



2017-18 REPORT TO INVESTORS

Dear Investor, Advocate, and Friend,

Social Advocates for Youth (SAY) has changed dramatically as an organization over the past five years—both from a financial and programmatic perspective. In 2013, the SAY Finley Dream Center was still in the conceptual phase with staff and consultants attempting to estimate what the organization would look like in 2018 and beyond. Since 2013, we have grown from a \$3–4M agency to a robust \$6–7M operation, remodeled 40,000 square feet of the previous Sutter Warrack hospital building, relocated 60+ staff to the new location, and added eight distinct new program services at the Dream Center and in our community. Absolutely none of this growth and learning would have been possible without our community’s support. We’ve done an incredible amount of good work together!

This period of growth and change was not without its challenges for our organization. During the 2017–2018 fiscal year, SAY faced one of our most significant challenges yet: a dramatic decrease in revenue across all three core program areas totaling nearly \$1.4M in reduced government and private funding contracts. As a result, our agency needed to establish a “new normal” for program and administrative operations in order to live within our means and reach a break-even or better outcome—all while still serving the most vulnerable youth and families in our community. With strategic planning, the guidance of our board of directors, the diligence of our fundraisers and program staff, and the generosity of our community, we were able to successfully close this budget gap and end our fiscal year with a small net operating surplus that will be reinvested back into our core services in future lean years.

SAY continues to be a learning organization. This year, one of our most critical learnings is that our services need to be responsive and flexible in order for youth to be successful. This becomes even more paramount in a post-fire housing and economic landscape. We know the youth we serve need us to be bold. Youth in crisis need emergency and long-term housing where there was previously none, kids need increased access to mental health care in schools, and young people desperately need targeted job training and placement support to succeed in our local employment sector. On behalf of these young lives and our shared future, thank you for your steadfast support of those who need us most.

In service for the youth,



CEO



CEO, Katrina Thurman

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Agency Overview

Sonoma County youth have amazing, diverse, and ambitious dreams. They want to grow up and make a difference in the world. While they play a foundational role in our shared future, growing numbers of local youth are disconnected, hopeless, and cannot see a clear path to success. A disproportionate number are vulnerable due to past trauma. Social Advocates for Youth’s (SAY) programs and services help youth build resiliency by offering support, opportunities, and hope to empower them to thrive as healthy, self-sufficient adults who positively engage with our community and contribute to the local workforce and economy.



- ### Our Core Values
1. We love people
 2. We are there for youth when they need it the most
 3. We are in it together
 4. We are youthful
 5. We are our best selves
 6. We are committed to service
 7. We are bold

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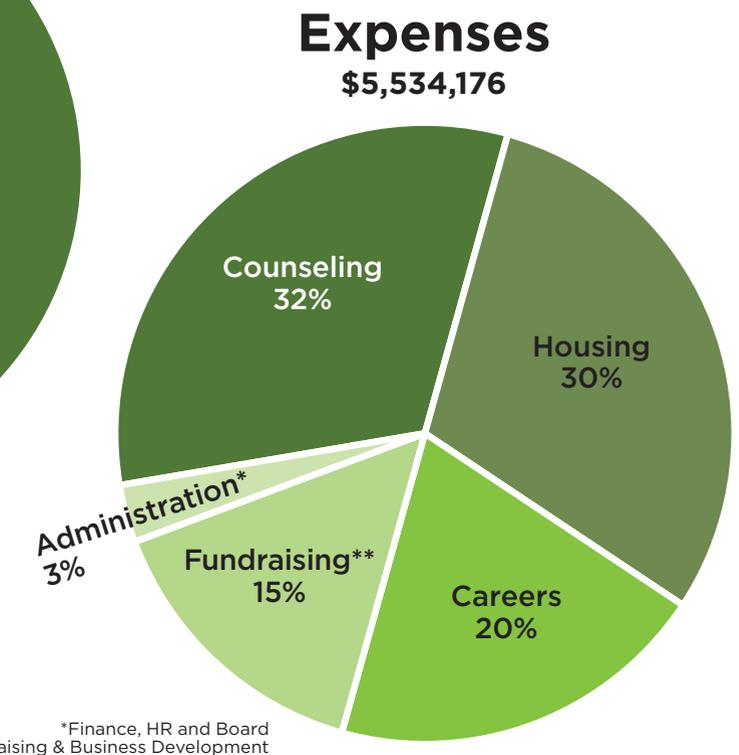
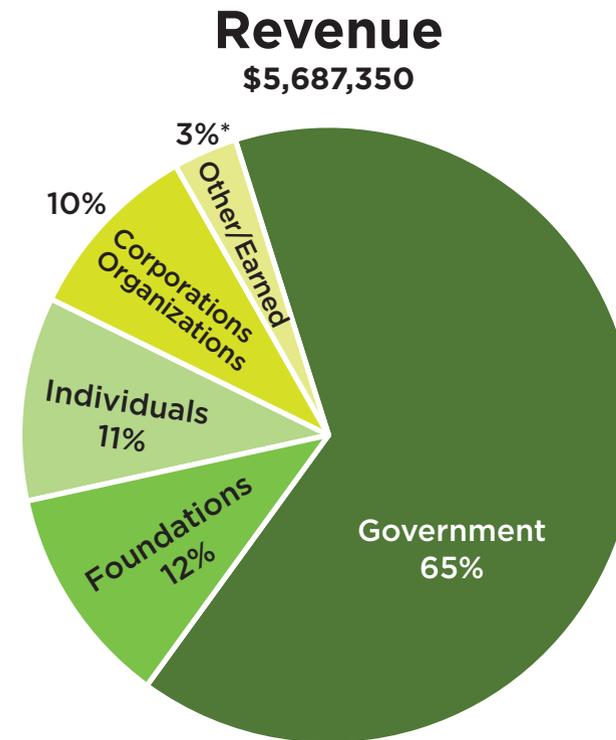
Steve Worthen, *President, Interiors Incorporated*

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2017-18 Financials

| Revenue | |
|----------------------------|--------------------|
| Government | \$3,691,432 |
| Foundations | \$657,791 |
| Individuals | \$605,620 |
| Corporations/Organizations | \$541,489 |
| Other/Earned* | \$191,018 |
| Total Revenue: | \$5,687,350 |

*Reflects modest fee-for-service



*Finance, HR and Board
**Fundraising & Business Development

Programs: Housing Services

Supporting Youth When They Need It the Most

California has the highest rate of youth homelessness in the nation. According to the 2018 Point-In-Time Homeless Census and Survey, **more than 500 young people are experiencing homelessness every day in Sonoma County**, and youth represent 24% of our community's homeless population. This includes young people couch surfing, living in cars, abandoned buildings, on the street, or in other places not intended for human habitation. These young people are extremely vulnerable to sexual exploitation, violence, trauma, and serious mental and physical health issues.

In the 2017-2018 fiscal year, **276 youth found a safe place to live** at SAY. During the coldest months of the year, we housed an additional 35 young people to shelter them from life-threatening weather conditions. These are our youth: **94% of youth who received SAY housing services were born in Sonoma County.**

Meeting young people where they are and helping them out of crisis is at the core of our work in the community. To aid in this, SAY operates two critical services for youth in crisis: the only 24/7 Youth Crisis Hotline and the only dedicated Street Outreach team for homeless youth in Sonoma County.

These services allowed our staff to:

- Answer **253 calls** on the crisis hotline
- Help **prevent 42 young people from running away** from home through crisis counseling
- **Serve 1,130 of the most vulnerable young people** living on the streets by addressing their most immediate needs, including housing support, hygiene supplies, food, and referrals to key services.

Another key component of SAY's crisis services is our shelter programs. These programs get young people off the streets and out of unsafe, unstable living conditions with the ultimate goal of connecting them to permanent housing. Currently, SAY operates the only dedicated teen shelter and young adult shelter between San Francisco and the Oregon



Do you know a young person who is in crisis or needs housing? SAY can help. Call our 24/7 hotline at 1-888-729-0012.

1,320

youth accessed our housing services across these programs:

- Street Outreach Services
- Coffee House Teen Shelter
- SAY Finley Dream Center Young Adult Shelter
- SAY Finley Dream Center Winter Shelter
- The Mary and Jose Tamayo Village
- SAY Finley Dream Center Long-term Housing
- Community Supported Housing

Why are young people homeless in our community? At SAY, the main reasons we see young people experiencing homeless are:

- A fight with family
- Their family is abusive
- 30% of youth in our housing programs come from generational homelessness
- 90% of youth in our housing programs can't identify one caring adult or support system in their life before coming to SAY
- Severe shortage of affordable housing in Sonoma County

border. This year, 170 young people utilized SAY's life-saving shelters, including **25 youth escaping the trauma of human trafficking.**

SAY's long-term affordable housing programs are designed to prepare young people for the future and support them on their path to self-sufficiency. In these programs young people pay rent, purchase and cook their own food, and must maintain a healthy living environment. **78% of residents successfully exit into safe and stable housing when they move out.**

"Stable housing means safety, shelter, and comfort. SAY gave me the gift of time to figure things out in my life." —20 year old housing client



Programs:
Counseling Services

Supporting Youth When They Need It the Most

According to the National Institute of Mental Health, 20% of youth in the United States have a diagnosable mental health condition and need counseling services. Here in our community, SAY offers mental health services to children and youth ages 5–25 and their families across Sonoma County. These services are offered on-site at the SAY Finley Dream Center counseling clinic, in satellite sites, in family homes, and in more than 30 schools. During the 2017–2018 fiscal year, **we supported 1,819 youth and families on their journey to feel stronger and more hopeful.**

SAY’s counseling clinic served 247 youth and 150 family members with mental health support. Our clinicians engage youth and families using multiple modalities, including cognitive behavioral therapy, Functional Family Therapy, and trauma-informed therapy. These techniques help the therapist, client, and family work together to solve problems and foster healthy relationships and communication. **60% of clients in our counseling clinic reported an improvement in symptoms** and were better able to care for themselves after receiving services.

In our school-based mental health program, **922 students in 31 elementary, middle, and high schools throughout Sonoma County** received critical mental health services. These services are designed to help students decrease social-emotional barriers to learning so they can be fully present in their education. In addition to serving students in our community, SAY’s school clinicians were also able to support **491 parents in working with their children who were struggling at school. At the end of the school year:**

- 90% of students reported working with an SAY clinician was helpful
- 70% of students reported they were getting along better with family and friends
- 68% of students reported they were doing better in school and with their homework



Do you know a young person who needs mental health support? SAY can help. Call our intake line at 707-544-3299 x237.

What mental health topics can SAY support young people with?

- Anxiety
- Depression
- Behavioral issues
- Poor school functioning
- Problems with peers and/or home
- Family separation
- Self-harm behaviors
- Suicidality
- Drugs and/or alcohol use
- Trauma
- Eating disturbances
- Motivation and planning
- Bullying
- Grief
- Immigration anxiety
- Anger
- LGBTQ+
- Gang impaction



“Thank you for helping me get through 8th grade and making me feel happy that I’m coming to school and not scared or anxious. Thank you!”
 —13 year old student

SAY Grief Services meets the needs of grieving youth in Sonoma County by offering no-cost, clinician-led support groups, school-based programming, and emergency response to community or school losses. This program focuses on using interactive therapeutic techniques, including expressive arts, pro-social interaction, and teaching self-care, to support grieving youth in our community. Over time, this support helps young people make informed, healthy decisions about life as they struggle to understand their devastating feelings of loss.



youth and families accessed our counseling services across these programs:

- Individual and Family Therapy
- Home-based Therapy
- Sand Tray Therapy
- Art Therapy
- Play Therapy
- Grief Services
- School Mental Health Program

- 90% of young people served reported that they felt the grief group was helping
- 89% of young people served reported feeling more able to talk to someone about their loss (family, friend, teacher) and they were better able to cope when things went wrong

Programs:
Career Services

Supporting Youth When They Need It the Most

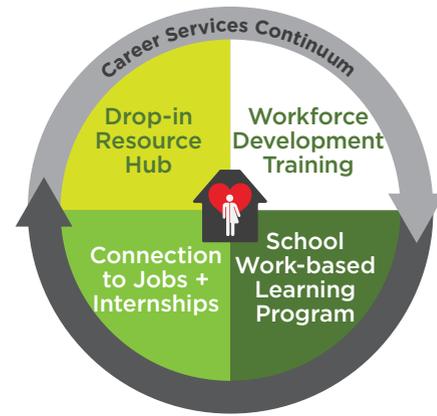
Disconnected youth are defined as teenagers and young adults between the ages of 16-24 who are neither in school nor working. In the United States, 11.7% of youth ages 16-24—almost 4.6 million young people—are experiencing disconnection (*2018 Measure of America*).

Being disconnected as a young person matters because this is the time when our adult identities are being shaped. Research shows that youth experiencing periods of disconnection are more likely to engage in risky behaviors, are at-risk of victimization by adults, earn less income, and face higher rates of incarceration and unemployment.

To help combat disconnection in Sonoma County, SAY Career Services empowers youth on the path to self-sufficiency and a brighter future by implementing research and evidence-based programming specifically designed to increase connections and decrease barriers to gainful employment. We believe that connection and self-sufficiency are possible when youth are provided individualized, flexible, and compassionate supportive services.

During the 2017-2018 fiscal year, **SAY helped 148 youth become workforce ready** through professional development workshops and individualized case management. **An additional 80 youth were connected to meaningful paid work experience opportunities** in Sonoma County!

One of the goals of SAY's Career Services programming is to ensure that young people in our community have access to career exploration opportunities. Evidence suggests that students who engage in experiences that connect school learning to the real world are more likely to stay in school and increases the chances that students will be both college and career ready! SAY's College and Career Readiness program utilizes a work-based learning (WBL) model to connect with hundreds of students each year. Students are able to participate in mock interviews,



Do you know a young person who needs help finding and keeping a job? SAY can help. Call 707-544-3304.



1,273 youth accessed our career services across these programs:

- Career and Life Readiness
- Clean Slate Tattoo Removal
- College and Career Readiness



Results that Work

| | |
|--|---|
| 125 Resumés Crafted | 32 Tattoos Removed |
| 53 Professional Development Workshops | 166 Visits to SAY's Drop-in Career Hub |
| 145 Work-based Learning Workshops | 354 Career Prep Certificates Awarded |

"Thank you for the helping me find a job. I was able to help out my parents by buying my own school supplies and clothes this year."
 —16 year old client



professional development workshops, industry panel and networking opportunities, and in-depth tours of local businesses in our community. **During this fiscal year, 1,023 students across six Santa Rosa City Schools participated in SAY's College and Career Readiness program.**

What kind of professional development skills does SAY teach young people?

- Communication and active listening
- How to work as part of a team
- Responsibility and SMART goals
- Resolving conflict in the workplace
- Interview etiquette
- Resume and cover letter writing

2017 Fire Response

Committed to Service: SAY's Role during the 2017 North Bay Wildfires

On October 8, 2017 our community was forever changed. An instrumental second responder to the wildfires, SAY quickly mobilized staff and resources to provide crisis intervention, shelter, and basic need provisions to the most vulnerable youth of Sonoma County. We are so grateful to report that the SAY Finley Dream Center, Tamayo Village, and Coffee House Teen Shelter were all undamaged from the fire and all youth in our housing programs safely evacuated during the fire.

SAY's Street Outreach Team was on the front lines of this disaster from the moment it began and provided more than 800 hours of service in the first two weeks alone. This included connecting with 65 youth who were not utilizing evacuation shelters. History of trauma, abuse and general mistrust of adults kept these youth from feeling safe or secure in an evacuation shelter.

In the wake of the devastating fires, the youth and families of Sonoma County needed expert trauma-responsive counseling services. Children are particularly vulnerable to trauma, often experiencing helplessness and fear of continued danger, even after the disaster is over. This is why in the immediate aftermath, SAY offered three free 6-week counseling groups with curriculum specifically designed to address the needs of young children, older youth, and parents/guardians who were affected by the fires. In the weeks following, SAY's school-based mental health teams were dispatched to help more than 100 students and teachers across 19 campuses process and recover from the trauma they faced during the fires.

The young people we serve remain our greatest teachers in delivering trauma-informed, holistic services and support. Over the last 12+ months, they have shown us an incredible capacity for resilience, a desire to remain part of Sonoma County in spite of rising housing costs, and an increased need for both mental health and workforce



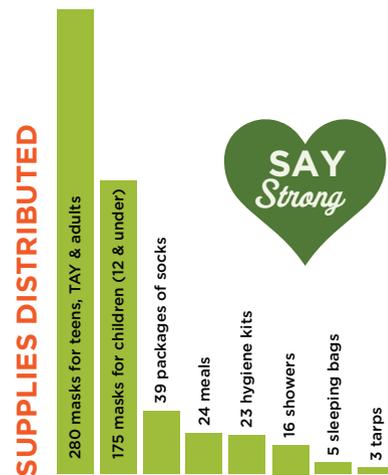
SAY Housing staff and Street Outreach worked approximately 795 hours from October 9th until the 22nd when youth returned home



calls were answered on the 24/7 crisis line during the fires

Counseling Services

- 11 SAY clinicians provided teacher and student support across 19 campuses
- 171 Students were supported in 19 comfort room settings staffed by SAY clinicians
- 76 Students met with SAY clinicians for intensive individual support



development support. They have taught us that flexible, wrap-around services are often the most critical to their success and well-being.

Like many people in our community, the youth we serve are still recovering from this devastating event. Now more than ever, our youth need access to safe housing, mental health care, and workforce development opportunities. And together, as a community of caring adults, we can provide this critical access.

| Youth Sheltered Post-Fire* | |
|---|----|
| Young Adult Shelter | 93 |
| Gender | |
| Male | 56 |
| Female | 31 |
| Trans Female | 1 |
| Trans Male | 2 |
| Gender Non-Conforming | 3 |
| Race | |
| White | 51 |
| Black or African American | 7 |
| Asian | 1 |
| American Indian or Alaska Native | 15 |
| Native Hawaiian or Other Pacific Islander | 3 |
| Multiple Races | 16 |
| Ethnicity | |
| Non-Hispanic/Non-Latino | 61 |
| Hispanic/Latino | 32 |

*Data from 10/8/17-10/8/18



Development: Soirée 2018

We are Bold!

On Saturday, April 14th 2018, 350 caring adults gathered in Downtown Santa Rosa to attend SAY's annual fundraiser, SAY Soirée—the first fundraiser ever to be held by a nonprofit in the newly reunified Courthouse Square.

SAY Soirée delivered a sophisticated, black-tie experience, right within the heart of our community. Guests were invited to participate in an immersive evening reflective of the wrap-around services for youth offered by SAY, including the “Pathway through SAY” program installations during the reception hour.

This sold-out event raised \$397,011 of critical unrestricted revenue to support SAY's housing, counseling, and career services for homeless, vulnerable, and disconnected youth in Sonoma County. Of the funds raised, \$203,000 was generated by paddle raises during the Fund A Future portion of the evening! This was largely made possible by an unprecedented and spontaneous quadruple match at the \$1,000 level by SAY's Board of Directors, the John Jordan Foundation, and Bret Martin and the Martin Family Trust.

SAY Soirée was made possible by more than 300 donors, 75 volunteers, 41 sponsors and partners, and of course our amazing, caring staff and board members who work with and support our young people every day.

*“SAY provided an understanding perspective that no one has shown me before. They understand or if they don't they do their best to. They don't just make sure you have housing, they also care about your mental state.”
—18 year old client*



Development:
Volunteer Services

We Love People!

Volunteers are an essential component to SAY’s mission, services, and operations. During the 2017–2018 fiscal year, more than **200 community members volunteered their time and talents for the young people we serve**. From administrative support to working directly with youth in our programs, volunteers are critical to the success of our agency and make a positive impact on our community as whole.

“I’ve worked all my life and really haven’t come across an organization so well organized, happy, and so helping,” says Kathy Hoskin, who has supported SAY’s administrative department as a volunteer for the last six months.

Kathy is one of twenty recurring volunteers who donate their time and compassionate spirit to SAY. Volunteers arrive at SAY with a variety of life experiences, goals, and professional backgrounds. Some commit to weekly roles, while others support us with on-call activities, homemade dinners, and event support. The common thread that runs through them all is a deep commitment to our youth.

“I’ve worked with at-risk kids before. The smallest gesture can mean so much.” Kathy has retired from her career in public education, but her desire to make an impact never waned. Shortly after relocating to Santa Rosa, she signed up for a tour of the SAY Dream Center. After the tour, Kathy jumped right into donating her time. First, she cooked a meal for the youth in our short term shelter. This simple act increased into a weekly commitment, not only as a friendly face at the front desk, but also as a support to youth through rides to the DMV and SSI offices.

SAY’s monthly tours provide a valuable window to the organization, and invite potential volunteers to connect more intimately with the broad range of services we provide.

Are you interested in volunteering with SAY? We’d love to hear from you! Get in touch with us at 544-3299 x255 or volunteer@saysc.org

Community Care

- 71 community members prepared and delivered homemade dinners to young people staying in our shelters
- 91 community members helped support our spring fundraiser, SAY Soirée
- 3,231 hours of support provided to SAY!



“I went to the tour and was absolutely blown away by the program and how fabulous it is. How needed it is, and how effective it seems to be,” says Judy Ervice, an administrative volunteer who played a role in supporting our fall fundraising event, One Cold Night.

In true form, Judy embodies how volunteers act as everyday ambassadors for SAY. After returning home each week ‘glowing’ about her work with SAY, her husband Greg was moved to donate his own time as a professional panelist for SAY’s career program.

“I believe that anyone who has had the kind of privilege that I’ve had should give back,” Judy says. “I’ve been given the gift of an education, and had a roof over my head and food to eat. I want to give back and spread kindness and compassion.”

We are deeply grateful to our entire volunteer family for helping make SAY a safe refuge for the most vulnerable young people in Sonoma County. We are truly in this work together!

2017-18 Investors

Hope Society

The SAY Hope Society is a group of dedicated advocates who have committed to supporting the youth we serve for at least five years. SAY pledges to be there for their entire journey to self-sufficiency, and multi-year investments are a critical part of this effort. Hope Society members pledge to stand by our youth, telling them that they are an important part of our community and our shared future.



- | | |
|----------------------------|------------------------------|
| Brett and Krystin Bradford | Julie and Scott Schoepp |
| Bill and Pamela Carroll | Linda Travis and Elliot Daum |
| Codding Foundation | Vic and Karen Trione |
| Friedman Family | William and Kitty Wells |
| Bill McLea and Dale Walsh | Sharon and Greg Zimmerman |
| McLea Family | |
| Cindy and Al Schmidt | |

"[The most helpful thing about seeing my SAY Clinician was] coping with sadness/depression, having someone to talk to, choosing the right choices and the best decisions." —15 year old student

SAY Annual Fund

We are deeply grateful for the financial investments and in-kind gifts received from 1,209 donors. Your support is vital to our ability to operate our programs and services effectively and sustainably while serving the most vulnerable members of our community. Thank you for wrapping your generosity and hearts around the young people and families who need us most.



\$25,000+

Todd and Blair Maus

\$10,000+

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 Ken and Donna Martin Family Trust
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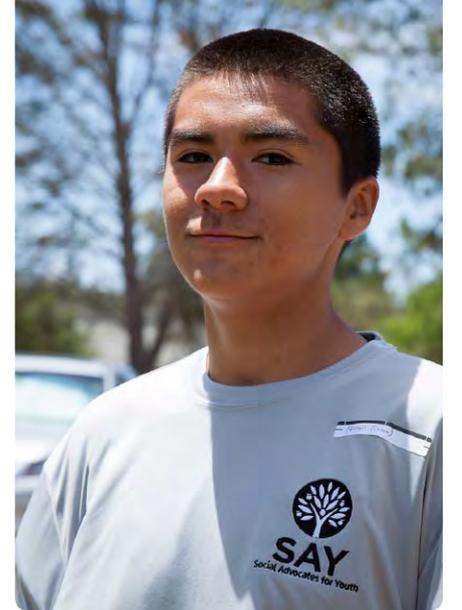
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Corporate Partners

Corporate partnerships ensure the long-term sustainability and continued impact of SAY’s housing, counseling, and career services. Whether through budget-relieving trade agreements, event and program sponsorships, or third-party fundraising initiatives, we are strategically aligned with some of the top businesses in our community.

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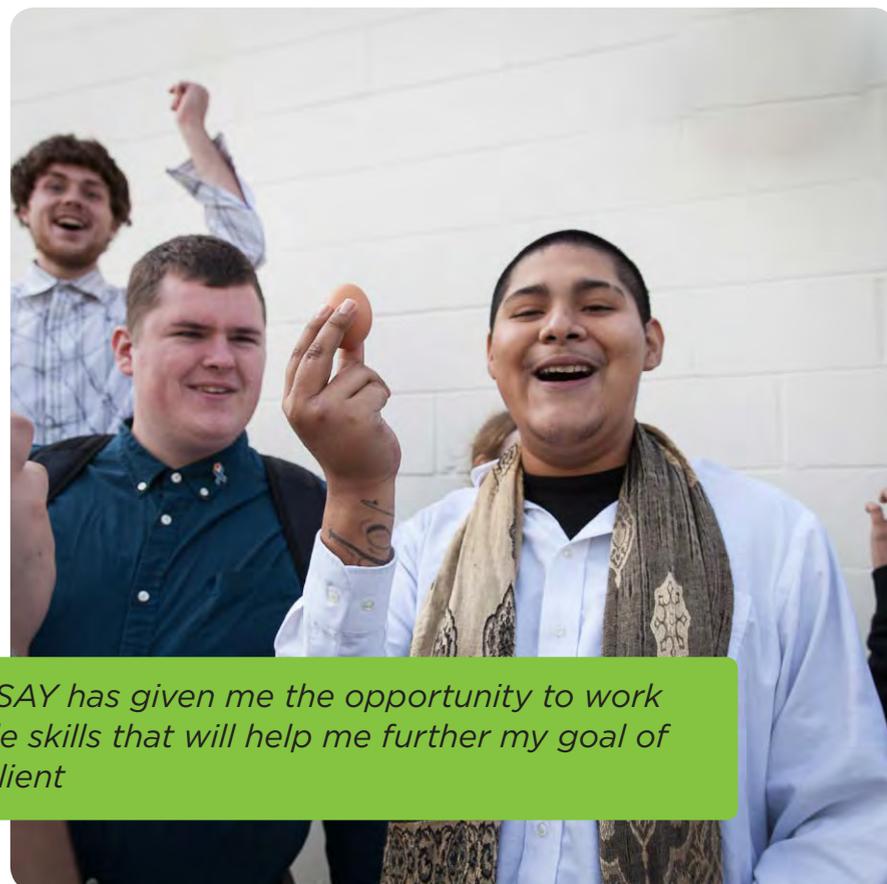


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“Having stable housing with SAY has given me the opportunity to work with others and learn valuable skills that will help me further my goal of finding a job.” –21 year old client

Foundation Partners

Connection and self-sufficiency are possible when youth are provided individualized, appropriate, and compassionate supportive services and programs. Our foundation partners recognize the importance of general operating and program funding opportunities and we are proud to partner with these institutions.

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Community + Government Partners

As the leading youth service provider in the region, SAY does not duplicate the work of others, but collaborates with many local community and government agencies to offer an unrivaled continuum of services. Our contracts and partnerships with these agencies allow SAY to provide services where and when young people need us most.

Active 20-30 of Santa Rosa #50
 Active 20-30 of Sebastopol #63
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 Boys & Girls Club of Sonoma Valley
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 City of Santa Rosa (Recreation & Parks, Human Resources, and Water Department)
 Cloverdale Unified School District

Congregation Beth Ami
 Congregation Shomrei Torah
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 First United Methodist Church
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Petaluma People Services
 Petaluma Sunrise Rotary Club
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 Santa Rosa Community Health Centers
 Santa Rosa Democratic Club
 Santa Rosa High School
 Santa Rosa Homeless Collective
 Santa Rosa Junior College
 Santa Rosa Oddfellows No 53
 Santa Rosa Police Department
 Santa Rosa Symphony
 Sebastopol Odd Fellows Lodge
 Seneca Family of Agencies
 Shoreline Unified School District

Singles and Pairs Square Dance Club
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 Sonoma County Continuum of Care
 Sonoma County Employer Advisory Council
 Sonoma County Health Department (Behavioral Health)
 Sonoma County Homeless Youth Task Force
 Sonoma County Human Services Department (Employment and Training; and Family, Youth, and Children)
 Sonoma County Human Trafficking Task Force
 Sonoma County Office of Education
 Sonoma County Probation Department
 Sonoma County Youth Ecology Corps
 Sonoma Food Runners
 Sonoma Valley Unified School District
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 US Department of Housing and Urban Development (HUD)
 Valley of the Moon Rotary Foundation
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VOICES
 West County Community Services
 West County Health Centers
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