

ANNUAL IMPACT REPORT

2025

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



Welcome to Family Service Agency

Letter from the CEO

Hello Everyone,

I am excited to share Family Service Agency's first Annual Impact Report. Over the past few years, our agency has undergone significant transformation as we have expanded our reach, increased the number of people we serve, and strengthened our continuum of care.

At the center of this growth is our 988 program, which has become a hub for mental health support throughout the Tri-County area. **Through 988, we provide immediate crisis support, connect people with our Mobile Crisis Response Team when needed, and help individuals access follow-up and ongoing services.** This continuum supports our mission to prevent suicide while helping people make lasting changes that reduce the need for future crisis intervention.

Our growth has also strengthened the sustainability of our other mission-driven programs **supporting seniors, women navigating cancer, survivors of childhood sexual abuse, and individuals experiencing suicidal ideation.** I am deeply grateful to every staff member and volunteer who makes this work possible and provides essential support to the people we serve.

-Bill McCabe, CEO



Board of Directors

Joshua Chirinos, *President*

Elisa Breton, *Vice President*

Samuel Pun, *Secretary & Treasurer*

Dan Rutan

Margit Aramburu

Robyn McKeen

Recent Awards

- Santa Cruz County CORE grant - awarded to Senior Services
- Best of Santa Cruz County 2026 - Best Clothing Store, Bronze - awarded to the Daisy Store
- MCGives provided Suicide Prevention Service with donation matching in December
- Community Foundation for Monterey County Impact Grant - awarded to Suicide Prevention Service

Who We Are

Family Service Agency is a 501(c)(3) nonprofit that has been providing **mental health and crisis services to Central Coast communities** since 1957. We're proud to be supporting mental health wellness for people of all ages, identities, and backgrounds across Santa Cruz, San Benito, and Monterey counties with ***integrated, 24/7/365 care across the crisis continuum.***

From crisis to contact to care, our integrated web of programs are comprised of dedicated volunteers and employees who are committed to making a tangible difference in the lives of our community members.

18,020

people reached



44,730

services provided



237

volunteers



Our Mission Statement

Facing life's challenges and crises can help us recognize our inner strengths. Family Service Agency of the Central Coast believes in the power and potential of people all ages and backgrounds to discover their own creative solutions. Our professional staff and volunteers provide the resources, support and counseling services essential to healthy families and communities.

Above: Sunset State Beach, CA

The Crisis Continuum

We are proud to serve our diverse range of clients through the spectrum of mental wellness. By integrating our longstanding Outpatient Counseling program with more recently developed programs such as 988, CareCore and the Mobile Crisis Response Team, **we provide comprehensive support from the moment of crisis through each individual's mental health journey.**

988 Crisis Line

The 988 Crisis Line is part of a national network providing **free, confidential, 24/7/365 suicide prevention and mental health crisis support** through local crisis centers across the country. Our trained crisis responders offer **compassionate support, assess immediate needs, help callers develop a plan for safety, and connect individuals with appropriate community resources.**

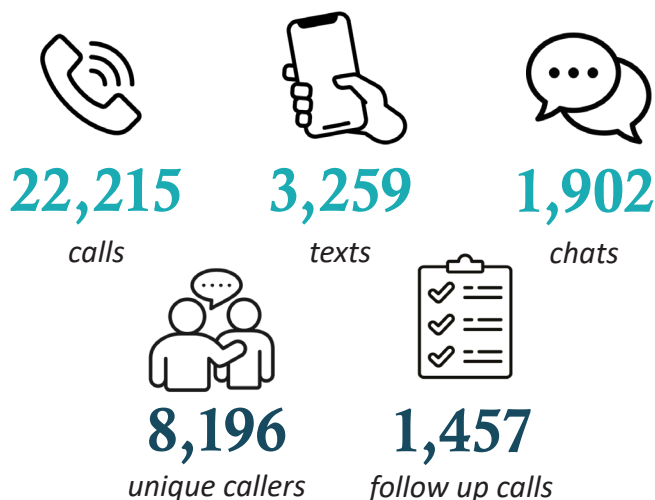
During the past year, we expanded access to include text and chat services alongside traditional phone support, making it easier for people to reach help in the way that feels most comfortable to them.



988
SUICIDE & CRISIS
LIFELINE

Photo courtesy of 988 Crisis Line

Program Highlights



988 is our largest program, with **38 employees working around the clock to provide comprehensive crisis support throughout the Tri-County area.** Through each interaction, our responders work to reduce immediate distress, strengthen safety, and connect struggling community members with ongoing support.

Mobile Crisis

The Mobile Crisis Response Team is a collaborative program with Santa Cruz County Behavioral Health, **providing people in crisis with timely, on location services.** Family Service Agency's team operates from 5pm-8am.



805

dispatch calls



377

mobile responses



15

responders

The MCRT's missions are to:

- provide swift on-site assessments and de-escalation throughout Santa Cruz County
- collaboratively develop personalized safety plans to promote stability
- connect with community services like mental health care, housing, and medical support
- provide ongoing support post-contact to ensure continued wellbeing
- serve all members of our community, inclusive of background and identity

Outpatient Counseling

For nearly 70 years, since the dawn of Family Service Agency, licensed and associate counselors and graduate trainees in our outpatient counseling program have been serving the Central Coast with thorough, compassionate care.



273

clients



26

counselors & trainees



4,616

sessions

CareCore

People in crisis can contact 988 or Mobile Crisis for immediate, over the phone support. Clients who wish to continue care are referred to our Counseling program, and **clients who are experiencing suicidal ideation may receive services from our CareCore program.** This is an intensive, outpatient counseling service designed for people who are feeling suicidal and feel they would benefit from more frequent care.



8

*CareCore
clients*



56

sessions



Right: A counseling room at our downtown Santa Cruz location



Suicide Prevention Service

We provide **outreach, presentations, trainings, and support groups** for adults and youth across the central coast to **raise awareness about suicide**. Our team presents and distributes interactive materials to help participants positively engage with their emotions and mental wellbeing.

Suicide LOSS Survivors

Suicide LOSS (Loving Outreach for Survivors of Suicide) hosts monthly support groups in several locations throughout the Central Coast, here to aid those who have lost a loved one to suicide.



16,883
outreach
impressions



290
presentations
and trainings



17
volunteers



71
Suicide Loss
Survivors group
participants



"I used to struggle with suicidal thoughts, and I never knew about this call center. I'm glad I know [about 988] now so I can help others!"

-Santa Cruz HS Student

Above & below: Suicide Prevention Service's outreach team tabling at a community event

WomenCARE

Women's Cancer Advocacy, Resources & Education

WomenCARE provides practical and emotional support to **women with all types and stages of cancer and their loved ones**. Directed and led primarily by women with a cancer history, this program gives women a safe place to find mutual support, shared experiences, and open hearts. We host weekly support groups and monthly workshops, and help with day-to-day tasks during treatment. **Each year, we serve hundreds of women with cancer through every stage of diagnosis, treatment, and life after treatment.**



Our Impact



227

women provided with
supportive services



2,616

supportive services



98

support group
attendees



48

volunteers



71

workshop
attendees

Left: Women of Entre Nosotras work together to make cheerful Spring decorations

Building Community

The impact of our work is deeply felt in the lives of the women we serve — many of whom tell us they *finally feel seen, understood, and supported*. In particular, our culturally responsive programs like Entre Nosotras for Spanish-speaking women in Watsonville are **filling a critical gap, offering not just care, but culturally grounded connection**. Our partnerships and community collaborations amplify this impact, helping us reach even more women who might otherwise fall through the cracks. It is truly humbling to be part of this work and to see how compassion, connection, and respect can change lives.

Sincerely,

Janette Waters, Program Director



Survivors Healing Center

Survivors Healing Center is committed to ***spreading awareness about and preventing child sexual abuse***. This program provides support to adult survivors of child sexual abuse, and participates in yearly events like Kids Day and Caring 4 Kids, reaching hundreds of adults and kids and providing age appropriate material for engagement and education.

Above: Families participate in Caring 4 Kids Community Event in Watsonville
Below: Survivors Healing Center staff and volunteers hand out resources to local event attendees

Our Impact



3,055

outreach materials
distributed



137

clients served
directly



121

support therapy
groups



4

workshops &
training sessions



Survivors Healing
a program of Family Service Agency of the
A welcoming place
for survivors of childhood sexual abuse & the
(831) 423-7601
www.survivorsh healingcenter.org

Senior Services

Our two Senior Services programs, Senior Outreach and I-You Venture, provide **companionship and connection to seniors** in our community through *entirely volunteer efforts*, with services including:

- » free peer-counseling in seniors' homes
- » visits to residents of skilled nursing and assisted living facilities
- » deliveries of thoughtful cards and gifts throughout the year

Senior Outreach

Senior Outreach provides companionship, guidance, and camaraderie to seniors through free, volunteer based peer-counseling services. All peer-counselors are seniors themselves, and find that participating in Senior Outreach benefits them and their mental wellbeing alongside their clients.



154

clients



24

volunteer peer
counselors



523

sessions

I-You Venture

Everyone smiles when those in skilled nursing and assisted living facilities receive a visit from a friend. Our volunteers make a huge difference to the many residents in our local care facilities. **I-You Venture's programs are important in relieving some of the loneliness and isolation seniors feel, and in helping to brighten their day!**

— *Nancy Cleveland, Program Director*



Throughout the year, **9,500** "Thinking of You" cards were donated to **1,250 seniors**

Seventeen "Friendly Visitors" volunteers spent **3,450 hours** providing companionship to senior residents



This holiday season, **3,365 gifts** were donated to over **1,200 seniors**, with a total estimated value of \$55,000. Below, a resident happily sports a handmade scarf, donated for the Holiday Helper program!

Making a Difference

"My counselor has been **very helpful to me in coping with my depression and my isolation** from others. I continue to learn positive skills to live by. I feel like I've emerged from a black hole!"

— Senior Outreach client

"I like the camaraderie among the peer counselors, the informative and educational meetings each month, and most of all, I like **seeing our clients grow.**"

— Senior Outreach peer counselor



The Daisy Store

The Daisy Store is an upscale-resale store whose revenue has supported Family Service Agency since 1967.

The store, stocked with donated, quality clothing and accessories, is staffed entirely by The Daisy Auxiliary, a group of volunteers. **All proceeds from this volunteer-run and operated program benefit Family Service Agency!**

\$127,000

in total profits

109

active volunteers



The Daisies receive, process, and price donated clothing, working to not only support the critical mental health missions of Family Service Agency's programs, but also to ensure that clothing is kept out of the landfill by giving quality pieces new homes.

Above: Clothing & accessory displays at the Daisy Store



About ▾ Programs ▾ Get Involved ▾ Ways To Give ▾ Contact Us

Español Pay Fees

Donate

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



About Us

Family Service Agency of the Central Coast is a 501(c)(3) nonprofit consisting of a family of programs that address and improve mental health and wellness for people of all backgrounds and identities in Monterey, Santa Cruz, and San Benito Counties.

We welcome people of diverse cultures, genders, sexual orientations, ages, faiths, socio-economic backgrounds, and abilities as clients, volunteers, and staff members.

Learn more

Programs

Our professional staff and volunteers provide mental health services, support, and resources essential to healthy families and communities. The resources we offer are affordable and accessible to all members of the community.

View our programs



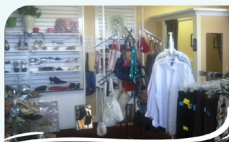
Get Involved

Volunteers and interns are at the heart of our efforts, often changing lives as they offer a warm and comforting presence for program participants.

Our volunteers carry out many services while learning new skills, meeting new friends, and building upon existing strengths. Give back to your community and be involved in the issues you care about by joining our team.

Volunteer opportunities

Internships



The Daisy Store

Shop for a cause at the Daisy Store!

All proceeds from the Daisy Store benefit Family Service Agency and our programs.

Shop to support Family Service Agency and your closet at our volunteer operated upscale-ready boutique!

Daisy Store

Daily Auxiliary

Stay Connected

Learn more about our events, either on our social media or events page, to find ways you can get involved year-round! Subscribe to our newsletter (feature coming soon) to stay up-to-date on notable FSA happenings.

Upcoming Events

Subscribe to our Newsletter



Donate to Family Service Agency

Support the important work we do in the community by making a tax-deductible donation today!

Donate

Planned Giving

A Fresh Look

The New fsa-cc.org

In August 2025, we launched our new website! This website was a collaborative project between Aptos Village Creative and Family Service Agency's in house staff.

This new site provides a more streamlined showcase of our services, **with more accessible options to contact us, donate, request services, register for trainings, see job listings, and more.** We've also improved our search engine optimization (SEO) significantly, and are now appearing on the first page of search engine results for topics like Central Coast counseling and mental wellness.

Pre-Launch
2024-25

Post-Launch
2025-26

Monthly Visitors

6,797



10,655

Monthly Visits

13,980



21,731

Form Submissions

402



580

Visit us & learn more at fsa-cc.org!

Left: Family Service Agency's website homepage



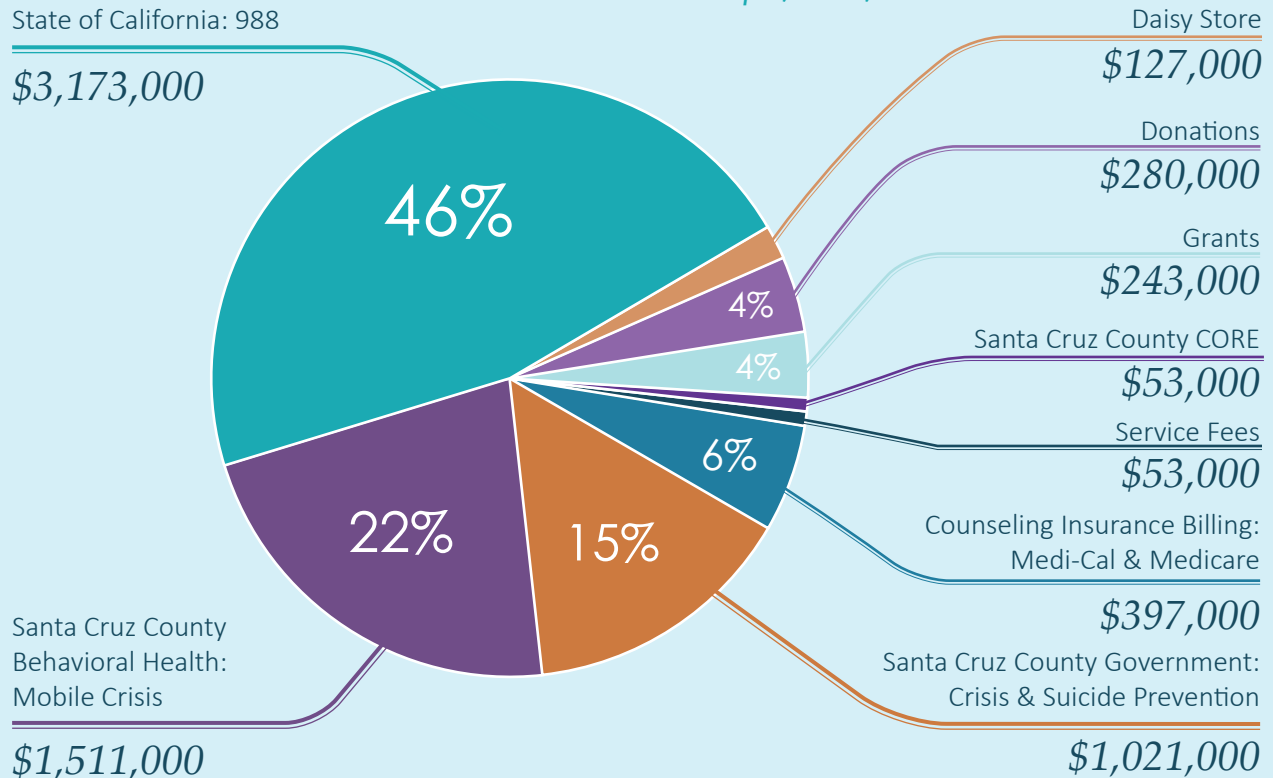
Santa Cruz Office
104 Walnut Avenue, Suite 208
Santa Cruz, CA 95060
Soquel/Aptos Office
2901 Pure Avenue, Suite A3
Soquel, CA 95073

Phone: 831-433-9444
Fax: 831-433-1332
Office Hours:
Mon – Thurs: 10:00am to 4:00pm
Fri: 9:00am to 12:30pm

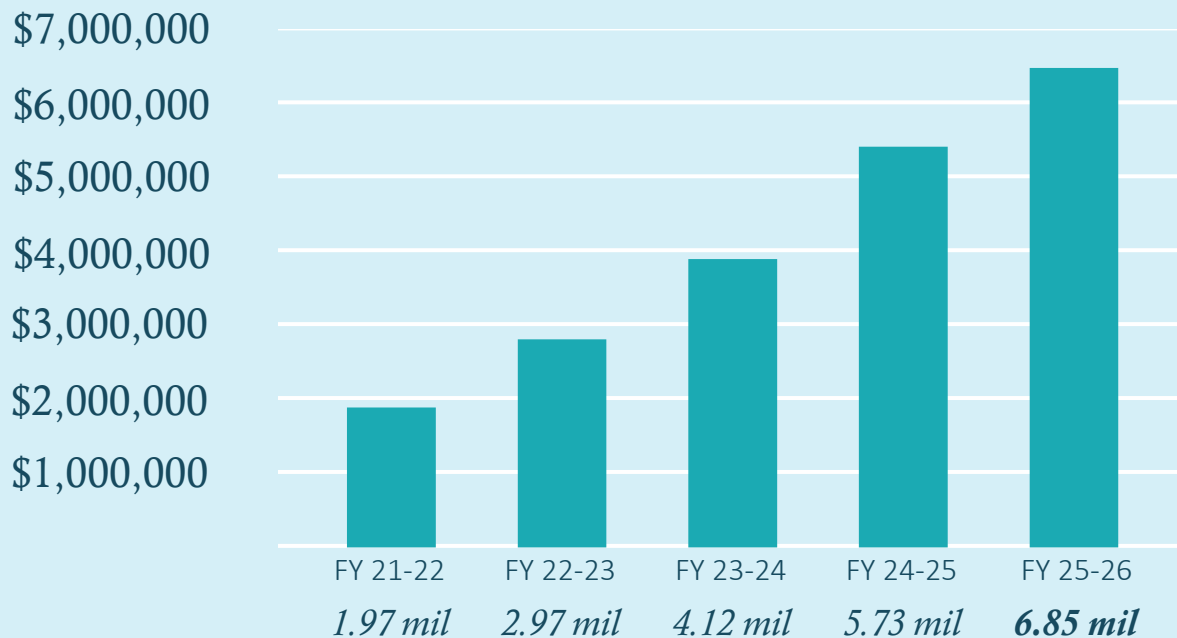
Volunteer
Internships
Events
Programs
Contact

Revenue Sources

Fiscal Year 2025-26: \$6,858,000



Annual Budget Growth



Over a four-year period, Family Service Agency has experienced budget growth of 248%.

Our Community Partners & Supporters





Support Us Donate Today!

As a nonprofit, we rely on donations from our generous contributors and sponsors.

To support our mission to provide accessible mental healthcare across the Central Coast, visit our website and donate today!

fsa-cc.org/donate



Planned Giving

You can make a lasting contribution to our mission by joining the Family Legacy Circle. Planned gift donations can be established during or after your lifetime, leaving an enduring impact on Central Coast communities for years to come.

Ways to Give

You can donate through our website with a credit card via Paypal and Venmo, or by sending a check to our main office. Interested in giving your time and skills? Learn about volunteering with us at fsa-cc.org/volunteer



Contact Us Offices

Santa Cruz

831-423-9444

104 Walnut Avenue, Suite 208
Santa Cruz, CA 95060

Soquel

831-457-2273

2901 Park Avenue, Suites A1+A3
Soquel, CA 95073

Watsonville

831-761-3973

406 Main St, Suite 211
Watsonville, CA 95076

Salinas

831-459-9373

945 S Main St, Suite 103
Salinas, CA 93901

Programs

Counseling

831-423-9444

I-You Venture

831-459-8917

Senior Outreach

831-459-9351

WomenCARE

831-457-2273

Suicide Prevention Service

831-459-9373

Survivors Healing Center

831-423-7601

To see more detailed
contact information for
each program, visit
fsa-cc.org/contact

Crisis Support

Suicide & Crisis Hotline

9-8-8

Call, text, or chat at 988lifeline.org.
We're here for you, 24/7/365.

Mobile Crisis

1-800-952-2335

Contact for 24/7 on-site crisis
assistance & de-escalation

Daisy Store

831-462-3686

King's Plaza
Shopping Center

1601 41st Avenue
Capitola, CA 95010

FAMILY EST. 1957
SERVICES
Above: Watsonville Slough Farm

FAMILY SERVICES

EST.
1957

SERVING THE CENTRAL COAST
SIRVIENDO A LA COSTA CENTRAL

