



2019-20 REPORT TO INVESTORS

Dear Friend, Investor, and Advocate,

There is no doubt that fiscal year 2019-20 was unlike any other in our 49 year history. A pandemic that halted communities across the globe impacted all areas of life: personal, professional, and philanthropic. Wildfire season once again hit Sonoma County, causing power outages and evacuations that stoked our communal anxiety and grief. And, across the nation, we reckoned with the deeply rooted racial inequities that have been impacting marginalized communities for centuries.

As an organization committed to the safety and well-being of young people, our services during this time were as critical as ever.

When I look back on the many ways in which our organization pulled together to support the youth during these times of crisis, I am filled with gratitude. Despite the closure of local schools and businesses, SAY never stopped providing services. Our staff members continued to show up for our young people with compassion and strength, whether in person or remotely. And our young people displayed an incredible amount of resilience and grace under pressure. Together, we provided services to **3,650 children, youth, and families** across our four pillars of programming. We helped **place 94 young people in long-term housing**, provided **mental health services to 1,442 youth and families**, offered **crisis support to 1,976 youth**, and helped **138 young people** gain valuable **career readiness** support.

Thanks to investors like you, we celebrated the end of our fiscal year by exceeding our donation goals despite canceling both of our major fundraising events. The incredible outcomes of our programs and total impact of our services, which you will read about in this report, were made possible because you cared enough to invest in our young people. Thank you for being here for them.

In it together,

Anita Maldonado
Chief Executive Officer



Anita Maldonado, CEO

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Agency Overview

Social Advocates for Youth (SAY) provides supportive services to youth and their families, meeting them where they are and when they need us the most, by focusing on four foundational pillars: Youth Crisis Services (YCS), Housing, Careers, and Counseling. Our programs and services help youth build resilience, empowering 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



Working

- 121 Full and Part-Time Staff Members
- 20 Board Members
- 20 Honorary Board Members
- 380 Active Volunteers

Helping

Supported **3,650** children, youth, and families in Sonoma County.

Giving

1,051 Individual Donors	45 Community & Government Partners
506 New Donors	42 Foundations
74 Corporate Partners	

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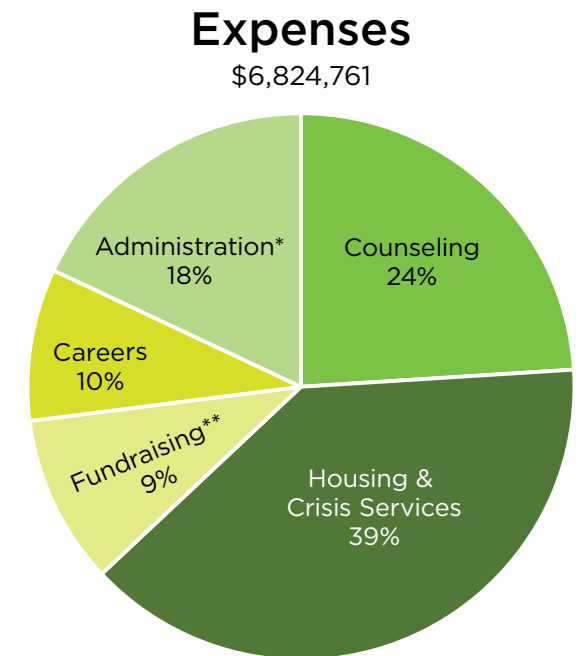
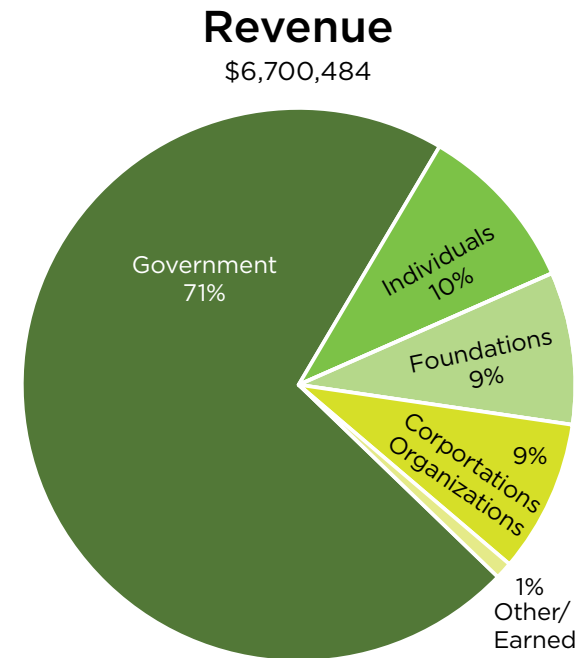
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Financials

Revenue	
Government	\$4,794,355
Individuals	\$656,734
Foundations	\$615,997
Corporations/Organizations	\$586,127
Other/Earned*	\$47,272
Total Revenue:	\$6,700,484

*Reflects modest fee-for-service



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

Programs:
Youth Crisis Services

The 2020 Point-In-Time Homeless Census and Survey showed a **decrease in youth homelessness** of almost 54% from 2019. These results are due, in no small part, to SAY's outreach, advocacy and emergency services. Our Youth Crisis Services (YCS) program provides support to homeless and imminently homeless youth through several critical services, such as operating the only **24/7 crisis hotline** and the only dedicated **Street Outreach team** in Sonoma County.

While this large decrease in homelessness is worth celebrating, the unfortunate reality is that there are still **more than 300 youth**, ages 12-24, homeless and on the streets in Sonoma County. Living on the streets is dangerous: these young people frequently fall victim to sexual exploitation, have complex mental health issues, have aged out of foster care, and/or have been ostracized by their families for being LGBTQIA+. These numbers include young people couch surfing, living in cars, abandoned buildings, on the street, or in other places not intended for habitation.

SAY's Street Outreach team travels throughout the county to provide food, supplies, and advocacy to the youth who are unsheltered or unstably housed. Building trust with our youth is the foundation of success for this team, as it typically takes **eight points of contact** with a young person before they feel comfortable enough to walk through our doors. In this fiscal year, our Outreach team reported **1,371 significant encounters** with these youth.

Another key component of YCS is our shelter program. Our shelters help youth move off the streets and out of unsafe, unstable living conditions with the goal of connecting them to permanent housing. Currently, SAY operates the only dedicated teen shelter and the only dedicated young adult shelter between San Francisco and the Oregon border. This year, **153 young people utilized SAY's life-saving shelters**, and **23 individuals** were routed directly into **community housing**.

Addressing youth homelessness requires a multi-faceted set of services provided by trustworthy adults who place young people at the center of their work.

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.

176 youth accessed our emergency shelter and rapid rehousing services. This includes:

- Dr. James E. Coffee House Teen Shelter
- SAY Finley Dream Center Young Adult Shelter
- Expanded Youth Winter Shelter
- Community Supported Housing

The Youth we serve:
YCS

- 34% identify as LGBTQ+
- 26% were/are involved in Foster Care
- 15% homeless with their family
- 55% in school or working



*"I learned to use positive coping skills and talk to someone for support to help feel better. I don't have thoughts of self-harm anymore. I don't feel as angry."
 —19 year old client*

Our YCS program provided outreach and support to 1,976 youth during the 2019-20 fiscal year:

- Answered **339 calls** on the **crisis hotline**
- Provided **429 drop-in sessions** at our Coffee House & Dream Center locations
- Engaged in **1,371 significant connections** with youth living on the street
- Provided **13 crisis counseling sessions** to help keep families intact
- Served **1,057 meals** to youth accessing drop-in services or via our outreach team



Programs:
Housing Services

Youth attempting to find housing in Sonoma County face many hurdles. With rental rates higher than the state and national averages, most cannot afford the average rent for a one-bedroom apartment. Lacking both the credit history and funds required by most landlords, many youth are the first to face rejection in this very expensive housing market. The pandemic added further hardship as employment opportunities dwindled and available housing became even more scarce. SAY's long-term affordable housing programs **prepare young people for the future** and support them on their **path to self-sufficiency**.

For youth who are ready to move on from our short-term shelter, SAY's long-term affordable housing programs offer several excellent options: housing at the Dream Center, an apartment at the Tamayo Village, and community-based housing apartments. In these programs, youth continue to work on their independent living skills and self-sustainability; our youth pay rent, purchase and cook their food, and must maintain a healthy living environment.

Youth residents in SAY's community-based housing are given a safety net to ensure their success. SAY serves as the master lease holder and provides financial support in the form of the down payment and rent subsidy in decreasing levels over time to help them foster self-sufficiency.

During the 2019-2020 fiscal year, SAY helped place **94 youth** into **long term and permanent housing** opportunities.

- **Almost 10%** of the young people in our housing program come from **families experiencing unsheltered homelessness**
- **79% of SAY's residents** successfully exited into **safe and stable** housing
- **29% of youth increased** or **sustained their incomes** while living at SAY
- **62%** of SAY residents are **working, in school, or both**

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.

The Youth We Serve: Housing

- 25% identify as LGBTQIA+
- 21% were/are involved in Foster Care
- 96% born in, or residents of, Sonoma County



"I don't have to go through everything by myself and I can always reach out and ask for help. I don't have to feel judged or afraid of speaking out."—20 year old client

Breaking the cycle:

In April of 2020, we opened the SAY Family Cottage: a transitional housing space for youth ages 18-21 who are experiencing homelessness or unstably housed while pregnant and/or parenting a young child. 30% of the young people who come to our YCS and Housing programs have families experiencing generational homelessness. Our Family Cottage helps to break that cycle, offering supportive services tailored for youth who are interested in strengthening their parenting skills and providing a safe space for their child(ren) to live.

Since we first opened our doors, the Family Cottage has housed **7 parents and 7 children and babies. 3 babies were born** while their parents were living in the Family Cottage!



Programs:
Counseling Services

SAY offers mental health services to children and youth ages 0-25, and their families, across Sonoma County. Our Counseling program is designed to be here for these youth and families **when and how they need it the most**. Our clinicians are available in a variety of formats: through individual or family therapy via our Counseling Clinic, in partnership with local schools, and with peer support as part of our wellness groups and grief circles.

During the early part of this fiscal year, these services were offered on-site at the Dream Center counseling clinic, in satellite sites, in family homes, and on location at multiple schools across the county. In March of 2020, as shelter-in-place protocols were established, our clinicians quickly adjusted to providing telehealth appointments and virtual groups to ensure that youth and families continued receiving this essential service. SAY's school clinicians remained connected to their students, helping them navigate through this tumultuous time.

Learning to Thrive

As the pandemic swept across the globe and impacted millions of families, young people experienced isolation, anxiety, and grief in new and unexpected ways. SAY's Grief Services clinicians already offer individual and group support for youth grappling with losses due to death, deportation, and multiple devastating fire seasons. This fiscal year, they **helped youth cope** with the rippling impacts of COVID. By offering these young people a **safe space to share their unique stories** and memories, connect with peers, and participate in therapeutic activities customized to meet their emotional and developmental needs, these youth learned valuable coping skills to help them thrive even during unprecedented times.

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



1,442 youth and families accessed our counseling services across these programs:

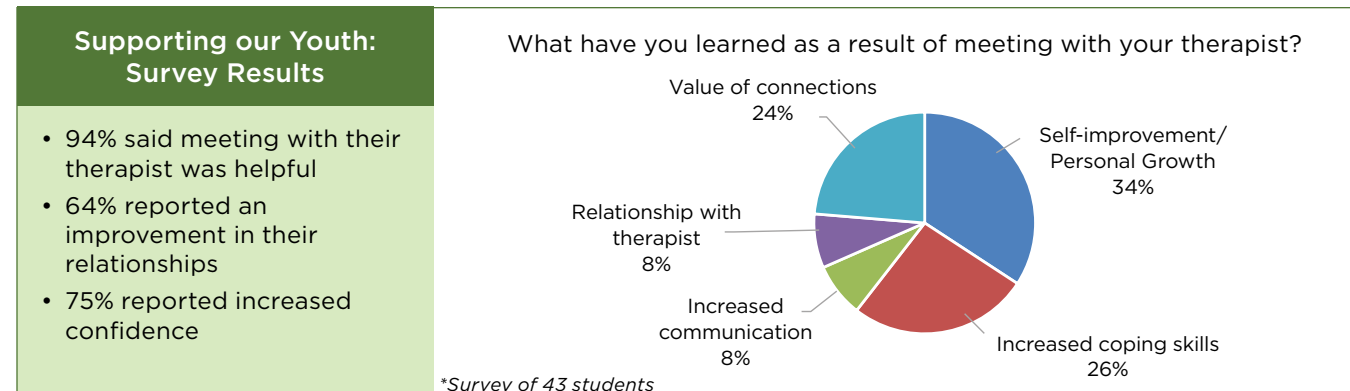
- Individual and Family Therapy
- Home-based Therapy
- Sand Tray Therapy
- Art Therapy
- Play Therapy
- Grief Services
- School Mental Health Program



"I learned that I am strong and I am beautiful on the inside and out, I learned how to challenge negative thoughts"
 —15 year old student

During the 2019-2020 fiscal year, we provided 1,442 children, youth, and families with mental health support.

- SAY's counseling clinic served **421 youth and their families** with therapeutic services.
- In our school mental health program, **534 students** received mental health services.
- **297 families** met with a school mental health clinician to support their child(ren) struggling at school.
- **190 youth and their families** received grief support, both in-person and via virtual platforms.



Programs:
Career Services

The global pandemic had a devastating impact on our economy, with the emerging workforce facing the highest rate of unemployment it had seen in a decade. During a strong economy, young adults with developing skills are often the last to be hired; when the job market constricts, these youth are, unfortunately, the first to lose their jobs.

Breaking Barriers

SAY's Career Services program helps prepare Sonoma County youth by **addressing the barriers** that prevent them from finding employment. In a year without a pandemic, these barriers include housing instability, food insecurity, lack of access to transportation, physical and/or mental health challenges, among others. This year, our career advocates also focused on COVID safety training, applying for 'essential' jobs, filing for unemployment, and navigating through health benefits. Virtual drop-in hours with a Career Service Specialist, access to resume and job searching tools via our John Jordan Foundation Career Hub, and placement in paid work experience opportunities are just a few of the ways that **SAY supported teens and young adults** as the pandemic impacted the job market.

In the early part of the year, prior to shelter-in-place orders, SAY operated our Clean Slate tattoo removal program. 12 young people underwent a total of **29 sessions to remove unwanted tattoos**, which can often act as a barrier towards finding employment. Our Career team also supported local high school students gain more confidence by providing Mock Interviews and Job Readiness workshops. These interviews and readiness workshops give these students an opportunity to practice promoting their strengths in an environment that is less stressful and intimidating. 42 volunteers donated time to support our youth through Mock Interviews.

During this fiscal year, SAY helped **138 youth become workforce ready** through professional development workshops and individualized case management.

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

574 youth attended our Job Readiness Workshops.

Here is a sampling of offered topics:

- Responsibility and Networking
- Budget and Conflict Management
- Cover Letter and Resume Writing
- Hiring and Orientation
- OSHA10 Test Taking
- Career Exploration
- Attitude and Professionalism
- Communication and Teamwork
- Business Etiquette
- Interview: Beyond the Basics



*"I've learned that if you don't help yourself then how can someone else help you."
 —18 year old client*

Top Career Interests for our Youth:

- Labor
- Environmental
- Retail
- Animal



Results that Work:

172 Resumes crafted

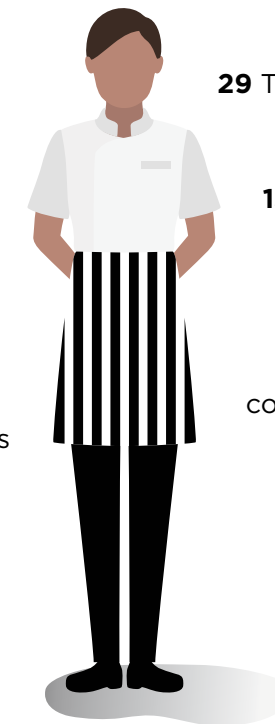
29 Tattoo removal sessions

461 Visits to SAY's drop-in Career Hub

138 Youth who received case management

574 Youth who participated in Job Readiness workshops

27 Youth were connected to meaningful paid work experience



Development:
Volunteers

SAY's Volunteer program is a vital part of our connection with the community and, despite pausing this program mid-year due to the pandemic, our active volunteer base consistently shows up in record numbers to support our youth. In the 2019-2020 fiscal year, **380 active volunteers** contributed a total of **2,733 hours of their time** to support SAY programs, facilities, and youth!

Our volunteer base provided support across all of our programs and at multiple SAY sites; from professional support, such as legal advice and yoga classes, to group services days. These opportunities ranged from weekly and monthly commitments to one-time activities, each providing an invaluable service. We are so grateful for the **big-hearted generosity of every individual** who chooses to dedicate their time to SAY!

Kitchen Champions

When the county first initiated a shelter-in-place policy in March of 2020, SAY placed a temporary halt on all of our volunteer opportunities. This included our Meal Train sign-ups, which meant the youth living in our short-term shelter would no longer benefit from the delicious home-cooked meals that are delivered every weekday.

To our delight, Sonoma Family Meal stepped in. This disaster-focused nonprofit connects local chefs, farmers, and food producers to fight food insecurity. Working with Preferred Sonoma Caterers, owned by Petaluma chef Amber Balshaw, the two **provided more than 1,200 meals** to the young adults living at our Dream Center between the months of April and August.



A few highlights from a year of many adventures:

- Game Night
- Food + Facials
- Self Defense
- Staff Massages
- Secret Santa
- Holiday Gift Wrap
- Wonder Bread 5 Concert



Volunteer Snapshot:

- **Meal Train** volunteers donated **716 hours** of time and **218 meals**
- **Counseling trainees** dedicated more than **638 hours** to our youth and families
- **Interns gained 90 hours** of on-the-job experience
- **Career volunteers** provided **161 hours** of Mock Interviews and professional development support
- **9 Service Day Groups** helped to **clean, organize, and upgrade** our facilities
- **Reception desk and data volunteers** provided **296 hours** of support

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.



- | | |
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SAY Annual Fund

We are deeply grateful for the financial investments and in-kind gifts received from 1,051 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.



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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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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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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.



4-H Foundation of Sonoma County	Redwood Forest Friends Meeting, Inc.	Soroptimist International of Santa Rosa
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California Office of Emergency Services	Santa Rosa Lodge No 53 IOOF	Tomorrow’s Leaders Today Group
Catholic Charities of Santa Rosa	Sebastopol Odd Fellows Lodge	United Way of the Wine Country
Church of the Oaks-Cotati	Sonoma County Behavioral Health Division	U.S. Department of Housing and Urban Development
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