

AMANECER COMMUNITY COUNSELING SERVICE

# A beam of light



## Annual Report 2020

[WWW.AMANECERLA.ORG](http://WWW.AMANECERLA.ORG)









# Who We Are

Since 1975, Amanecer has set out to provide mental health care to LA's most vulnerable, underserved residents. Our main goal is expanding accessibility so anyone who needs mental health care can receive it.

Conventional therapy can be hard to access for individuals who are homebound, lacking reliable transportation, lacking childcare, or juggling three jobs. We strive to remove these barriers and remain flexible to individuals so they can make it to their appointments.

Stigmas around mental health also prevent barriers to accessibility. We focus on cultural competency in order to meet people where they are and be respectful of their backgrounds.

We also place a heavy emphasis on case management. Therapy and psychiatric services will only go so far if a client's life domain needs (i.e., housing, food, employment, etc) are not being met. By helping to stabilize a client's home life, we create a firm foundation for a more resilient future.

**"The life-restoring benefits of counseling should be available to all who need them."**

# Who We Serve

94%



Zip codes across LA. Our clients reside in Central and Downtown Los Angeles, including Pico-Union, South Central, Hollywood, Eagle Rock, Highland Park, Lincoln Heights, Boyle Heights, Los Feliz, Mid-City, East LA, Baldwin Hills, and Koreatown.

100%

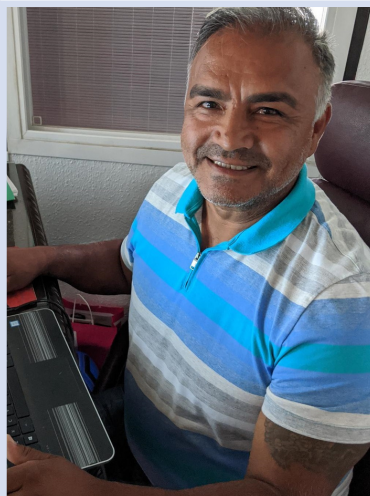
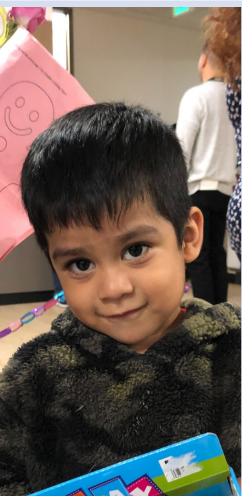


Of our clients are low-income. In addition to mental illness and behavioral disorders, our clients are challenged by poverty, food insecurity, neighborhood violence, immigration issues, domestic abuse, substance abuse, lack of education and employment opportunities, and language barriers.

85%



Of our staff members are bilingual. We serve a very diverse client base, with 41% of clients speaking Spanish as their primary language. It is imperative these clients can communicate in their preferred language.



# Our Impact

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## 1,808 clients served annually

This number does not include the 2,500+ siblings, parents, grandparents, caretakers, and other relatives that benefit from our case management and family therapy services.

# 700

### CLIENTS SERVED EACH WEEK

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Each client has their own treatment plan that they help create with their treatment team. The length of time they are in treatment depends upon their diagnosis and specific goals.

# 2,400

### GROCERY & BASICS DELIVERIES

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Clients receive assistance with groceries and other basics like clothes, hygiene items, school supplies, PPE, and cleaning products.

# 24/7

### CRISIS SUPPORT OFFERED

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For clients in our 4 intensive programs, sometimes support is needed outside of regular business hours. Amanecer has at least 4 staff members on call at any given time.

# 90%

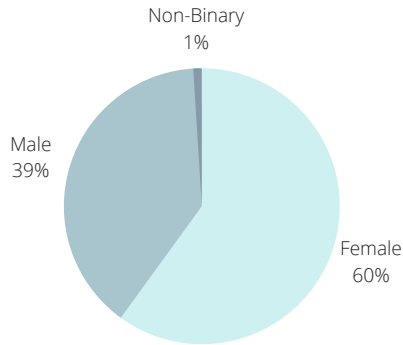
### OF CLIENTS ACHIEVE TREATMENT GOALS

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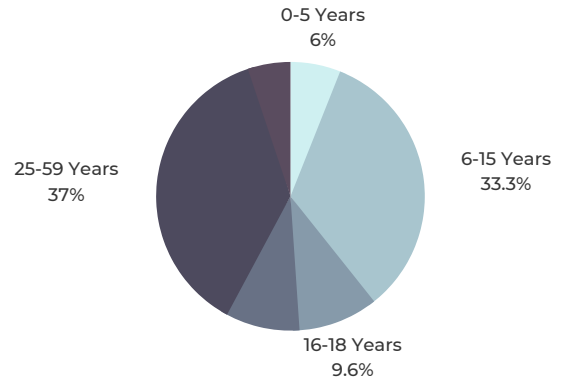
Clients report symptom reduction and increased functionality in daily life (e.g. ability to seek/retain employment, improved self-esteem, reduced anxiety, etc.)

# Demographics

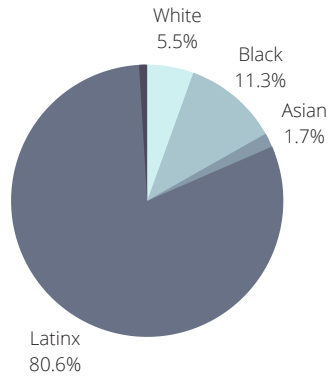
## GENDER



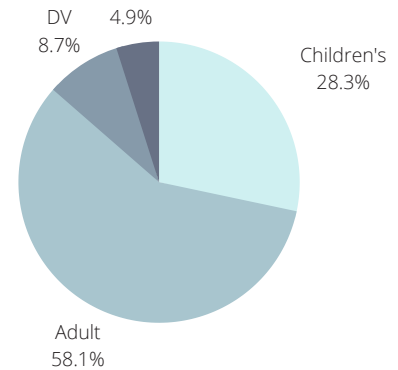
## AGE



## RACE



## CLINIC



## Meet Rose

Rose\*, 18, was running herself ragged worrying about her future. She had been accepted to UCLA but wasn't sure how she would pay for 4 years of college. She spent every waking hour outside of school either working or studying, convinced that her education and hard work were the only way she could help her family get to a better place. She lost touch with friends and began to lose sleep, staying up late to study



Soon, her anxieties gave way to depression.

Her worried parents brought her to Amanecer. At first, Rose would tell her therapist and case manager that there was nothing they could do to help her. But over time, Rose started to respond to the relaxation tips they taught her. Her treatment team also worked with Rose to help her take care of the things she could control and try to let go of the rest. Her case manager helped her apply for scholarships, locate a dorm, and sign up for student healthcare. Now, Rose is in her freshman year at UCLA on a full-ride. She reports that she is loving school and feels a lot more in control of her anxiety.

# Persevering through a pandemic

When COVID-19 hit last year, our clinic was fast to adapt to a telehealth model of service to ensure that our clients could continue to receive treatment despite the stay-at-home orders. Like many organizations, we had no idea just how long it would last. After over a year and a half of working from home, many folks around the nation have suffered from "COVID fatigue", or the burnout associated with working virtually from home. Thankfully, Amanecer ensured a way for staff to decompress, destress, and lessen the mental tax of living through a pandemic.

Pre-COVID, our Wellness Committee put on events for staff almost every month in our Cityscape room. Thanks to our creative and thoughtful Committee leaders, Amanecer has continued to virtually connect our staff with professionals to enjoy events like

"Breathing With Purpose" and "Paint with Your Heart." These events allow our staff to reconnect with each other at work and enjoy mindful practices like meditation and art therapy. We also send weekly "Mindful Monday" emails to staff members to remind them to prioritize their mental health. We look forward to the day where we can once again enjoy each other's company safely at work, we will continue to go above and beyond to keep the culture of Amanecer alive and well through these trying times.

We are endlessly proud of our staff for their resiliency during COVID-19 and the care they show for their clients.



"Learning to work with clients who have dealt with the fears, anxiety, and losses that were thrust upon this year has been invaluable. Working for Amanecer during this pandemic has been a time of growth and I am grateful to have had this experience."

Tony Zuany  
Therapist, Adult Outpatient





# Telehealth Clients

Read below to find out what our clients think of our telehealth services!

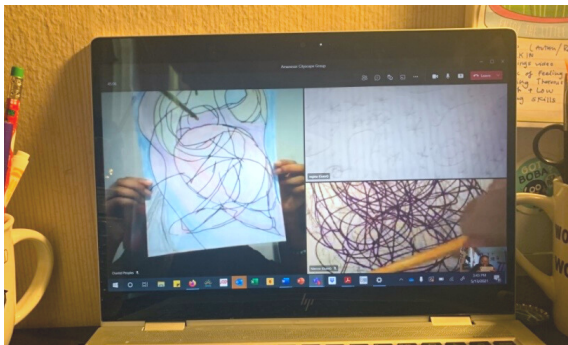


"I like telehealth services because I get to draw, watch movies/videos, and do arts and crafts with my team"

**JOSE, AGE 8**

"What I enjoy the most about telehealth services is having someone to talk to and engaging in hands-on activities"

**SARA, AGE 6**

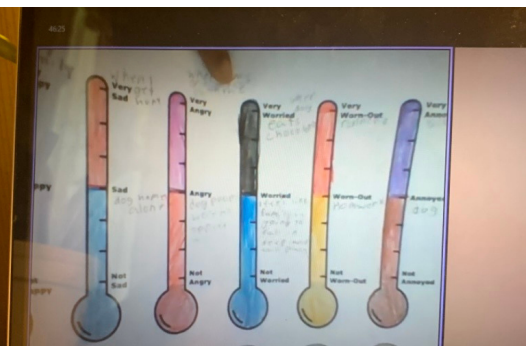


"Therapy over the teams application has been very convenient especially with my work and school schedule. I can use my lunch to do a check in with my therapist when needed"

**SANDRA, AGE 18**

"Services over telehealth were helpful for my son and I see the progress he has made in therapy. It was easy for him to log on after class instead of me taking him to the agency or having him miss class"

**MOM OF BEN, 10**



# Executive Message

Dear Friends of Amanecer,

I want to thank you for being a valued member of the Amanecer community. While your support has always been important, it has never been more valuable than in this past year.

Amanecer was founded over four decades ago to address unmet mental health needs in the predominantly Latinx Pico-Union community. While our impact and reach have grown far beyond that community in the ensuing years, our guiding principle remains the same: we stand as a beacon of hope and light for LA's most underserved and overlooked residents, adapting to meet their evolving needs.



This past year put that ethos to the test. Our clients faced incomprehensible levels of challenge and grief. Mothers and fathers lost jobs, families lost community connections, children lost vital socialization opportunities, and far too many lost their lives.

Despite the hardships, as you will see in this report, Amanecer staff members prioritized serving the community--even when they themselves were coping with the realities of the pandemic. Without missing a beat, our team adapted to a telehealth model of care and our case managers sprang into action to deliver basic needs items to families on the brink. We are proud to work alongside such a passionate and inspiring group of individuals determined to bring a beam of light to our community during these dark times.

On June 1, 2021, we took one step toward normalcy, reopening our offices at 25% capacity with exhaustive safety precautions in place. While we remain hopeful at the prospect of safely expanding our office capacity sooner rather than later, our work will remain steadfast. As this past year has proven, Amanecer will always rise to the occasion to ensure our clients and staff are taken care of no matter the circumstances.

We thank you for joining us in this work and look forward to our best year yet. We simply would not be able to provide such comprehensive, accessible care without support like yours.

*Teddie Valenzuela*

**Teddie Valenzuela, LCSW**  
**Executive Director**



## Jean's Story

*"I came to Amanecer because I was very depressed, unable to function normally. I was laying on the floor at home, ignoring friends, worrying about life, and my mental state. I was diagnosed in 2011 with bipolar disorder already and this depression state was a part of it and I didn't understand why it was happening. I had been without a therapist for a while, my last good one left to work for the VA. I knew I needed serious help and my friend Crystal gave me the information for Amanecer.*

*I have had about 7 different therapists in my life and few were personable and it is rare to find someone who seems to actually care. I feel that I was able to feel that with [my Amanecer therapist], Tony.*

*In the beginning, I saw no hope in therapy, I didn't understand how therapy could help my situation. After many weekly sessions, I learned strategies/tools/cheat codes to make myself feel better. In the beginning of therapy, I didn't have a job or a good relationship with my close friends. I didn't have a good relationship with my family, I had a lot of sadness and hate towards the world and myself.*

*I had thoughts of not wanting to live. During therapy, Tony sent me many many handouts/worksheets that I read over and put in a folder. I try to read those when I'm not feeling too well. What I didn't realize is that there are actual tools and ways to change how my brain works and thinks. Sometimes I still doubt it because to me it feels similar to believing in magic. How could my brain change the way it thinks? But CBT exists for a reason.*

*Fast forward to today, I am going to community college, attending music production classes, dj-ing again, haven't put any substances in my body except for my medication since February 2021. I still feel a sadness that is hard to shake but maybe with more work I can change that. Most importantly, therapy validates the work that I have done and the journey that I have been on since I started. I have a hard time seeing my positives because I am literally blind to them! Tony helps me see them, points them out, and those are the instances I can recognize them. I know I'm supposed to move on from therapy eventually but I can't see myself without weekly therapy, it is a safe haven for me and a place for me to cry and accept my progress and be proud of myself."*

# Our Empowering Programs

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Donors like you help keep our programs accessible to people like Jean. Amanecer is honored to help adults, children, transitional youth, and their families through accessible, comprehensive, culturally sensitive, and trauma-informed mental health services. A large population of our clients are Latinx and/or Hispanic individuals; therefore, all program services are available in both English and Spanish, and staff members reflect the cultural identity of the community served.

Our Children's Clinic aims to treat childhood behavioral and emotional disorders and family dysfunction. Therapists and case managers work to create individualized treatment plans for children who are affected by abuse, neglect, trauma, anger management, alcohol/drugs, developmental disabilities, poor social skills, attention deficit, and learning disorders, anxiety, depression, and psychotic disorders. Our programs, outlined in the ensuing pages, are comprised of individual, group, and family therapies; play therapy; collateral treatment, and parenting classes for caretakers/guardians; psychiatric and medication support services; targeted case management and case management support services. In 2020, you helped **1,086** children and families overcome obstacles and find the beam of light in hard times.

The Adult Clinic provides individual, group, and family therapy to individuals 18+ exhibiting persistent mental illness, including depression, anxiety, psychosis, substance abuse, domestic violence, and posttraumatic stress disorder. Services are directed toward the individual's self-developed goals, desired results, and personal milestones. Team members strive to help clients maintain and develop more gratifying relationships; achieve more productive daily routines; obtain vocational training, employment, education, or housing; and attain a greater sense of self-worth so that they can lead more independent, satisfying, and fruitful lives. In addition to individual therapy, support, and advocacy, clients have access to a variety of community and government resources to help them achieve their personal goals. With your support, **722** adults embarked on their path towards self-sufficiency in 2020.

# Adult Clinic

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Domestic Violence (DV)

Full Service Partnership (FSP)

Outpatient (OP)

Outpatient Community Service (OCS)

Prevention & Early Intervention (PEI)

# Children's Clinic

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Outpatient Community Service (OCS)

Prevention & Early Intervention (PEI)

Family Preservation

Wraparound (WRAP)

Birth to Five

Multidisciplinary Assessment Team  
(MAT)

School-based (SB)

# Domestic Violence



Amanecer's Domestic Violence program, The First Step Forward, offers individual, family, and group therapy, intensive case management, parenting and life skills training, and access to employment, education, and job-training resources to individuals who have been traumatized by abuse in the home. Our goal is to transform victims into survivors.

Our Domestic Violence Program provides:

- Evidence-Based Practice-Seeking Safety
  - The EBP system allows our staff to treat victims of domestic abuse by focusing on the four domains:
    - Cognitive: understanding the effect of abuse
    - Behavioral: coping with triggers, managing emotions, and impulses
    - Interpersonal: setting boundaries in relationships
    - Case management: being prepared and choosing safety.

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***94% of clients reported a more positive outlook, increased self-worth, and now feel able to advocate for themselves.***

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# Full-Service Partnership (FSP)

Designed for adults ages 26-59 who have been diagnosed with severe mental illness, the goal of a Full-Service Partnership is doing “whatever it takes” to help individuals on their path to recovery and wellness. Full Service Partnerships provide mental health counseling, access to medication, physical health care, affordable housing services or assistance remaining in a present home, educational opportunities, assistance securing financial and health benefits, substance abuse treatment, employment assistance, vocational training and volunteer opportunities.

Samantha, a 30-year-old woman with a history of suicide attempts, substance abuse, sexual trauma, and PTSD, was at risk of becoming homeless in April 2020. After being referred to Amanecer’s FSP program, our clinicians worked hard to ensure she would stay off the streets and improve her mental health. In her first year of services, Samantha has successfully kept herself stable enough to avoid hospitalization and used her coping skills to manage her depressive symptoms.

More recently, Samantha has worked incredibly hard in the past 3 months and recently received a job promotion. Every day, she continues to work on becoming independent and saving money. She hopes to buy a car and move out of her parents’ home by next year. Our FSP Clinicians will continue to work with Samantha and assist her in achieving her goals.

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*In her first year...Samantha has successfully kept herself stable enough to avoid hospitalization and used her coping skills to manager her depressive symptoms.*

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# Outpatient (OP)

The Outpatient Program is run by a team of skilled clinicians who provide mental health services to individuals 24+ living with mental illnesses and emotional disorders. These dedicated professionals, nearly all of whom are bilingual/bicultural, work with their clients to help them improve the quality of their lives and reduce symptoms that interfere with their daily functioning. Our staff are experts in dealing with cultural issues unique to the men of women in the Downtown Los Angeles Area.

In addition to individual therapy, support and advocacy, clients have access to a variety of community and government resources, case management services, and access to psychiatry to help them achieve their personal goals. Both staff members and clients report an increase in satisfaction with our psychiatry department after recently partnering with Pacific Mind Health to onboard our new psychiatrists and nurse practitioners. Currently, Amanecer has two Psychiatrists and two nurse practitioners who work weekly in office and through telehealth to prescribe and manage patient medication,

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***Our staff are experts in dealing with cultural issues unique to the men of women in the Downtown Los Angeles Area.***

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# Adult & Children's Outpatient Community Service (OCS)

Outpatient Care Services are intended to provide a spectrum of services to meet the identified needs of adults, children, and parent/caregiver. Services are provided to the client in their home or in our clinic and include services focused on mindfulness and collaboration.

The intention of the OCS Program is to increase knowledge and understanding of health and well-being, self-awareness, self-esteem, and quality of life. Additionally, we look to decrease the stigma associated with mental health treatment, reduce barriers to access to care, lessen the escalation of symptoms and the need for a higher level of service, and transitioning from service-oriented interventions to resources and natural supports.

Irma, a 45-year old mother, was consumed by her depressive symptoms as a result of her open DCFS case. Every day was a struggle with suicidal ideation, insomnia, feelings of worthlessness, irritability, and negative self-talk. After becoming homeless and living with a friend, she decided to seek treatment at Amanecer. Through her therapy sessions, Irma has been able to reduce her suicidal thoughts, learned to utilize healthy communication skills, and practices relaxation skills when feeling overwhelmed or irritated. Irma has also obtained permanent housing through Section 8. Earlier this year, her DCFS case was closed and Irma was granted full custody of her son.



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*Through her therapy sessions, Irma has been able to reduce her suicidal thoughts, learned to utilize healthy communication skills, and practices relaxation skills when feeling overwhelmed or irritated.*

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# Adult & Children's Prevention Early Intervention (PEI)



Prevention and Early Intervention (PEI) is designed to provide short-term mental health treatment to older adults and children in order to help them manage mild to moderate mental health difficulties, prevent these problems from getting worse, and enhance their quality of life.

PEI therapists participate in intensive training to provide evidence base treatment to clients and their families. Treatment consists of eight Evidence-Based Practices (EBPs) proven to be effective at reducing symptoms of depression and anxiety:

- Child-Parent Psychotherapy (CPP): 0-6 ages
- Incredible Years (IY): 0-12 ages
- Managing and Adapting Practice (MAP): 0-21 ages
- Trauma Focused Cognitive Behavioral Therapy (TFCBT): 3-18 ages
- Interpersonal Psychotherapy for Depression (IPT): 12+ ages
- Interpersonal Psychotherapy for Depression (IPT): 12+ ages
- Seeking Safety (SS): 13+ ages
- Individual Cognitive Behavioral Therapy for Depression (Ind. CBT): 18+ ages

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*In 2020, we helped 167 children and 162 adults through PEI services.*

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# Family Preservation

Our Family Preservation therapists work in close collaboration with clients to provide mental health services for children and youth referred by Family Preservation Lead Agencies and other network providers. The main focus of this program is to maintain the family unit as one; these children and adults have been identified by a team including Department of Children and Family Services, Department of Mental Health and the Lead Family Preservation Agencies to assist children at high risk of removal from their homes due to issues of abuse and/or neglect.

Amanecer provides clinical assessments, diagnosis, individual/group and family treatment and therapies for children, parents and potentially other family members. Amanecer therapists also work in close collaboration and coordination with other social and health service providers in the Family Preservation network.

Kimberly Medina, a therapist at Amanecer, shares what she loves most about the program, stating, "The beauty of working with this population is providing a safe haven for individuals to process their path of life, away from the different entities that often have their hands on their cases. Our families are able to focus on the personal growth of each member. It's not unusual for new clients to feel uneasy about the Family Preservation Program, but after sticking it out most of them feel extremely grateful for the process and don't want to leave."

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*"It's not unusual for new clients to feel uneasy about the Family Preservation Program, but after sticking it out most of them feel extremely grateful for the process and don't want to leave."*

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# Wraparound

The Wraparound program is a team-based approach that provides intensive, strength based, individualized services and support to children, youth, and families. Wraparound focuses on honoring and prioritizing voice and choice, underlining needs, and ongoing planned development. The team provides 24/7 crisis-intervention for children and youth that are high-risk for incarceration, school failure or removal from their home.

Aaron, a 17-year old male, was referred to Amanecer after witnessing his parents engaging in domestic violence and displaying aggressive behaviors such as destroying property and engaging in physical fights. Since his enrollment in our Cityscape program, Aaron has learned to manage his anger and engage in positive communication. Although he originally chose not to speak to his mother after being placed in foster care, Aaron recently felt comfortable enough in his progress to initiate his first family session. Aaron was successful in this endeavor and was able to be affectionate and caring towards his mother.

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***"Since his enrollment in our Cityscape program, Aaron has learned to manage his anger and engage in positive communication."***

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# Birth to Five

Every child develops differently than the next; however, a child that is granted the opportunity to interact in positive relationships and exist in environments that encourage growth is far more likely to develop positive emotional and social skills than a child who isn't. Young children are curious to learn and tend to interact with the world around them in different ways than older children and adults. Understanding these different ways of exploring their world is central in knowing how best to support their development. Amanecer's Birth-to-Five program aims to help parents and guardians support the development and emotional wellbeing of their children aged 0-5.

Play is vital in the development of language, creativity, cognitive, emotional, and physical development. Children learn to explore their world as they develop at their own pace through play. Each child enrolled in our program works towards increasing physical, intellectual, emotional, social, and moral development by engaging in 6 different types of play:

- Unoccupied play – begins before birth when the fetus reacts to his/her mother's voice, music or makes random movements.
- Onlooker play – observing other children and not joining in.
- Solitary play – playing independently without including others.
- Parallel play – playing near others, they may use the same toys without interactions.
- Associative play – playing together in small groups with no rules and
- Co-operative play – playing together with defined rules to complete a project and sharing toys/materials.



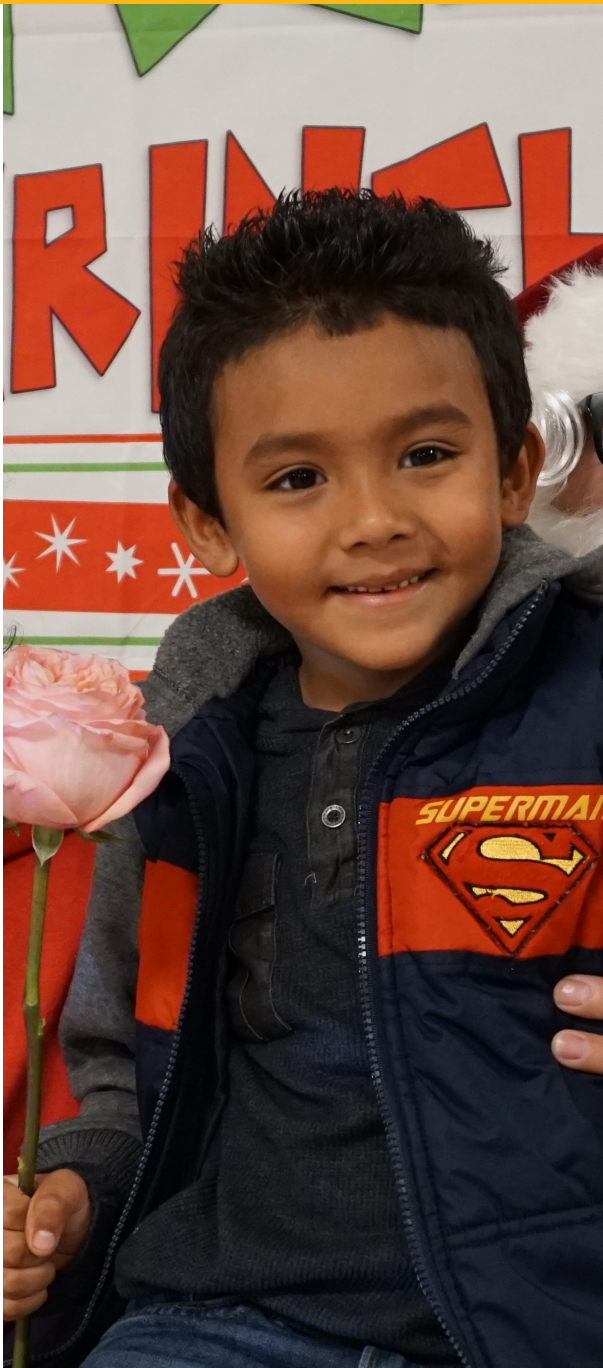
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*"Children need the freedom and time to play. Play is not a luxury. Play is a necessity."*

*-Kay Redfield Jamison,  
American Psychologist*

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# Multidisciplinary Assessment Team (MAT)



The Multidisciplinary Assessment Team provides intensive assessment services for children at severe risk of losing home placement. The team assesses the child's needs and current living environment then links the child with mental health services – and/or medical, education or special needs services, if necessary – and connects the child with an appropriate family member to avoid foster placement.

Four-year old Chris was referred to Amanecer after he and his four siblings were detained by DCFS. After first being placed in a foster home and then relocated to live with a family member, Chris was displaying developmental difficulties and was not using his words to express himself. Once family sessions began at Amanecer, Chris and his mother worked on strengthening their emotional connection, speaking about the traumatic experiences the family had endured, and creating a loving, secure, and efficient relationship. Family sessions were not easy or perfect, but after months of working together, Chris and his mom were able to hug each other without apprehension and his mother started to feel more comfortable utilizing healthier parenting interventions. Chris was also excelling in school, and capable of signing, dancing, expressing himself, and following directions. Chris's parents entered couples therapy and were able to reestablish their family unit once more.

# School Based

Increased access to mental health services in schools is vital to improving the physical and psychological safety of our students and schools. Additionally, these services improve academic performance and problem-solving skills. By providing mental health services in a school-based setting, our clinicians help address barriers to learning and provide support so that all our students can achieve great things in school and in life.

Amanecer provides mental health counseling in sixteen elementary, middle, and high schools within the Los Angeles Unified School District. Therapists and case managers work to reduce behavioral problems, depression, anxiety, trauma and grief, and suspected drug and gang involvement while also increasing social skills, grades, and self esteem. Services are provided primarily in the school setting and transition to the home/community when school is not in session.

Amanecer has sixteen (16) school sites providing mental health services:

- Leo Politi Elementary
- Betty Plasencia Elementary
- Esperanza Elementary
- MacArthur Park Elementary
- Delores Huerta Elementary
- 10th Street Elementary
- Virgil Middle School
- Young Oak Kim Academy
- John Leichthy Middle School
- UCLA Community School (K-12)
- Larchmont Charter School
- Academia Avance Charter School
- Abraham Lincoln High School
- Francisco Bravo Medical Magnet
- Miguel Contreras Learning Complex
- Nava College Preparatory Academy

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*As a school leader, I count on the services of Amanecer to support the unique needs of our students and their families, and Amanecer does so efficiently. The service providers build positive relationships with their clients and demonstrate an ability to provide a wide range of services. I see the work of Amanecer as that of empowerment for those they serve. I am grateful to Amanecer for the vast impact they have had on students and families in both school communities."*

*--Brad Rumble, Principal of Esperanza Elementary*

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# 19TH ANNUAL FIRST STEP FORWARD GRADUATION

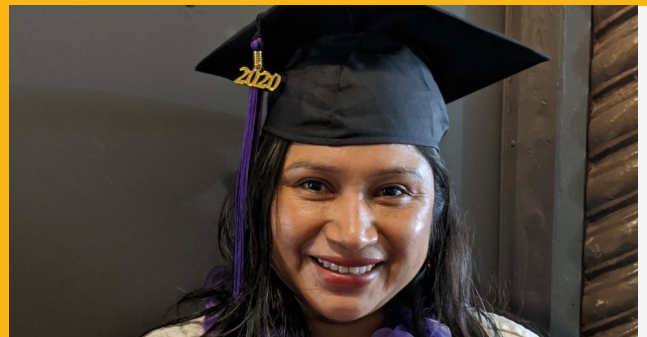
**On October 1st, Amanecer held our 19th annual (but 1st virtual!) graduation ceremony to celebrate the participants of our domestic violence program, The First Step Forward.**

To make up for the lack of a formal in-person ceremony, our DV team delivered gift boxes to all 40 graduates.

Each box included graduation garb, a plaque to commemorate their hard emotional work, and some self-care items generously donated by supporters.

These program participants have escaped an abusive relationship. They have spent the last year working with their therapist and case manager to create a path forward that is healthy, self-sufficient, and violence-free.

Each of these survivors has experienced untold traumas, yet through comprehensive mental health care and case management services with Amanecer, they have emerged more resilient and hopeful. We are so excited for them to embark on their new, violence-free lives!





In honor of May being Mental Health Awareness Month, Amanecer presented the #MyAmanecerIs campaign to spread awareness about the importance and universality of mental health.



Alejandro Maciel - Director Editorial de Los Angeles Times en Espanol

Each day of the month, a new member of the community shared about their own mental health struggles and experience, including their approach to healing.



Christina Pham - Art Producer

The fact is, mental health issues do not discriminate. They affect us all, regardless of age, gender, race, socioeconomic status, sexual orientation, or language spoken.



Mike Wallz - Edutainer, Attractivist, & Createpreneur

Amanecer's goal is to break the stigma that continues to surround mental health. By assembling a diverse group of people to share about their own struggles, we hope to empower others to do the same.

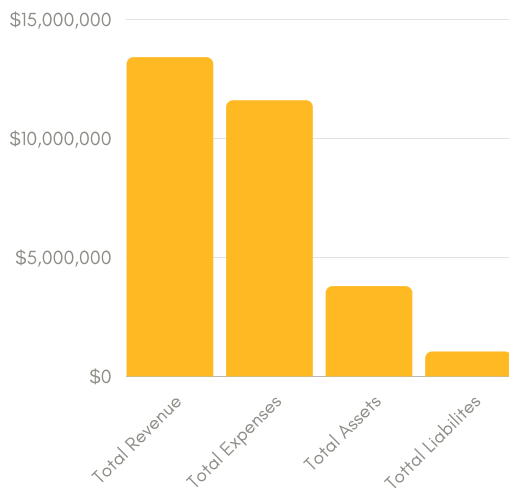
Mental health IS health, and Amanecer will continue to advocate for it. Thank you to everyone who participated in the #MyAmanecerIs campaign.

MAY MENTAL HEALTH CAMPAIGN

- |                         |                 |                      |                     |                   |
|-------------------------|-----------------|----------------------|---------------------|-------------------|
| Chase Gibson            | Yoshie Osako    | Maria Maher          | Alejandro Maciel    | Teddie Valenzuela |
| Christina Pham          | Harold Turk     | Javier Hernandez     | Rocio Parra         | Carlos Quintero   |
| Mike Wallz              | Shanna Ferrigno | Veronica Alvarado    | Dr. Ilan Shapiro MD | Isaac Cuevas      |
| Reuben Mourad           | Juan Escobedo   | Dannie Lynn Fountain | Naibe Reynoso       | Edith Cruz        |
| Marvis Wynn             | Fernanda Kelly  | Lynda Garcia         | Betty Mendosa       | Renato Perez      |
| Janelle Marie Rodriguez | Alexia Valencia | Daniel Melara        | Sara Heinemann      | Carlos Carrasco   |

# Financial Summary

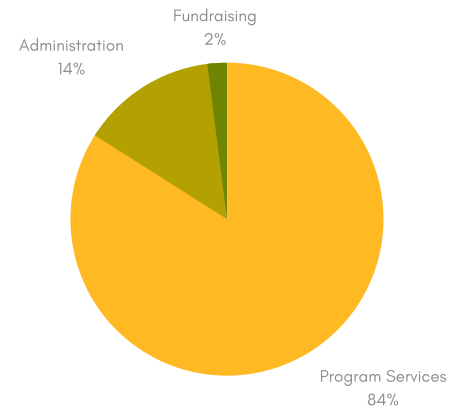
## Unaudited FY 20-21



The graph to the left displays our unaudited financials for FY 20-21. Revenue for the fiscal year totaled \$13.4M and expenses totaled \$11.5M. Assets, as of June 30, 2021, totaled \$3.7M and liabilities totaled \$1.0M.

## Where The Dollars Are Spent

For Fiscal Year 2020-2021, 84 cents of every dollar was spent on program services; this includes all operating expenses pertaining to direct client services. 14 cents of every dollar was spent on Administrative costs. Lastly, 2 cents of every dollar was allocated to fundraising expenses.



## Message from the CFO

It's been a privilege to serve as CFO at Amanecer over the past 2 years. Although we faced turbulent times during the pandemic, I am pleased to report that Amanecer successfully launched Telehealth to continue to provide uninterrupted service to our clients and community. Amanecer's leadership team continue to enhance and diversify the agency's funding sources by increasing its fund development efforts and securing new funding sources, such as the Trauma Recovery Center grant.

Amanecer is thankful to the many donors who have played a pivotal part in facilitating positive change within our agency. Grants and donations help us achieve our goals by allowing a much-needed cushion when times are tough. We hope that you continue to support our indispensable services so that we can continue to help those most in need.



Alice Cardenas, CFO

# Annual Giving

Amanecer is grateful to the many foundations, businesses, individual donors, and families whose support empowers resilience for those in our community who need it most.

## \$100,000

California Victim  
Compensation Board (CalVCB)  
CARES Act Provider Relief Fund

## \$50,000-\$99,999

Dignity Health  
QueensCare  
Parsons Foundation

## \$20,000-\$49,999

EFSP/United Way  
Pearlman Gellar Family  
Foundation  
The Rose Hill Foundation

## \$10,000-19,999

Pedro Marti

## \$5,000-\$9,999

Dr. and Mrs. Nabil El Sayad  
Fifth Generation Inc.  
Isaac Cuevas  
Lucille Ellis Simon Foundation  
Wells Fargo  
Goodwin Family Memorial Trust

## \$1,000-\$4,999

Alexia Valencia  
Andy Rosillo  
Cliff & Maggie Maraschino  
Gilbert Cedillo, Jr.  
Maria Lopez  
Javier Hernandez  
Omar Lopez  
Richard Greenberg  
Robert Half  
Target Circle  
Terromoto Landscaping

## \$500-\$999

Alexandra Watt  
Cecil & Patricia Hoffman  
Javier Hernandez

## \$100-\$499

Adriana Najera  
Angela Grasso  
Angelica Oropeza  
Anna Alvarado  
Ashley Gonzalez

## \$100-\$499

Courtney Mattox  
Craig Simmons  
Daniel Rodriguez  
Davina Agudelo  
Dawn Christensen  
Derek Pike  
Diana Gallarzo  
Dr. Beverly Browning  
Eileen McCarthy  
Eve Rosenberg  
Francisco Flores, Jr.  
Jacqueline Lyons  
Jesusita Gutierrez  
Julio Rodriguez  
Julisa Lendo  
Lizbeth Hernandez  
Melba Sales  
Paula Alfonso  
Powell Martinez  
Richard Dunn Family  
Foundation  
Roaldo Moran  
Robb Hernandez  
Sabas Carillo  
Sally Overstreet  
Stevie J. Placek  
Teddie Valenzuela  
Teresa and Johnnie  
Valenzuela  
The Benevity Community  
Impact Fund  
Thomas McCandless  
Vincent Leonardi



"I am proud to support the services that Amanecer provides to low-income communities because I value the mental health and well-being of local residents."

--Daisy Mendez Chavez, monthly donor

# Partnerships

Amanecer is grateful to the many foundations, businesses, individual donors, and families whose support empowers resilience for those in our community who need it most.



# Looking Ahead

As an agency, we strive to always be growing and adapting to meet the evolving needs of the community. As we head into this next year, we are excited about the opening of our Trauma Recovery Center and the Genoa Pharmacy.

## Trauma-Recovery Center

Thanks to a sizable grant from the California Victim Compensation Board, Amanecer is instituting a Trauma Recover Center (TRC).

The TRC will provide assertive outreach, clinical case management, therapy, psychological testing, psychiatric care, and medication management to children and adults who have been the victims of crime, including individuals in DCFS and the justice system.

## Genoa Pharmacy

Amanecer has partnered with Genoa Pharmacies to build an on-site pharmacy for our clients which will provide enhanced access to life-changing medication.



# Leadership

## Board of Directors

**Maria Maher**  
**President**

Candela La Brea,  
Partner

**Sandra Barsoum**  
**Vice President**

Development  
Consultant

**Isaac Cuevas**  
**Secretary**

Insight Marketing,  
Owner

**Javier Hernandez**  
**Treasurer**

Herdz Tax Services,  
Owner

**Margaret Maraschino**  
Munger, Tolles & Olson,  
Partner

**Veronica Alvarado**  
NELMmarketing,  
President & CEO

**Alexia Valencia**  
Strategist and  
Cultural Advisor

**Andy Rosillo**  
Indie Printing,  
Owner

**Dulce Vasquez**  
Arizona State University,  
Director of Strategic  
Partnerships

**Jesus M. Gonzalez**  
BMI  
Vice President,  
Creative, Latin

## Executive Team

**Teddie Valenzuela, LCSW**  
Executive Director

**Julisa Lendo, LMFT**  
Adult Clinic Director

**Carlos Quintero, LMFT**  
Children's Clinic Director

**Alice Cardenas**  
Chief Financial Officer

**Nicole Cuevas, LMFT**  
QA Director

**Felicia Auerbach, LCSW**  
Trauma Recovery Center  
Director



# GET INVOLVED

**DONATE** to invest in the futures of thousands of Angelenos and their families.

**VOLUNTEER** your time to help with events, administrative tasks, and organize our donation closet.

**PARTNER** with us. Join our corporate partners to sponsor a room or an event.

**FOLLOW** us on Instagram, Twitter, and Facebook @amanecerla to stay up to date on all things Amanecer.





**MISSION;**

Our mission is to deliver compassionate, innovative mental health services to empower individuals and families to overcome barriers and significant life challenges to achieve more fulfilling, resilient, and self-sufficient lives.



**AMANECER COMMUNITY COUNSELING SERVICE**

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LOS ANGELES, CA 90017  
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