

The Challenge of Change

Honoring our Past and Celebrating our Future

annual
report
2011



Message from the Board President and Executive Director



Jeffrey McCulloch
Board President

The Challenge of Change was chosen as the theme of this year's Annual Report because change has both challenged and motivated us these past 40 years. Nations have come and gone. Millions of people have found liberation and millions have been enslaved. We carry a computer in our cell phones and our kids have never typed a single word on a typewriter.

Change has always been our foe, our friend, our greatest opportunity and our hardest lesson. It is not simply something "out there" that happens to us, it is also something that we create and use to make progress. The real challenge of change is not just maneuvering through new situations, but also remembering what you are all about during the process.

The amazingly resilient people SAY San Diego has been honored to serve since 1971, along with the people who have been our staff and volunteers, have managed to remember what we are all about in the midst of all this change. We have watched our children get arrested or struggle with addiction and we know things have got to change. We have lost jobs, been through recession, comforted abused children, and we know things have to change. We have faced needs that overwhelm our capacity and watched gangs take our children, and we know things have to change. We are a 40-year collective history of people — children, families, communities, staff, donors, partners and volunteers — that has embraced change because that is how we get back to what we are all about: nurturing children, healing families, and building communities.

In the words of Gandhi, "You must be the change you wish to see in the world." We hope SAY has been able to do that. If so, then this really is a happy 40th. Happy birthday to all of us, and thank you.

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As we enter our fifth decade of providing services to San Diego's most vulnerable populations, we pay tribute to our past and celebrate our future.

SAY'S MISSION:

To be a consistent leader in creating and providing quality services and support that assist children, families and communities to overcome barriers while developing skills to realize and sustain their full potential.

SAY San Diego through the decades

The past 40 years have seen rapid change within society and incredible growth for our agency. Yet SAY's mission, values and direction are remarkably close today to what they were when we first opened our doors in 1971.

SAY's success rests on three solid foundations: the dedication and generosity of our partners, donors and volunteers; knowledgeable and passionate staff; and the amazing resiliency and tenacity of the people we

serve. Our future success depends upon these same building blocks.

With your help, SAY will continue providing the necessary supports for children, families and communities to realize and sustain their full potential. Your commitment and compassion enable us to effect real, tangible change in people's lives. The continuity of our core values, capacity and collaborative spirit fuels our dream to offer hope for another 40 years.

Meeting the challenge of change every day through:

Delinquency Prevention and Juvenile Diversion

Health Promotion

Extended Day Before-and-After School Programs

School Readiness and Support

Family Support and Development

Child Abuse Prevention

Community Development and Collaboration

Alcohol, Tobacco and Drug Abuse Prevention

Mental Health Services

40 years

Over 500,000 lives changed



35,965

challenges met

In 2010-2011 SAY helped 35,965 San Diegans build better lives, find renewed hope and explore the power of community. An additional 25,000 lives were touched as SAY provided information and support to families and communities.

5,676 at risk children

and their parents participated in SAY's juvenile diversion and delinquency prevention programs

"Reflections has given me someone to talk to about my problems in life. The counselors have helped me see other choices – I don't have to keep learning the hard way." – John

2,577

children and their families

benefited from little things that make a big difference: school supplies, holiday gifts, shoes, new mattresses, diapers, books and home furnishings

"Little things can turn into big things. Everything you do here helps." – Crawford High School Student

3,372 individuals

received life-changing assistance with food, rent, job training and income tax preparation through SAY's Family Self Sufficiency Program

"When I enrolled in your program I was at the lowest point in my life. I had lost my job, I didn't have money for rent and we were out of food. You were able to help me right away with food and basic needs; then you helped me with my résumé; taught me how to apply for jobs online; and helped me with transportation to get to interviews. Because of you I have a job today. This program changed my family's life!" – Rosemary



3,564 young people

learned how to increase resiliency and life skills by participating in SAY's youth development programs

"I learned a lot about standing up for myself and making my own choices." – Angelica, participant in a teen pregnancy prevention program

4,939 people

made sure their voices were heard and their communities were strengthened by participating in neighborhood collaboratives

"Getting involved with the Latino Youth Council changed my life. I got involved because I had a friend who died from alcohol poisoning. This drives me to work to educate the youth and the community about the dangers of alcohol."

– Rocío

5,668

school-aged children

received safe, nurturing and academically enriching care in SAY's before-and-after school care programs

"Nothing could make a single working parent more secure than to know that her child is in the hands of these talented, caring people."

– Mother of a child enrolled in SAY Extended Day Program



8,390

uninsured community members

gained greater access to quality health care through SAY's health education and outreach programs

"This program is a very big help to the well-being of this community. We are confident knowing there is somewhere to turn when we need help." – Wilfredo





1970's

The 70's were a time of profound change for our country. Presidential and Vice Presidential resignations occurred. The Vietnam War continued to divide the country. Roe v. Wade legalized abortion. Earth Day was celebrated for the first time. Juvenile crimes rose and states were left grappling with ways to handle their youngest offenders.

SAY meets the challenge to help at-risk youth. An innovative thinker, Richard Shearer reaches out to young people living in San Diego's Linda Vista area who were not yet involved with the juvenile justice system, but experiencing problems that would most likely lead them down that path. This early work with at-risk youth lays the foundation for SAY San Diego (Social Advocates for Youth).

SAY's incorporation in 1971 gives birth to an organization dedicated to addressing the life situations of youth who are abused, hungry, poor and unable to meet basic medical needs. With a mission of preventing juvenile delinquency, SAY's programming during the 1970's includes services designed to prevent juvenile delinquency, address drug abuse and treat mental health issues.



SAY's initial focus on delinquency prevention remains a core service today.

THEN

1971 SAY opens its doors with one employee

1972 Volunteers have already come on board, helping to expand services

1977 Michael Carr is hired to open SAY's second office in Tierrasanta/Murphy Canyon

NOW

Last year SAY employed 508 people

Last year 469 volunteers and interns donated 17,275 hours to help SAY make a difference

Last year Michael Carr completed his 33rd year with SAY and his 29th year as Executive Director



1980's

Times were certainly changing. In the 1980's Sandra Day O'Connor became the first female Supreme Court Justice. The Human Genome Project began. AIDS received national attention. With families facing a rough economic climate, both parents entering the workforce and an increase in single parent homes, many children were left alone after school.

SAY San Diego responds to meet changing community needs.

With more children becoming at risk for delinquency, drugs and danger between the time school let out and when a parent returned home, SAY opens its first after-school program (1983). Today, SAY operates 52 before-and-after school programs

and 4 preschools at 42 different locations. SAY's school-based programs have evolved from basic child care to a diversity of programs that emphasize safety and academic enrichment while at the same time offering recreation/fitness, counseling, developmental services, healthy snacks and wellness education.



Last year 11,163 children participated in school-based programs offered through SAY.

THEN

1981 SAY serves 9,276 individuals

1988 SAY's annual budget surpasses one million dollars

1989 SAY provides child care for 529 children at 11 schools

NOW

Last year SAY provided direct services for close to 36,000 people

Last year SAY's 2010-11 fiscal year ended with an \$18 million budget

Last year SAY served 5,668 children in 52 extended day programs





1990's



The 1990's brought unprecedented growth in technology: the internet, email, cell phones and personal computers all became wildly popular. The U.S. experienced its longest period of economic expansion. Although we had the Hubble Telescope in space and our GDP was consistently rising, the nation could not yet provide each child with a chance to live the American dream.

SAY forges community-based collaborative partnerships.

Understanding that a single organization would never be able to get such a big job done alone, SAY begins co-locating multiple services in neighborhoods where people live, work and go to school. We develop groundbreaking relationships with schools, the Navy, neighborhoods and other agencies.

Services provided through these one-stop shops include counseling, crisis intervention, after-school programs, health care, liaisons with schools and community referrals. A typical example is our resource center in Murphy Canyon, where active duty military members and their families can receive resources and support especially as they face the challenge of deployment.

SAY currently operates seven Family Resource Centers and is the lead partner in regional collaboratives designed to prevent child abuse and substance abuse.

1992 SAY opens a family resource center dedicated to meeting the needs of military families

1995 SAY becomes the largest provider of substance abuse prevention services in San Diego

1996 170 families participate in counseling programs

Last year 1,120 active duty military and their family members received services through SAY

Last year we provided prevention services to 3,058 individuals

Last year 4,465 individuals received mental health services



2000's

Our world changed on 9/11, catapulting our nation into the 2000's filled with uncertainty and apprehension. Launching the "War on Terror" sent American troops overseas. Then our nation entered one of the greatest economic crises in its history. Life got a lot harder. Faced with rough economic times and an ever-increasing need for services, SAY stepped up to the plate.

Building on its success with collaboration in the prior decades, SAY becomes a community leader.

We spearhead collaborative efforts to provide comprehensive, wrap-around services. Focusing on mental and physical health services, SAY increases prevention/early intervention with at-risk populations, broadens counseling services and increases access to

healthcare. With the aid of our initial grant from the First 5 Commission of San Diego, we expand school readiness services for families with children ages birth to five.

Partnerships forged by SAY result in clusters of community-based services available in Southeast San Diego, Mid-City, Clairemont, and Murphy Canyon.



SAY provides services in neighborhoods throughout the city of San Diego.



THEN

2001 SAY receives its initial First 5 Commission grant to develop new school readiness services for families with children ages birth to 5

2004 SAY becomes the largest provider of child abuse prevention services in the County

2007 SAY's school-based services expand to serve 100 campuses throughout the City of San Diego

NOW

Over the past 10 years SAY has assisted nearly 33,448 parents, pregnant women and children under 5

Last year SAY helped 1,596 parents become better equipped to provide a safe, nurturing home for their children

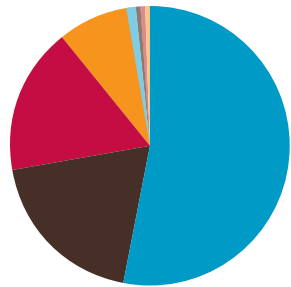
Last year over 9,315 children received SAY services on a school campus



Financial Activities

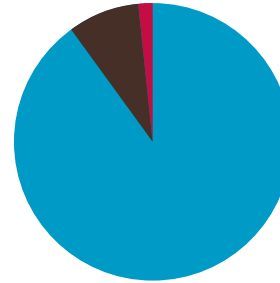
Audited July 1, 2010 to June 30, 2011

revenues



Cost Reimbursement Contracts	\$8,659,282	53.1%
Performance Based Contracts	3,150,210	19.3%
User/Client Fees	2,778,393	17%
Grants	1,368,470	8.4%
Other Income	186,964	1.2%
Contributions	83,174	0.5%
Special Events	26,051	0.2%
Investment Income	48,020	0.3%
Total Revenues	\$16,300,564	100.0%

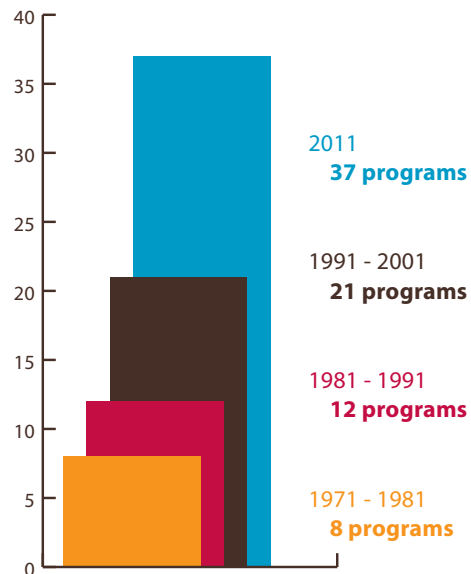
expenses



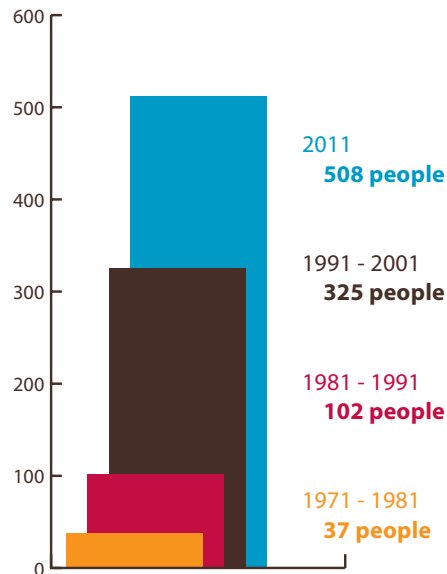
Programs / Services	\$13,937,086	90.1%
<i>Extended Day After School Care (41%)</i>		
<i>Child Abuse Prevention (9.9%)</i>		
<i>Delinquency Prevention & Juvenile Diversion (9.3%)</i>		
<i>Health Promotion (8.6%)</i>		
<i>Alcohol, Tobacco & Other Drug Prevention (6.2%)</i>		
<i>Mental Health (5.5%)</i>		
<i>Family Support & Development (4.9%)</i>		
<i>School Readiness & Support (2.1%)</i>		
<i>Community Development & Collaboration (2.6%)</i>		
Management & General	\$1,320,975	8.5%
Fundraising & Development	\$222,494	1.4%
Total Expenses	\$15,480,555	100%

SAY's growth through the years

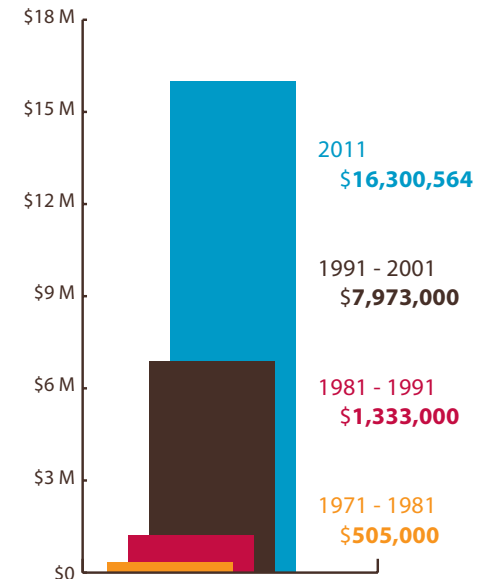
programs



employees



annual budget



Thank you for your support

July 1, 2010 - June 30, 2011

SAY San Diego gratefully acknowledges grants received this past year from the County of San Diego, the First 5 Commission of San Diego, the State of California and the Federal Government. In addition, we would like to thank the private foundations and all of our supporters who have provided resources that enabled SAY to make a difference for children, families and communities.

An * indicates both financial and in-kind support.

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**Thank
You**

**Donors and partners like
you have helped SAY meet
the challenge of change
these past 40 years. With
your renewed support, we
will continue to change
lives for another 40 years.**



“SAY will move into the future with the same idealism, strength and professionalism which has inspired us throughout the years.”

– Genell Greenberg, SAY Board President 1989

SAY Services

Child Abuse Prevention
Community Development
Extended Day Before-and-After School Care
Family Self Sufficiency
Foster Family Support
Gang Prevention
Health Insurance Enrollment

Health Promotion
Home Visitation
Income Tax Preparation
Juvenile Delinquency Prevention
Juvenile Diversion
Mental Health Counseling
Military Family Support

Neighborhood and School Collaborations
Parenting Classes
Parent Support/Empowerment
Preschool
School Advocacy
School Readiness
Teen Pregnancy Prevention



Administrative Office

8755 Aero Drive, Suite 100
San Diego, CA 92123
858-565-4148

Clairemont Family Resource Center/ Clairemont Healthy Start

4340 Genesee Ave., Suite 207
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Crawford Community Connection

Crawford High School
4191 Colts Way, Bungalow 5
San Diego, CA 92115
619-287-0988

Family Support Services

O'Farrell Community School
6130 Skyline Drive
San Diego, CA 92114
619-263-3009, ext. 2255

Healthy Start Military Family Resource Center

3487 Santo Road
San Diego, CA 92124
858-496-0044

Mid-City Family Resource Center

4275 El Cajon Blvd., Suite 101
San Diego, CA 92105
619-283-9624

Serra “Real Connections” Healthy Start

Serra High School
5156 Santo Road
San Diego, CA 92124
858-496-8342

