



HELP THAT
WORKS

San Diego 
RESCUE
MISSION

2023 IMPACT REPORT

PRESIDENT'S MESSAGE

OUR PROVEN SUCCESS



As the homeless population grows, is there anything we can do to change the direction of this crisis? The answer is YES! Absolutely Yes!

With your support, we are building a system of care to get people off the streets for good. **YOU are investing in Help That Works!**

Help that works means helping people address the root causes of their homelessness through our Mission Academy rehabilitation program. When we address the issues of the heart, people leave behind destructive patterns and build healthy new ones. They find jobs and get off the streets permanently. Because of you, many lives are being transformed.

We are most excited about the opening of the SDRM Oceanside Navigation Center — a 50-bed shelter where we engage guests with a person-centered, trauma-informed approach and case management to help them take the next critical step out of homelessness. This Center is a big part of the system we are building to change the state of homelessness in San Diego County.

Thank you for believing in what we do. I hope you enjoy our Impact Report and are encouraged by the overall results.

Donnie Dee
President





OUR MISSION

To lovingly address the needs of men, women and children experiencing homelessness by sharing the Good News of Salvation and providing a **holistic approach to rehabilitation and recovery.**

YOUR IMPACT IN 2023

1,433 PEOPLE HELPED OFF THE STREETS **IMMEDIATELY**

314 PEOPLE ENDED THEIR HOMELESSNESS **PERMANENTLY**

ENDING HOMELESSNESS ONE LIFE AT A TIME

Our core programs and services are designed not only to meet the immediate needs like food and shelter of our unsheltered neighbors, but also to help each person find their path to long-term self-sufficiency.

Your support changes lives through:



Community Outreach

Street outreach and mobile showers



Navigation Centers

30-day transitional shelters



Mission Academy

12-month rehabilitation program

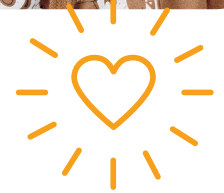


Hunger Relief

Feeding the community through food redistribution



YOU ENDED CYNTHIA'S HOMELESSNESS!



OUR SYSTEM OF CARE

We're building a system of care that is changing the state of homelessness in San Diego County.

For many living on the streets, finding the help they need is confusing. And shelter beds in the region are at 96% capacity.

Operation Navigation is our solution to this crisis. Through opening 3 more Navigation Centers across the County, we'll nearly double our number of shelter beds. Once their immediate needs for shelter are met, guests will take their next critical step out of homelessness. Many guests will transition to Mission Academy, our residential program downtown, where they can rebuild their lives.



**Mission Academy
& Navigation Center**
Downtown

310 BEDS



**North County
Navigation Center**
Oceanside

50 BEDS



**East County
Navigation Center**
TBD

50 BEDS



**South County
Navigation Center***
National City

162 BEDS

* Estimated opening 2024

PERLA'S STORY

Born in San Diego, Perla grew up feeling confused and alone. From 8 to 15, she was molested by relatives, even sexually abused days before her Quinceañera party. What little faith she had in God vanished. With such unbearable hurt and no one to talk to about it, Perla turned to drugs to numb her fears and shame.

Despite her traumatic childhood, Perla excelled in school and work. After high school, she became close with her dad -- "I finally knew how it felt to be daddy's little girl" -- only to lose him to illness at 22. Perla felt abandoned. Struggling and still stuck in her addiction, she was in and out of abusive relationships.

Perla got sober so that she could support her mom financially. However, when her mom passed, the pain was too great and she relapsed. Her drug use led her down a dark path of paranoia, collapse, hospitalization and homelessness. Desperate to change, Perla went to drug rehab and then she got COVID. Released with nowhere to go, she slept at the bus stop the night before she came to the Rescue Mission. Exhausted physically and mentally, she felt relief that God led her to a place where she could find help and healing.



"I knew that day God was changing my life. I was cared for in the women's shelter more than I ever had been in my entire life."

Perla turned to staff for prayer who reminded her that God was by her side. Within 30 days she transitioned to Mission Academy, excited to grow personally and spiritually.

Perla credits the classes, therapy, and supportive relationships with staff and students for helping her heal emotionally. **"I feel at peace. I don't feel the hurt that I used to feel. For the first time in my life, I know what happiness is. I used to blame myself a lot. I've learned to accept myself and take care of myself."**

While job training in our shelter, Perla found her passion for helping other struggling women. "When I was in the shelter, staff talked to me like I was a friend. It made me feel really good inside. The feeling of being held when I was at my worst is the exact feeling I wanted to give others." Perla graduated in November and is working full-time at a hotel while taking college courses. Now she's renting a home with other female grads.

Grateful for her new, healthy, sober life, she says, **"Life is good and God is good."**



**"BEFORE, I WAS BROKEN.
NOW I AM A TESTIMONY OF
WHAT HEALING REALLY IS."**



MISSION ACADEMY

DANIEL'S STORY



**“I’M MOST PROUD OF TAKING RESPONSIBILITY
FOR MY PAST AND DEALING WITH IT.”**

Daniel had it all – a loving wife, 2 children, and his own handyman business in Carlsbad. His life looked perfect on the outside, but he was keeping secrets from his family.

Living a double life, Daniel was using drugs and even selling them. His family had no idea that their lives would soon be torn apart. In July 2018, Daniel got caught selling drugs and went to prison for 4 years.

His children were crushed because he was the dad who never missed a sports game. And now he was gone. His daughter, then 11, took it the hardest and stopped talking to him. During that time, his wife divorced him.

The day he got arrested, Daniel made a decision he wasn’t going to do drugs again. He used his time in prison to go through rehab and get close to God.

Released from prison, Daniel was homeless and scared. He found his way to a men's shelter and came to the Mission's Easter dinner. When he heard about Mission Academy, he knew this was the right program for him because it was a safe, drug-free environment. "Since the day I got here, it's been a blessing."

Daniel is gaining perspective on what led to his addiction. His tough childhood had more of an impact on him than he realized. His alcoholic stepfather abused him verbally, emotionally and physically, until one day at 19, Daniel fought back. In tears, he fled the house for good.

He had never learned to deal with his childhood pain. To cope, Daniel drank and used drugs off and on. When he married, he got sober but quietly slipped back into old habits.

"Therapy has helped me work through the guilt and shame of letting my family down." He's learning to be vulnerable and ask for help.

Daniel is hopeful about reconciling with his children. "My son has forgiven me. But my daughter is being tough about it. I'm working on trying to get her back in my life. I keep praying and sending texts. And finally, she replied saying 'I love you dad.' "

Daniel is taking plumbing classes and works part-time as a security guard. He's starting Bible studies and saving money for a place when he graduates.



HELPING FAMILIES THRIVE

More families are seeking our services than ever before

Our Children's Resource Center serves the needs of all children and their parents in our programs. With educational support, family counseling and parenting tools, they become stable and healthy.

132 FAMILIES HELPED &
THRIVING IN 2023



JARRED'S STORY



At just 11 years old, Jarred's world came crashing down. Raised in a single parent home in New York, Jarred's mom was his best friend, his rock. Then, she suddenly passed away. Her death left him feeling lost and heartbroken. Seeking to belong and craving security, Jarred followed the influence of an older friend and began selling drugs at age 16.

He knew dealing drugs was wrong, but it gave him the financial security he wanted. He told himself that after all he'd been through, he deserved to be happy, even if what he did hurt family and friends. By his 30s, Jarred had everything he thought he needed to be whole. Dealing drugs was simply a means to an end, so he didn't understand why he felt so empty.

Desperate for a change, Jarred came to California in 2020. But the change of scenery brought no relief. A deep depression overwhelmed him.

After nearly being shot while dealing drugs and separating from his girlfriend, Jarred felt he had nothing worth living for. Hopeless and unable to shake the darkness, he was about to take his life and end the pain. "But before I pulled the trigger, I heard my mother's voice 'I love you, son.'" Jarred decided then he wanted to live.

Determined to become a better man, Jarred came to Mission Academy in September 2022 for a fresh start. **"The first night I slept at the Mission was the best night's sleep I had in over 16 years. There was something about this place that brought me such peace."**

**"WHAT I THOUGHT WOULD BRING ME
HAPPINESS WAS ONLY CHIPPING
AWAY AT MY SOUL."**





Going to chapel and developing a tight bond with his case manager, he finally felt loved and accepted. Jarred has overcome his depression and now has a joy for life and for his walk with Jesus.

It was his relationship with Ernie, a Mission chef, that significantly influenced his spiritual growth. Working in the kitchen, they shared Bible verses and prayed for one another. Jarred is grateful for the laughter and happiness he's experienced. "I serve in the kitchen to give back to this place that has done so much for me."

Jarred has been working full-time for a year as a Public Safety Ambassador, often helping those living on the streets. He's involved in his church and is pursuing a career in law enforcement. He graduated at our Fall Graduation and moved into his own place.

What's the biggest change he's experienced? Jarred beams, **"Now I'm living my life in service of helping people, not to make money."**

**Helping the kitchen
staff serve 900 meals
daily at the Mission**

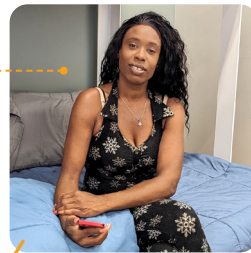


HELP, HOPE & HEALING

OCEANSIDE NAVIGATION CENTER

In August, we celebrated the opening of Oceanside's first-ever, permanent 30-day shelter for men, women and families experiencing homelessness. This referral-only, 50-bed transitional shelter provides guests a safe place to sleep, hot showers, nourishing meals, clothing and a variety of on-site resources.

**YOU HELPED JANIECIA
GET OFF THE STREETS**



Guests meet weekly with case managers to identify options for rehabilitation and stable housing, including entry into our Mission Academy residential program.

With the help of partner agencies and volunteers, guests also have access to mental health services, addiction recovery programs, medical and dental care, peer support and social activities.

Together we are answering God's call to help our neighbors without homes.





SUCCESS IN THE FIRST 60 DAYS

Because of your faithful support and prayers, within the first 60 days of welcoming neighbors off the streets we have seen:

86 guests come through our doors, with all 50 beds now filled

4 guests given medical attention and admitted to a hospital

7 veterans connected to the VA

14 children are safe and enrolled in school

14 women found refuge from domestic violence

21 guests connected to longer-term care or housing

15 guests transitioned to permanent housing

135 volunteers helping with meals, activities and more



THE EVERY HEART CAMPAIGN

EVERY HEART HOPES FOR A BETTER LIFE



Our Every Heart Campaign is a bold initiative to fight homelessness by nearly doubling our number of shelter beds and providing long-term rehabilitation to end people's homelessness permanently. Our \$25 million capital campaign is making this vision a reality.

Every Heart campaign goals:

1. Expand our Navigation Centers to reach more people in crisis throughout the county
2. Transform more hearts and lives through renovating our 120 Elm Street facility downtown

The support of friends like you, community organizations, local businesses and church partners is making a lasting impact for men, women and children!



CAMPAIGN UPDATE

Capital Campaign Giving

Campaign Goal	\$25,000,000
Raised or Pledged to Date	\$9,102,967
Remaining to Raise in FY24	\$15,897,033

2024 Focus

- Fund 3 years of operating expenses for the Oceanside Navigation Center
- Complete our renovation and open the National City Navigation Center
- Begin the room renovation at our 120 Elm Street Facility

2023 YOUR IMPACT

Because of you, men, women and families are experiencing long-term life change! Your generosity is positively impacting our community.



1



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1. **92,974 nights of shelter** for men, women & children
2. **56% of Navigation Center shelter guests** connected to longer-term care or housing
3. **150,800 hours** of job training
4. **3,614 hot showers** provided
5. **243,961 meals** served
6. **2.6 Million pounds of food** recovered helping 14,000 individuals & 13,000 families
7. **11,500 hygiene kits** distributed on the streets
8. **89% of Mission Academy alumni** still housed

FINANCIAL SUMMARY

Our Values of Faith, Integrity, Compassion and Excellence guide everything we do, including our financial stewardship. We are committed to ensuring that we maximize the use of every dollar received to benefit those in need.

WHERE EACH DOLLAR GOES



INCOME*

Donated Income	\$12,090,311
Business Revenue	\$2,019,971
Material Donations	\$1,280,370
Food Donations	\$5,489,280
Total Income	\$20,879,932

EXPENSE*

Programs	\$16,952,288
Administrative	\$1,417,438
Fundraising	\$3,857,136
Total Expenses	\$22,226,862

* Fiscal year October 1, 2022 through September 30, 2023. Excludes Capital Campaign income and expense. These numbers are unaudited. We receive an annual independent financial audit at the end of every year. Tax ID 95-1874073.



HELP THAT
WORKS





sdrescue.org • (619) 687-3720

The San Diego Rescue Mission is a faith-based, non-profit recovery and rehabilitation center serving thousands of men, women and children experiencing homelessness in San Diego County since 1955.