

2021 Annual Report

SAY San Diego partners with youth, adults, families, and communities to reach their full potential.

Our enduring vision is to achieve opportunity, equity, and well-being for all San Diegans.



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Message from the CEO and Board President

Dear SAY San Diego Friends,

We are so pleased and proud to celebrate 50 years of service to the community in 2021. We are also deeply grateful for the mighty team of board members, volunteers, staff members, and community partners who have comprised an ever-growing circle of SAY San Diego “doers and givers” for over five decades! That our efforts are well-rooted, branching out and growing stronger after 50 years is a testament to their accomplishments and dedication.



Over 50 years, SAY San Diego has kept its commitment to opportunity, equity, and well-being as:



- > More children and families have access to health insurance and health care
- > Smoking and drug use among youth have decreased
- > Rates of teen pregnancy are down
- > Youth are far less often arrested and entering the justice system
- > Fewer children experience child abuse and neglect
- > And, most recently, individuals and families received key support to manage through the COVID-19 shutdowns

Yet, there's more to do. As you read through the pages of this report, you will see that in this past year we are venturing into new areas and expanding core work in response to community needs:

- > Investing in early childhood and family support
- > Investing in health equity and wellness
- > Investing in future leaders

If you are interested in SAY San Diego's work and impact or would like to visit with us, LaDreda and Nancy may be reached any time: nancy@saysandiego.org and 858-715-2410.

None of SAY San Diego's work is possible without you! We are deeply grateful to all who believe in us and who invest in our vision of a brighter future for children, youth, and families.

With our warm thanks and very best regards,

Nancy Gannon Hornberger
President and CEO

LaDreda A. Lewis
President, Board of Directors



SAY San Diego's Values



Championing
diversity and
inclusion that
advances equity



Standing
shoulder to
shoulder
in partnership



Bridging
gaps and
creating
opportunities



Believing
in the
integrity
of all



Leading
with trust
and
credibility



Empowering
youth-led,
family-led, and
community-led
solutions



Historic Impact

In 1971, dreamers founded SAY San Diego, and their dream is well-rooted, well-tended, and growing stronger every year. Staffed by volunteers and financed with just \$1,500 at first, SAY San Diego embodied the key idea that youth delinquency risks can be prevented when youth, families and community work together to find solutions.

From three neighborhood resource centers, SAY San Diego has now grown to offer services at more than 40 sites across the City and County of San Diego. Across its 50-year history, SAY San Diego has served more than two million San Diegans.

SAY San Diego is a trusted, widely respected leader, showing that prevention works!

IMPACT:

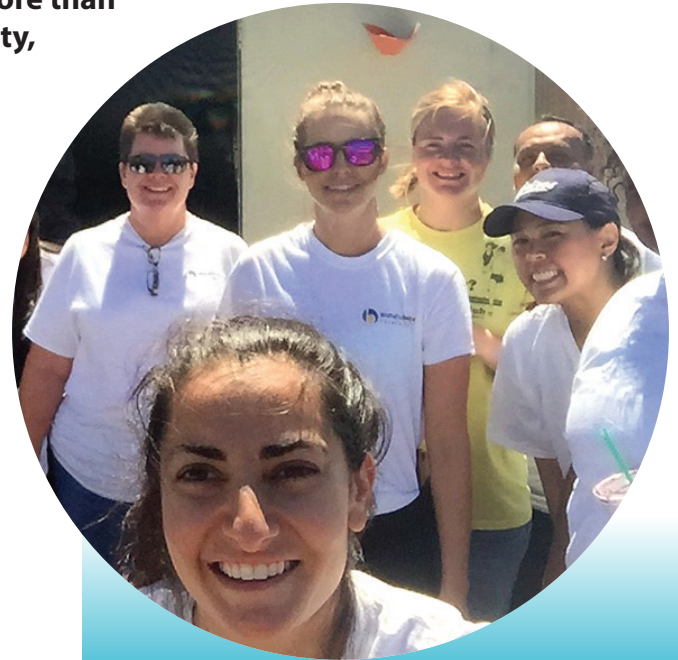
More than 90% of the youth at risk of delinquency who are served by SAY San Diego do not enter or re-enter the justice system.



SAY San Diego has a collaboration-first philosophy! SAY San Diego began and now actively convenes diverse coalitions devoted to community-driven solutions, championing change alongside youth, parents, residents, businesses, and many other stakeholders.

SAY San Diego made a positive difference in the lives of more than 30,000 children, youth, and adults, across San Diego County, in 2021. In a recent survey of our direct service clients:

- > **Nearly 60%** of SAY program participants were children.
- > **50%** of families self-identified as single parent/solo caregiver households.
- > **80%** of program participants self-identified as Black, Indigenous and/or People of Color.
- > **94%** indicated that they are living in poverty.



Investing in Early Childhood and Family Support

First 5 First Steps Early Home Visiting

Over the past year, SAY San Diego expanded its home visiting to engage pregnant and parenting teens. This initiative is designed to support young parents to obtain the educational, health and social services needed to succeed academically and graduate, while they become excellent parents. This initiative is part of a larger, ongoing accredited Healthy Families America program at SAY San Diego, First 5 First Steps, where we have the opportunity to work with expectant mothers for the first three years of their child's life.



IMPACT:

SAY San Diego's impact is comprehensive! SAY San Diego has 40+ programs across 52 community and school-based locations, serving more than 30,000 infants, children, youth, parents and adults in need.

SUCCESS STORY:

When Gloria and her partner immigrated from Brazil speaking only Portuguese and a little Spanish, she was pregnant, traumatized and not connected to any public benefits. Against the odds, SAY San Diego helped her to achieve goals she had set for herself and her family, including obtaining medical insurance for the whole family, securing safe housing and a job, developing English proficiency, and even getting a car and driver's license. Gloria was able to build a supportive community and reestablish her sense of self-worth, overcoming her fears to become a better mother. Thanks to SAY San Diego's First 5 First Steps program, her baby, who recently turned three, is on track with his development and ready to enroll in preschool.



IMPACT:

94% of parents reported increased ability to problem-solve, face unexpected challenges, and parent with resilience.

99% of caregivers learned how to access supportive community services.



Key Partners



First 5 First Steps Home Visiting is funded by the San Diego First 5 Commission, and conducted in partnership with the American Academy of Pediatrics and Horn of Africa.



Community Services for Families

SAY San Diego provides specialized family support via Community Services for Families, to improve parenting, safety, economic stability and well-being for children and entire families. These family strengthening and support services prevent child abuse and give every family member what they need to thrive.

As a social services pioneer, SAY San Diego began Family Visit Coaching in 2015 and integrated this approach into Community Services for Families to help vulnerable parents learn needed parenting skills on their paths to reuniting with their children following out-of-home placement. In 2018, SAY San Diego also incorporated an evidence-based Economic Empowerment curriculum into our child abuse and neglect prevention services to alleviate the financial stress that may cause an unhealthy or unstable home life for children.



IMPACT:

73% of parents who engaged in Family Visit Coaching were successful in completing the coaching sessions and/or beginning unsupervised visits with their child(ren).

100% of clients who enrolled completed the Economic Empowerment program and reported increased financial well-being by the end of the program.



SUCCESS STORY:

Linda dealt with substance abuse issues after having her first child. It was an unplanned pregnancy and she was very nervous as she had no experience or knowledge of how to take care of a newborn. Through SAY San Diego's Family Visit Coaching, she learned many basic and essential skills, such as making a bottle, changing a diaper, reading her baby's cues, and meeting her baby's emotional needs. Linda found a sober living home and dedicated herself to being a great Mom. As she progressed, she brought her own supplies and toys and was able to have unsupervised visits in a family member's home. By working with a therapist and receiving weekly in-home parenting with SAY San Diego's Community Services for Families, Linda is now well on her way to providing a loving, nurturing, safe, and reliable home environment for her child.



Key Partners



Since 2004, SAY San Diego has partnered with San Diego County Health and Human Services Agency, Child Welfare Services to conduct Community Services for Families, innovating to add Family Visit Coaching in 2015. Starting in 2018, SAY San Diego also partnered with the California Department of Social Services, Office of Child Abuse Prevention to implement Economic Empowerment, which connects vulnerable parents to financial literacy education.

Investing in Health Equity and Wellness

Public Health and Substance Abuse Prevention

In 2021, SAY San Diego grew longstanding programs to prevent the use of alcohol, tobacco and other drugs (ATOD), and related public health concerns. We specifically expanded our work in Southeastern San Diego, where health inequities are disproportionately high and many youth and families are experiencing high rates of poverty and violence.

- > **Project Rejuvenate**, started this past year, prevents and reduces gun and gang violence while promoting healing from victimization and exposure to violence among youth. SAY San Diego achieves these outcomes with broad community partnerships that include restorative and trauma-informed peer-support groups, credible messenger mentoring, youth apprenticeships aimed at gainful employment, and youth leadership development.



IMPACT:

As a partner in the San Diego Promise Neighborhood (SDPN) serving San Ysidro, Barrio Logan and Logan Heights, SAY San Diego convened and conducted 8-week Parent Academies.

Nearly 90% of parents who attended reported feeling more connected to other parents and their community, as a result of the academy.

100% parents surveyed said that they had discussions with their child(ren) about alcohol, tobacco and other drug prevention topics after participating in the academy.

100% said they would attend the course again.

- > **Safeguard San Diego** prevents and reduces high rates of alcohol and marijuana use, replicating other successful youth-led coalitions that SAY San Diego has implemented to decrease youth access to alcohol, tobacco, and other drugs. The program provides prevention education for youth ages 8 to 12 enrolled in SAY San Diego's Before and After School Programs.



“

*Thank you very much to the whole SAY San Diego team!
Without you, we would not have been so informed
about all the issues affecting our neighborhood.
Thank you for your time and patience, I look forward
to signing up for future Parent Academies!*

”



Neighborhood Networks

SAY San Diego believes all San Diegans need trusted, high-quality healthcare—especially those with serious, complex, and chronic needs. We were excited to begin a new community health navigation program, Neighborhood Networks, aimed at engaging highly vulnerable individuals to help them to improve their overall health, ongoing care, life circumstances, and well-being. This has been especially critical during the pandemic, given the adverse relationship between COVID-19 and underlying health conditions. To date, more than 250 clients have been enrolled in the program from children to older adults. Their chronic conditions often include Chronic Obstructive Pulmonary Disease (COPD), asthma, severe heart and lung conditions, hypertension, and serious mental illnesses. More than one out of ten participants are also homeless when referred. SAY San Diego serves clients with primary languages of Spanish, Vietnamese, Tagalog, Arabic, Chinese, and English.

SUCCESS STORY:

Carl, 34, has struggled with severe anxiety and depression since he was ten years old. With both of his parents gone, he has had no family support. Unable to work, Carl depends on MediCal and other public assistance to make ends meet. Recently, he had no stable housing and was staying in a hotel. Because of the complexity of his mental and physical health conditions, he was overwhelmed, trying to juggle more than six different healthcare providers and nine medications. SAY San Diego reached out to Carl as part of Neighborhood Networks. Now he is paired with a SAY San Diego community health navigator to work through getting his health needs met and to ensure that he has social and practical support in his daily life. With the help of his navigator, he is now applying for permanent housing. Because of Neighborhood Networks, Carl feels he has had a heavy burden lifted off his shoulders and is more hopeful about his future.



IMPACT:

Marked decreases in frequent use of emergency rooms and/or hospitalization have occurred due to enrollment in SAY San Diego's Neighborhood Networks, from 58% to just 5% of clients.

Care coordination was greatly enhanced:

- **Neighborhood Networks' clients** were assisted with a range of social services. Transportation and food assistance were the top two needs addressed.
- **Care coordination was also provided** for housing, child care, legal assistance, utilities, behavioral health, and medical home referrals, among other needs.



Key Partners



Safeguard San Diego is funded by the U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration. It is a SAY San Diego partnership with San Diego State University Institute for Public Health. Project Rejuvenate is funded by the U.S. Department of Justice Programs, Office of Juvenile Justice and Delinquency Prevention. It is conducted in partnership with Project AWARE and the Union of Pan Asian Communities (UPAC)'s Neighborhood Enterprise Center. SAY San Diego participates as a partner in the San Diego Promise Neighborhood, under SBCS. Neighborhood Networks is a partnership with San Diego Wellness Collaborative.



Investing in future leaders

Teen Leadership Connections Camp

SAY San Diego's Teen Leadership Connections Camp is designed to strengthen social-emotional growth and positive connections to peers and school, and promote the unique individual identities of program participants, all while creating current and future leaders and changemakers. It was a 2021 summer enrichment program that included leadership skills, anti-bias and allyship, youth advocacy training, and a leadership development field trip to further strengthen the skills and camaraderie of youth participants. The Camp operated out of two of SAY San Diego's school-based family resource centers, Real Connections at Canyon Hills High School and Crawford Community Connection at Crawford High School, chosen to serve under-resourced, vulnerable student populations.



IMPACT:

78% of participating students reported feeling prepared to lead.

89% reported having the necessary tools and strategies to build inclusive environments.

83% reported feeling more empowered, inspired, and motivated to advocate for and create positive change in their schools and/or communities.

75% reported feeling more connected to their peers and schools.

94% reported that they would recommend the program to a friend or peer.

Key Partners



The Teen Leadership Connections Camp was part of the Level Up summer initiative funded by The San Diego Foundation in partnership with the San Diego Unified School District.

“

My favorite part of Teen Leadership Connections Camp was learning how to express our ideas about how we can make our student voice heard. ”



Looking Ahead

Moving forward and through the COVID-19 crisis, SAY San Diego will continue to creatively pursue responsive programs and services.

> There is more to do:

- Safe and stable housing is unaffordable for many families
- More children and families are experiencing poverty
- Children and teens have many unmet mental health needs
- Vaping, e-cigarettes, and other substances are aggressively marketed to youth
- Early childhood services remain scarce and financially out of reach for many parents
- Learning loss and education gaps were worsened by the Pandemic conditions



> SAY San Diego will continue to meet the moment. Building on recent success, SAY San Diego will:

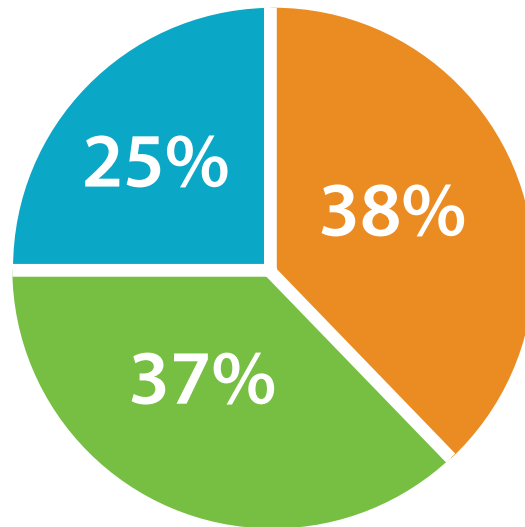
- Inspire other employers to provide childcare for their employees
- Expand a new healthcare access and wellness initiative
- Launch a mental health wellness center
- Expand community-based prevention partnerships
- Build a resource and referral hub to bring everyday support to vulnerable families and assist children to overcome learning loss
- Support the next generation of advocates and leaders for equity, opportunity and well-being



Financials

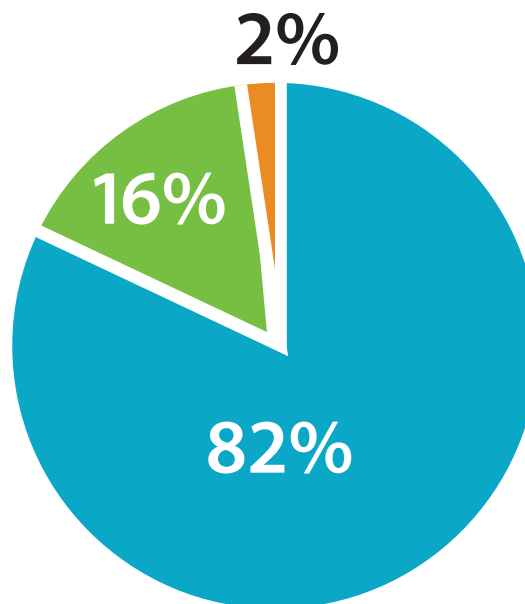
Funding by Impact Area

- Youth, Adult & Family Wellness
- Community Engagement
- Child & Youth Development



Revenue Sources

- Government Grants & Contracts
- Private Philanthropy
- Social Enterprises



TOTAL Revenue \$18,416,146

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

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, 2020 and June 30, 2021.

\$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 – \$999,999

The San Diego Foundation

Sierra Health Foundation

State of California

- Office of Health Equity, Department of Public Health
- Tobacco Control Branch, Department of Public Health
- Office of Child Abuse Prevention, Department of Social Services

U.S. Department of Health and Human Services

- Administration for Children and Families
- Centers for Disease Control and Prevention
- Substance Abuse and Mental Health Services Administration

\$100,000 – \$249,000

The California Endowment

Price Philanthropies Foundation

\$35,000 – \$99,000

Cleaning Supplies for Childcare Providers (CSCP)
administered by YMCA

Prevent Child Abuse California, California Family
Resource Association

Walter J and Betty C Zable Foundation

\$10,000 – \$34,999

Alliance Healthcare Foundation

K. Andrew Achterkirchen

Ron & Guadalupe Cohn Family Foundation

The Diane Johnson Legacy Fund at

The San Diego Foundation

The Hervey Family Fund at The San Diego
Foundation

Welcome Home Fund of the Jewish Community
Foundation

U.S. Department of Justice, Office of Justice
Programs/OJJDP

\$1,000 – \$9,999

Accriva Diagnostics, Inc.

Aetna Foundation

Aldrich CPAs and Advisors LLP

Johanna Anderson Trueblood Foundation

Anonymous Donor Advised Fund of the Jewish
Community Foundation

Aryaka Networks Inc.

Avalon Bay Communities

BOKS Reebok Foundation

Jay Buys

Callan Capital

James Carter

Catalent Pharma Company

Kent Christensen

Konnie Dadmun

DJR Myrose

Dr. Seuss Foundation at The San Diego Foundation

Eric Ehrenfeld/The Michael Ehrenfeld Co.

Farmers Insurance

Denise Herich

Sara Hyzer

Jacob Dean Construction

Anton McCaffrey

Jeffrey McCulloch

Trisha Monteleon

Naval Officers' Spouses' Club San Diego

Northrup Grumman

The PWC Charitable Foundation

PWC San Diego/Irvine

Rice Family Foundation

San Diego Chinese Women's Association

San Diego Gas & Electric (SDG&E)

Sharp Health Plan

Sibus Law Group

Wayne Stromberg

Susan Toeniskoetter

Carole & Jerry Turk

Western Alliance Community Foundation

Major Funded Collaborative Partnerships

National Council on Alcoholism and
Drug Dependency – San Diego

North County Lifeline

San Diego Wellness Collaborative

SBCS

Vista Community Clinic



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Linda Newell

Board Member

Soroptimist International of La Mesa

Janie Wardlow

Board Member

Retired Elementary School Principal, SDUSD

Nancy Gannon Hornberger

CEO

SAY San Diego





Ways to Support SAY San Diego On Our 50th Anniversary



CORPORATE SOCIAL RESPONSIBILITY (CSR) PARTNERSHIPS & VOLUNTEERING



- > Generous corporate partners support SAY San Diego with fundraising events, in-kind donation drives, and volunteering to share their time and talents
- > Talk to your company's CSR representative about aligning SAY San Diego and your professional community, for service projects and giving

RAISE AWARENESS & ADVOCATE



- > Spread the word about SAY San Diego's programs and impact
- > Join SAY San Diego on its mission to collaborate with local communities
- > Follow and share SAY San Diego on social media



GIVE!



- > Every contribution enables SAY San Diego 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



For more information, email
development@saysandiego.org



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