1 Organization
12 Months
24,807 People

NORTH COUNTY LIFELINE

ANNUAL REPORT 2013-14

building resilient youth
nurturing strong families
partnering to solve community problems
Our sincerest appreciation to all who collaborated with North County Lifeline, who served as a volunteer and shared personal resources, who supported initiatives, and those that became newly engaged in North County Lifeline’s programs and services in 2013-14. We could not have accomplished all we did without your help and inspiration! After a year of incredible growth in 2012-13, the leadership at Lifeline took a step back and pursued strategic planning, to reflect on the organization that Lifeline will become in the future.

As a result, we re-affirmed the validity and promise of our mission — to build self-reliance among youth, individuals and families through skill building, problem solving, and accessible community based services. As part of our process, we decided that in order to build self-reliance among our program participants, we needed to expand our scope to fill the service gaps identified by our participants. These services include our community based mental health services in the expanding market of healthcare reform, and career & work readiness services for at-risk youth who engage in our delinquency prevention and mental health programs. We will also actively build our company's self-reliance by renewing organizational capacity to manage this intended growth and more robust fund-development and earned-income strategies.

Looking back at 2013-14, Lifeline’s dedicated and tireless staff served 24,807 North County residents, 8,778 of them with intensive services and an additional 16,029 individuals with community education through more than 105,470 service visits! We managed more than 35 grants and contracts from the County of San Diego, our target cities and school districts, local and regional foundations, and the State. Through the dedication of our Board and community volunteers, we expanded our private giving — 225 donors gave $430,000 last year—the highest amount in Lifeline’s history!

Lifeline finished the year with $8.1 million in revenue and in-kind resources which means, with the support of our donors, funders and volunteers, we spent approximately $925 per North County resident to provide life-changing services...as you will learn by reviewing this annual report.

As the largest provider of services for troubled youth in North County—we served more than 3,200 children and teens last year—we are dedicated to sustaining the high quality of our services through the expansion of evidence-based intervention practices, by working through a trauma-informed lens, and redoubling our efforts to assure that youth and individuals understand their important responsibility to the community in which they live. All these achievements are reached by applying a community youth development approach.

Thank you for the many gifts you gave us to make 2013-14 an incredible year of reflection and recommitment. Your many contributions and partnership are valued and honored as we move forward into our envisioned future.

Donald Stump
Executive Director
At the heart of North County Lifeline’s mission is the belief that youth can live up to their highest potential, no matter what barriers may be placed in their path to adulthood.

Our Youth Development program’s aim is to divert at-risk youth from crime, gangs and drugs by providing positive alternatives and an array of supports to help them solve problems. The focus of these delinquency and gang prevention and intervention programs are in the cities of Vista, Oceanside and Carlsbad with some services reaching across the entire County. Lifeline continues to focus on providing a safe haven in the Crown Heights neighborhood of Oceanside, providing intensive prevention and mentoring services to youth from ages six to eighteen.

Our comprehensive children’s Behavioral Health services are provided intensively in school districts across North County including Vista, Oceanside, Carlsbad, San Marcos, Bonsall, Fallbrook, and Cardiff. Licensed therapists, counselors, and interns provide evidence-based counseling to children with serious mental health concerns and special education barriers to academic success.

Youth Spotlight: Daniel R., 17 yrs old

Daniel started attending Club Crown Heights when he was 7 years old. He was one of the many youth who attended the program daily, participated in every activity, and volunteered for the annual Haunted House, the Crown Heights Festival, and community service events like beach clean ups. Daniel credits the program for allowing him to grow up safely and with keeping him off the streets where, for many, it’s very easy to get lost. Since his high school graduation, Daniel works a part time job and attends Palomar College where he is taking classes in criminology, and intends to take EMT classes in hopes of making it to the police academy.

“Thank you Club Crown Heights for helping keep me out of trouble. And encouraging me to always do my best.” — Daniel R.
Strong, nurturing families raise resilient youth. Lifeline works with some of the most troubled parents and struggling families in North County, giving them a fighting chance at every opportunity available to them and their children.

Lifeline is committed to ending Child Abuse and Domestic Violence. For families who are struggling to end the cycle of violence, Lifeline provides in-home family support for families in the child welfare system, evidence-based parenting classes, and intensive therapeutic groups to address anger management and build positive relationships.

Strong families require stable housing, full-time employment, and a strong financial base. Lifeline’s Employment and Housing department provides 1:1 coaching at Life Achievement Centers in Vista’s Townsite and Oceanside’s Crown Heights neighborhoods. LifeSpring House and Apartments give foster youth who have aged-out of the system transitional housing and independent living support through our Life Achievement Centers.

Spotlight: Christina

Christina was referred to North County Lifeline from a residential treatment program to access our Life Achievement Center and its employment and financial literacy services. She enthusiastically worked with our coaches and job developer and obtained employment quickly. Christina was always one of the first to show up at our monthly workshops, turned in paperwork on time, and always had a smile on her face. Through her perseverance and determination, Christina increased her hours at work, obtained an increase in wages, raised her credit score over 700, and secured permanent housing for herself and her daughter. Christina credits her continued involvement with the Life Achievement Center with helping her maintain her employment for over three years. We know she now has the foundation to achieve so much more in the future!
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. Lifeline is dedicated to committing time and resources to initiate, identify, and partner with affected community stakeholders to develop solutions and build collaborations that, through combined effort, will make a greater impact!

Lifeline’s Mediation and Fair Housing programs reflect another core belief in the community-youth development philosophy – that all of us, when given the resources and support, are able to solve our own problems. Lifeline’s dispute resolution services mobilize more than 50 volunteer mediators to help community members resolve conflict outside of court. Volunteer mediators work with landlords and tenants, cities and residents, parents and children, businesses, and neighbors. As a result, contentious interpersonal, legal, and property conflicts in the community are resolved. Lifeline’s fair housing program works countywide to prevent housing discrimination.

Breaking Free of Human Trafficking: Esperanza’s Story

Project LIFE (Living In Freedom from Exploitation) received a referral regarding a woman who had been trafficked from Central America. Our program coordinator met Esperanza in a safe house and she consented to receive victim advocacy, case management, and therapy services after several conversations. She was afraid to share her story with law enforcement because her traffickers had portrayed them as villains. Esperanza suffered from post-traumatic stress disorder and required trauma specific therapy services that Project LIFE was able to offer. Her trauma was brutal and significant and a barrier to becoming self-reliant. To prevent re-traumatizing Esperanza, the coordinator attended medical appointments with her, holding her hand and providing support. Project LIFE worked with local community partners to provide scar and tattoo removal services to free Esperanza from the reminders of her abusive past.

In keeping with the mission of North County Lifeline to build self-reliance among youth, individuals and families, Esperanza’s children were provided therapy and mentoring services. Esperanza’s story of recovery continues to inspire Project LIFE staff to provide intensive care to survivors who have endured modern day slavery.
Lifeline’s enthusiastic volunteers inspire us every day!

The North County Lifeline Volunteer Program seeks to build an engaged community by connecting volunteers with diverse opportunities to serve and by providing resources to build creative, effective volunteer projects, programs and partnerships.

More than 560 volunteers dedicated 27,231 hours valued to be worth $675,000.

Volunteers work in every Lifeline department – from Behavioral Health to Youth Development to the Business Office. In fiscal year 2013-14, 185 volunteers, including clinical interns, contributed an average of 135 hours each.

An additional 375 volunteers worked 28 separate single days of service: Coastal Cleanups, Vista Adopt a Block, Holiday Food Baskets and more.

Number of hours by individuals in 2013/14:

- 5,633 Behavioral Health (26 volunteers)
- 5,796 Employment and Housing (37 volunteers)
- 863 Tax Preparation (17 volunteers)
- 9,706 Youth Development (43 volunteers)
- 1,768 Business Office (19 volunteers)
- 1,378 Mediation (44 volunteers)
- 2,107 Single Day of Service (376 volunteers at 28 events)

Volunteer Spotlight: Kenia Valdovinos

“I first heard of Lifeline from a friend who suggested I volunteer since I had mentioned I was in interested in working for a Social Services agency. I began volunteering with the Life Achievement Center helping the Financial Coach with tasks like pulling client reports and data entry. I immediately fell in love with the work that was being accomplished at Lifeline. I saw first-hand the impact the staff and services have on their clients and the community. When the opportunity to serve a year of service through AmeriCorps arose I decided to take it. I grew up in this community and enjoy helping in any way I can to make a strong and healthy community. Lifeline has given me the opportunity to do that.”

Volunteer Spotlight: Kenia Valdovinos

The Mira Costa Pen Pal Project

This year, 13 Literature Studies students from Mira Costa College became Pen Pals with youth in our Club Crown Heights after school program. Club Crown Heights youth practiced grammar, sentence structure, and reading comprehension – all while having fun communicating with a college student. This match also allows us to seed the importance of college from an early age. Thank you Mira Costa!
BALANCE SHEET — UNAUDITED
JUNE 30, 2014

ASSETS
- Cash: $588,109
- Grants Receivable: $925,393
- Other Current Assets: $186,252
- Property & Equipment (at cost, less depreciation): $2,033,426

Total Assets: $3,733,180

LIABILITIES AND NET ASSETS
- Accounts Payable: $584,834
- Deferred Revenue: $17,244
- Mortgages Payable: $534,715
- Total Liabilities: $1,136,793

Unrestricted Net Assets: $2,596,388
Total Net Assets: $2,596,388
Total Liabilities & Net Assets: $3,733,180

NET ASSETS
Change in Unrestricted Net Assets: $8,038

STATEMENT OF REVENUE AND EXPENDITURES — UNAUDITED
FISCAL YEAR ENDED JUNE 30, 2014

SUPPORT & REVENUE
INCOME CATEGORY AMOUNT PERCENT
Federal & State $1,212,101 14.9%
County $3,678,882 45.2%
Cities & Schools $1,427,276 17.5%
United Way $76,273 0.9%
Foundations & Private Donations $632,988 7.8%
Interest, Fees, Rent & Misc. $131,651 1.6%
In-Kind Contributions $982,157 12.1%

Total Revenue $8,141,328 100.0%

EXPENDITURES
Management & General $1,142,569 14.0%
Fundraising Activities $157,357 1.9%
Behavioral Health $1,834,596 22.6%
Employment & Housing $1,211,385 14.9%
Youth Development $2,120,352 26.1%
Child Abuse Prevention $1,035,129 12.7%
Mediation & Fair Housing $550,476 6.8%
Adult Intervention $81,426 1.0%

Net income/(loss) $8,038

Audited financial statements for the 2013-14 fiscal year are available upon request.
A Year Of Giving 2013-2014 Donor Highlights

$25,000+
Alliance Healthcare Foundation
Leichtag Foundation
The Parker Foundation
Rancho Santa Fe Foundation
SDG&E
United Methodist Church of Vista

$5,000 - $24,999
Mary Carothers
Datron World Communications
Kaiser Foundation Hospitals
NICO Insurance Services, Inc.
The Oceanside Charitable Foundation, an affiliate of The San Diego Foundation
Union Bank Foundation

$1,000 - $4,999
Kerry and Mary Donovan
Encinitas Rotary Club Foundation
Betty Grall
Bonnie Hammer
Harmony & Health Foundation
Roy Martins
Target Stores
Mary Urelius
Rusty Williams, The Williams Group with Lee & Associates
The Women’s Club Of Vista

$500 - $999
46:10 Community Fellowship Church
AXA Foundation
Biofilm
Paul and Allison Cevolani
Debra Colburn
Kim Cooley
Patrick and Korin Daly
Envision Salon
Jim and Darlene Hagar
Nerice Kaufman
Lexus Toyota Carlsbad
John Moffat
OceanSide Firefighters Association
OceanSide Rotary Club
Reginald Owens
Soroptimist International
OceanSide-Carlsbad
John Steccato
Don and Sarah Stump
That Boy Good
United Methodist Women - Escondido

$100 - $499
Alcoholics Anonymous
Raymond Aller
Jason and Crystal Anthony
Bank Of America
Susan Bedford
Steven A. Beuligmann, DDS
California Fruit Wine Corp
Kristin Carlson
Duane Coleman
Julie Dunlap & McKinney
Advisory Group
Larry and Cathleen Hatter
Nicole Heesen

Mary Hoddson
Judith Homing
John Kalka
Scott Kapin
Knuckleheads Barbershop
Emily Kuhnle
Eileen Lohner-Turk
Emie Mascotte
Maria Mercenary
Mary McGrath
Jeff Novak
Carol and Vann Parker
Margery Pierce
Plumbing Tree
Judith Reimer
Cheri Sanders
Deborah and Mike Shriver
Christine Simelius
Linda and Chris Southard
Louis Storror
Shannon Stubbfield
David Tam
Charli Ellinwood Vannoy
Vista Art Foundation
Joseph Ward
Herbert Weston

up to $100
Melissa Alcazar
Allen’s Alley
Debbie Baldwin
Barbara Bale
Patricia Benner
Matthew Bishop
Dominic Colangelo

Brenda Coronado
Stephanie Cowan
Brandy Craig
Donna Dalton
Debbie Derderian
Vanessa Duane
Marina Eshelman
Fallbrook Garage and Qwik Lube
Dana Francesca
Carol Ghilain
Timothy Glover
Jim Goethel
Lawrence Goodwin
Frank Grana
Paul Hagenburger
Angie Hanlin
Sabrina Harrington
High Tech High International
Rick Hipolito
William Jaymes
Eleanor King
Lori Landry
Barbara Lindsey
Sharon Lomayesva
Colette Lord
Jenna Lyons
Tamara Marshens
Shawn McGough
Law Office Of Steven Medearis
MiraCosta College
Emily Moore
Becky Moreno
Move Your Feet Before
You Eat Foundation

In-Kind Donors, $1,000+
Melvin Baker
Cooley LLP
Cory
County of San Diego, Supervisor Bill Horn’s Office
Patrick Daly
Dovetail Marketing
Robin Fichtner
Dan Franklin
Fresh & Easy
Chris Heller
La Costa Limousine
Leichtag Foundation
Metabolic Response Modifiers
San Diego County Office Of Education
The Movement Church
Toys For Tots
Mary Urelius

In-Kind Donors, up to $1,000
Ivy Bodin
Broken Yolk Cafe
Natalie Brookhart
Build A Bear
Rheba Burnham
Haydee Cain
California Surf Museum
Carlsbad Alkaline Water
Kristin Carlson
Paul Cevolani
Church At Rancho Bernardo
CJs Skin & Body Studio
Cornerstone Christian Church - Vista
Cottonwood Golf Club
Crozier’s Flowers
Cub Scout Pack 769
Custom X Bodyboards
Amber Dell
Mary Donovan
Elka Lodge
Evans Tire & Service Centers
EZ Nails
Fire Mountain Cleaners
Frog’s Fitness
Belinda Gallo
Tiffany Garcia
Gianni’s Pizza
Goldust
Green Mountain Coffee Roasters
Rebecca Haagenson
Tam Hackman
Jim Hagar
Edy Halbiz
Erica Harris
Home Depot
Hospice Of The North Coast
In-N-Out Burger Foundation
Islands Burgers
Jazzercise
Nerice Kaufman
CJ Kemp
Jennifer Kemp
Julie Korff
Kirkorian Premiere Theaters
Stevi Kuhns
Janet Ledbetter
Legoland
Little Caesar’s Pizza
Lomas Santa Fe Swim
Steve Lopez
Lumberyard Tavern and Grill
Mama ‘n Papa’s Pizza Grotto
Massage Envoy, Solana Beach
Massage Envoy, Vista
Massage Green Spa Scripps
Poway
Linda Mastroantonio
Terri McMurtry
John Moffat

Moonlight Stage Productions
Dancin Morales
Museum Of Making Music
Noonan Family Swim School
Nordstrom Rack San Marcos
North County Bar Association
Sister Sheila Novak
Oceanside Boat Rental
Oggi’s Pizza and Brewing Co.
Sharon O’Mahan
Orta’s Mexican Restaurant
Freddi Parker Healthy Coaching
Triana Pangrcic
Peek-a-Boo Salon
Karen Rader
Gwen Robinson
Arnold and Kiki Roe
Abel Rosas
Ruben H. Fleet Science Center
Linda Rucker
Alberta Saavedra
Dixie Sampier
The San Diego Museum of Art
San Diego Natural History Museum
San Diego Padres
San Diego Symphony
San Diego Zoo Global
San Marcos Lutheran Church
Sanctuare

Your connection to resources in the community!

www.nclifeline.org
Facebook/nclifeline
@nclifeline

Join our efforts to help children and families in need. GIVE TODAY! Please call Shannon at (760) 842-6257 to get involved.

Northern California LifeLine
3142 Vista Way, Ste 400
Oceanside, CA 92056
760.842.6201
Tax ID: 95-2794253

Jamie Norgaard
North County Philanthropy Council
Diana Payton
Carla Platon
Carmela Platon
Doug Potter
Amanda Primera
Barbara Ritter
Linda Rosol
Ann Marie Schrader
Ana Schultz
Heather Sieverding
Sally Stevenson
Eleanor Stoneburner
Diane Strader
Strategic Results Group
Rene Teraver
Wanda Thurston
Brett Tredway
Diana Trevino
Tropicana Market
Maribel Uribe
Pedro and Graciela Valdovinos
Bertha Vargas
Bertha Vayner
Darlene Wilcox
Sandy Williams
Risa Williamson
Wines For Humanity
Norma Wolkswagen
Jill Wyckoff
Jim Zheng

Tracy and Kevin Sharrar
Heather Sieverding
Soroptimist International Of Oceanside-Carlsbad
Soup kitchen
St. Mark Golf Club
Starbucks, Vista Village
Shannon Stubbfield
Sunrise Cafe
SupeTuts
Target Foundation
Jill Wyckoff
Tiger Lilly Day Spa & Boutique
Torrey Pines High School
Junior Optimist Club
Towne Place Suites
By Marriott
United Methodist Women - Escondido
Urban Coalition
Pedro and Graciela Valdovinos
Vista Teen Outreach
Wellness Center
Western Environmental Services, LLC
World’s Fare
Kellie Thomas-Walker