. To achieve a mission focused on self-reliance, Lifeline ensures that each child lives up to their highest potential. Building resilience is particularly important for youth in low-income families. According to the U.S. Department of Health & Human Services:

- 29% fail to earn high school diplomas, as opposed to 5% of high-income families.
- 1 in 5 youth from low-income families are charged with an adult crime by the age of 24.

Lifeline’s youth development model operates on a continuum from prevention to breaking the cycles of delinquency.

**Prevention: Club Crown Heights**

Club Crown Heights is a safe space for youth ages 5 to 18 in one of OceanSide’s poorest and most violence-stricken communities. This year, Club Crown Heights achieved a record level of enrollment with 197 youth ages five to eighteen attending either La Casita for elementary children or La Escuelita for middle and high school youth. Thank you to Price Philanthropies, SDG&E, and Datron for providing leadership gifts for Club Crown Heights.

- 85% completed or led community service projects – providing a total 2,500 hours of service
- 100% improved school attendance (self-reported)
- 14 Club Crown Heights seniors joined the graduating class of 2015

**Prevention to Early Intervention: Community Assessment Team**

Kids make mistakes. They skip school or defy authority. The pressure to experiment with drugs and alcohol is extreme. Lifeline’s Community Assessment Team is a partnership with the County of San Diego and Probation to prevent juvenile delinquency and, when necessary, intervene.

- More than 900 youth worked with Lifeline this year to redirect negative behavior and become self-reliant
- 87% of youth reduced or eliminated substance abuse (as reported by children and parents)
- 97% of youth did not enter, or re-enter, the Juvenile Justice System (as documented in probation record checks)
CONGRATULATIONS, Angel

Angel is headed to UC Santa Cruz! Having enrolled in Club Crown Heights at eight years old, Angel faced several obstacles to success in school: two working parents struggling to make ends meet, violence on neighborhood streets, and constant pressure to join the local street gang.

In spite of the barriers Angel persevered. He was named a Simon Scholar and graduated with honors in June 2015. In his graduation speech, Angel spoke of the influence that Club Crown Heights had on his school years and the decisions he has made. Though many of his friends and family members were sidetracked by gang activities, Angel continued to attend Club Crown Heights after school. Angel was accepted to six major universities and enrolled at the University of California Santa Cruz. He plans on studying political science and pursuing a law degree. Today, Angel is a role model for all Club Crown Heights youth.

Breaking Cycles: Intensive Intervention

Many families are breaking cycles of poverty, addiction, and incarceration. Their kids have incredible potential yet are surrounded by negative influences. Lifeline provides positive intervention. Working with the County’s Probation department, we can help youth break the cycle of substance abuse, crime or violence. With intervention, the cycle ends, leading to thriving young adults. Lifeline intervened with 540 kids on probation — providing individual and family support in the community and at home.
Children can reach their highest potential with the support of their families. From ending the cycle of violence to supporting behavioral health, Lifeline gives families a fighting chance at every opportunity.

Family Violence Prevention and Intervention

Domestic violence is reported in more than 50% of child abuse and neglect investigations according to the National Council on Child Abuse and Family Violence. To prevent future violence, we must work with those being victimized as well as those who act out. Through partnerships with the County of San Diego Child Welfare Services, Lifeline is committed to both.

- Lifeline counselors worked with more than 550 families to end the cycle of violence—in homes and through parenting classes.
- Parent Partners, para-professional staff who have had a successful experience in the child welfare system, provided a unique level of support having overcome similar challenges.
- More than 100 people completed Domestic Violence intervention groups for perpetrators or anger management groups.

Project AIM

Through a partnership with United Way of San Diego County and the Seimer Family Institute, Lifeline will begin intensive programming working with unstable and homeless families in Vista in FY 2015-16. As a result, homeless and at-risk families in Vista will:

- Increase their income level
- Maintain safe and stable housing
- Enhance the educational development of their school-aged children

This self-reliance initiative builds on the employment and financial programs funded by Leichtag Foundation and Wells Fargo—thank you!
Behavioral Health

Lifeline’s behavioral health services address mental health and substance abuse. To meet a startling nationwide gap in services, clinicians work individually with children at schools, in clinics, and at home. According to the National Institute of Mental Health:

- 1 in 5 children ages 13 to 18 currently or previously had a debilitating mental disorder
- Nearly 50% of youth aged 8 to 15 didn’t receive mental health services in the previous year.

To close this gap in North County, Lifeline will launch a new clinic, meeting the mental health and substance abuse treatment needs of those who are under the 250% poverty benchmark or do not have access to private providers.

The clinic will fill a North County gap in mental health services that has frequently been identified in community planning processes, specifically the North County Behavioral Health Alliance and the Tri-City Medical Center Community Healthcare Alliance Committee. Simultaneously, the clinic represents an earned income strategy that will improve Lifeline’s sustainability.

The initial launch of the New Life Clinic is possible through the generous support of Alliance Healthcare Foundation.
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. As a result, Lifeline initiates, identifies, and partners with affected community stakeholders to develop solutions.

Through combined effort, we can build collaborations that make a greater impact. Truly — we rise by lifting others.

Project LIFE

Living In Freedom from Exploitation shouldn’t be a dream. For many, it is—even here in San Diego County.

What is human trafficking?

Human trafficking is a modern form of slavery. It involves controlling a person through force, fraud, or coercion to exploit the victim for forced labor, sexual exploitation, or both.

Human Trafficking is a local, domestic problem.

• San Diego is one of the 13 highest sex trafficking areas in the U.S.
• 72% of California human trafficking victims are American.
• The majority of identified victims in California are women and girls—their average age at recruitment is age 12 to 14.
• Human trafficking has become a lucrative criminal enterprise for San Diego street gangs.

Project LIFE is a direct response to this crisis. Project LIFE provides services for trafficking victims, prevention workshops for teens, and community awareness trainings to increase identification of victims. In May 2015, North County Lifeline was the recipient of the FBI Director’s Community Leadership Award for our

Awareness Training Works—Maya’s Story

A local community member who had participated in Project LIFE awareness training contacted Lifeline after meeting Maya and recognizing the signs of a potential trafficking victim. When Project LIFE connected with Maya, she had been beaten and deserted by a pimp who kidnapped her from another state. Initially, Maya was hesitant to accept help, but after working with Project LIFE she began the steps needed to get home. A few days later, Maya’s mother picked her up at the train station and the family reunited. The call we received later from Maya’s Mom expressed a gratitude that the Project LIFE team will never forget.

Thank you each community member who donated to Project LIFE—including the United Methodist Church of Vista’s Cable Fund and Women Give San Diego. You are truly keeping services going for victims of trafficking in North County.
Mediation and Fair Housing

All of us, when given the resources and support, can solve our own problems. Lifeline’s dispute resolution services mobilize more than 50 volunteer mediators to help community members resolve conflict outside of court. In parallel with its mediation services, Lifeline’s fair housing program works countywide to prevent housing discrimination.

• 81% of the free mediations resulted in mutual agreement. What costs us $300 per mediation can save the courts thousands of dollars in court costs!

• More than 1,800 people relied on North County Lifeline for mediation and fair housing services in FY 2014–15

LifeSpring Housing

Many of North County’s foster youth lack the family support needed to achieve their potential, especially once they achieve age eighteen and “age out” of the foster care system. LifeSpring is a 24-month transitional housing and intensive case management program for former foster youth. The long-term goal of the LifeSpring program is self-reliance for each young adult, supported by short-term objectives which include housing, daily case management, and financial and employment coaching. LifeSpring prepares youth for a life as self-reliant adults, good parents, and responsible citizens.

LifeSpring’s First Resident Graduates

In April 2015, Omar completed the 2-year LifeSpring housing program. As our very first resident back in 2013, we couldn’t be more proud of Omar and his accomplishments today.

Omar was 20 years old when he interviewed for Lifeline’s housing program and, after years in the foster care system, had not developed the skills needed to live independently. Omar was working two part-time jobs, did not have a high school diploma, had recently acquired $1,600 in traffic tickets, was struggling to develop a relationship with his 15-month old son, and had recently been served child support papers. He described himself as friendly, disorganized, and hardworking.

Omar was accepted into LifeSpring, which stabilized his housing, provided financial education to repair his credit, and coaching to secure full-time employment. Most importantly, Omar never gave up on developing a healthy relationship with his son. He stepped up financially to provide child support, even with a low income, and now has custody of his son 3 weekends each month.

Today, Omar has confidence in his ability to be a good father, despite lacking one in his own life. He is considering careers that will provide long-term stability for his family.

With resilience and determination, Omar will succeed along any path he chooses.

Congratulations, Omar!

Stay tuned: LifeSpring expands in FY 2015–16!
A YEAR OF GIVING | 2014–2015 Donor Highlights

$25,000 +
- Alliance Healthcare Foundation
- Leichtag Foundation
- Price Philanthropies Foundation
- United Methodist Church of Vista
- Wells Fargo

$5,000–$24,999
- The Ameritano Foundation
- Datron World Communications
- Encinitas Rotary Club Foundation
- Samuel H. French III and Katherine Weaver Fund
- The Rupert L. Keesler, Jr. and Mary Rainsford Charitable Foundation
- Tri-City Healthcare District
- Rudy and Elizabeth Van Hunnick
- Soroptimist International of Vista
- San Marcos Lutheran Church
- Anthony ongyod
- oceanside Rotary Club
- Millennium Reinforcing
- Scott Kapin
- ignite Church
- Jim Hagar
- Betty Graff
- Genentech
- Paul Garza
- Debi Deal
- Sharon Cooper
- Community Faith Center
- Coastal Community Foundation
- Paul Cevolani
- Cindy and Tom Ballard-Guminski
- Amigos De Vista Lions Club
- $500–$999
- The Woman's Club of Vista
- WD-40 Company
- That Boy Good BBQ
- Carole and Jerry Turk
- Mary Urelius
- WD-40 Company
- The Woman’s Club of Vista

$1,000–$4,999
- Ray and Jan Aller
- Kristin Anderson
- Sam Brown
- Irma Cota
- Patrick Daly
- Mary and Kerry Donovan
- Eric Hall & Associates
- Bonnie Hammer
- In-N-Out Burger Foundation
- NICO Insurance Services
- Reginald and Wilma Owens
- Soroptimist International of Oceanside–Carlsbad
- Soroptimist International of Vista
- That Boy Good BBQ
- Carole and Jerry Turk
- Mary Urelius
- WD-40 Company
- The Woman’s Club of Vista

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- Amigos De Vista Lions Club
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- Sharon Cooper
- Debi Deal
- Paul Garza
- Genentech
- Betty Graff
- Jim Hagar
- Ignite Church
- Scott Kapin
- Millennium Reinforcing
- John Moffat
- Oceanside Rotary Club
- Anthony Ongyod
- San Marcos Lutheran Church
- Soroptimist International of San Diego

Linda Southard
Shannon Stubblefield
Don Stump
The Terraces at Del Mar
United Way of San Diego County
Wells Fargo Community Support Campaign

$100–$499
- Alcoholes Anonymous
- Carol Bartz
- Valerie Bernal
- Suzanne Bradshaw
- Erica Burles
- Ken Calkins
- Charlotte Centuori
- City of Oceanside Police Department
- Deirdre Colburn
- Kim Cooley
- Curran Law Firm
- Delta Sigma Theta Sorority
- Anthony DeSalvo
- Donovan's Steak & Chop House
- Barry Dragon
- Marvin and Adrienne Ferrell
- Julia Fordham
- John Huebner
- Kelly Jones
- Catherine Joseph
- John Kafka
- Christine Klement
- Knights of Columbus
- Knuckleheads Barbershop
- Karen Krause
- Brian Laidlaw
- Matt Lyons
- Rachel Mesches
- Norma Miyamoto
- MR Reinforcing
- Robert W. Nicholson
- Notorious Burgers
- Jeff Novak
- Oceanside Interact Club
- Oceanside Museum of Art
- Oceanside Police Officers Association
- Colleen O’Harra
- Rodrigo Olivia
- Carol and Yann Parker
- Margery Pierce
- Bruce Polidori
- Melinda A. Pure
- David WS Randolph
- ServAmeica
- Tracy and Kevin Sharrar
- Debbie Shriver
- Mary Stark
- Target—Vista
- Pheno N. Taylor
- Triton Management Services
- Dianne Tuttle
- United Methodist Women—Escondido
- United Way of Metropolitan Dallas

United Way of Arizona
Pat and Chris Weil
Rusty Williams
Jill Wyckoff
Jessica Hanson York

Up to $100
- Greg Anglea
- Aracely Balcazar
- Tami Jane Blackburn
- Machelle Calderon
- Linda Ceasar
- Thomas C. Coxon
- Tricia A. Elsara
- Pamela Ann Fees
- Gentle Dental
- Eljah Gladden
- Caroline Hwang
- Aileen Lao
- Little Cakes
- Eileen Lohner-Turk
- Sharon Lomayesva
- Maria Milla
- Mercedes Moreno
- Move Your Feet Before You Eat Foundation
- North Coast United Methodist Church
- The Optimist Club Del Mar—Solana Beach
- Oriental Trading Company
- Cynthia Pavett
- Ralphs—San Marcos
- Roberta Reid
- Gwen Robinson
- Rita Senn-Sikorski
- Anne Skidmore
- Dan and Vivian Stubblefield
- Pedro and Graciela Valdovinos
- Patricia Walker
- Walmart—Vista
- Debra Wilson
- Wines for Humanity
- Susan R. Wise

In-Kind Donors, $1,000 +
- Melvin Baker
- Canyon Springs Ministry Women’s Bible Study
- Costco
- Datron World Communications
- Fresh & Easy—Mira Mesa
- Fresh & Easy—Oceanside
- Fresh & Easy—Vista
- North Coast Church
- Oceanside Christmas Bureau
- John and Mary Rainsford Charitable Foundation
- United Methodist Church of Vista
- Women of AT&T

In-Kind Donors, Up to $999
- Melissa and David Alcazar
- Aqua Lung
- Tom and Cindy Ballard-Guminski
- Bellissima Day Spa
- B. J. ‘s Restaurant
- Sam Brown
- Travis Brown
- Mae Casanova
- Paul Cevolani
- The Church At Rancho Bernardo
- Cub Scout Pack 769
- Patrick Daly
- Mary and Kerry Donovan
- Tamara Drinkwater
- Elements Therapeutic Massage, Carlsbad
- Charles and Ann Ellinwood
- Robin Fichtner
- Julia Fordham
- Fresh & Easy—Oceanside #2
- Elizabeth Gallagher
- Belinda Gallo
- Paul Garza
- Gentle Dental
- Oscar Gomez
- Betty Graff
- Jim Hagar
- Magaly Hernandez
- Ignite Church
- In-N-Out Burger Foundation
- Andrew Johnson
- Fred Johnson
- Jennifer Jones
- Kelly Paper
- Jennifer Kemp
- Kogod Wine Merchant
- Mag 39 Marine Families
- Lizbeth Marcelino
- Mark McGinnis
- Gwen McGuire
- Terri McMurtry
- Medicus Kick X Golf
- Millcreek Apartment Homes
- Israel, Herrera and Jessica Munoz
- Museum of Making Music
- North County Bar Association
- Keely Nunez
- Oceanside Kiwanis
- Orchard Hill Country Inn
- Reginald and Wilma Owens
- Ellen Pterudis
- Reuben H. Fleet Science Center
- The Rock Church
- San Diego Children’s Discovery Museum
- San Diego Natural History Museum
- Daryn Schvimmer
- Rita Senn-Sikorski
- Tracy and Kevin Sharrar
- Starbucks—Vista Village
- Shannon Stubblefield
- Mary Urelius
- USC School of Social Work
- Verve Plastic Surgery
- Lisa Voisen
- Monica Ward
BALANCE SHEET — UNAUDITED
JUNE 30, 2015

ASSETS
Cash $ 373,786
Temporarily Restricted Support $ 60,197
Grants Receivable $ 967,206
Other Current Assets $ 234,575
Property & Equipment
at cost, less depreciation $ 1,997,167
Total Assets $ 3,632,931

LIABILITIES AND NET ASSETS
Accounts Payable $ 540,452
Deferred Revenue $ 1,011
Mortgages Payable $ 525,223
Total Liabilities $ 1,066,686
Unrestricted Net Assets $ 2,566,245
Total Net Assets $ 2,566,245
Total Liabilities & Net Assets $ 3,632,931

STATEMENT OF REVENUE AND EXPENDITURES —
UNAUDITED
FISCAL YEAR ENDED JUNE 30, 2015

INCOME CATEGORY AMOUNT PERCENT
Federal $ 489,223 6.5%
State $ 451,714 6.0%
County $ 3,827,271 50.7%
Cities $ 411,699 5.4%
Schools $ 1,105,410 14.6%
Private Donations $ 422,745 5.6%
Fees, Rent, Interest & Misc $ 82,017 1.1%
In-Kind Contributions $ 765,886 10.1%
Total Revenue $ 7,555,965 100.0%

EXPENDITURES
Management & General $ 1,053,112 13.9%
Fundraising $ 97,348 1.3%
Behavioral Health $ 1,746,541 23.0%
Employment & Housing $ 1,149,657 15.2%
Youth Development $ 2,021,871 26.7%
Child Abuse & Domestic Violence Prevention $ 963,678 12.7%
Mediation & Fair Housing $ 554,099 7.3%
Total Expenditures $ 7,586,307 100.0%
Net income/(loss) $ (30,343)

Audited financial statements for the 2014-15 fiscal year are available upon request.


North County Lifeline’s mission is to build self-reliance among youth, individuals and families through skill building, problem solving, and accessible community based services.

Lifeline gives youth and families the tools they need to solve their own problems and become self-reliant.

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Tax ID: 95-2794253