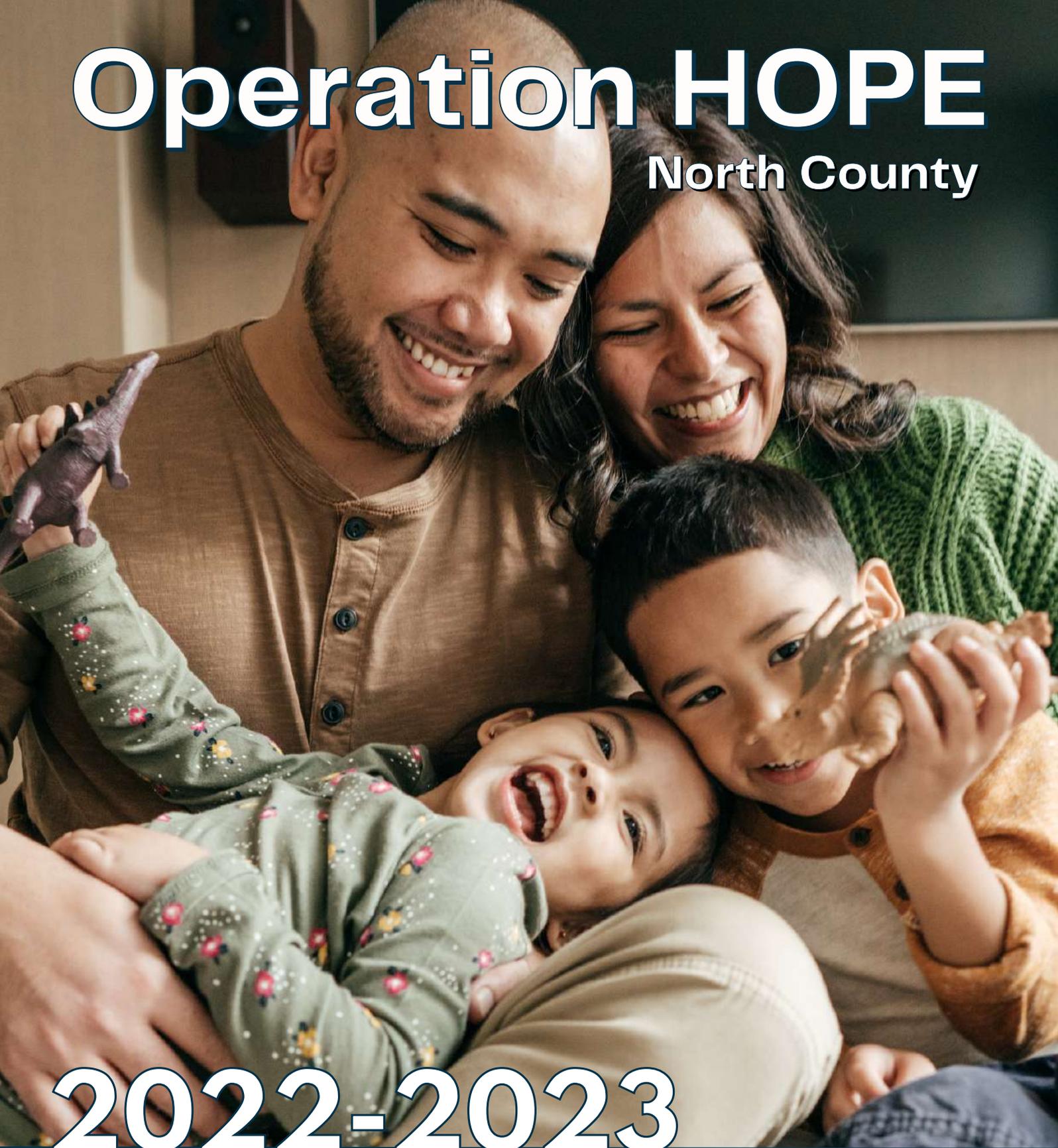


# Operation HOPE

North County



2022-2023

# IMPACT REPORT



# Our Journey, Your Impact

Since our inception, Operation HOPE - North County has been a beacon of hope for our community. Over the years, we've extended our hands to over 1,800 individuals, with more than half being children. In the face of rising living costs, many find themselves grappling with homelessness for the first time, often escaping situations of domestic violence.

Our families are not faceless statistics — they are your neighbors, your co-workers, and the classmates of your children. In each person we serve, we see the potential for a brighter future. Your partnership fuels our ability to meet new challenges, transforming lives one story at a time.

## Our Mission: Rebuilding Lives, Restoring Independence

At the heart of Operation HOPE - North County is a mission to provide a safe, caring, and supportive environment for families with children and single women experiencing homelessness. It's more than shelter — it's a stepping stone toward rebuilding lives and reclaiming independence.

## Our Vision: A Region of Empathy and Independence

In our vision, homelessness does not define individuals; instead, they are embraced with empathy, respect, and provided with the tools to regain their independence. Together, let's create a region where the circumstances of today do not dictate the possibilities of tomorrow.

“Many of our guests are experiencing homelessness for the first time.”

Jimmy Figueroa, Executive Director



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# PROGRAMS & SERVICES

## CASE MANAGEMENT



Each guest receives a case manager to help them create goals and establish timelines for outcomes.

- Obtaining sustainable employment
- Saving 30% of their income
- Enrolling children in school or daycare
- Improving their credit
- Enrolling in additional qualifying resources, and
- Obtaining stable housing

## YOUTH PROGRAMS



Each day, our youth spend their after school hours participating in educational activities, fun projects, and tutoring, as needed.

Ages range from birth to 17 years old. This year our youth learned about:

- Martin Luther King
- Black History Month
- Women's History Month
- July 4th
- Memorial Day
- Planting and watering a garden, preparing for Back to School and self empowerment.

## GUIDING GOOD CHOICES & FINANCIAL LITERACY

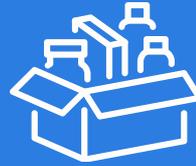


When guests live at OHNC they are required to take two classes per week that focus on good parenting skills, and financial literacy.

For parenting classes we utilize the evidenced based curriculum, **Guiding Good Choices**.

In addition to these classes, the guests also have daily responsibilities within the shelter. The combination of these items help them to create routines that can be kept once they transition to stable housing.

## PANTRY OF HOPE & NEW BEGINNINGS BOUTIQUE



In addition to serving our guests, the Pantry and Boutique are both open on a weekly basis for the local community and our alumni.



In a partnership with North County Food Bank we are able to obtain needed produce, dry goods and diapers to distribute. All goods in the Boutique are gained through generous donations from the community.

## KUDOS CORNER

We don't do it for the awards...

But it's nice to be acknowledged for our work.



### OHNC 20th Anniversary Proclamations in 2023

- 38th Senate District (CA)
- 74th Assembly District (CA)
- County San Diego Board of Supervisors - Districts 5 & 3
- City of San Marcos
- City of Vista



**Leah's Pantry 2023 Gold Star Certification for Nutrition Pantry Program**



**ABC 10 News Leadership Award | 2022**



**Heroes of Vista Non-Profit of the Year | 2020**

# STEPS TO INDEPENDENCE PROGRAM

## 1 STABILIZE

**DAYS 1-14**

During this time the intention is to address critical survival needs and to lay the foundation for success in the next steps. Families are introduced to their case manager and the case management process.

## 2 EDUCATE

**DAYS 15-90**

Once families have stabilized, this step seeks to improve the family's outlook on life and help them build the skills and knowledge needed for self-sufficiency. The adults attend skill-building classes every weeknight and focus on building a network of support with other families in the program and volunteers while spending quality time with their children and fostering a sense of community.

## 3 TAKE ACTION

**DAYS 91-120**

Armed with the skills acquired in step two of the process, families are now ready for action. This step requires that adults who are unemployed secure employment and actively prepare for the transition to self-sufficiency. Their learned new skills combined with mentoring and coaching validates their experiences and gives them assurances of their capabilities to become self-sufficient.

## 4 INDEPENDENCE

**ALUMNI SVCS**

Independence is the final step in the program and marks an end to homelessness for the family. Graduates of the program are employed full-time, have saved 30% of their income, and have secured stable housing. The program staff remains connected to families to ensure that they avoid becoming homeless again. They serve as a resource to families for as long as it is needed. Alumni are also eligible to receive support for the holidays including gifts and food.



# Transformative: FY22/23 in Review

From Redevelopment to Recognition, Operation HOPE - North County Reflects on a Year of Resilience and Positive Change

In 2023, Operation HOPE - North County was embraced by **North Coast Church** and transformed in March through their "Serve Your City" project. The shelter, Youth Room, kitchen, and Community Room underwent a complete makeover, breathing new life into our mission.

Simultaneously, our **Pantry of HOPE** and **New Beginnings Boutique** saw incredible growth, experiencing a 500% increase in the past year, serving 1,120 individuals, distributing 100,000 lbs. of food and 180,000 diapers. In fact, the Pantry was recognized by **Leah's Pantry** with the **Gold Star Certification**, our commitment to community support soared.

Collaborations echoed our holistic approach: a backpack drive with the **NAACP** in August and every shelter family adopted for the holidays.

In January, we kicked off a year-long celebration of 20 years, followed by our first annual **Swing Into HOPE** golf tournament in March. May brought vital funds and a donor base from **Rapid Response Housing Solutions**, strengthening our mission.

June saw our courtyard painted with vibrant murals, courtesy of **MR. B BABY** and friends, symbolizing the resilience we foster. The City of Oceanside partnership at their Juneteenth event highlighted our commitment to unity.

Each moment etched in 2023 is a testament to our community's strength, unwavering partnerships, and the enduring hope we collectively nurture.

This was not just a year; it was a narrative of resilience, growth, and impactful change.



4,300+

# of Hours Donated by  
OHNC's Amazing Volunteers in FY22/23



### “Imani”

Imani escaped years of abuse and harassment and found hope through OHNC. With the assistance of her case manager and the Steps to Independence program, she obtained a full-time job, a part-time job, and enrolled in school to pursue a career as a medical assistant. OHNC also helped her maintain her therapy and improve her mental and physical health. For Imani, the organization lives up to its name, providing a feeling of trust and a desire for positive change.

### “Nick”

Nick, a single father, arrived at the shelter with his two children, after being evicted from his apartment for falling behind on bills. The case managers at the shelter helped him find employment, enroll his children in a nearby school, and arranged after-school supervision with our community partner, Boys and Girls Club of Vista. During his stay, Nick was also able to secure a vehicle and a stable housing, thanks to his hard work and the support of our staff.

### “Rosa”

Rosa got married and soon found herself fleeing domestic violence. She arrived at OHNC with no transportation, a stroller, and few clothes. With the help of her case manager, she was able to secure basic needs and was connected to various programs and resources. She enrolled in an online nursing program and received a \$3,000 scholarship.

She later obtained employment as an RN, received a raise, and saved over \$6,000. She also received therapy and attended workshops to build her self-esteem and independence. Rosa was the recipient of the Champion's Award and moved into a one-bedroom apartment with rental assistance and furniture. She still visits OHNC to visit with staff and shop at the Pantry of HOPE and New Beginnings Boutique.

### “Laila”

Laila and her three children fled an abusive situation and quickly became homeless. Laila discovered OHNC through her children's teacher and received assistance through their program. With their help, Laila was able to obtain employment, maintain her vehicle, enroll her son in specialized therapy, start a savings account, and secure a modest apartment for her family. Laila and her children now have stability and a warm home, and they occasionally visit OHNC to give updates.

### “Martha”

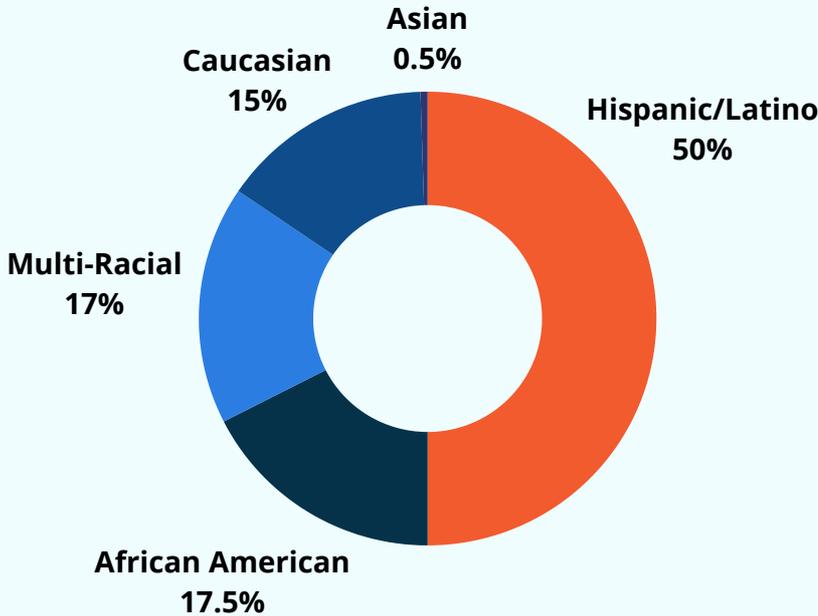
Martha faced neglect from her father after being separated from her mother by border walls. As a teen parent, she struggled with delinquency and domestic violence, but turned to OHNC for help. The organization provided her with resources and support, enabling her to break the cycle of violence, find employment, secure housing, and become a better parent to her five children.

[To read their full stories, visit here](#)

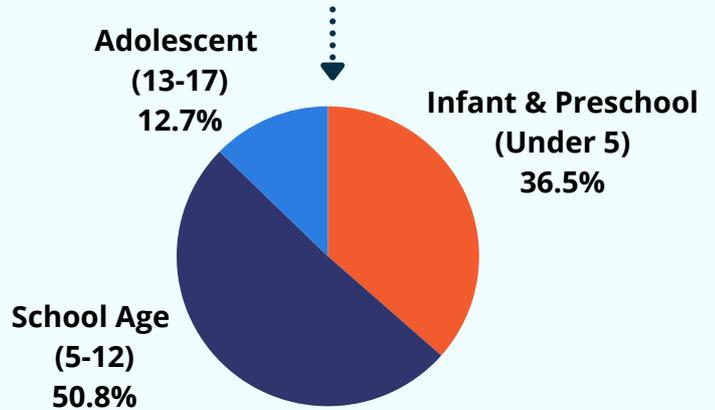


# BY THE NUMBERS

## ETHNICITY



## DEMOGRAPHICS



## COMMUNITY OF ORIGIN

Within County of San Diego	96%
Escondido	20%
Oceanside	19%
San Diego	19%
Vista	10%
Carlsbad	9%
San Marcos	7%
Chula Vista	5%
El Centro	3%
Encinitas	2%
El Cajon	2%
out-of-state / other locations	5%

## PROGRAM HIGHLIGHTS

- Average length of stay for clients: 120 days
- Successfully moved into stable housing: 56%
- Exits into continuum of care: 10%
- Skill building classes offered: 192
- Meals donated by outside agencies: 315
- New Beginnings Boutique serves: 300 fam/yr

## OTHER SELF-REPORTED DATA

### # of clients that DID NOT:

- Have a Substance Abuse Disorder: 161 (94%)
- Come from Chronic Homelessness: 166 (98%)

### # of clients that DID experience:

- Domestic Violence: 97 (57%)

### % of clients with:

- Mental Health Disorder: 12%
- Physical Disability: 5%

### US Military Veterans: 2%

\*Self reported data collected during pre-screening

## DEVELOPMENT

### Total Revenue: \$978,848

- Business Contribution: \$220,479 (23%)
- Campaign and Events: \$63,616 (6%)
- Churches: \$22,656 (2%)
- Civic Organizations: \$2,278 (>1%)
- Government: \$360,164 (37%)
- Private Donations: 304,420 (31%)
- Other: \$5,232 (>1%)

### Total Expenses: \$984,225

- Program and Operations: \$748,356 (76%)
- Development: \$172,079 (17.5%)
- Other: \$63,788 (6.5%)
- Operating Deficit \$5,378 (0.5%)

## A MESSAGE FROM THE PRESIDENT

Dear Valued Supporters,

Amidst the challenges of 2023, Operation HOPE - North County achieved remarkable progress, thanks to your unwavering generosity and commitment. Your support has not only provided families and children with safe shelter but has also empowered them with crucial case management, community resources, financial literacy, and advocacy skills.



As we step into the 2024, the urgency grows. A rising number of first-time working families face homelessness, and our center is witnessing a continuous surge in children and youth. Your ongoing contribution is essential, enabling us to address this pressing need and uplift more lives — since only 37% of our funding comes from government grants. Join us in creating new stories of hope, where each contribution sparks positive change.

Together, we can navigate the challenges ahead and build a future where hope continues to prevail.

With gratitude and appreciation,

Beatriz "Bea" Palmer  
President, Board of Directors

### Board of Directors

Beatriz "Bea" Palmer	President
Herb Liberman	Vice Pres.
Cindy Taylor	Secretary
Mick Bostwick	Treasurer

Dick Muir	Member
Satia Austin	Member
Mary Regan	Member
Beth Haight	Member
Johnny Lundy	Member

\*100% of board members are 'Give or Get'.

### Leadership

Jimmy Figueroa, *Executive Director*  
[jfigueroa@operationhopeshelter.org](mailto:jfigueroa@operationhopeshelter.org)

Adri Furtado, *Dir. Resource Development*  
[afurtado@operationshopeshelter.org](mailto:afurtado@operationshopeshelter.org)

Diana Garcia, *Dir. of Programs*  
[dgarcia@operationhopeshelter.org](mailto:dgarcia@operationhopeshelter.org)

**DONATE**

## Support Our Cause

"For 20 years, Operation HOPE - North County has been serving the community with the support of people like you. Your generosity ensures we can continue to provide services and much more."

Adri Furtado, Director of Resource Development

Scan or  
Click



**Make a Donation**

OR



**Sponsor a Meal**

OR



**Volunteer**

There's no wrong way to help. You can also:

Become a recurring supporter or **Legacy of HOPE** giver through your estate or trust.

Mail your Donation to  
**859 E. Vista Way**  
**Vista, CA 92084**

Make an In-Kind donation  
**760-536-3880** or  
[operationhopeshelter.org](http://operationhopeshelter.org)