



Dear SAY Supporter,

This fiscal year brought new and unique challenges to our world and to our work. Connection to community is such a big part of our overall wellness, but the ongoing pandemic left many of us feeling more disconnected than ever. The impact of this isolation on mental health has been significant, especially for our young people. This year, the national Mental Health Crisis hit an unprecedented high.

Our county's young people have all been impacted by multiple community traumas: fires, evacuations, and the pandemic. So, it comes as no surprise that mental health struggles have been steadily increasing among children, teens, and young adults. As a community, we must ensure that all youth have access to supportive services.

Social Advocates for Youth has been here for our youth every step along the way, and this year marked a milestone event: 50 years of serving Sonoma County. Since opening our doors, SAY has supported more than 60,000 children, youth, and families. A huge part of our longevity and success is due to the generous support of investors like you. Your dedication to our young people makes all the impacts you will read about in this report possible. In FY 2020-21, SAY:

- Supported **3,364 children, youth, and families** across four pillars of programming
- Helped place **97 young people in long-term housing**
- Provided **mental health services to 649 youth and families**
- Offered **crisis support to 2,420 youth,**
- Helped **198 young people** gain valuable **career readiness** skills

When the pandemic finally fades, we should not expect young people to return to the world's pre-pandemic status quo. In addition to shining a spotlight on the mental health needs of our youth, the pandemic and widespread protests in 2020 brought social injustice to the forefront of our global consciousness, creating an opening for young leaders who are pushing for significant change.

Every obstacle that stands in the path of a young person provides room for transformation. At best, it encourages them to turn that possibility into opportunity. The beautiful thing about facing the unknown is that it creates space for curiosity. It allows all of us to level up, and to stay open to infinite possibilities.

Thank you for taking this journey with us. Your support is the reason why SAY keeps thriving and is better able to respond to challenges.

In solidarity,

Anita Maldonado  
Chief Executive Officer



Anita Maldonado, CEO

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## Our Year in Review

**3,364**  
children, youth,  
and families  
served in so  
many ways

**2,420**  
youth received  
outreach and  
support

**2,059**

significant connections  
with youth living on  
the street



Answered **216**  
calls on the  
crisis hotline

**97**

youth moved into long  
term and permanent  
housing



**5,521**

counseling  
sessions to

**649**

children,  
youth, and  
families.



**187**

students received  
a total of **1,155**  
mental health  
sessions



**74**

youth were connected  
to meaningful paid  
work experience

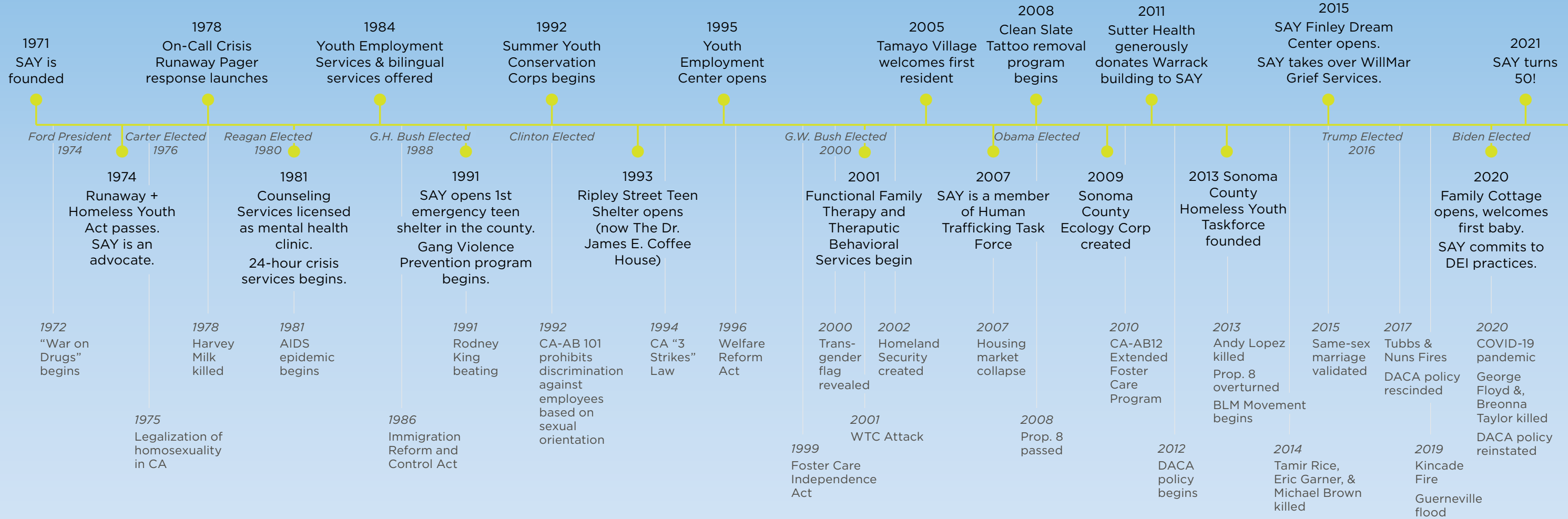


**1,017**

visits to SAY's  
drop-in Career  
Hub



# SAY has a rich history of meeting youth where they are, when they need it most:



# SAY's Birthday Cavalcade

This year, SAY celebrated a milestone anniversary: 50 years of supporting Sonoma County youth and families! In that time, we have **provided critical services to more than 60,000 young people** who have relied upon SAY for such support as grief therapy, emergency shelter, human trafficking intervention, and job skills training. We are proud to be building a stronger, more supportive community for our youth and plan to continue doing so for future generations to come!

We threw ourselves a party that truly reflected the times. **SAY's Birthday Cavalcade was a drive-thru extravaganza!** Party goers decorated their cars and honked their horns as they cruised through our Dream Center parking lot. Delicious refreshments, catchy music, and plenty of special guests were on hand to help us ring in our 50th year with style. **Huge thanks to our Birthday Cavalcade Presenting Sponsor: G&C Autobody!**

To commemorate our 50-year commitment to service, we would like to share our newly revised Mission and Vision statements.

### Mission:

Social Advocates for Youth is always there to serve the most vulnerable children, youth, and their families so they can realize their fullest potential to live their best lives.

### Vision:

Our vision at Social Advocates for Youth is to plant the seed of change in every child, young adult, and family member we serve to transform the course of their life and the lives of future generations.



# Diversity, Equity and Inclusion at SAY

SAY is committed to engaging in Diversity, Equity, and Inclusion (DEI) practices at all levels of our organization. As an agency, we will do the work necessary to understand and address our internal culture, systems, biases, and beliefs so that we are able to best meet the needs of our youth. SAY keeps DEI work at the center of all we do, by engaging in the following:



- **Listen to Our Youth:** We will listen more deeply to their needs, experiences, and voices to ensure that our programs and services are grounded in culturally competent principles. Always, we will lift up their voices in our community;
- **Build an Inclusive Workplace:** We will engage in comprehensive discussions at all levels of our organization, with the goal to recruit, retain, and include a more diverse staff, executive leadership, and board of directors. We recognize our teams must better include all of the voices of Sonoma County;
- **Strive toward Anti-Racism:** As a team, we will engage in anti-racism training, as we acknowledge implicit bias exists in all of us;
- **Evaluate our Progress:** Create an evaluation plan to make sure we are doing the work required to meet these goals



# Counseling Services

SAY offers trauma-informed, culturally competent mental health services to children and youth ages 0-25 and their families. During the turbulence of the COVID pandemic, our clinical team remained flexible in how they met for individual sessions so that **every young person could have access to vital mental health services**. All our young people have been impacted by this global trauma, whether it be the loss of a loved one due to COVID or the loss of social connections and regular routine. SAY provides safe and secure counseling services designed to help them cope.

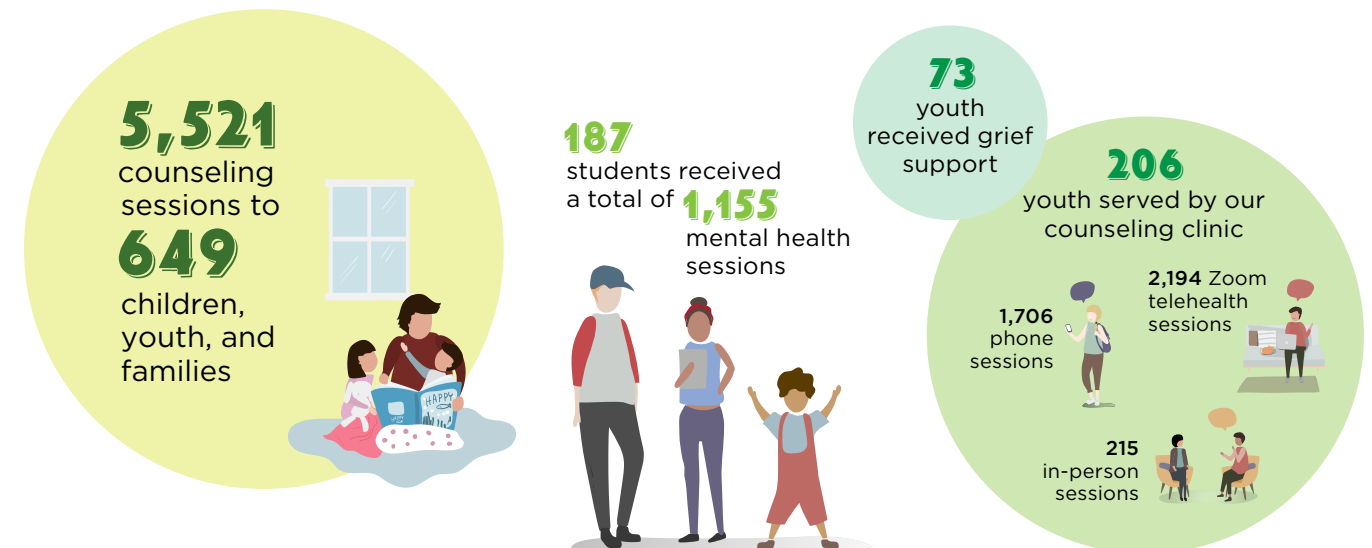
During the 2020-21 fiscal year, we provided **5,521 counseling sessions to 649 children, youth, and families**.

Do you know a young person who needs mental health support? SAY can help. Call our intake line at 707-544-2079.

- SAY's counseling clinic served **206 youth** with therapeutic services.
- In our school mental health program, **187 students received a total of 1,155 mental health sessions** with a clinician.
- **73 youth received grief support**, both in-person and via virtual platforms.

SAY supports justice and racial equality.

We are committed to maintaining an inclusive environment free from discriminatory practices and behaviors, and will continue investing in our DEI work to create a more just environment.



# Housing Services

Young adults in Sonoma County face an untenable housing market. On average, **working youth need to hold three part-time jobs in order to afford rent**. This scarcity in affordable housing options, coupled with a lack of credit history or references, can make it nearly impossible for youth to live and thrive in this area.

SAY operates multiple housing models that support the needs of former foster youth, pregnant and parenting youth, and youth experiencing homelessness or mental health issues. Offering safe housing is just the beginning. Once a youth is housed, SAY staff **provide an average of 332 days of case management** to help maintain their stability and keep moving forward on their path to success. We help youth tap into mental health services, prepare to join the work force, and develop their independent living skills.

During the 2020-21 fiscal year, SAY **helped place 97 youth into long term and permanent housing** opportunities.

- 83% of youth living at Tamayo Village increased or maintained an income while living with SAY
- Since opening our Family Cottage, 10 children and babies have been housed while their parents were living with SAY
- 68% of SAY residents are working, in school, or both



# Youth Crisis Services

Supporting youth in crisis requires a multi-faceted set of services provided by trustworthy adults who **place young people at the center of their work**. SAY's Youth Crisis Services (YCS) team does this by building strong relationships with youth across the county. What makes them successful in their outreach? Being there for youth when and where they need it most.

The pandemic created even more challenges for young people living in unstable home environments or experiencing homelessness. Many of the public locations that provide a safe space for youth, such as schools and libraries, were closed. Throughout all of these changes, SAY remained a constant source of support to all young people. Our Street Outreach team continued to provide outreach and advocacy, our 24/7 Crisis Hotline accepted all calls, and our emergency shelters stayed open. In total, our YCS program **provided outreach and support to 2,420 youth** during the 2020-21 fiscal year:

- Answered **216 calls** on the **crisis hotline**
- Provided **196 drop-in sessions** at our Coffee House Teen Shelter
- Engaged in **2,059 significant connections** with youth living on the street
- Provided **emergency winter shelter to 16 youth** to protect them from dangerous weather

## The Youth We Serve: Housing

- 29% identify as LGBTQIA+
- 78% are victims of crime
- 97% were born in, or residents of, Sonoma County

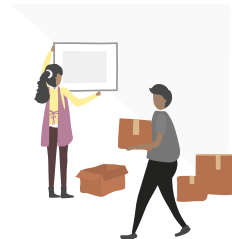
## The Youth We Serve: YCS

- 32% identify as LGBTQIA+
- 63% in school or working

**97** youth moved into long term and permanent housing



**83%** of youth living at Tamayo Village increased or maintained an income



**68%** of SAY residents are working, in school, or both



In our Family Cottage, **10** children & babies have been housed



**2,420** youth received outreach and support

**216** answered calls on the crisis hotline



Engaged in **2,059** significant connections with youth living on the street



Provided **196** drop-in sessions at our Coffee House Teen Shelter

Emergency winter shelter provided to **16** youth to protect them from dangerous weather



# Career Services

SAY's Career Services program is designed to help young people overcome barriers to finding, and maintaining, employment. In a strong economy, young people who require more training and support are often the last candidates to be hired. When the economy starts to weaken, these same youth are usually the first to lose their employment. This fiscal year, the COVID pandemic created new obstacles for young people entering the workforce. Job opportunities traditionally held by less experienced youth were filled by adults with more on-the-job experience. Young people were also more likely to be employed in positions that left them vulnerable to exposure.

SAY was here to support our youth with individualized case management, both in their job search as well as in navigating the EDD and benefits system. Our staff were there to ensure youth had the tools and support they need to thrive. During the 2020-21 fiscal year, **SAY's Career Services team helped 198 youth become workforce ready.**

- **96 youth** participated in **17 unique workshop sessions.**
- **130 youth** utilized our drop-in Career HUB for a total of **1,017 sessions.**



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



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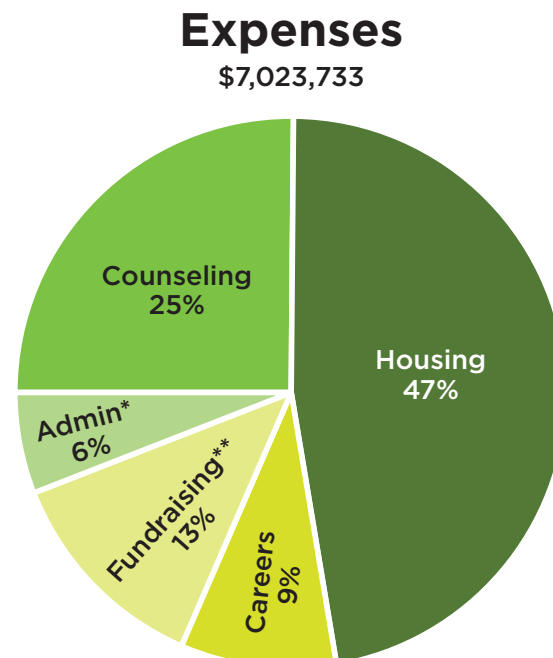
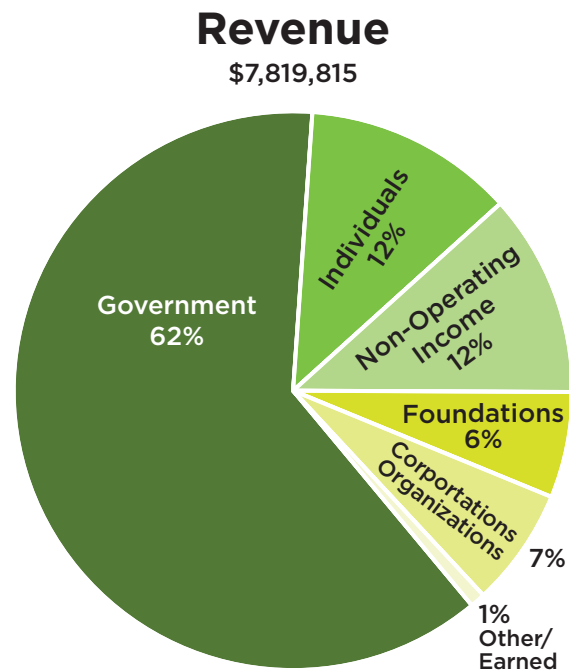
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# Financials

Revenue	
Government	4,860,772
Individuals	954,495
Non-Operating Income**	920,000
Foundations	479,637
Corporations/Organizations	537,155
Other/Earned*	67,756
<b>Total Revenue</b>	<b>7,819,815</b>

\*Reflects modest fee-for-service

\*\*Payroll Protection Program, Loan Forgiven



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

# SAY Annual Fund

We are deeply grateful for the financial investments and in-kind gifts received from our 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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In memory of all Sonoma County family members lost to COVID - Anonymous  
In memory of Jerry Bandy - Andrea Noble  
In honor of Keith Becker - Anadel Fox, Karen Lehman, William Owens  
In honor of Laura Bell Way - Charley Zeches  
In honor of Clay Bilby - Brendan D. Fitzpatrick  
In memory of Jennifer Chapin - Debra Chapin  
In memory of Aaron Clayton - Anonymous  
In honor of Congregation Beth Ami - Mordecai Miller  
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In honor of Nancy Fastenau - Catherine Meagher  
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In honor of Dalila Formato - Ann Hurd  
In memory of Lois Gorden - Edith Ullman  
In honor of Faith & Robert Grove and Family - Barbara S. Wilson  
In honor of Liliana & Michael Guzman - Kathleen Cooke  
In honor of Maria Hamilton - Mark Hamilton  
In memory of Deborah Holden - Karen Fies, Ingrid Holmsen, Denise Scaglione, Neil Wheeler  
In honor of Joan & David Jasper - Dawn Hanson  
In honor of Katelyn & Brian Jessen - Chris Lindelof  
In memory of Jennifer Kennedy - Kathryn Besio  
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In honor of Teresa & Gary Lund - Erin Lund  
In celebration of Toby & Kris Massey's Wedding - Allen Seidner

In memory of Jacqueline McDonald - Newman's Own Foundation  
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In honor of Audrey Purins - Lorraine Staab-Leonhardt  
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In memory of Sulo Williams - Barbara Williams  
In honor of KC & Che Wilsey - Pamela Wilsey  
In memory of Bailey Windus - Kathy Goodacre  
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If we omitted you or if there is an error in your name, we want to make it right. Please email or call Dennis Agnos: [dennis.agnos@saysc.org](mailto:dennis.agnos@saysc.org), 707-800-3967

## Foundation Partners

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.



The Alan and Tonia Gould Family Foundation	Greater Horizons
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## Corporate Partners

Corporate partnerships ensure the long-term sustainability and continued impact of SAY's housing, counseling, crisis 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.



Adobe	Foresters	Russian River Vineyards
Alight Solutions	Friendly Feed & Supply	Soiland Co. Inc
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Anonymous (1)	Genentech	Sonoma Media Investments
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## Community + Government Partners

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.

Assistance League of Sonoma County

California Office of Emergency Services

Christ Church United Methodist

City of Santa Rosa

Community Development Commission

County of Sonoma Community Investment Fund

Cupertino DeAnza Lions Charities, Inc.

Department of Health and Human Services, Family and Youth Services Bureau

Department of Housing and Urban Development

Department of Justice, Office for Victims of Crime

Emergency Food & Shelter National Board Program

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Impact 100 Sonoma Valley

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Kona Ke of Central Santa Rosa

Population Health / Partnership HealthPlan of California

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Rollin' Rosies Car Club

Santa Rosa Oddfellows No 53

Sonoma Applied Village Services

Sonoma County Behavioral Health

Sonoma County Board of Supervisors

Sonoma County Family Youth and Children Division

Sonoma County Human Services Department

Sonoma County Sheriff's Office

Sonoma Family Meal

Soroptimist International of Santa Rosa

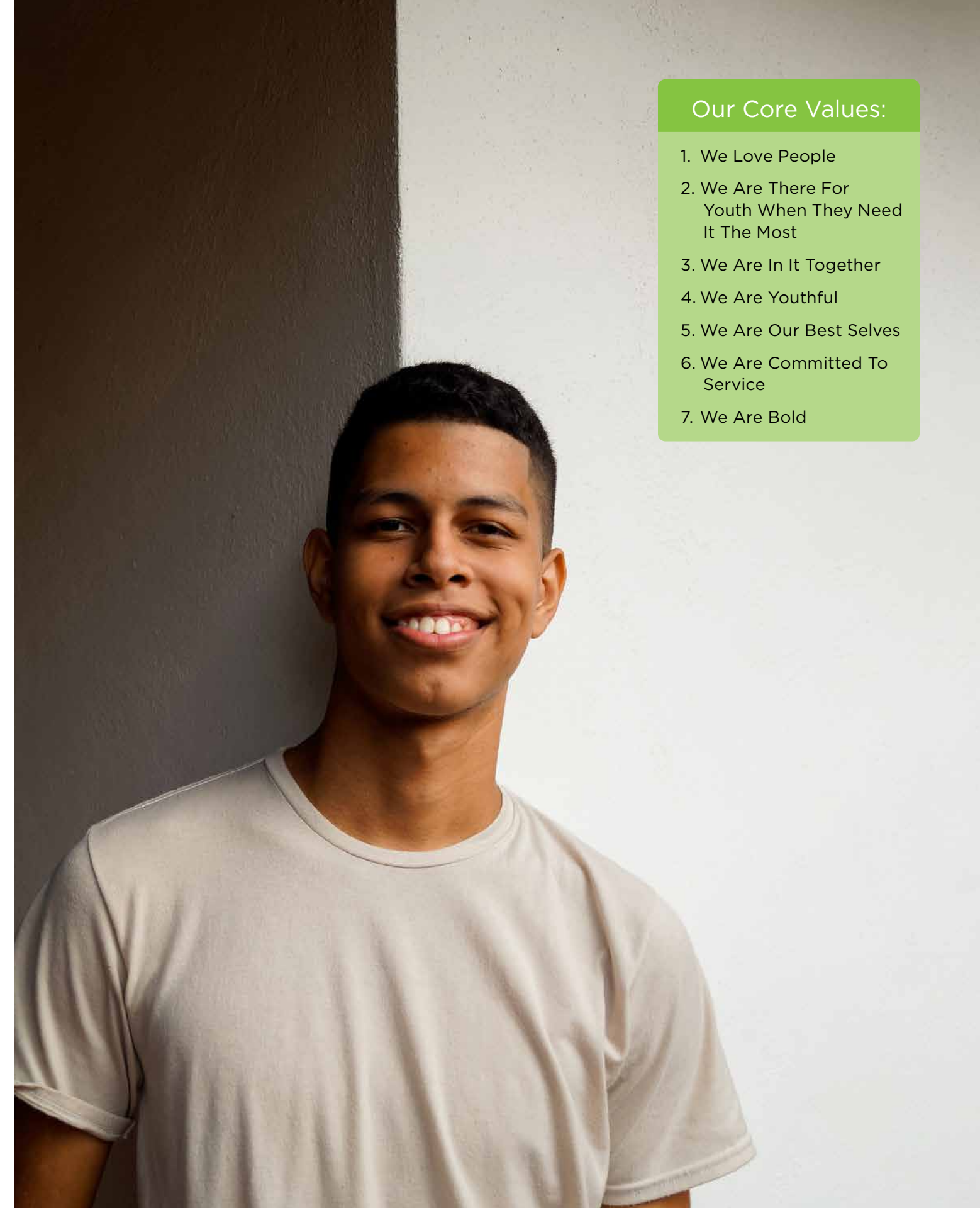
St. Mark Lutheran Church

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Transcendence Theatre Company

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Veterans for Peace, Chapter 71



### 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

*Images provided by the generous photographers at Unsplash.com and Pexels.com.*



# SAY

Social Advocates for Youth

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[www.saysc.org](http://www.saysc.org)

