



Bill Wilson Center

ANNUAL REPORT 2021



CORE VALUES



Mission

Bill Wilson Center supports and strengthens the community by serving youth and families through counseling, housing, education, and advocacy.



Vision

We are working to prevent poverty in the next generation by connecting youth to education, employment, housing and positive relationships. We are working toward ending youth and family homelessness.



Critical Incident Stress Management (CISM)

Personnel in every profession can receive crisis intervention support in their work and in their personal lives from BWC's CISM team. Trauma, illness and grief can significantly impact individuals and groups in the aftermath of a dramatic event. Issues experienced include Post Traumatic Stress symptoms, the need for specialized trauma communication skills, and support with emotions arising from death notifications.

When there has been a death or critical incident in our schools, neighborhoods, businesses or community agencies - such as VTA - we are forever changed. The impact can be far reaching, for both individuals and agencies.

Many times, when a crisis occurs, we need to come together as a group who has survived and be with each other in a safe and non-judgmental place to understand that our varied stress responses are normal and to give and receive support.

Bill Wilson Center assists the community in building the "New Normal".



The History of Bill Wilson Center

The origins of Bill Wilson Center go back to 1973 when a prominent Santa Clara citizen, Bill Wilson, Jr., worked with troubled youth in addition to owning Wilson's Jewel Bakery and serving as a Santa Clara City Councilman (1963-1971), with a term as mayor in 1965.

Bill collaborated with faculty at Santa Clara University on a proposal for a counseling center which would combine counseling of students in the local secondary schools with a family therapy program. Wilson's credibility with both the counseling professionals and Santa Clara political and business leaders was an important factor in creating this community-based service. Webster Center, as it was then called, opened its doors in the fall of 1973.

Bill Wilson continued to be involved as an active member of its Board of Directors. Later, he helped secure a building for our first runaway program and the building is still in use today. In May 1977, after a brief illness, Bill died at the age of forty-one.

The staff and the Board of Directors chose to change the name of Webster Center to Bill Wilson Center in memory of this very special person and one of the founders of Bill Wilson Center.



A Message from the CEO

COVID-19 defined our Fiscal Year 2021, as Bill Wilson Center remained open throughout the pandemic, never missing a day of providing service and care for the region’s most vulnerable people. Case managers made extra efforts to ensure clients were not isolated due to the pandemic. Our Drop-In Center added preventive measures to check homeless, street youth so that essential aid could continue to be given to people with nowhere else to turn.

Zoom counseling sessions became the new norm for our mental health practitioners, case managers and grief counselors. Through collaborations with San Jose Strong, city governments and the County we screened, processed and distributed hundreds of checks to keep families housed who had lost their jobs due to shelter-in-place rules and desperately needed help paying for rent to keep a roof over their heads.

We expanded our services to support homeless college students, opening an office on the San Jose State University campus to address the expanding number of students with no place to call home.

As a community, we will get through these challenging times together thanks to our donors who stepped up and supported our programs in the face of COVID-19. This vital collection of donations helped keep our funding going so we could help the growing list of people in need in our county.

I am proud of my staff, who adapted their services to safely continue providing safe havens for our clients. We never stopped housing or sheltering our homeless populations - we never stopped counseling those in need - and we expanded our grief counseling to help those impacted by the VTA shooting - and we will always be on the frontlines of ending youth and family homelessness.

Sparky Harlan



A 501(c)(3) community-based agency located in Santa Clara, the agency was launched in 1973 with two programs in Santa Clara: the Family and Individual Counseling Center; and School Outreach Counseling. BWC now has more than 40 years of experience developing, implementing, and delivering services to the community. BWC is the only agency in the county focused on providing specific programs and services that address the needs of homeless, systems (foster and juvenile justice), and transition-age youth, all of which are underserved populations. Our geographic range runs throughout Santa Clara County.

Board of Directors

(July 1, 2020 - June 30, 2021)

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OUTCOMES

89% of the **193** youth served at BWC's Safety Net Shelter were reunited with family or exited to a stable placement.

1,485 young adults and their children received housing services from BWC, thereby avoiding homelessness.

24,591 counseling sessions were provided by BWC to individuals and families,, ensuring those in need learned the skills needed to cope with past and present crises.

4,723 people were served by Bill Wilson Center during the past fiscal year.



Janet Childs Retires after 45 Years at BWC's Centre for Living with Dying

As a founding member of the Centre for Living with Dying, Janet Childs has worked with thousands of individuals, groups and first responders. Through Janet's leadership, the Centre became one of the most comprehensive bereavement counseling services in the country. Janet oversaw the Centre's educational programs and coordinated the Bay Area CISM Team.

For 20 years, she offered POST Certified Training for public safety personnel and for 30 years provided Certified Training for social workers, nurses and therapists.

Combining her love of music with her personal and professional experience with loss; she created a safe and healing environment to gently examine these difficult life issues. When it came to healing the community as they processed grief and loss, Janet Childs worked across all boundaries to help people heal. Thank you Janet!

294 students and their family members, on the verge of homelessness, received Family Advocacy Services enabling them to improve their housing stability with **91%** of the students improving their grade point averages.

16,344 meals were served at BWC's Drop-In Center in downtown San Jose for homeless youth.

3,341 individuals and first responders were reached by BWC's Critical Intensive Stress Management (CISM) team.

950+ beds were made available on any given night by Bill Wilson Center.

BWC BY THE NUMBERS

14 / 21 / 950

Emergency Rental Assist

Homeless Youth Risk and Resiliency Survey



BWC serves a variety of clients in its **14 housing programs** at **21 sites** ranging from permanent to short-term housing. We house more than **950 people** on any given night.

Due to the pandemic, BWC provided emergency housing funds totalling **\$1,082,968** to families and young adults facing homelessness.

Nearly **60%** of BWC's clients surveyed had lost their jobs due to the pandemic. In addition, **20%** of respondents had their living situation change due to COVID-19.

Access to food continued to be difficult for **1-in-5** of the homeless youth seen by Bill Wilson Center during the pandemic.

BALANCE SHEET

Youth & Family Services	\$8,449,659
Transitional Housing Services	\$6,922,113
Mental Health Services	\$4,232,128
Residential Services	\$2,682,363
Management & General	\$2,289,312
Counseling	\$1,621,696
Drop-In Center	\$1,099,739
Peacock Commons	\$706,970
Fundraising	\$368,580

PROGRAMS & SERVICES



1.

ANALYZE
current programs
and services

2.

DETERMINE
gaps in service

3.

DEVELOP
strategic alliances

1.

PREVENTION
• Maintain intact family
• Reunification

2.

ENGAGEMENT
• Mental Health
• Drop-In Center • Outreach

4.

DEVELOP
new programs
and services

Homelessness Intervention/Prevention Model

4.

SUPPORT SERVICES
• Education • Employment • LifeSkills
• Mental Health and Substance Abuse

3.

HOUSING
• Emergency Shelters
• Transitional Programs

5.

SUPPORT
Fund Development
and Marketing

6.

EVALUATE
impact on youth and
family homelessness

7.

REVISE
strategies and
programs based
on evaluations



Bill Wilson Center is working to prevent poverty in the next generation by connecting youth with employment, education, housing, and adult mentors and role models.

OUR DONORS (Gifts & Pledges)

\$100,000 +

California State University
Sobrato Family Foundation
Summit League
Sunlight Giving

\$50,000 - \$99,999.99

Cindy and Jay Cohan
Kathryn Edwards
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\$1,000 - \$2,499.99

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Gifts of all levels are critical to the success of our work and we thank all our donors for their generous support. Due to space limitations, this list includes donors who contributed at the level of \$1,000 or more between July 1, 2020 and June 30, 2021. Every attempt has been made to assure the accuracy of this list and we apologize for any inadvertent errors or omissions. Contact Crescencia Sanchez at (408) 850-6129 or csanchez@billwilsoncenter.org for any changes.



Your gift of a tax-deductible donation to Bill Wilson Center is one way you can join our fight to prevent homelessness in Santa Clara County. Help us support and strengthen the community by serving youth and families through counseling, housing, education, and advocacy.

Bill Wilson Center depends on the support, generosity and commitment of the community, individual donors, as well as public and private funds. There are many ways you can show your support and help us ensure that youth and families receive the services they need.

Donate Online and on Your Smartphone

Make a secure online donation through PaymentSpring. The safety and security of your payment information is our highest priority. Every piece of user data held by PaymentSpring is guarded by 100% Payment Card Industry compliant systems. (billwilsoncenter.org/ways_to_give/)

Donate by Mail *(checks only please)*

Bill Wilson Center, 3490 The Alameda, Santa Clara, CA 95050

Donate Person-to-Person

Call (408) 850-6129 to make a credit card donation.

Building Dreams Luncheon

When not interrupted by COVID-19, this annual event is our largest fundraiser of the year. More than 400 guests attend to hear firsthand accounts from our clients and about the services BWC provides. Reserve your seat today or become a table host by contacting Crescencia Sanchez at csanchez@billwilsoncenter.org.



Donate Appreciated Stock

Check with your financial advisor about the benefits you can receive when you give appreciated stock. Contact Pilar Furlong at (408) 850-6132 or pfurlong@billwilsoncenter.org to discuss donating stock.

Give Through Your Will or Other Estate Planning Method

Create a lasting legacy that supports BWC's services for families and youth, while setting an example for your children and grandchildren about the importance of giving. Contact Pilar Furlong at (408) 850-6132.

Join our Annual Holiday Giving Program

Our annual Adopt-A-Family Holiday Giving Program helps to make the holiday season a joyful one for children in the Santa Clara County foster care system. We served more than 3,000 deserving youth and families last year. Contact Heather Furuta at hfuruta@billwilsoncenter.org to sign up.

Bill Wilson Center's Tax ID number is 94-2221849