2020 ANNUAL REPORT

SAY SAN DIEGO PARTNERS WITH YOUTH, ADULTS, FAMILIES, AND COMMUNITIES TO REACH THEIR FULL POTENTIAL.

OUR VISION IS OPPORTUNITY, EQUITY AND WELL-BEING FOR ALL SAN DIEGANS.
Message from the CEO and Board President

Today, reflecting on SAY San Diego’s past fiscal year, ending June 2020, this poignant quote from the poet, Gwendolyn Brooks, has more meaning than ever: “We are each other’s harvest; we are each other’s business; we are each other’s magnitude and bond.”

Conditions for a healthy childhood and healthy family life are complex and challenging even in the best of times, and now during the COVID-19 pandemic, responding to the adversity faced daily by children and families requires us to be even more nimble, creative and bold.

Over the months of the pandemic, we have learned of thousands of clients, children and/or families adversely affected by the pandemic in our region, either due to illness, death or exposure, because of the crushing loss of jobs and wages, or because of the heavy demands of distance learning leaving so many children and families isolated and cut-off. Given these realities, we built on our core services to increase emergency relief for families, as well as health education and outreach to communities disproportionately impacted by the disease and related economic hardships. We are grateful to our many private and public partners that stepped up to help us quickly raise more than $600,000 in direct COVID-19 relief so that SAY could address unmet needs for food, clothing, transportation, safe housing, distance learning support and access to healthcare, among many pressing needs.

Before the onset of the pandemic, SAY was also deepening many long-standing programs, and innovating to respond to community needs and interests in new ways. We are proud to highlight this work on the following pages of this report as champions of:

- Innovative Local Solutions
- Opportunity for Individuals
- Family Well-being
- Equitable Communities

All of SAY San Diego’s accomplishments are made possible by our dedicated community of partners, volunteers and donors who lift us up and support our work every day and every year. Although the future, honestly, looks uncertain for many in our community, and especially challenging for the nonprofit sector, we are enormously grateful to be looking forward together! SAY will mark 50 years of operations in 2021, and we are looking ahead with steadfast resolve to do everything we possibly can to improve and save lives here in San Diego County.

Nancy Gannon Hornberger, CEO
LaDreda Lewis, Board President
VALUES IN ACTION

INNOVATIVE LOCAL SOLUTIONS
From navigating a global pandemic to confronting systemic inequity, since 1971 SAY San Diego continues to creatively partner with San Diegans.

OPPORTUNITY FOR INDIVIDUALS
We believe in the importance of nurturing the whole person, addressing comprehensive needs and opportunities rather than focusing on one symptom or problem.

FAMILY WELL-BEING
We believe in offering a spectrum of services from enriching youth to supporting parents and caregivers, increasing family well-being and the power to thrive.

EQUITABLE COMMUNITIES
We believe collective advocacy alongside community members leads to sustainable neighborhood health and safety.
Our Local Response to a Global Crisis: Ensuring the Well-being of San Diegans.

Many families continue to experience tragic health and economic repercussions of COVID-19. In response to this ongoing issue, SAY San Diego expanded the Bridges to Success program to serve the most vulnerable in our community.

**Bridges to Success**

In just the first 3 months of the COVID-19 crisis, SAY provided financial support for 600 families facing challenges from unexpected job loss, lost wages, illness and other unforeseen issues that impacted their ability to pay for full rent, utilities, and other basic needs. This support was the difference between food on the table and going hungry, housing or homelessness, for hundreds of children and families.

Innovative Local Solutions

Gaining Confidence

Melissa commutes across the border to attend school. She seeks to better support herself and to get a job. With SAY San Diego Bridge Funds she purchased bus passes and new professional clothes. Working with her SAY Case Coordinator, Melissa created a resume, applied for jobs and practiced her interview skills. In two months, Melissa landed her very first part-time job! This success noticeably boosted Melissa’s attitude, confidence and hope for the future.

Basic Needs

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Basic Needs</td>
<td>50%</td>
</tr>
<tr>
<td>Back to School &amp; Distance Learning</td>
<td>19%</td>
</tr>
<tr>
<td>Housing Support &amp; Rental Assistance</td>
<td>14%</td>
</tr>
<tr>
<td>Utility Assistance</td>
<td>10%</td>
</tr>
<tr>
<td>Transportation</td>
<td>6%</td>
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</tbody>
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Albert was facing hidden challenges at school, began to show signs of aggression and make threats toward many of his classmates. After bringing a knife to school and a consequential suspension, SAY San Diego received a family service referral. Albert’s mother knows her son is a good kid and wanted him to learn from the situation. Albert began weekly therapy and the family was brought into proactive service coordination with his principal, case worker and therapist. While initially resistant, over time Albert became comfortable and safe enough to reveal and understand that many of his actions stemmed from bullying, guilt, shame and classmates aggressively picking on him. Albert began to work on understanding social cues, his triggers, and practicing appropriate behavior and positive peer interactions. With the help of SAY, Albert now has an empathetic support system, his self-confidence is up, and he is making many new friends!
San Diego is among the nation’s most expensive areas to raise a family and activities during out-of-school time are an expense many families cannot afford. SAY continued this year to provide before and after school programs for working families, building on more than 30 years of success. Program activities provide creative, educational and recreational experiences for children 5 to 12 years of age from low, low-moderate and middle-income families.

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This past year, SAY opened a workplace Early Childhood Center – one of very few workplace based centers in San Diego County – to serve our employees and the community and also, importantly, to inspire other employers to follow our lead. We believe it is vital to do our part to solve the issues of parents who do not have access to affordable early care and preschool options. At the same time, enrichment in these earliest years of life is shown to give all children a durable boost in life.

MEET SARAH

After the birth of her third child, Sarah began to suffer from severe post-partum depression. Sarah struggled connecting with her children, felt emotionally distant and she did not even want to play with them. After reaching out to a suicide prevention hotline, she was referred to SAY San Diego. Partnering with a SAY child development educator she learned positive parenting skills and the importance of speaking warmly and praising her children. Sarah learned the importance of therapy, self-care, and a positive relationship with her children. In five months, Sarah’s mood lifted. She now makes time for herself, and with her renewed energy, she naturally expresses physical affection, and joyfully laughs and plays with her children.
THE POWER OF YOUNG PEOPLE

This past year, we were proud to expand our youth organizing and advocacy coalitions, reinforcing SAY’s belief that youth, residents and communities have inherent power to advocate for and to create equitable improvements in all places where we we live, work, go to school, play and pray. One such organization, Advocates for Change Today – composed of youth from City Heights – won state-level and county-level recognition for its “Escape the Vape” campaign.

MEETING THE UNIQUE NEEDS OF THE DIVERSE AND VIBRANT COMMUNITIES

SAY’s school-based family resource centers support integration, engagement and empowerment of refugees, asylees and asylum-seekers. This past year, these centers expanded their work through intensive case management, virtual meetings and trainings in multiple languages, translation services, and referrals to public and community resources.

REDUCING STIGMA

In San Diego, the increasing trend of alcohol, tobacco and other drug use common among adolescents is a problem loaded with stigmas and misconceptions. Though many teens from all different backgrounds and ethnicities use substances and may suffer from drug abuse, youth of color are disproportionately charged and sanctioned. SAY has worked with communities hit hard by substance use to reduce these disparities and stigmas through a combination of education and outreach.

INCREASING ACCESS

SAY believes that all San Diegans need access to trusted, high quality healthcare – especially those with serious and chronic needs. Therefore, we were excited to begin a new community health program this past year to engage hard to reach individuals in accessing health services and using their healthcare to improve their overall health, ongoing care and well-being. This has been critical, especially given the adverse relationship between COVID-19 and underlying health conditions.
In 2021, SAY San Diego celebrates 50 years of service to the community! Now, more than ever, we are grateful for our community and public systems partners, volunteers, board members, workforce and program participants that create opportunity, equity and well-being for tens of thousands of San Diegans each year. We will continue to dedicate ourselves to high quality programs that strengthen children, youth, families and communities, every day. And, we have set our sights on key areas for growth, including the following, among others:

- **Deepening resident-driven work and partnerships in the “Promise Zone” neighborhoods.** As one example, Safeguard San Diego will address high rates of alcohol and marijuana use. Here, we will replicate the City Heights Clean and Safe Coalition evidence-based practices.

- **Opening and developing an independent, sliding scale Mental Health Wellness Center.** Our center will provide counseling and therapy services to children, youth, adults and families where they need us and when they need us. It is our goal to bridge the gap of unmet behavioral health needs in San Diego County.

- **Implementing SAY’s Project REJUVENATE, with community partners, to prevent and reduce gun and gang violence while promoting healing from victimization and exposure to violence among youth.** These outcomes will be achieved by using restorative and trauma informed peer-support groups, credible messenger mentoring, youth apprenticeships aimed at gainful employment, and youth leadership development.

- **Ramping up Dads’ Corps, to provide all fathers including civilian dads, active duty dads, veteran dads, and dads-to-be opportunities to thrive as parents, partners, and providers.** This nationally recognized program covers topics including, communication, discipline, relationships, health, and more.

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**A STEPFATHER WORKING TO COMMUNICATE**

John, a proud stepfather, wanted most of all to be a great stepdad and have a strong bond with his stepson. Yet, he struggled to communicate and repeatedly his stepson would only go to his mother with meaningful thoughts, concerns or issues. Through the SAY San Diego Dads’ Corps, John developed new parenting skills, learned from other dads and discovered creative ways to better connect with his stepson. Today, John continues working on building a more open, patient, and empathetic relationship, but he is proud they now spend regular intentional time together and his stepson regularly comes to him for support.
Innovative Funding Partnerships

In response to the rapid and extremely challenging onset of the COVID-19 pandemic in March 2020, the lives of many of our program participants were thrown into crisis. We are enormously grateful to our county, state and federal contracting agencies that enabled us to step up and continue vital services and supports to the children, youth, families and the community via video-conferencing and other COVID-19 safe means, and to the many funders who provided major support to families in need of food, housing, employment and transportation assistance, distance learning support for children, mental and physical healthcare, and crisis intervention. Within weeks, SAY was able to raise $600,000-plus in direct COVID-19 relief support from a range of sources, including: The COVID-19 Relief Fund established by the San Diego County Board of Supervisors and The San Diego Foundation, Price Philanthropies, The California Family Resource Association and Department of Social Services, CARES Funding through San Diego County Child Welfare Services, and gifts from dozens of individual donors.
Below is a partial list of contributors that includes those who provided gifts, grants, contracts and funded partnerships of $1,000 or more to SAY San Diego between July 1, 2019 and June 30, 2020.

SAY San Diego is enormously grateful to all of our many contributors and partners who make our work possible. Every single dollar matters and lifts up the community!

**$1 million or more**
- County of San Diego
  - Health and Human Services Agency
    - Behavioral Health Services
    - Child Welfare Services
    - Community Action Partnership, Central Region
  - Office of the District Attorney
  - Probation Department
- First 5 Commission of San Diego
- San Diego Unified School District

**$250,000 to $999,999**
- City of San Diego
  - Family Justice Center - Office of the City Attorney
  - Police Department
- The San Diego Foundation
- Sierra Health Foundation
- State of California
  - Tobacco Control Branch, Department of Public Health
  - Office of Child Abuse Prevention, Department of Social Services

**$100,000 to $249,000**
- The California Endowment
- Price Philanthropies Foundation
- PricewaterhouseCoopers Foundation

**$35,000 - $99,999**
- Century Club of San Diego, Champions for Youth
- U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration
- Prevent Child Abuse California, California Family Resource Association
- Zable Foundation

**$10,000 – $34,999**
- K. Andrew Achterkirchen
- The Hervey Family Fund
- Kiffmann Family Foundation
- Northrup Grumman
- Rancho Santa Fe Foundation
$1,000 to $9,999
Accriva Diagnostics
Aldrich CPAs & Advisors
Alliance Data Systems
California Coast Credit Union
California Community Foundation
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The Rice Family Foundation
Robbins Arroyo, LLP
The Rosso Family Foundation
San Diego Chinese Women's Association
Sempra Energy Foundation, SDG&E
Sharp Health Plan
SMB Santas
Wayne Stromberg
Susan Toeniskoetter
Turk Family Philanthropic Fund
Western Alliance Community Foundation-
Torrey Pines Bank

Major Funded Collaborative Partnerships
- Child Care Aware, California
- National Council on Alcoholism and Drug Dependency - San Diego
- North County Lifeline
- San Diego Healthcare Quality Collaborative
- San Diego Youth Services
- SBCS
- Vista Community Clinic
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SAY San Diego
MAKE AN IMPACT

VOLUNTEER
With over 30 programs, we depend on the help of volunteers like you.

Opportunities include event support, community projects, before and after school assistance, internships, administrative support, and pro bono expertise.

RAISE AWARENESS
Join us on our mission to collaborate with local communities to help them activate and amplify their voice.

Follow us on social media and become an advocate for youth, families, and your community.

PARTNER
We are grateful to our corporate partners who support us with wonderful fundraising events, in-kind donation drives, and by sharing their time and talents.

GIVE
We hope that the highlights in this report have inspired you to support SAY San Diego...

Every contribution enables SAY to positively impact the community through direct services, prevention, advocacy, and outreach. There are many ways to give including grants, corporate and individual giving, employer match programs, and legacy gifts.

Please consider ways to take action to join with us. To learn more, visit our website www.saysandiego.org or email us at development@saysandiego.org.