

Letter from the CEO

Hello everyone,

As we move forward, we continue to strengthen collaboration across our programs, deepening the ways we support one another and the communities we serve.

I am especially excited to share growth within our Senior Services programs, made possible through a three-year Santa Cruz County CORE grant. This support has allowed us to add a coordinator position, and expand our peer counseling program with three new group services. These groups are already well attended and generating strong interest, with growing demand from seniors eager to participate - an encouraging sign of the program's impact and the need it continues to meet.

-Bill McCabe, CEO

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 Successful 2025 at the Daisy Store

The nonprofit Daisy Store had an excellent 2025! **The Daisy Auxiliary distributed \$128,000 to Family Service Agency's programs.** How were we able to raise these funds? Glad you asked!

The Daisy Auxiliary's **150+ active and auxiliary volunteer members** work throughout the year to manage and staff the store Monday through Saturday. All items in the store, including women's clothing, accessories, and books, are donated by generous individuals and small businesses who support our mission.

In addition to weekly rotating items for sale, the Daisy held twelve special "50% off everything" sales throughout the year to celebrate the seasons and holidays, including Valentine's Day and Mother's Day, Memorial Day and Labor Day, Black Friday and Small Business Saturday, and Customer Appreciation Day.

But wait, there's more! The Daisy Store raises additional funding for Family Service Agency through **pop-up sales and fashion shows** at community venues. Furthermore, items that cannot be sold in the Daisy Store are **donated to other community nonprofits** that support individuals and families with developmental disabilities and mental health needs. It's a win-win for our community!

Find a coupon for the Daisy Store inside this article, and be sure to visit our website at fsa-cc.org/daisy. Contact us at (831) 462-3686!



Shop to support Family Service Agency at The Daisy Store! Come see us at King's Plaza Shopping Center, 1601 41st Ave., Capitola on Mondays from 1:30-4:30pm, and Tuesday through Saturday from 10:30am-4:30pm.



Holiday Helper 2025

This Holiday season, our volunteers collected and distributed **over 3,000 gifts**, putting smiles on the faces of **1,200 local senior residents** of skilled nursing and assisted living facilities! We would like to extend special thanks to our volunteers Nancy Ficarotta and Carole Stanfield for their hard work in helping make Holiday Helper a success! We couldn't have done it without them! We would also like to thank two of our volunteers, Pete Smith and Kathy Gies for going the extra mile to brighten the holidays for our seniors!



Volunteer with WomenCARE

Providing Support for Women With Cancer

We are seeking dedicated individuals who are willing to offer their time and compassion to support local women with cancer. Whether you can volunteer for just a few hours, or are able to commit to several hours weekly, your contribution will make a positive impact!

Office Support Volunteers – **Highest Need!**

Commit to a regular weekly 4-hour front desk shift to answer phones, provide referrals, assist with special projects, and help keep our services running smoothly. We also urgently need **fill-in office volunteers**, especially during the summer months, to help cover shifts when regular volunteers are away.

Transportation Volunteers – **Also Needed!**

Drive women to and from medical appointments, both locally and throughout the Bay Area. Reliable transportation is vital to ensuring they can access life-saving care.

Errand Support

Help clients with essential daily tasks like grocery shopping and prescription pick-ups.

Friends Committee

Support our community fundraising efforts by helping plan events like Strike Out Against Cancer and other outreach initiatives.

New Leadership

Join us in welcoming **Carly Cuevas (L)** and **Celeste Cisneros (R)** to their new positions!

Celeste returns to the program where she began her journey at Family Services, stepping into the role of **988 Director**, while Carly advances from her Program Manager position to **Director of our Suicide Prevention Services** program. Both have distinguished themselves through their leadership, intelligence, and dedication, and we are thrilled to have them guiding these critical community services!



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
Hours: Mon 1:30-4:30pm

(831) 462-3686

www.the-daisy.org

Tues - Sat 10:30am-4:30pm Donations accepted during store hours

Benefiting Family Service Agency of the Central Coast

FAMILY SERVICES

Bring this newsletter on your next trip to the Daisy Store for more savings!

Kids Day 2026

Learn About Preventing Child Sexual Abuse

Survivors Healing Center is excited to participate in Kids Day 2026, a free, family-friendly community event hosted by the Downtown Association of Santa Cruz in partnership with Growing Up in Santa Cruz and Abbott Square Market.

Kids Day takes place on **Saturday, May 2, from 12:00 – 4:00 PM in downtown Santa Cruz**, and celebrates children, families, and community connection.

Stop by the Survivors Healing Center booth to **learn more about child sexual abuse prevention** and how families and caregivers can help keep children safe. We'll be **sharing prevention and education materials** for adults, along with a fun, creative **art activity for kids** designed to encourage self-expression and positive connection.

Events like Kids Day are an important opportunity to raise awareness, share resources, and support families in building safe, healthy environments for children. We hope to see you there!



Upcoming Training Sessions

Youth Mental Health First Aid

YMHA is an evidence-based training program that teaches adults who regularly interact with youth how to **identify, understand, and respond to signs of mental health and substance use challenges** among youth ages twelve to eighteen.

This session will be held on **April 22nd from 9:00 AM - 4:30 PM** at 104 Walnut Ave, Suite 208 in downtown Santa Cruz, and is ideal for: teachers and school staff, youth group leaders, parents and caregivers, other adults who regularly interact with youth, and community members who want to better support youth experiencing mental health challenges.

For more information and to register, please contact Molly Touse at touse.m@fsa-cc.org or visit fsa-cc.org/sps/trainings

Counseling on Access to Lethal Means

CALM (Counseling on Access to Lethal Means) is the oldest and most widely-used training on lethal means safety. **Designed primarily for practitioners working with at-risk clients, CALM teaches practical intervention methods for reducing an at-risk person's access to lethal means.**

The upcoming training sessions run from 10:00 AM - 1:00 PM.

- » **Santa Cruz - March 18th**
104 Walnut Ave., Suite 108
- » **Salinas - May 6th**
945 S. Main St, Suite 205

For more information, contact sps@fsa-cc.org, and find the application at fsa-cc.org/trainings. Applications will be handled on a first-come, first-served basis.

Senior Outreach

Are you a senior (50+), or do you know a senior who could **benefit from mental health support**?

Our Senior Outreach program provides **free of cost, in-home, peer counseling services** to seniors in our community. Trained peer counselors, all seniors themselves, provide companionship and guidance through challenges such as grief, loneliness, anxiety, depression, family issues, and more. Our peer counselors are not licensed, and do not provide professional therapy or prescription services.

For more information and to get connected with a peer counselor, please contact Barbara Salata at salata.b@fsa-cc.org or (831) 459-9351

Suicide LOSS Survivors

Are you looking for support after losing someone to suicide?

People attending our survivors' support groups report that attending group can: reduce feelings of isolation; create safety for participants to explore and express feelings without judgment; empower participants to access resources to help themselves and others; and encourage group members to **discover that they are not alone, and that survival and healing is possible.** Currently our groups are for adults 18 and over. Please contact us to learn about resources for youth.



Discover which dates and locations work best for you below, and contact us at sls@fsa-cc.org to join a group.

Santa Cruz

Our Santa Cruz group meets in person on the first Wednesday of the month, from 7:00-8:00pm.

Ben Lomond

Our Ben Lomond group meets in person on the second and fourth Tuesday of the month, from 6:00-7:30pm.

Soquel

Our Soquel group meets in person on the third Thursday of the month, from 11:00am-12:30pm.

Virtual

Prefer to attend online? Our Virtual groups meet on the third Wednesday of the month, from 7:00-8:30pm, and the fourth Thursday of the month from 10:00-11:30am.

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://venmo.com/FamilyServiceAgency)



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

FAMILY EST. 1957
SERVICES
SERVING THE CENTRAL COAST
SIRVIENDO A LA COSTA CENTRAL

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