The logo consists of three black rectangular boxes arranged horizontally. Each box contains a white letter: 'S' in the first box, 'A' in the second, and 'Y' in the third. The letters are in a simple, sans-serif font.

40 Years of Advocacy

Annual Report 2010-2011

Dear Friend of SAY,

.....

You are important to me. You are important to me because with your support, we were able to tell 5,856 youth this year that they are important to us. To kids who have so often heard “no,” together we said, “YES!” Together, we are making a difference in the lives of young people throughout Sonoma County.



.....

Together, we are making a difference.

.....

In the past fiscal year, SAY has accomplished so much! **We sheltered over 100 youth** at our teen shelter and at our home for young adults exiting the foster system. **We served 1,500 meals to hungry and homeless teens** at our drop in center. We stabilized 250 families in our counseling clinic. We offered counseling to students in 9 schools in Sonoma, Cloverdale and Healdsburg. **We placed 120 youth in the Sonoma County Youth Ecology Corps.**

We did all this with your help, and that is why I want to present to you this annual report. Inside you'll get to read more about our programs. You'll see that SAY has fiscal integrity. **We keep overhead costs down** so that only 10% of the dollars we take in go towards management. And we'll share with you a bit more in detail about one of our oldest programs - our counseling services.

SAY has been around for 40 years, and we want to thank you, our friends and supporters, for your dedication to our kids.

A handwritten signature in blue ink, appearing to read 'Matt Martin'.

Matt Martin,
Executive Director

You're important to me

We say that to the youth we work with every day,
now we want to say it to you.

Thank you for your support this year,
we truly could not have accomplished all that we
did without help from our community.

To see what we're up to
visit www.saysc.org

2010-2011 Financials

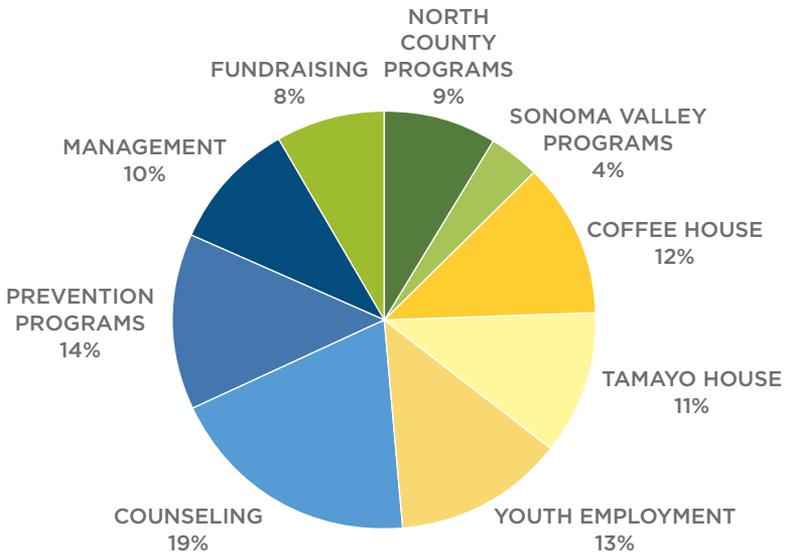
For 40 years SAY has maximized its donations and grant dollars to best serve Sonoma County's youth. You may notice a 10% cut in our administrative costs from last year. Like other agencies, SAY has lost funding during these challenging economic times.

We approached the necessary cuts with the families and youth we serve as our highest priority. We felt the most significant cuts needed to be made at the administrative level rather than cutting services or direct service staff. We are focusing on the programs that provide the most positive impact, can be sustainably funded, and are within our core areas of expertise and excellence.

Our Revenues

Grant Revenues	\$2,487,493
Contributions & Other Income	\$571,110
Program Service Fees & Rent	\$125,037
Total Revenue	\$3,183,640

Our Expenses



Here's to the future

The 2011 Sonoma County Homeless Census and Survey documented over **701 homeless youth**; a **168% increase since 2009**. It is our duty to respond responsibly to the needs of the youth in our community, so we have taken measures to include emerging needs into our strategic plan.

In the next 3 to 5 years SAY seeks to support our youth in the following four ways:

1. Provide hope. SAY currently serves hundreds of youth and their families annually in our counseling programs. We work in schools, at our Medi-Cal Clinic, with probation and other organizations to serve the mental health needs of our youth. Counseling stabilizes youth, allowing them to finish school, obtain employment and participate in their communities. SAY seeks to grow these counseling programs to reach those families who need it most.

2. Offer opportunities. Last year SAY employed 120 youth as a partner in the Sonoma County Youth Ecology Corps. For many of the youth participants it was their first job. Many kids used this as an opportunity to “re-start” their lives after leaving behind a life of gang-involvement. These employment opportunities are sometimes the only resource these youth have to breaking a dysfunctional cycle at home. SAY seeks to offer employment services for more young people who need opportunity.

3. Support transformation. Many foster care youth celebrate their 18th birthday by finding themselves homeless. Without the typical support systems like family and friends, these youth lack direction. Moving from home to home, living for years in group homes, they need training to complete basic life skills like cooking and finding employment. SAY expects to improve and grow transformative services for former foster youth.

4. Reduce youth homelessness. With the above mentioned growth in youth homelessness, SAY has identified a need for more shelter for young people, as well as a continuum of supportive services. SAY’s proven Street Outreach Program reaches out to these kids to prevent child abuse and exploitation by supporting youth in coming in off the streets and into safe and stable housing and employment. SAY has a vision to reach more at-risk youth to prevent them from experiencing homelessness.

Spotlight on Counseling

It is no easy task to change a life. Over the past year, 11 interns joined our staff counselors in SAY's Medi-Cal Counseling Clinic to help equip over hundreds of kids and families with tools and resources to improve their lives. These remarkable **interns volunteered over 15,000 hours to the youth and families we serve**; an equivalent of 8 full time employees!

Outstanding Results

1,346 youth served

93% of youth in crisis therapy are reunited with their families

90% of children demonstrated improved behavior through counseling

75% of adults showed an increase in strengths and abilities to manage problems

I help kids learn to trust again.



Britni is a therapy intern who comes to SAY from the University of San Francisco. Britni saw the power of counseling with a recent client, a 12 year old girl we'll call Samantha.

Samantha came to SAY feeling that no one loved her and that no one ever would.

Entering her teen years, **Samantha was cutting herself and suffering from depression.** She also hated therapy, having had ineffective experiences with it before coming to SAY.

Britni broke through the wall and **within five months Samantha had stopped cutting.** Britni smiles when thinking of Samantha, saying, "She feels that there is always one person in the world who cares about her. **She's changed her course. She will leave here feeling she is lovable.**"