



Welcoming Our New Trainees

Our counseling program has welcomed six new trainees, joining the continuing three! They are excited to learn from our skilled in-house counselors and begin seeing clients.

From September through May, they will receive over 20 trainings from our in-house counselors and other respected professionals in the field. These trainings include topics such as cultural diversity, African American therapy, suicide, working with children and teens, ADHD, and more. For more information about our counseling program and to see the training schedule, please contact Barbara Kelley at kelley.b@fsa-cc.org.

Upcoming Events & Other Updates

- » Find Suicide Prevention Services at our final Pride event for the year at Salinas Valley Pride on 10/12/2024 from 10:00 AM to 3:00 PM at Central Park in Salinas!
- » Suicide Prevention Services is tabling at two events for Dia de los Muertos (Day of the Dead): October 26th at the Santa Cruz Museum of Art & History, and November 2nd at Hartnell College. We are collecting photographs of loved ones (including pets) who have passed to honor at these events. Please contact cisneros.c@fsa-cc.org for more information.
- » Ice Cream Month this July was a huge success for I-You Venture. They served ice cream treats to over 1,000 seniors and staff in care facilities, bringing joy to all!
- » Senior Outreach is seeking more peer-counselors! Our 35 hour peer-counseling training course for individuals 55 and older begins November 5th. Peer-counselors support homebound seniors by supporting them through aging challenges and life transitions by visiting them once a week in their homes and working through the issues together. Trainees learn valuable active listening skills and senior resources available in the community. They enjoy the camaraderie of one another at two supervised meetings a month. For more information, please call Barbara Salata at 831-459-9351.

Donate Today!

Thank you to all of our generous donors for helping us continue to serve the Central Coast!

Donate on our website!
www.fsa-cc.org/donate-now



Donate with Venmo!
[@FamilyServiceAgency](https://www.venmo.com/FamilyServiceAgency)



Donate via check by mailing to:
Family Service Agency
Donations,
104 Walnut Ave., Ste. 208,
Santa Cruz, CA 95060



Contact Us

104 Walnut Ave. Ste 208
Santa Cruz, CA 95060

(831) 423-9444

2901 Park Ave. Ste A3
Soquel, CA 95073

www.fsa-cc.org

QUARTERLY NEWSLETTER

Issue 003 - October 2024



Letter from the CEO

Hello everyone,

I can't believe it's already Fall! Here at Family Service Agency, things are moving quickly as California rolls out comprehensive mental health services, expanding the crisis care continuum we offer. We have recently launched our mobile crisis program in Santa Cruz County, which will work closely with our 988 programs.

As we finalize the details of implementation, we are excited about the opportunity to provide integrated crisis care to the communities we serve. Thank you all for your ongoing support of our programs!

-Bill McCabe

Family Service Agency of the Central Coast

Counseling | Suicide Prevention | Survivors Healing Center | I-You Venture
Senior Outreach | WomenCARE | Mobile Crisis | 988 | Daisy Store

National Suicide Prevention Month

[Impactful outreach from Suicide Prevention Service](#)

September is National Suicide Prevention Month, and this year, our outreach team tabled at 28 schools across the tri-county area. We provided over 2,500 people from youth to adults with resources and information, building connections, and giving the opportunity to share stories about navigating through mental health struggles and suicidal ideation.

In addition to the school events, the team continued to provide essential trainings and participated in a variety of community outreach activities. We hosted a lunch in San Benito and breakfasts in Santa Cruz and Monterey, tabled at farmers markets, resource and health fairs, the Strong Together Monarch Service event, the Salinas International Airshow, the Out of the Darkness Walk, and the Central Coast Unites for Suicide Prevention events across three counties—making this the **busiest month in the history of our program!**

We also had the opportunity to raise awareness about suicide prevention through media interviews. Our team was featured in a radio interview and a news segment, helping to spread our message even further across the community. This incredible achievement was made possible by the dedicated and supportive outreach team, who worked tirelessly to ensure these efforts had a lasting impact on our community.





Supporting Women with Cancer

WomenCARE offers practical and emotional support to women diagnosed with any type of cancer.

WomenCARE is directed and led primarily by women with cancer or a cancer history. We respect and depend upon the wisdom that comes from a diversity of cultures, economic backgrounds, ages, sexual orientations, and physical ability levels. We provide cancer advocacy, resources, education and support to women and their loved ones.

All of our services are FREE. For more information, visit: WomenCareSantaCruz.org

WomenCARE's Bowling Benefit

28th Annual Strike Out Against Cancer bowling FUNdraiser

It's time for WomenCARE's 28th Annual STRIKE OUT AGAINST CANCER Bowling Benefit on **Saturday, October 26th at the Santa Cruz Boardwalk Bowl!**

This year, we're excited to offer both in-person bowling and a VIRTUAL TEAM option so everyone can join in the FUNdraising, no matter their location. Let's make this year our most successful yet!

Register for one of the following:

- Bowling Session 1 – **1:00pm to 2:15pm**
- Bowling Session 2 – **2:30pm to 3:45pm**
- Virtual Team – For those unable to attend the event, sign up your "Virtual Team" and collect pledges online.



You can join the fun and help fund WomenCARE's Cancer Support Services in JUST FIVE SIMPLE STEPS:

STEP 1: Be a team captain, join an existing team, sign up as a single bowler or create a "Virtual Team" (need not be present to participate!)

STEP 2: Grab up to 4 of your friends, create a team name, play in honor or memory of a loved one, wear costumes, team shirts – themes make it all the more fun! Fund-raise individually or as a group.

STEP 3: Visit our website: StrikeOutAgainstCancer.org, email us at bowling@womencaresantacruz.org, or call (831) 457-2273 to register as a team captain or individual bowler.

STEP 4: Gather your tax deductible donations to support WomenCARE. Help us reach our goal of \$500 minimum per team. Pledges can be made directly to you or your team on our website: StrikeOutAgainstCancer.org

STEP 5: Have fun bowling one game during your assigned session. Win raffle prizes and trophies. If you aren't able to join us, please consider donating to the event. Any amount, large or small, is appreciated!

The Daisy Store

Support FSA (and your closet!) by shopping at the Daisy

For 58 years, The Daisy Store has been a vital source of support for Family Service Agency's programs. This upscale resale store is unique in our community, as it is entirely run by volunteers, and all proceeds go directly to funding our services.

With a team of 50 dedicated volunteers, The Daisy Store operates independently, handling all aspects of its daily operations. The store primarily sells women's clothing, all of which is generously donated. Our carefully curated selection offers high-quality items at remarkable discount prices.

By shopping at The Daisy Store, you not only find great deals on stylish clothing but also help Family Service Agency provide essential mental health and wellness services to those who might otherwise not have access to them.



Visit us at 1601 41st Avenue in King's Plaza Shopping Center, Capitola. Our store hours are Monday from 1:00 to 4:00 p.m. and Tuesday through Saturday from 10:30 a.m. to 4:30 p.m. We are closed on Sundays. Learn more by visiting the-daisy.org.

I-You Venture's Holiday Helper

How you can help brighten local seniors' holiday season

Become a Holiday Helper by giving to the often forgotten seniors in care facilities in Santa Cruz County. It's the time of year when our community comes together to ensure all have a special and memorable holiday season. Please help us to make the holiday special for our seniors!



Gifts suggestions include new lap blankets, scarves, slippers, slipper socks, socks, shirts, stuffed animals, lotions, calendars, crossword puzzles, word searches, adult coloring books, etc. Please mark wrapped packages with item, size, and male or female, so they're ready for delivery to the care facility residents. It's wonderful seeing the smiles on their faces when they open their gifts! Cash donations are also appreciated and can be made through our website or mailed to our address, located on the final page. Please contact I-You Venture for drop information via phone (831) 459-8917, or email at cleveland.n@fsa-cc.org. You can also find more information about our program on our website, fsa-cc.org.

Volunteer Spotlight

Suicide Loss Survivors Support Group

At Suicide Prevention Services' Santa Cruz County breakfast on September 13th, Racquele, a suicide loss survivor, courageously shared her story about her personal loss, her grief journey and the importance of her becoming a volunteer Suicide Loss Survivors Group Facilitator.

"It's a club (loss survivors) that no one ever wants to be a part of, because it's a lifetime membership. But there are people, like me, who are here to support other survivors. Just knowing you're not alone can make a huge difference."

-Racquele

After several years of support group participation and then facilitation, Racquele has helped grow and expand the program by increasing the number of facilitators and thereby adding new meeting times virtually and in-person.

A current schedule of meeting times is available at:

<https://www.suicidepreventionservicecc.org/suicidesurvivorsgroup>

Suicide Prevention Services is hoping to add a bilingual facilitator in Santa Cruz, Monterey and/or San Benito County. If you or anyone you know might be interested in joining the Suicide Loss Survivors support team, please contact Julie at cory.j@fsa-cc.org.



Supporting LGBTQIA+ Individuals During Pride & Beyond

Family Services celebrates people of all identities and backgrounds all year, including during Pride month in June. Suicide Prevention Service tabled several Pride events, directly reaching over 1,000 people during the month of June alone! These events promoted our services to LGBTQIA+ individuals and their loved ones in Santa Cruz, San Benito, Monterey, and Pajaro Valley.

For us, Pride is year round! Find SPS at the Salinas Valley Pride on October 12th to speak with our awesome outreach team and learn more about the services we provide to vulnerable populations within the LGBTQIA+ community!