

Hanna Center



Annual

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Report



Pictured on front cover & above: Hanna Academy residential life on campus

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Hanna Center

JULY 2023 - JUNE 2024 ANNUAL REPORT

Wider Impact, Bigger Difference

Everyone deserves to live in a healthy community, and healthy communities begin with healthy people. Over the past year, Hanna Center has expanded its reach, providing transformative care and greater support to create and sustain healthy communities.

Our integrated system of care offers a wide range of services, designed to ensure the community's lasting well-being by disrupting unhealthy cycles and achieving sustainable outcomes. This system employs a trauma-informed approach, prioritizing safety, trust, and agency for all participants.

Hanna Center's distinctive system of care is on a path to deliver lasting results to thousands of youth, individuals, and families in Sonoma County and beyond, year in and year out.

Hanna Center is where care meets community.



Vision in Motion



For the better part of three generations, Sonoma Valley residents passed by the stone wall entrance of a campus on the outskirts of Sonoma Valley without giving it much thought. This same campus, which once housed a single organization, today hosts two: Hanna Center and Hanna Academy. Together, we welcome the community every day.

Hanna Center now provides a growing range of resources that enhance the well-being of thousands of individuals. And while residents of the Valley and the rest of Sonoma County remain Hanna Center's central focus, clients from throughout the San Francisco Bay Area as well as the rest of California—and even the nation at large—seek out the vital, sometimes hard-to-find resources that Hanna Center makes available. Now as in the past, much of Hanna's energy remains directed toward youth. But our clients now also include adults and families as well as other community service organizations, government agencies, and private enterprises.

Hanna Center feels like a 75 year old startup: focused, dynamic and driven, as multiple programs evolve from vision into service. Over the past two years, Hanna has launched the Community Mental Health Hub, community recreation services, a research and evaluation department, an online learning platform, and expanded its residential services.

Today, when Valley residents and visitors from farther afield see the expansive campus at the base of the foothills, growing numbers won't be going past it but to it. And its verdant expanse will be more than a pleasing scene. Hanna will be the setting they associate, first and foremost, with the many ways their well-being is nurtured and cherished.

—Cameron Safarloo, President & CEO



Cameron Safarloo, President & CEO, Hanna Senior Leadership Team, and Board of Trustees



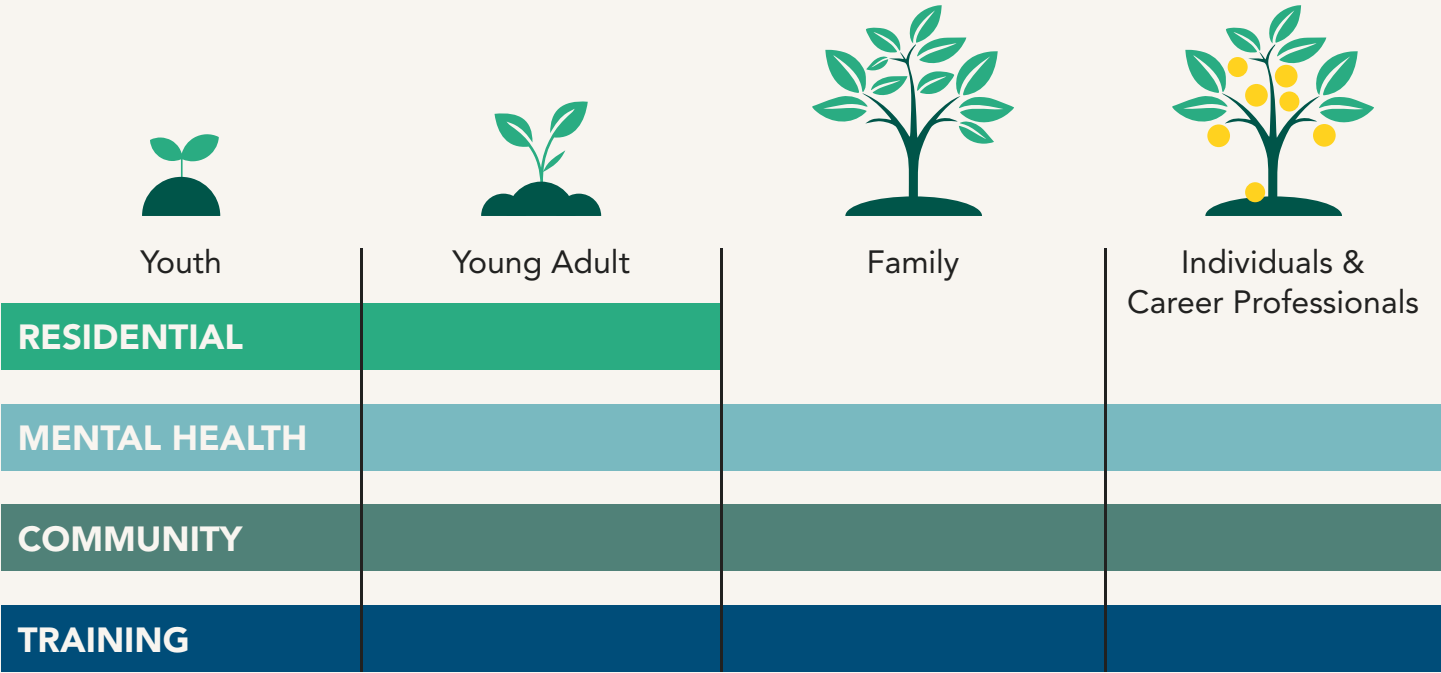
Responding to Our Community's Needs

In a nimble response to the community's needs, in 2023, Hanna launched an array of new programs and capabilities that strengthen and expand our system of care to youth, individuals, and families.

As part of this ongoing commitment to meeting community needs by building a comprehensive, trauma-informed system of care, we are placing an increased emphasis on community collaboration, leveraging the strengths of our local, state, and national partners. By collaborating where our services overlap with others, we can create a more effective, interconnected system of support for our entire community and maximize the impact of our collective resources. This impact is intended to deliver key services over a lifetime, aligning with the needs of those we serve in every season.

Delivering Key Services Over a Lifetime

Hanna Center is committed to providing the broadest system of care in Sonoma County.



Meeting the Challenges Communities Face

MENTAL HEALTH SERVICES | PAGE 6



Supporting the Sonoma Valley community with vital mental health resources.

- Individual Therapy
- Family Therapy
- Couples Therapy
- Group Therapy
- Support Groups: Grief Support, Veterans Support, First Responder Support

TRAINING SERVICES | PAGE 8



Helping organizations and individuals achieve better outcomes through trauma-informed trainings.

- Hanna Institute: Resilience trainings for organizations on trauma-responsiveness, de-escalation, and self-regulation
- The Summit: An annual educational conference
- HannaHow: Online learning platform launching in 2025

RESIDENTIAL SERVICES | PAGE 12



Providing life skills and guidance with care and experience.

- Transitional Housing Program (THP-M) for youth ages 16-18
- Transitional Housing Program Non-Minor Dependent (THP-NMD) for youth ages 18-21 including youth who are pregnant and/or have young children.
- Non-public high school Residential Program in partnership with Hanna Academy

COMMUNITY SERVICES | PAGE 14



Providing the spaces and services that bring people together.

- Youth Camps
- Recreational Facilities
- Teen Recreation Center
- HEAL: High school support program for Sonoma Valley youth
- Community Awareness & Advocacy Events
- Programming for youth, families, and elders
- Alumni Support through our Follow-On program

HANNA ACADEMY | INSERT

Hanna Center and Hanna Academy are separate organizations that share a campus and a passion for supporting and uplifting youth.

FY 23-24 IMPACT

275

Clients served*

1,916

Hours of therapy provided

FY 23-24 SUCCESSES

- 60% of therapy clients were youth ages 10-18
- 60% of therapy clients were from the Latiné community
- Successfully doubled our client capacity
- Awarded a \$2M grant to offer early intervention program for youth experiencing psychosis symptoms
- Received ARPA grant through Sonoma County Behavioral Health Division to serve youth in Sonoma Valley Unified School District (SVUSD)



*Unduplicated

Mental Health Services

Supporting the Sonoma Valley community with vital mental health resources.

2024 marks one year of the Community Mental Health Hub at Hanna Center. The Hub takes a trauma-informed approach in our wide range of therapies. We have proudly supported the mental health needs of hundreds of local residents. With a culturally sensitive and diverse team, we are able to meet the needs of our community where they are.

A comprehensive community needs assessment conducted by Hanna Center in 2022 highlighted the pressing need for accessible mental health services in the wake of the COVID-19 pandemic and other community challenges. We remain committed to addressing the mental health challenges we see in the community and are expanding to meet these growing needs.

Community Connections

Since its opening in 2023, the Hub has formed alliances with community nonprofits, including Sonoma Valley Hospital, Sonoma Valley Unified School District, Homeless Action Sonoma, Sonoma Valley Community Health Center, and Center for Well-Being.

Through funding from the American Rescue Plan Act (ARPA), we are able to provide mental health services at schools through the Sonoma Valley Unified School District (SVUSD).

WE ARE THE BRIDGE



We are also very proud of our Community Health Worker (CHW) team. These dedicated professionals play a crucial role in raising awareness of mental health services available at Hanna and guiding community members to numerous community resources.

This year, we collaborated with the County of Sonoma, La Luz, and other community partners to develop the *We Are The Bridge* campaign to raise community awareness about CHWs, as well as explore ways to create sustainability for the program.



Mental Health Hub Team. For full team bios and credentials, visit: hannacenter.org/community-hub/team

“As a lifelong Sonoma resident and nurse, I am so grateful for the many resources and services that Hanna Center provides. Of course, the addition of the Mental Health Hub was a huge win for our community. It is such a relief to know that there is help available for our vulnerable community members. Hanna’s positive energy and commitment to our community is inspiring. Truly, Hanna Center is a valuable asset for all of us.”

**—Dawn Kuwahara, RN BSN, Chief Ancillary Officer,
Sonoma Valley Hospital**



Erminio Carreno, Associate Marriage and Family Therapist

PARTNERSHIPS

We are proud to be a partner in The Sonoma Valley Mental Health Collective, a dynamic group of 16 community agencies combining forces to assess and provide the mental health services and resources our communities need to thrive.

Community Mental Health Hub at Hanna
Sonoma Valley for Healing Justice
Boys & Girls Club of Sonoma Valley
Challenge Sonoma Ropes Course
Homeless Action Sonoma Inc
La Luz Center

RISK Sonoma
Sonoma Community Center
Sonoma Overnight Support
Sonoma Valley Community Health Center
Sonoma Valley Education Foundation
Sonoma Valley Hospital

Sonoma Valley Mentoring Alliance
Sonoma Valley Unified School District
Sonoma Valley Youth and Family Services
Teen Services Sonoma

FY 23-24 IMPACT —

2,637

Learners*

184

Trainings

7

Conferences

114

Asynchronous learners

14**Free trainings** for community members and non-profits

FY 23-24 SUCCESSES —

- Developed Resilient Cities trainings that are currently underway with several major Bay Area city governments
- Received over \$800K in grant funding to build resilience with local youth
- Launched Team Connection Sessions, trainer-led discussions to support staff well-being

*Unduplicated

Training Services

Helping organizations and individuals achieve better outcomes through trauma-informed trainings.

Hanna Institute provides resilience trainings to organizations nationwide based on their strengths, needs, and long-term goals for improving staff and client outcomes.

We are leaders in developing practical trauma-responsive tools and resources for direct service organizations. We've established a unique and effective trauma-informed de-escalation toolkit, backed by 75 years of experience working with trauma-impacted populations. Our approach is grounded in research and evaluation data as well as real-life experience.

“Our services have been absolutely enhanced since Hanna Institute began providing training. I feel much more confident that our advocates are well-versed and more aware of trauma-informed care. Plus, I am proud to be able to provide my staff with the opportunity to take part in organized and therapeutic team building activities that support their mental health.”

—Heloisa Heinen, Executive Director, CASA Sonoma County



TRAUMA-EQUIPPED TRAINING



Hanna Institute created a certificate program in collaboration with Head Start California to empower early childhood education professionals with a trauma responsive, healing-centered, and results driven mindset.

CLIENTS

Over the last year, we collaborated with the City of San José and the City of Oakland to deliver our Resilient Cities trainings, preparing public-facing staff to better serve the community.

Additionally, we are partnering with local school districts to provide training for students and educators.





Alumni Bruno R. graduated with an MA of History from CSU Northridge.





Alumni Santiago M. graduated from SF State University and is now studying for the LSATs.



Alumni Ricardo T. and Nathan G.'s Santa Rosa Junior College Fire Academy Graduating Class.





FY 23-24 IMPACT —

36

Total participants served*

20

Academy Residential participants

16

Transitional aged foster youth participants

FY 23-24 SUCCESSES —

- Launched non-public school residential program
- Welcomed first female residents and first mother-and-child participants to campus
- Residential Program participants reported increased confidence in initiating conversations, managing time, cooking healthy meals, and behaving responsibly

*Unduplicated

Residential Services

Providing life skills and guidance with care and experience.

Hanna residential programs support youth in education and employment, giving them tools to advance into adulthood with confidence. Our staff is dedicated to providing a system of care that promotes independence and self-confidence.

The Core of Our Mission

Hanna Center welcomes students from various regions into our residential programs, providing transformative support to youth in need. In addition to our programs serving foster youth, as of February 1, 2024, through our partnership with Hanna Academy, we now admit residential students with Individualized Education Programs (IEPs), referred by school districts, for specialized education and therapeutic services.

This in-state option helps families keep their children closer to home while receiving the personalized care they need to thrive. Residential services have always been central to our mission, reflecting our commitment to holistic, trauma-informed support.



Hanna Academy Residential Program participants enjoying life in the dorms.



Stock image used to protect the privacy of our program participants while reflecting the spirit and impact of our services.



Transitional Programs & Alumni Relations staff: Jessica Sanchez, Case Manager, Trisha Goodwin, Director, and Monica Chavez, Case Manager

Finding Hope and Healing at Hanna

Camila, a young mother from Cancún, Mexico and her daughter, recently became the first mom-and-daughter participants in Hanna Center's transitional housing program for foster youth. Camila and her one-year-old daughter have found a haven in a private cottage on campus, marking a significant turning point in their lives.

Camila's journey to the U.S. was emotionally difficult. After the sudden loss of her brother, she left Cancún to respond to a family emergency, only to be abandoned by her partner upon arrival. She found herself alone in a new country, undocumented, and without support.

The Transitional Housing Program at Hanna Center offered Camila a chance for stability. Before entering the program, Camila toured various facilities and chose Hanna Center for its safety, proximity to staff, and on-campus amenities which benefit both her and her daughter.

"We're not just providing housing," says Trisha Goodwin, Director of Transitional Programs & Alumni Relations. "We're offering young people like Camila a chance to build a new life and create opportunities for themselves and their children."

At Hanna, with the help of her case manager, Monica Chavez, Camila has access to safe housing, career guidance, educational opportunities, and medical and mental health services. She also found community through a youth peer support group of Spanish-speaking newcomers to the US.

"We're from different places, but we're all Spanish-speaking kids far from home," says Camila. "Being with them made me feel less alone. If they can find their way here, maybe I can too."

Through Hanna's residential program, Camila was introduced to therapy. She's learning how self-care helps her be a better mother. "Where I'm from, we don't really talk about these things. But now I see how it helps me be a better mother."

Now, Camila is enrolled in online classes at the Petaluma Adult School learning English and is gaining work experience in the Hanna Café while preparing to seek employment. Hanna's location provides easy access to resources, helping her focus on building a better life.

Leaving her daughter in someone else's care for the first time was difficult, but it became a necessary step for growth. As her trust grew, Camila started to relax, laugh, and open up.

"Our goal is to set her up to thrive," says Ms. Goodwin. "She's doing a lot of this heavy lifting herself, with just a bit of help to get her started. It just shows what can happen when someone gets the chance to tap into their own strength."



FY 23-24 IMPACT

842

Recreational participants*

270

Camp participants

13

Local youth employed
as camp staffers (8 were
former campers)

25+

Field trips for residential
recreation

FY 23-24 SUCCESSES

- Recreation Center opened to Sonoma Valley teens
- Hanna Camps returned this summer
- Piloted a 2024 cohort of HEAL for Spanish monolingual newcomers to the US
- Provided recreational activities for youth residing on campus
- Hosted first annual Hanna Center Summer Classic high school basketball tournament

*Unduplicated

Community Services

Providing the spaces and services that bring people together.

Hanna supports the community through a diverse range of services beginning with the programs and activities offered to individuals and families through Hanna Recreation. Hanna Community Services also extend to providing safe spaces for educational and therapeutic programs geared toward veterans, families, and other groups within the community.

Hanna Center's Recreation Program made a comeback in 2023 after a pandemic-related hiatus. We opened campus facilities to youth and adult local sports leagues and celebrated the grand opening of the newly renovated Recreation Center for teenagers. Facilities were full of life over the summer with a packed schedule of various activities and specialty youth camps.

We are striving to make all our facilities available to community members every day.

HEAL



The HEAL program engages high school-aged participants in the collective exploration of self and community care, while practicing and sharing healing strategies. Through the HEAL curriculum, participants are empowered to embrace their full potential, experience wellness and connection, and gain the tools and insights needed for both personal and collective healing. HEAL seeks to cultivate youth leaders dedicated to fostering a more just and equitable society.

HEAL is an On The Margins program, co-facilitated by Hanna and funded by Elevate Youth California and S.H. Cowell Foundation.





Local high schools competing in first annual Summer Classic basketball tournament.

PARTNERSHIPS

Our recreation programs serve as the biggest entry point for community involvement with Hanna. Through community partnerships, our campus has supported thousands of people over the past year. Current partners include Sonoma Community Tennis, organizations that provide basketball and swim lessons, and a men's semi-professional soccer league.



“My son attended several of your camps this year and I was SO impressed. The morning programs were so high quality, and I loved that the kids kept active with swimming and fun in the afternoon. And at an affordable rate...that's VERY hard to find here and I know so many appreciated it.”

—Courtney K., Hanna Summer Camp Participant Parent

Alumni Relations

Nurturing and sustaining the growth of our youth after they leave our care.

FY 23-24 IMPACT

81%

Are employed, 3% are retired, and 13% are not working by choice (student, intern, etc.); only 3% are unemployed

98%

Feel they have a positive relationship with peers, family members, and others

88%

Have been enrolled in an educational or training program, with 65% enrolled in community college and/or 26% enrolled in a four-year college/university

FY 23-24 SUCCESSES

- 200+ Alumni Celebration guest attendees
- 20+ participating community organizations
- 30+ scholarships awarded to alumni, with goals ranging from trade school to doctorates in diverse fields

When a student transitions out of Hanna, they leave with ongoing support and a better understanding of how to succeed as adults. This year, we awarded nearly \$250,000 in scholarship funds to former students looking to pursue further educational goals, including all levels of undergraduate and graduate degrees as well as trade school certifications.



Scholarship recipients attending Hanna's annual Scholarship Day.



75th Anniversary Gala Alumni Speakers Jose O. and Kevin C.



Building a Better Path

"My Hanna family never gave up on me," said alumni, Mike. "Even after years of going off the rails, they knew my potential." Healing is not linear. Mike's story is inspiring and echoes so many winding paths through trauma.

"I grew up thinking every household was like mine," said Mike. His earliest memories are of a household in perpetual turmoil. His father was abusive towards his mother and both parents grappled with addiction. When Mike was three, his father received a 120-year prison sentence.

By the age of 13, Mike "realized why my parents got intoxicated every night. It was the answer to life's problems." A family friend advised Mike to "pay attention to who you surround yourself with because that is exactly how you'll end up." Mike discovered this friend had donated to Hanna Center after his passing. This felt like a sign to make a change and he enrolled at Hanna.

The transformation was remarkable. "I went from being a kid who flunked out of school to a 3.71 GPA student. I had great relationships with my peers, teachers, staff, and caseworkers."

After graduation, he spent seven years struggling with homelessness and addiction. **His Hanna counselor continued to call.** A sobering jail experience pushed Mike to accept the counselor's help.

Today, at 30, Mike has nearly completed a five-year apprenticeship in plumbing and pipe fitting. He is close with his family and Hanna's Follow-On support network, prioritizes his physical and mental health, and looks forward to traveling with his girlfriend. Healing is rarely a straight line, but with ongoing support and trust, the path can lead to peace.

Lives Uplifted



Hanna staff Monica Chavez and Gezer R. at his EOPS graduation.



Ricardo T. and Nathan G. graduating from Santa Rosa Junior College Fire Academy.



Tyree T. running for Student Body President of Clark Atlanta University.

Wider Impact


Reaching Beyond Sonoma




Hanna's Scale & Reach


Hanna Center programs are available to every member of the Sonoma community. Many, such as Hanna Center's residential programs, serve young people from elsewhere in the region as well as California. The innovative, trauma-informed care curricula implemented at Hanna Center are provided to organizations nationwide through Hanna Institute.

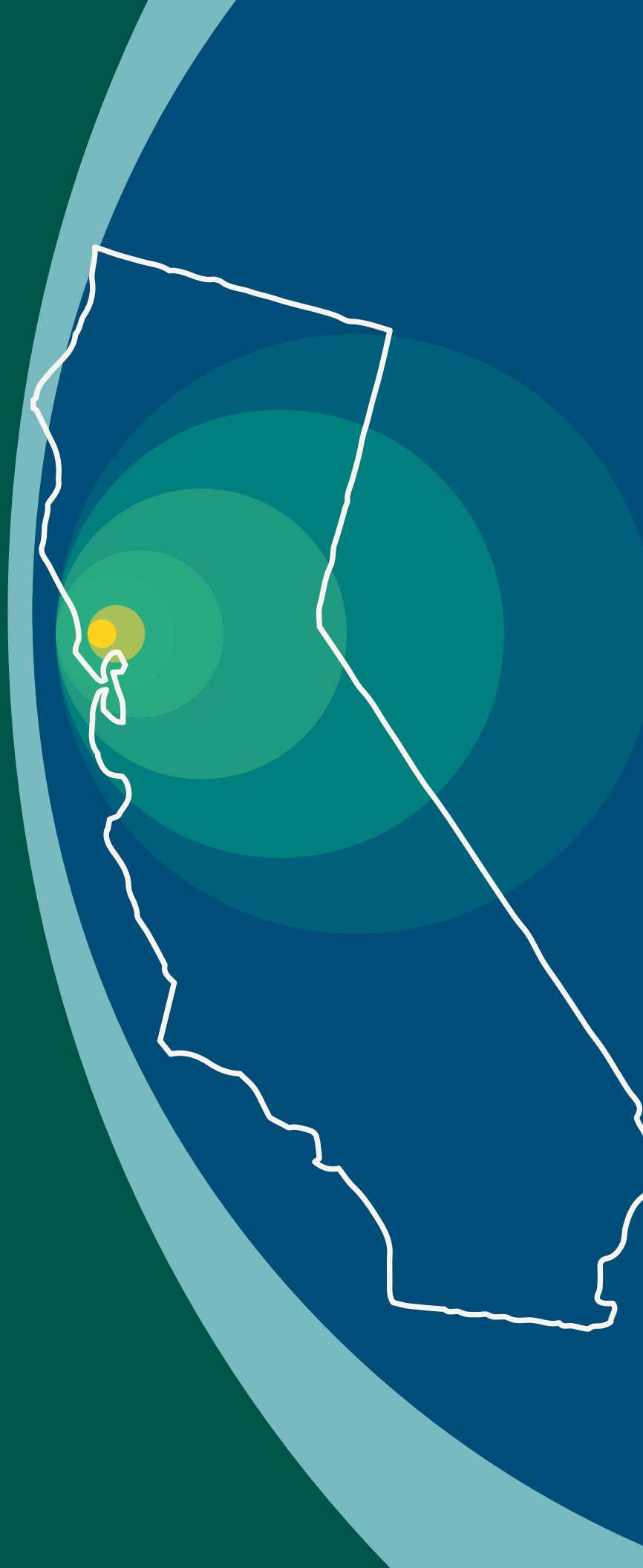
KEY

 **Sonoma Valley:**
Residential, Mental Health,
Community, and Training Services

 **Sonoma County:**
Residential, Mental Health,
Community, and Training Services

 **California:**
Residential and Training Services

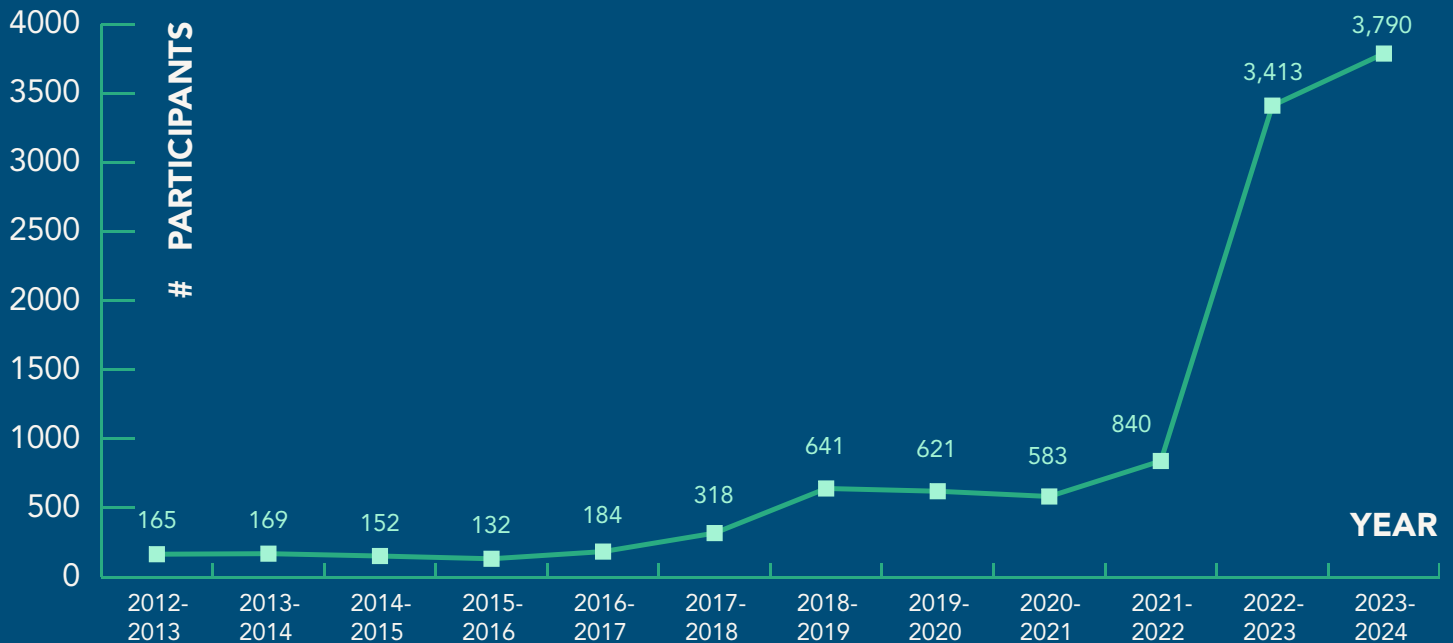
 **United States:**
Training Services



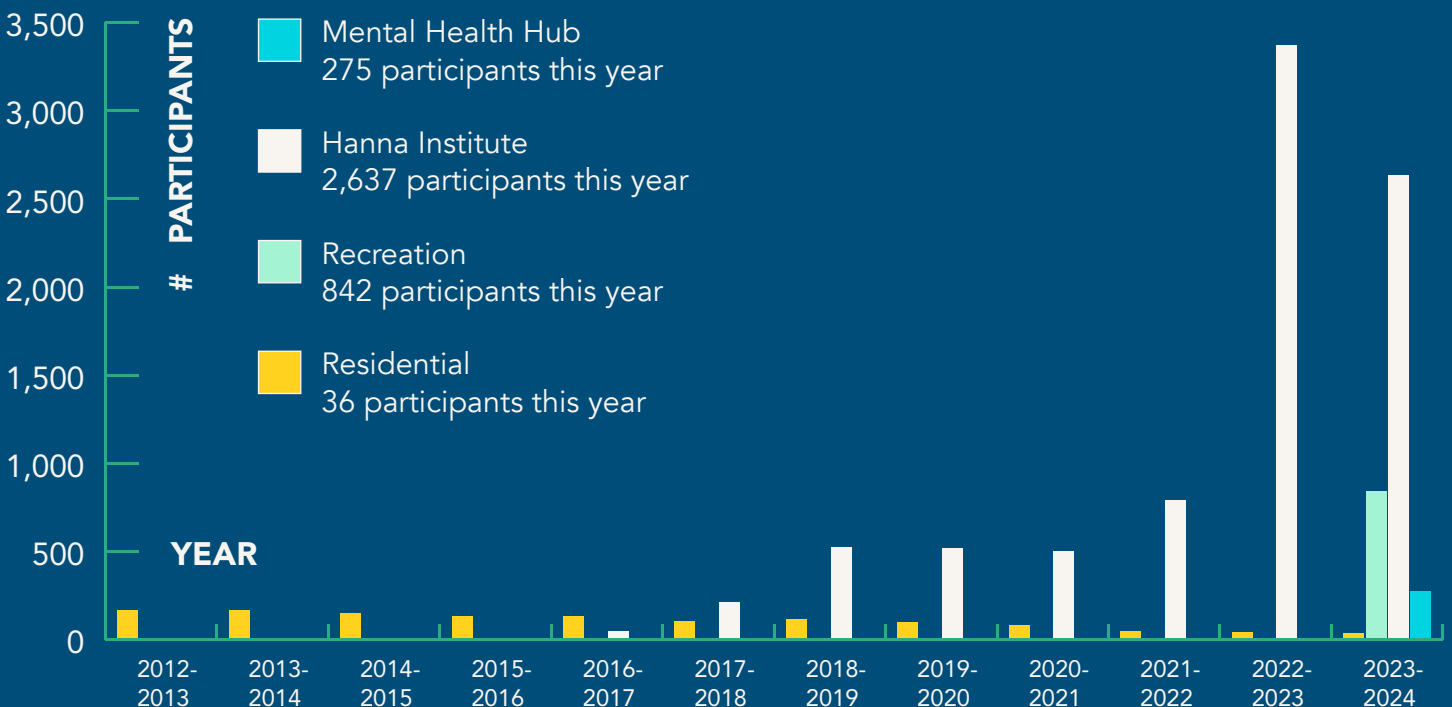
Bigger Difference

The energy of a startup. The effectiveness of experience.

Participants Served Annually



Annual Participant Counts by Program





Donor Impact

On behalf of our youth, families, and community, we sincerely thank our supporters for their generosity.

The launch and growth of Hanna Center's programs are the direct result of your generosity. We are humbled and energized by your continued support that this year alone provided \$250,000 in educational scholarships for alumni, increased services and housing for youth, and made community and mental health services available for all of Sonoma Valley.

\$2,988,521

Dollars raised in fiscal year 23-24

9,307

Donors in fiscal year 23-24

Honoring industry standards and privacy protections, we are no longer listing the names of our generous donors.



Hanna Center

CELEBRATING 75 YEARS IN SONOMA

Building on Hanna's heritage of educating and caring for trauma-impacted youth since 1945, our community came together for a special evening celebrating our 75th anniversary in Sonoma Valley and looking to our next 75 years of service.



Cameron Safarloo, President & CEO, receiving Hanna Center's 75th Anniversary Congressional Record from Congressman Mike Thompson.



Above: Photos from Hanna Gala 2024, a sparkling and inspiring evening raising our glasses to 75 years.

Legacy Giving

Generosity comes in many forms. Here are some ways you can support the causes that matter most to you. Make a big impact at Hanna Center with a future gift through Legacy Giving:



IRA Charitable Rollover: An IRA rollover allows people age 70½ and older to reduce their taxable income by making a gift directly from their IRA.



Bequests: You may be looking for a way to make a significant gift to help further our mission. A bequest is a gift made through your will or trust. It is one of the most popular and flexible ways that you can support our cause.



Charitable Gift Annuity: A charitable gift annuity is a great way you can make a gift to our organization and benefit. You transfer your cash or property to our organization and we promise to make fixed payments to you for life at a rate based on your age.

Learn more and take action today by visiting HannaCenterLegacy.org.

Generations of Generosity

Charles & MaryEl Corsiglia: Supporting Our Mission

The Corsiglias' lives have been intertwined with education, community service, and a deep connection to Hanna, an organization they've supported for over 25 years. MaryEl and Charles reflect on their journey with Hanna, the impact they've seen, and their hopes for its future.

"Hanna was always known," MaryEl says. "Catholics in San Francisco knew that if you wanted to donate to an organization where the money would really reach people, you would give to Hanna. I've always thought there's so much potential here."

For Charles, the connection to Hanna began with family. "My aunt gave her \$25 every month to the Guardian Angels fund until she passed away at 107," he recalls.

With a long career of service as a teacher, counselor, and principal, Charles was drawn to Hanna after retirement. "My friend Rich Caselli, a board member, reached out and said, 'We could really use you on the education committee.' A few years later, I found myself on the Board of Regents, and then as a trustee for twelve years."

Charles has seen the programs blossom under Cameron's leadership. "I've always believed in the mission here, and even though times have changed, the heart of it is the same—helping kids build a better future."

For the Corsiglias, Hanna has become part of their identity. "We've been connected to Hanna for so many years now," Charles says. "Watching it grow and change lives—it's been a privilege."





Kevin & Rosemary McNeely: Supporting Sonoma Valley

We have been so fortunate to have the support of the McNeelys in our monumental 75th year as we've opened our campus to the community.

"This remarkable couple has been instrumental in helping us form new partnerships as we've sought to become a greater community resource, and they have championed our new programs—particularly the Community Mental Health Hub and Recreation. Not only are they incredible supporters of Hanna, but they also help countless other nonprofits in Sonoma and beyond, giving generously of their time and attention. We are extremely proud and grateful for the McNeelys' unwavering belief in our work both now and in the future.

—Cameron Safarloo, President & CEO

Thank you to the Corsiglias, the McNeelys, and all of our donors for helping Hanna Center make a Wider Impact and Bigger Difference.

Strengthening Bonds: Hanna's Commitment to Donor Relations

Hanna's Advancement team is helmed by Leslie Petersen, who has been with the organization for 17 years and recently was awarded one of the *North Bay Business Journal's* Influential Women of the Year Awards. Our dedicated Directors of Donor Relations, Heather Hall, Beth Fox, and Dennis Crandall, are looking forward to connecting with you in the coming year.

"I have the wonderful opportunity to share with Hanna's current supporters and those who know nothing about Hanna programs, the life changing work that is done on our beautiful campus every single day. It is an honor to work with the Hanna Center team; a team of talented, dedicated people whose purpose and heart's work is to make others lives better. **Without the vision of our leadership, our direct care providers, and the generosity and caring hearts of thousands of donors, friends, and funders, we would not be able to do the work we do.** We cannot thank you enough for providing us the opportunity to change people's lives for the better."

—Leslie Petersen, Vice President
of Advancement



Research & Evaluation

Proof of performance.

Over the past fiscal year, the establishment of the R&E department marked a key milestone for Hanna Center, driving our transition into a data-driven organization. By systematically assessing program effectiveness, operational efficiencies, and overall impact, we've laid a strong foundation for understanding how our programs serve the community.

The department focuses on two core areas: program evaluation and research. We evaluate programs using pre- and post-assessments, surveys, and rigorous statistical analysis, generating actionable insights that drive improvements across departments. Our research delves into uncovering new knowledge, validating theories, and optimizing our services.

R&E has quickly become essential to Hanna Center's evidence-based approach, ensuring our strategies are driven by reliable data, allowing us to adapt and evolve to meet the needs of our community.



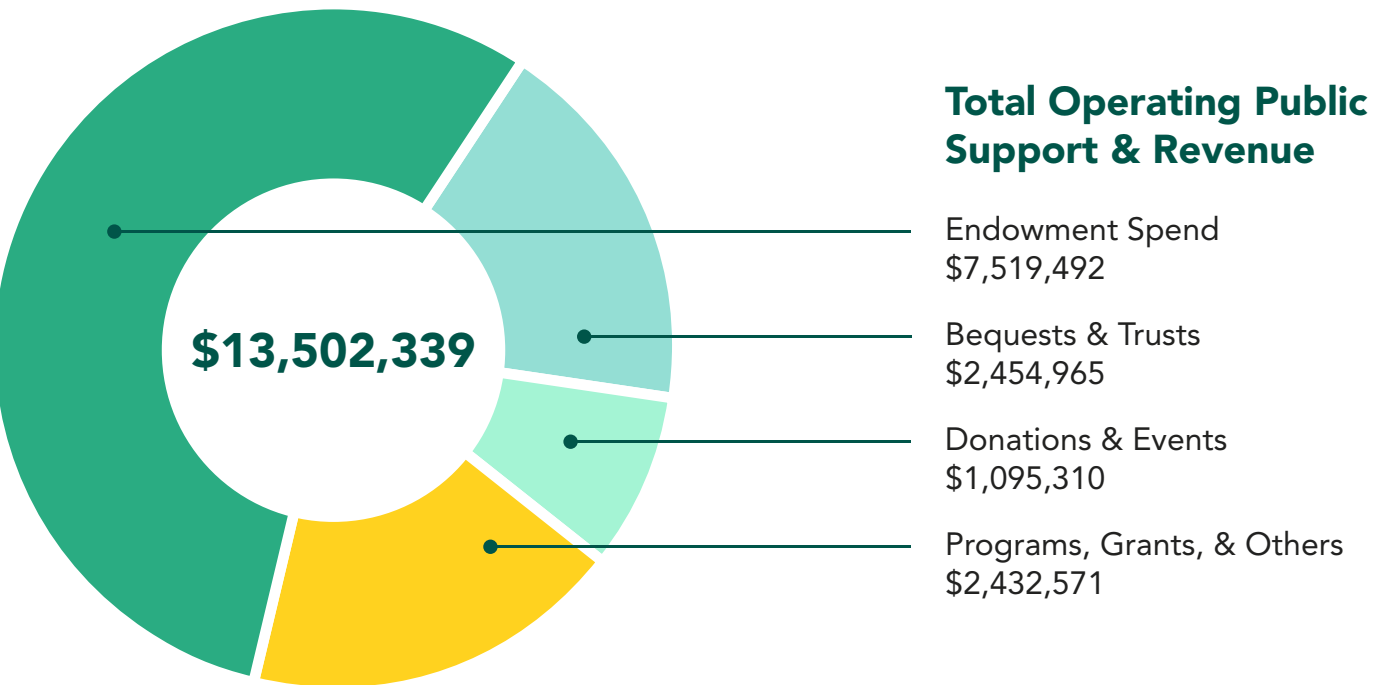
Cristal Cardenas Sanchez, Research and Evaluation Associate Director and Qin Wang, Research and Evaluation Associate



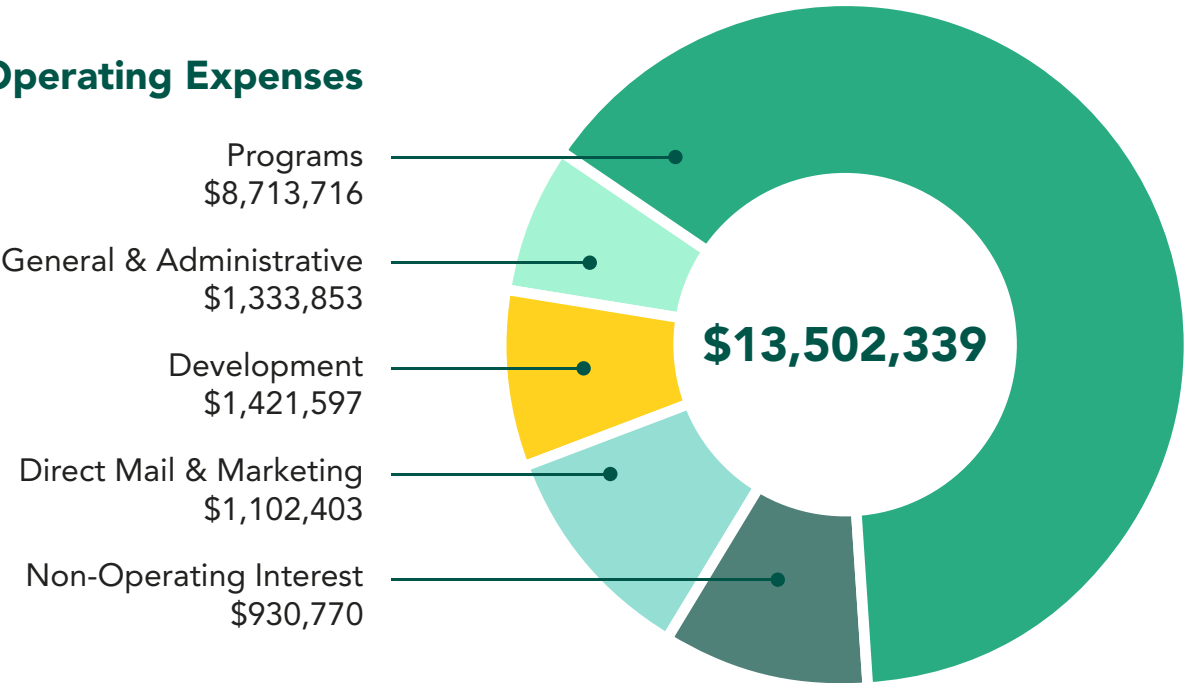
Financials

Securing a future of transformative care.

Combined with sound fiscal management, Hanna Center is growing the multiple revenue and funding streams that will secure our future as a key provider of transformative care programs and services. This year, we decreased our endowment spend by \$2.7 million compared to last fiscal year, putting us well on track to meet our goal of program financial sustainability by 2027.



Total Operating Expenses





Hanna Center

July 2023 – June 2024 Annual Report

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