

Letter from the CEO

Hello everyone,

Our new website is more than just a beautiful, modern, and long-overdue update—it's a reflection of our hopes for the future. It showcases our vision of stronger programs, new ways to advance our zero-suicide mission, more opportunities for volunteers, easier ways for donors to give, and expanded access to services across California. While not every feature is in place yet, we are energized and inspired to keep growing—striving to bring greater wholeness and impact to everyone we serve. Thank you for being part of this journey with us; your support makes it all 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

A Fresh Look

[The new fsa-cc.org](https://fsa-cc.org)

Over the last several months, we have been hard at work refreshing our website's appearance, function, and accessibility. **We are excited to announce that our new website is live!** We want to give a huge shout-out to our collaborators, Kim and Travis Guiley at Aptos Village Creative, for their assistance in both creative and technical direction! Their input has been invaluable in helping us get this project off the ground.

Some new features include:

- » Comprehensive pages for each program, integrating all of our services
- » More ways to get involved as a volunteer, client, employee, or donor
- » Multilingual functionality (located in the language tab in the footer)
- » Pages showcasing our upcoming events and newsletters (coming soon!)

We ask for your patience during this transitional time, and we encourage you to contact website@fsa-cc.org with any feedback, issues, or questions.

Take a look at fsa-cc.org to explore our new site!

Confront and triumph over life's challenges and crises.

Providing critical mental health and crisis services to
Santa Cruz, Monterey, and San Benito Counties since 1957.

[View our programs](#)

[Get involved](#)





Farewell, Carol!

Please join us in wishing Carol Cowen a happy retirement! Carol has been a part of our Counseling Program since 2010, where she provided exceptional therapy services for fifteen years. She will be deeply missed by her clients and coworkers for her compassion, diligence, care, and insight.

Thank you, Carol!

Updates from 988

Appreciating our Responders

As always, we remain committed to serving the Central Coast, answering crisis calls from Santa Cruz, Monterey, and San Benito counties, and acting as a backup call center for neighboring areas. We're especially focused on **supporting vulnerable populations**, including LGBTQ+ individuals and Spanish-speaking communities, ensuring that everyone who reaches out gets compassionate, culturally competent care. **Our Text Chat hours are expanding as we work toward 24/7 availability**, increasing access for those who prefer to connect digitally.

On June 27, we hosted a Responder Appreciation Picnic at Harvey West Park in Santa Cruz. We had a wonderful day filled with games, BBQ, and connection, and was a chance to thank our incredible responders and spend time together as a team.

We also welcomed a new Spring volunteer training cohort, whose passion and commitment are already making a difference. **Thank you to all who make this work possible—your support strengthens our entire community!**

If you or someone you know would like to get involved, send an email to 988info@fsa-cc.org.



Summer with Suicide Prevention Service

Providing Suicide Prevention for All

Suicide Prevention Service's outreach team has been busy over the summer! SPS provides presentations, outreach, and tabling throughout Santa Cruz, Monterey, and San Benito counties. To schedule a Suicide Prevention training or presentation for your classroom, workplace, or community, please visit fsa-cc.org/spc

Presentations April - July

- » **Youth:** 32 presentations | 875 participants
 - » **Adults:** 9 presentations | 119 participants
 - » **Mental Health Providers:** 1 presentation | 8 participants
 - » **Adults (Spanish):** 1 presentation | 10 participants
- Total of 43 presentations with 1,012 participants!

Tabling Events

- » **General Tabling Events:** 9 events | 1,187 impressions
 - » **Special Events (e.g., Juneteenth, Pride):** 17 events | 2,608 impressions
 - » **National Night Out:** 2 events | 249 impressions
- Total of 28 events with 4,044 impressions!



Check out our upcoming events for September through October on the last page of this newsletter! If you're interested in getting involved with our outreach team, please contact Carly at cuevas.c@fsa-cc.org

Strike Out Against Cancer

Join WomenCARE for Our 29th Annual Bowling Benefit!

WomenCARE is excited to invite you to our **29th Annual Strike Out Against Cancer** on **Saturday, October 25th from 1–4 PM at the Santa Cruz Boardwalk Bowl!**

This fun-filled event brings our community together to support women with cancer through an afternoon of bowling, prizes, and connection. Gather your friends, family, or coworkers and form a team—no bowling experience necessary! Many teams even dress up in festive Halloween costumes, adding a playful spirit to the day.

Can't join us in person? No problem! You can still support the cause by creating a **virtual team** and helping raise funds from wherever you are.

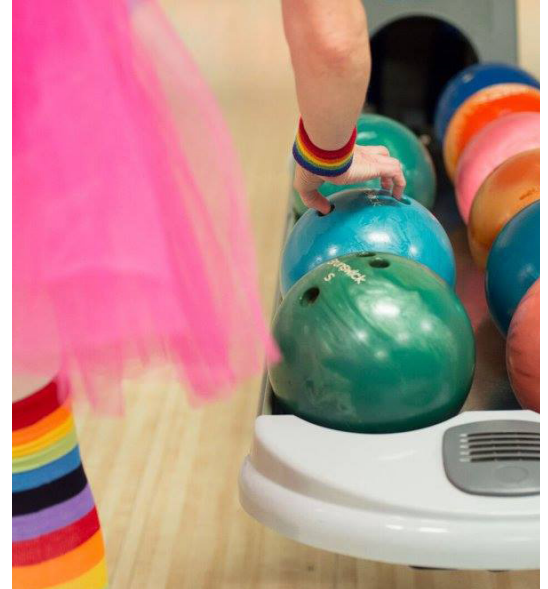
Highlights include:

- » Team bowling at the Boardwalk Bowl
- » A **raffle** with great prizes
- » Costume fun and friendly competition
- » The opportunity to make a real difference in the lives of local women with cancer

Every dollar raised goes directly toward WomenCARE's free support services, including emotional support groups, transportation, and wellness programs.

Let's STRIKE OUT cancer—together!

To register, join a team or for more information, please visit: StrikeOutAgainstCancer.org or email Janette at jwaterswc@fsa-cc.org.



Remembering Our Seniors

Get Involved with I-You Venture and Senior Outreach!

Friendly Visitor Program

When seniors enter care facilities, they are often **lonely and socially isolated**. I-You Venture offers several year-round and seasonal opportunities for volunteers to contribute to seniors' wellbeing! Our volunteers **visit seniors in local care facilities** and help with various activities. Volunteers help to relieve some of the loneliness and social isolation residents may experience.

To learn more about how you can get involved, please contact Nancy at 831-459-8917 or cleveland.n@fsa-cc.org

Senior Outreach

Another great way to get involved is through Senior Outreach as a **peer counselor**. Our peer counselors, who are seniors themselves, **visit seniors in their homes and provide one-on-one or group support** in their times of need. We provide training and regular meetings for peer counselors.

If you are interested in becoming a peer counselor or receiving peer counseling, please contact Barbara at 831-459-9351 or salata.b@fsa-cc.org



New Hours at the Daisy

The Daisy Store, our volunteer operated upscale resale boutique, is updating their hours! The new hours are:

Monday: 1:30pm - 4:30pm

Tuesday - Saturday:

10:30am - 4:30pm

Sunday: Closed

You can shop to support Family Services (and your closet) at 1601 41st Avenue in King's Plaza Shopping Center!

Upcoming Events

- » Monterey County Suicide Prevention Resource Fair: Join us during Suicide Prevention Awareness Month to connect with community mental health and wellness resources, attend informative talks and workshops, All are welcome!
September 5, 11:00 AM - 3:00 PM at 1505 Metz Rd, Soledad
September 10, 11:00 AM - 3:00 PM at 411 Central Ave. Building C, Salinas
- » Santa Cruz Care Fair: Find activities, mental and physical health resources, and attend our awards ceremony at the 2025 Santa Cruz Care Fair! Learn more at tinyurl.com/CareFair2025
September 20, 11:00 AM - 2:00 PM at 701 Ocean St, Santa Cruz
- » Salinas Airshow: Spend the afternoon enjoying aerial displays, various vendors, and find Suicide Prevention Services at the Salinas Airshow! Tickets are on sale at www.salinasairshow.com
October 4-5, 9:00 AM - 5:00 PM at the Salinas Municipal Airport
- » Salinas Valley Pride: Join Suicide Prevention Services at Salinas Valley Pride this October!
October 11, 11:00 AM - 2:00 PM at 100 Howard St, Salinas
- » Strike Out Against Cancer: Join WomenCARE for their 29th annual bowl-a-thon! Learn more about how you can participate in-person or virtually inside this newsletter.
October 25, 1:00 PM - 4:00 PM at the Santa Cruz Boardwalk Bowl

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!
fsa-cc.org/donate



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

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