

35 Years of Service

It is with great pride that the Santa Cruz Community Counseling Center celebrates 35 years of **“changing lives, building community”** in Santa Cruz County. To mark this milestone, we’re introducing a newly designed newsletter to help expose—as the *Santa Cruz Sentinel* said recently—“one of the best kept secrets” in our county’s social services arena.

In these 35 years, we’ve grown from one program in the little house on Water Street in front of the Santa Cruz jail (which still houses our ALTO Counseling Center) to four primary service divisions with dozens of programs in 50 facilities, serving over 6,000 Santa Cruz County residents every year.

We have so much to be proud of: comprehensive, high quality, culturally-competent services provided by dedicated, professional staff members, and a diverse Board of Trustees committed to ensuring that our programs accomplish our mission of service to the community.

Our 35 years of success would not be possible without the support of our funders and donors. We invite you to join our anniversary campaign and use



The place where SCCC began and where we have been continuously providing outpatient substance abuse counseling services since 1973.

the enclosed envelope to make a contribution in honor of our 35 years of service to the community. We greatly appreciate the generosity of our community to ensure that these vital services will thrive for another 35 years!

Carolyn Coleman, Executive Director

“We have so much to be proud of”

Our mission and services

Santa Cruz Community Counseling Center builds on the strength of people working together to create healthy change in their lives and community. We deliver quality human services guided by the values of diversity, partnership, and the power of workplace democracy.

Child and Family Development Programs

An array of early childhood education, social services, and parent education programs serving low-income children ages birth to 5 and their families, including Head Start/Early Head Start.

Community Recovery Services

Residential and outpatient drug and alcohol recovery services for adults at six facilities in Santa Cruz and Watsonville.

Community Support Services

Case management, residential treatment, emergency shelter, affordable supported housing for adults with mental illness and independent living support for foster youth.

Youth Services

Prevention and treatment strategies to assist youth ages 12-20 and their families to find positive solutions to the challenges that arise in adolescence.

From rock bottom to success!

SCCCC Programs

Child and Family Development Programs

- Early Head Start
- Families Together
- Head Start
- Papás
- State Preschool

Community Recovery Services

- ALTO Outpatient
- Fenix Outpatient
- Hermanas Recovery Program
- Santa Cruz Residential Recovery
- Si Se Puede

Community Support Services

- El Dorado Center
- Paloma House
- Crisis Residential
- Pioneer House
- River Street Shelter
- Money Management Services
- Independent Living Skills for Foster Youth

Youth Services

- Alcohol and Drug Counseling
- Crossroads
- El Comité
- Escuela Quetzal School
- Homeless Support Services
- OASIS
- Pajaritos
- Prevention Services
- School Counseling
- STRANGE
- Tyler House
- YES School



community
recovery
services
RESIDENTIAL DRUG
TREATMENT

Festivities at April
2008 Graduation

When Sylvia first entered Hermanas, SCCC's women's residential treatment facility in Watsonville, she said, "I was in denial that I had a drug problem."

In April, Community Recovery Services' residential treatment programs--Santa Cruz Residential Recovery, Si Se Puede, and Hermanas—celebrated their graduates. Friends, relatives, and staff gathered to hear their moving stories of recovery.

Sylvia M. was among the 160 proud graduates. Sylvia started smoking pot when she was 9 years old. She moved on to using crank and then crack cocaine, but never considered herself an addict. Eventually she lost her car, her house, her job. Her husband went to prison. She found herself pregnant and alone. She hit "rock bottom" when she was arrested and all her children were taken away from her.

But while at Hermanas, she learned to be honest. "Hermanas is the best thing that ever happened to me; it really turned my life around."

Sylvia now attends outpatient treatment at our Fenix Counseling program, meets with her sponsor, and attends group sessions. She is working and preparing her house for the return of her four children this month.

How You Can Help: Your donation will allow other mothers to enter treatment, reunite with their children and families, and learn to live healthy, productive, drug-free lives.

A clean slate and a fresh start

Project Clean Slate is a new program operated in conjunction with the River Street Shelter to help individuals who are homeless or living in transitional housing get relief from outstanding tickets and fines. The first Clean Slate Court hearing was held in March at the River Street Shelter. Judge Heather Morse, a SCCC Board Trustee, presided.

Seven defendants represented by students from Monterey College of Law appeared before Judge Morse. Each defendant presented evidence to the Court of progress in turning their life around, a key factor in getting their fines discharged. Within 2 hours, over \$10,000 in fines had been forgiven either by dismissal or assignment of community service. Although each participant felt apprehension prior to their court appearance, this slowly shifted to relief and pride as they received recognition of their accomplishments from the Judge.

This affirmative approach is a key ingredient of

community
support
services
RIVER STREET
SHELTER



Superior Court Judge
Heather Morse

Project Clean Slate. It is a model program based on emphasizing the achievements and progress of its participants as they rebuild their lives, not what they have done in the past. The project is not a handout—each

participant must show convincing proof of their own work in getting their life back on track, often doing more than a court would order. In addition, the open communication between homeless service providers and the court system helps address the legal barriers which may make a defendant's progress in rejoining society more challenging.

As each appearance ended with a round of applause and a handshake from the Judge, one more petitioner left the room with a light load, a clean slate, and a brighter future!

How You Can Help: Your donation will support homeless men and women to find permanent housing and learn the skills necessary to stabilize their lives.

Honoring and promoting fathers

Papás, a program of SCCC's Child and Family Development Programs, increases fathers' involvement in their families' lives and communities with fun activities, workshops, and useful information to strengthen their parenting skills. Papás celebrated Fathers' Day with a community event at La Manzana Center in Watsonville.

We interviewed Agustin, a Papás participant.

How did Papás change you?

Papás changed my way of thinking about parenting. For example, it taught me how to be more involved in my kid's life—like playing with him and taking him on outings more often. Before, I used to spend a lot of time watching TV sports instead of paying attention to my son or my wife.

How has Papás impacted the relationship between you and your son?

I learned how to participate in his daily life from changing his diaper to feeding him, bathing him and playing with him. I learned there are different styles of raising children. My parents used to discipline me with physical punishment and being verbally abusive. Now we don't do that to our kids. I learned how to have effective



Agustin Garcia, Maria Montalvo, and Giovanni Garcia

communication with my child. I was also able to learn the importance of using every opportunity to explain to him in detail new and different things he is discovering now that he is in a phase of exploration.

How did Papás impact the relationship with your spouse?

As a couple, we learned to work with each other sharing responsibilities and working as a team. As first time parents, Papás was a guide that gave us the tools and taught us to use them when raising our child.

How You Can Help: Your donation will provide food at workshops and training events. Sharing good food at training events promotes good eating habits.



"Papás changed my way of thinking about parenting."

Community Partnerships Lead to Success!

Head Start received \$13,000 from the Pajaro Valley Community Health Trust to promote healthy eating and physical activity for children and families.

Si Se Puede received a \$7,000 donation from Green Valley Christian Church to support residential recovery from substance abuse.

Head Start is partnering with Second Harvest Food Bank to bring fresh produce to eight Head Start/State Pre-school sites.

The Community Foundation of Santa Cruz County granted Youth Services' STRANGE program \$5,200 to support youth empowerment services for queer teens.

Say No to Drugs, YES to Teens!

Jenny has a light about her. If you met her today, you would never guess that this 17-year-old girl with a skate board under her arm is a recovering drug addict. She started smoking marijuana at age 10. By age 14, she was using methamphetamine almost everyday and had stopped going to school. Her home life had turned into almost constant arguments with her mom, and often she just didn't come home at all.

Three years ago Jenny called the Youth Services crisis line and asked for help. It's been a long, bumpy road along her path to

recovery. Jenny has been attending Youth Services' YES clean and sober classroom in Santa Cruz since her sophomore year. (YES and Escuela Quetzal in Watsonville are both alternative high schools operating in coordination with the County Office of Education.)

Jenny has attended group, individual and family counseling, and her mother has attended a parent support group. Today, Jenny has over one year clean and sober and shares her story to educate the community.

After graduation in June, Jenny plans

to attend Cabrillo College. She credits Youth Services with turning her life around and plans on staying connected as long as possible in order to help other young people experience the recovery that she has today.

How You Can Help: Your donation will support other teens to live clean and sober lives while attending high school and connecting with needed resources in the community.



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A Brief History of SCCCC

- 1968** – Do It Now Foundation established outpatient counseling center in Santa Cruz
- 1972** – Sunflower House opened (now Santa Cruz Residential Recovery), part of Community Recovery Services
- 1973** – SCCCC chartered as nonprofit tax-exempt corporation
- 1975** – Youth Services component established
- 1981** – Housing and mental health programs initiated for psychiatrically disabled
- 1983** – Head Start joins SCCCC, now part of Child and Family Development Programs
- 1987** – River Street Shelter joins Community Support Services
- 1991** – Si Se Puede created as part of Community Recovery Services
- 2003** – Fenix Services programs join the SCCCC constellation
- 2008** – SCCCC celebrates 35 years of service to the community!



Looking back at 35 years of SCCCC leadership with our 4 Executive Directors.
Bob Kardon, founder (1973 – 1983)
Terry Moriarty (1983 – 2002)
Paul O'Brien (2002-2007)
Carolyn Coleman (2007 to present)

Funders include: County of Santa Cruz • U.S. Department of Health and Human Services • California State Department of Education • Robert Wood Johnson Foundation • Cities of Santa Cruz, Watsonville, Capitola, and Scotts Valley • United Way • Community Foundation of Santa Cruz County • First Five of Santa Cruz County • County Office of Education • U.S. Probation Office • Center Point • California Youth Authority • We also thank our many generous private donors for supporting our community-based services.

