

## Letter from the CEO

Hello everyone,

A big shout out to the Daisy Store for being named *Good Times Best of Santa Cruz* in the Women's Clothing category! Congratulations to our amazing volunteers who make the store such a success. In today's uncertain climate for nonprofits, the Daisy Store remains a vital source of funding for our programs. Thanks to its contributions, alongside the generosity of all our donors and volunteers, Family Services remains on solid ground. We are deeply grateful to everyone who makes our work possible.

-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

### Preventing Childhood Abuse

Join Survivors Healing Center for Kids Day 2025

Survivors Healing Center is excited to participate in **Kids Day 2025**, a family-friendly event hosted by The Downtown Association of Santa Cruz, in partnership with Growing Up In Santa Cruz and Abbott Square Market. **This special event will take place on Saturday, May 3, from 12 PM to 4 PM**, transforming downtown **Santa Cruz** into a vibrant hub of activities, resources, and entertainment for children and families. As a dedicated organization working to support survivors of childhood sexual abuse and prevent future abuse through education, Survivors Healing Center is honored to be part of this event.

By engaging with the community at events like Kids Day 2025, **we aim to empower families, provide critical resources, and spark meaningful conversations** about child safety and well-being. At our booth, families will find engaging activities for kids, valuable educational materials, and opportunities to learn more about our mission to create a safer community for all children.

Read more about Survivors Healing Center inside this edition!



# Senior Smiles

Sharing companionship and compassion with older adults

Spring is here, and I-You Venture is asking for volunteers to **write cards to seniors** in skilled nursing homes and assisted living facilities. Many residents feel lonely, and a card can help brighten their day. Receiving a card always puts a smile on their faces!

Thank you to everyone who donated cards and gifts for Valentine's Day! We appreciate your efforts to help ensure our seniors are not forgotten. In the coming months, we will be **collecting cards & gifts for Mother's Day and Father's Day**. We accept "Thinking of You" cards year round, and many seniors appreciate receiving gifts such as crossword puzzles, word search books, and adult coloring books. Volunteers also visit seniors and assist with craft days, workshops, and recreation activities.

Please contact Nancy Cleveland at (831) 459-8917 or [cleveland.n@fsa-cc.org](mailto:cleveland.n@fsa-cc.org) for more information on how you can get involved!



## Shopping for a Cause: The Daisy Store

Support the store that supports FSA!

Though the Daisy Store has evolved since its inception in 1967, its dedication to supporting FSA programs remains. Its **100+ volunteers** not only organize donations and staff the store, but also create a friendly comfortable environment for **upscale-resale nonprofit shopping**. The Daisy Auxiliary members are celebrating their recent **Silver Award in the Good Times Best of Santa Cruz**, as voted upon by the Santa Cruz community.

The Daisy has also expanded its service commitment by providing **Fashion Shows and sales** at locations such as Dominican Oaks retirement community and Curves fitness, as well as providing clothes and accessories to Walnut Avenue Women's Center, farmworkers, and Hope Services. In addition, the Daisy has been recruiting and training new members.

We invite you to visit the Daisy for the first time or for a revisit. We offer **amazing deals on high-end clothing and shoes, lovely jewelry, and terrific accessories**. And of course, **all proceeds benefit FSA!**



Find the Daisy Store at **1501 41st Ave. in Capitola**! For more information about how to donate or get involved, visit [www.the-daisy.org](http://www.the-daisy.org) or call us at (831) 462-3686. For even more savings, bring this newsletter (physical or virtual) to the store to receive **\$5.00 off your purchase!**

*The Daisy Store*

*an upscale-resale nonprofit*

# \$5.00 Off

**On purchases of \$25 or more\***

One coupon per visit

*\*on regularly priced items only*

1601 41st Ave. Capitola

(831) 462-3686

[www.the-daisy.org](http://www.the-daisy.org)

Hours: Mon 1:00-4:00pm

Tues - Sat 10:30am-4:30pm

Donations accepted during store hours

Benefiting Family Service Agency of the Central Coast

**FAMILY SERVICES**

# Caring for Kids

Year-round abuse prevention and outreach with SHC

In addition to participating in community events like Kids Day, Survivors Healing Center actively works year-round to **prevent child abuse** through our Caring for Kids Child Abuse and Prevention Program. This initiative focuses on **education, outreach, and advocacy**, equipping parents, educators, and community members with the **tools they need to recognize, prevent, and respond to child abuse**.

Survivors Healing Center also offers **support groups for survivors** of child sexual abuse in a safe and compassionate environment. We also provide **workshops** open to everyone in the community, designed to educate, heal, and create safer communities.

For more information about Survivors Healing Center and a list of our current support groups and workshops, please visit: [SurvivorsHealingCenter.org](http://SurvivorsHealingCenter.org). Together, we can make a lasting impact on the lives of children and families in our community.



## Recent Impressions

Suicide Prevention Service's outreach team has been busy over the last few months!

We tabled at the **Santa Cruz Warriors** game for our **2nd Annual Mental Health Awareness Night**, connecting with 77 attendees.

On March 7, we participated in the **Calciano Memorial Youth Symposium**, where we made 105 impressions and shared resources with professionals and community members focused on youth and family well-being.

We're building on our momentum by planning more outreach at sixteen schools throughout **May** for **Mental Health Awareness Month!**

## Virtual FilmFest Fundraiser

Stream from home, support from the heart!

Join WomenCARE for a **virtual screening of films** by & about women! These carefully curated films have been donated by the Producers/Directors/Filmmakers. **All proceeds benefit WomenCARE!**

The films are available for viewing from **Wednesday, May 7th to midnight on Sunday, May 11th**. Tickets are \$25 and \$40 for this virtual event, with the option of adding an additional donation.

Since 1992, WomenCARE of Santa Cruz County has offered support to women diagnosed with any type of cancer and to their family and friends. Our Watsonville program – Entre Nosotras (Between Us) – provides culturally appropriate services for Spanish speaking clients.

For more information about the event, purchasing tickets, or becoming a sponsor, scan this QR code, visit [fsa-cc.org/womencare](http://fsa-cc.org/womencare) or contact Eva via text or voice at 831-539-6512 or via email [evasbrunner@gmail.com](mailto:evasbrunner@gmail.com) (Please put "WomenCARE" in the subject line.)



Presented by Lanai Financial Solutions

## Upcoming Events

- » **April 15 - July 15, Reno to the Redwoods:** Reno to the Redwoods is a **virtual** challenge **supporting WomenCARE** where participants take the 300 mile route from Reno, around Lake Tahoe, to the redwoods in Santa Cruz! Participants can use whatever method of exercise they prefer to complete the challenge, further their fitness goals, and raise money for WomenCARE. For more information, visit [renototheredwoods.com](http://renototheredwoods.com).
- » **May is Mental Health Awareness month!** Suicide Prevention Services will be tabling at several community events throughout the month. These events will include age-appropriate engagement activities and interactive booths. We're excited to see our calendar filling up with tabling and presentation opportunities! For information about upcoming events, contact Carly at (831) 246-8147, extension 39, or email [sps@fsa-cc.org](mailto:sps@fsa-cc.org) for general inquiries.
- » **May 3, Kids Day 2025:** See front article for more information!
- » **May 7 - 11, WomenCARE Virtual FilmFest Fundraiser:** See inside article for more information!
- » **Find Senior Outreach at the Senior Resource Fair!** This event is open to all who are interested in learning about services and activities for older adults. The Second Annual Senior Resource Fair will be on **May 17th from 2-5 PM** at the Watsonville Plaza.
- » Join FSA and Suicide Prevention Services at downtown **Santa Cruz Pride on June 2**, from 12:00 - 4:00 pm. We'll be tabling and sharing resources, so come say hi while celebrating LGBTQIA+ identities!

## Thank You, Donors!

We want to extend a special thank you to all of our donors! Whether you're a one-time donor, regular contributor, shopper at the Daisy, or part of our Family Legacy Circle, know that **your thoughtful generosity makes a massive impact on our family of programs**. Each dollar actively contributes to providing mental health care, crisis support, advocacy, outreach, and more for members of our Central Coast communities!

To learn more and **donate today**, explore the options below.

Donate on our website!  
[www.fsa-cc.org/donate-now](http://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

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