



Homeless  
Services  
Center

Annual Report | FY2017

**A SAFE**

***TRANSITIONAL***

**PLACE TO LIVE**



Courtney, pictured at Rebele Family Shelter with her two daughters

# Raising the Bar in the Face of Challenges



**Claudia Brown**  
President,  
Board of Directors



**Phil Kramer**  
Executive Director

For over thirty years Homeless Services Center (HSC) has been a leader in advocating community-wide solutions and system change efforts to reduce and end homelessness in Santa Cruz County. Our Coral Street campus programs and initiatives address people in their experience of homelessness, and assist each individual to identify and stay on a path to stable housing, improved health and well-being, community integration and independent living. ***Your continuing committed and generous support plays a major part in successfully housing the people in HSC's programs and integrating them back into the community.***

At this time, underlying economic and social factors contribute to an increase in numbers of people experiencing homelessness in our community. Those factors include a political climate of uncertainty, rising poverty, a growing lack of affordable housing, uncertain physical and mental health, addictions, and community and family breakdown.

Working with others in Santa Cruz County, HSC is committed to overcoming challenges by aligning our programs with best practices, advocating in the community, and creating and maintaining sustainable financial resources. ***We can't do it alone. We need your support to reduce and end homelessness in Santa Cruz County!***

You can make sure a single mom and her children sleep safe at night; a veteran stays in permanent housing; and HSC is there to prevent people from falling into homelessness. On page seven we list many ways to help – choose one or more. Please come to our Coral Street Campus for a tour and learn more about how we can end homelessness in Santa Cruz County.



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President, Board of Directors



Phil Kramer  
Executive Director

**Our Vision:** We hold firmly to a vision that homelessness in Santa Cruz County should be rare, brief, and non-recurring.

**Our Mission:** Homeless Services Center partners with individuals and families to create pathways out of their homelessness into permanent housing.

## Making a Self-sufficient Life



At the time Courtney and her partner, Julio, came into Rebele Family Shelter in July, 2016, with their daughters, ages 5 months and 2 1/2 years, they were already connected with our community partners and were getting support with various issues in their lives. Courtney, Julio and the little girls just needed help with a safe place to live so they could continue working toward their goal of making a self-sufficient life for their family.

Once they had a place at the Shelter, Courtney and Julio were able to keep their various appointments with the agencies supporting them, as well as start consistent medical appointments for both of the girls and receive physical therapy for the baby. When their oldest daughter turned 3 years old, she was enrolled in the Special Needs preschool at Bay View Elementary.

### Moved into permanent housing in May. Our 65th housing placement for 2017.

By January, 2017 Courtney and Julio were working full time (alternating schedules so they could be with the children), and Courtney was very active in her search for housing, spending time every morning at the Rebele Family Shelter residents' computer. In January, they came up on the

CalWorks Housing Assistance Program (CHAMP) wait list. Rebele Family Shelter staff came to the conclusion that it was the best program for them and they were enrolled.

Since they had been doing a lot of work toward their goals, Courtney and Julio were granted an extension past 6 months to stay at the Shelter. They attended all our Housing Workshops, met consistently with their CHAMP Case Manager, Lineuri, and were happily able to move the family into permanent housing by May, 2017 and were our 65th housing placement for 2017.



# Community Impact: By The Numbers



Homeless Services Center programs provide a variety of housing and supportive services with the goal of supporting individuals and families on their pathway out of homelessness into permanent housing. Two hundred people are in shelter or transitional housing on our campus each night, and we provide supportive services to over 260 individuals in the community.

During the past fiscal year we helped reduce the personal and community effects of homelessness by providing the following:



**1,867**  
people served through HSC  
programs and services



**14,600**  
showers provided to the  
community



**165**  
people moved into  
permanent housing



**38**  
Veterans served through  
Supportive Services for Veteran  
Families grant



**23,580**  
nights of emergency shelter and  
transitional housing provided



**64**  
people supported through  
the CalFresh Employment  
Training Program



**109**  
households moved into housing  
through 180/2020 campaign



**880**  
people received housing  
support through the  
Housing Workshops



**47,160**  
meals served



**549**  
people use HSC's US Postal  
mail pickup service

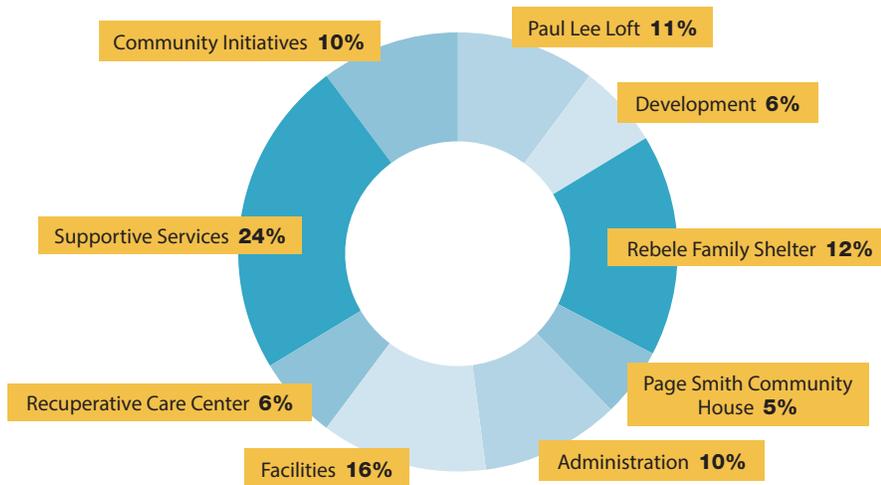


**158**  
people served through  
CalWORKS Housing Assistance  
Move-In Program

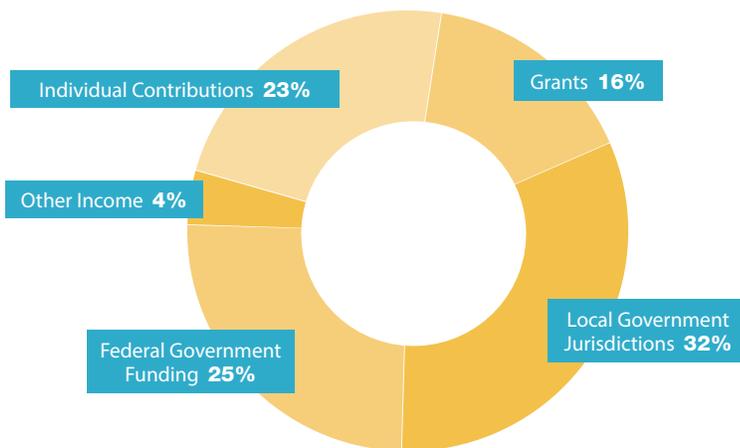


**2,481**  
volunteer hours provided by  
community members

## Expenses FY2017



## Revenue FY2017



**You so generously supported families and individuals experiencing homelessness! Thank you.**

Please go to [www.santacruzshc.org](http://www.santacruzshc.org) to see our dedicated donors.

Visit us on Facebook:  
[www.facebook.com/HomelessServicesCenter](https://www.facebook.com/HomelessServicesCenter)

Make an online donation by clicking the **DONATE** button at [www.santacruzshc.org](http://www.santacruzshc.org)

## Homeless Services Center

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FY 17-18

### Officers

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# Finding New Beginnings

Joe Price | *HSC Housing Navigator*

Born in Arkansas, Joe moved to Salinas, California as a young child when his mother fled from domestic violence. In Salinas, Joe and his mother found refuge with his uncle. Joe's mother met another man, a mechanic, and had second son with him. This was a happy time in Joe's life until his step-father died suddenly in a car explosion.

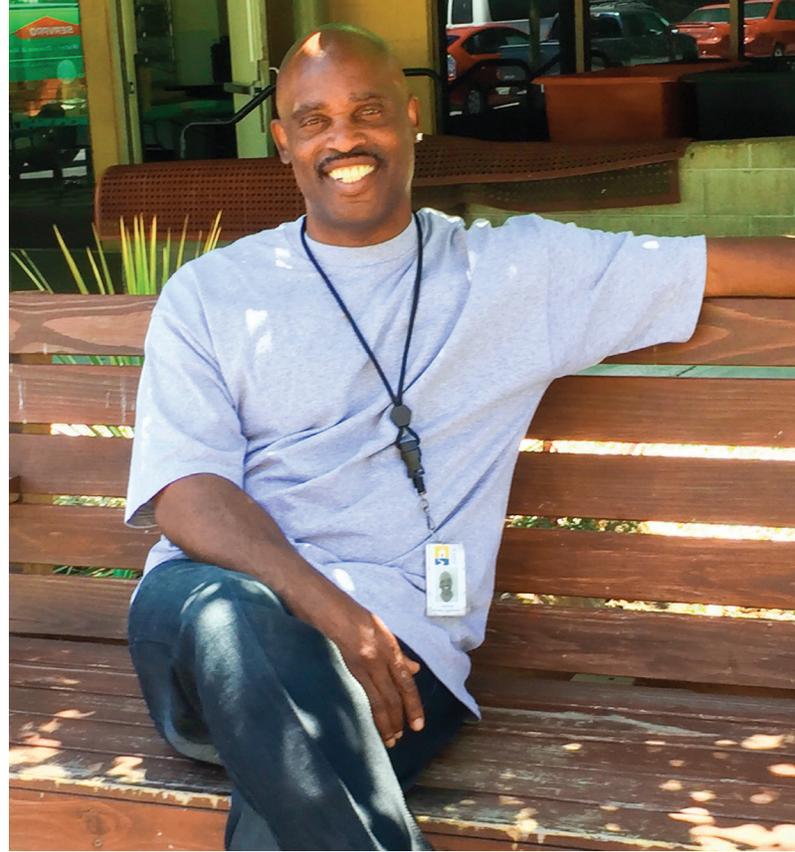
Joe's mother persevered through this adversity, setting an example for her children. She became a school monitor and provided for them no matter the circumstances and has always been an inspiration to Joe.

As a kid, Joe wanted to be a football player. In high school, he excelled in track and football, eventually

**It's not just 'paying it forward' through service to others that Joe finds rewarding, but the joy he gets watching people transform themselves as they return to permanent housing.**

moving onto junior college. Everything in Joe's life was right on track until, at the age of 38, as the result of some poor choices, he was charged and sentenced to a prison term. During this time, both Joe's mother and his eldest daughter passed away.

At this point Joe felt it was time to change the course of his life. He began to use the resources available to lift himself out of his situation. Joe was ready to face his drug addiction and began the difficult work of transitioning back into society. After leaving prison, Joe remained dedicated to improving himself and his life. He continued his work through a program called New Life Community Service, which helped to solidify his new habits. Joe happily celebrated 18 years of sobriety June 25, 2017.



When he began working at Homeless Services Center, Joe discovered his drive to help uplift others. Having survived many trials and tribulations during his own experience of homelessness, Joe found he could empathize with the people he encountered at the HSC campus. He moved up through the organization from Safety Coordinator to Housing Navigator leaving his stamp on every position he held -- there isn't a person on campus who doesn't know Joe.

It's not just 'paying it forward' through service to others that Joe finds rewarding, but the joy he gets watching people transform themselves as they return to permanent housing. He said it's like watching the layers of an onion peel back as their defenses come down and people begin to rediscover their own self-worth. Joe did this work for himself, and now shares it with his clients and coworkers every day. His work extends way beyond finding someone a house: it's helping people find their own new beginning.

# Ways to GIVE

Homeless Services Center encourages you to give in a way that is most meaningful to you. You may choose to give anonymously or in honor of the memory of a loved one. Thank you for your generosity that provides pathways for individuals and families out of their homelessness into permanent housing.



## ONLINE

Make an immediate donation online at our website [www.santacruzshsc.org](http://www.santacruzshsc.org) and click the donate button.

## BY MAIL

Make a check payable to Homeless Services Center and mail to:

**Homeless Services Center**  
**PO Box 1319, Santa Cruz, CA 95061**

## BY PHONE

Call Homeless Services Center and make a donation over the phone with your credit card.

**Kacey Rimmer, Donor Relations Manager**  
**(831) 226-2485**

## CHARITABLE TRUST OR ANNUITY

A charitable trust or annuity is an extraordinary way to provide lifetime payments for yourself or a loved one and, as part of your legacy, help ensure the ability of Homeless Services Center to help people experiencing homelessness on their path to permanent housing.

## BEQUESTS

One of the simplest ways to support Homeless Services Center's future, a bequest provides a gift for the agency in your will. There are no minimum dollar requirements or limits to the amount you can leave and bequests are entirely free from federal estate tax.

## CORPORATE & FOUNDATION GRANTS

Invite us to apply to funding with your business or family foundation giving team. We are always looking for new and meaningful ways to partner.

## GIFTS OF SECURITIES

Gifts of appreciated assets (stocks, mutual funds, EFTs) are a very helpful to Homeless Services Center. For the donor, they may also provide greater tax benefits than gifts of cash. For your convenience, Homeless Services Center has an established brokerage account to accept transfers of securities.

Contact: Kaitlin King  
Phone: (408) 645-2500  
DTC Number: 0075  
Account Number: 61358284  
Broker Firm: LPL FINANCIAL  
Attention: ACCOUNT TRANSFERS  
Address: 4707 Executive Drive San Diego, CA 92121

## CONTINUING CONTRIBUTIONS

We rely on weekly, monthly, quarterly or yearly donations throughout the year that ensures Homeless Services Center has resources to be there for families and individuals in Santa Cruz County. Please call us to learn how we may set up an account to allow your contributions to happen on a regular basis.

Contact Kacey Rimmer, Donor Relations Manager  
Email: [Krimmer@santacruzshsc.org](mailto:Krimmer@santacruzshsc.org) or call (831) 226-2485

Ask your employer to match your gift  
Some employers will match your donation. Ask them if they will match your gift today.

Every gift of any size matters! Thank you for giving the gift of hope to the most vulnerable people in Santa Cruz County.

## MATCHING GIFTS

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*Homeless Services Center is a not for profit 501© (3). All donations are tax deductible to the fullest extent of the law.  
Homeless Services Center's Tax ID #77-0126783*



Homeless  
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# Thank you for *BELIEVING* in our mission



## Support Services Team

Working directly with our clients, HSC case managers meet people where they are on their pathway to housing. They are dedicated to helping each person or family create and act on their own personal plan to find housing and remain housed.