



## *2005 Annual Report*



*25 years of community service*

**ALMADEN VALLEY  
COUNSELING SERVICE**

# About AVCS

## Almaden Valley Counseling Service

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Almaden Valley Counseling Service, Inc. is a California non-profit public benefit (IRS section 501(c)(3)) corporation founded in 1980. We are governed by a volunteer board of directors serving three year terms. The executive officers of the Board are the President, Vice President and Treasurer. The Executive Director manages the daily operations of the organization. Counseling services are provided by counselors with a master's degree in counseling who are pursuing licensure as marriage and family therapists and clinical social workers.

- We offer a range of counseling and education services and programs including in-office counseling, counselors on campus, a geriatric advisory program, anger management & conflict resolution workshops and parenting classes.
- We serve our clients in 6 languages including English, Spanish, Mandarin, Cantonese, French and Vietnamese.
- In 2005 we provided services to over 1100 clients with over 9,500 clinical hours, our most ever, and more than a 20% increase over 2004.
- Our funding is from fees for services and community support in the form of volunteerism, grants, donations and sponsorships.

**OUR MISSION** envisions a community where everyone has access to affordable mental health counseling. AVCS is a community based nonprofit counseling agency committed to meeting the mental health concerns of all ages with an emphasis on youth. AVCS offers a full range of counseling services which supports and promotes personal growth, positive family relationships and emotional well being.

# Message to the Community

After 2004, the busiest year in its history, the Almaden Valley Counseling Service did not rest on its laurels. In 2005, AVCS continued to surpass the previous mark for individuals served, and did so while saying goodbye to its beloved Executive Director of 16 years, Rocki Kramer. Rocki was, and still remains, the energy behind the growing success of the agency. She continues to be an active fund-raiser, event organizer, goodwill ambassador, and a source of wisdom and inspiration for the agency. As the new Executive Director, 2005 was the year that I realized the challenge of following Rocki's success.

With 18 years of experience in mental health and drug rehab counseling, I did not need a lot of inspiration to know that the mission of AVCS was an important one. I also knew that the challenges faced by our agency's therapists were numerous, but deeply rewarding. It was with Rocki's help, however, that I was able to see the importance of community on the success of our counseling efforts. During my first week on the job, she took me to the Almaden Times Classic, our 10K fundraising running event. Hundreds of people participated as entrants, organizers, vendors, and spectators. It was an impressive display of unity and support for the agency and our mission. Right there in the middle of it all was Rocki, directing people where to go, setting up tables, hanging banners, making the minute to minute adjustments that made the race a success. It was all on display for me that day, the community, the supporters, the contributors, the participants, and there at the center was the AVCS Executive Director. I knew that stepping into this position would be a tall task.

For 2006, AVCS will continue to be an integral part of a healthier community. Our parenting classes have maintained their popularity with an ever-increasing list of participants and new classes taught in Chinese. Our Geriatric Advisory Program continues to be a valuable resource for elderly adult caregivers. Counselors on Campus, currently at 19 area schools, will carry the message of mental health to even more students, families, and faculty. Overall, as 2006 progresses, we expect to add to the diversity of our services and reach out to more individuals and other communities while maintaining our sound foundation in the Almaden Valley.

As mentioned, AVCS owes a tremendous debt of gratitude to the many individuals, agencies, and foundations that make all of this possible. We would not be able to do our work if not for them. In particular, we need to thank the dozens of volunteers that make up the AVCS Auxiliary. They gave their time and effort to ensure the success of our Spring Home Tour, the Almaden Times Classic, and Santa's Breakfast. Personally, I also need to thank the staff, supervisors, board members, and interns of our agency that helped to make a smooth transition for me into my new position. I have had a lot to learn, and they were all there to support me whenever I needed them.

So what does all this mean? 2005 was a great year, and again the busiest year on record for the Almaden Valley Counseling Service. Yet, trends toward continued success continued despite the turnover in board members, interns, donors, volunteers, clients, and even the Executive Director. The main thing that remained consistent throughout was the spirit that drives us toward our mission. We are all here for the greater good, to benefit others when they need our help. That is what holds us all together and that is what guarantees our success.



**Matt Osment, MPA**  
Executive Director

# History

Two teen suicides in the Almaden Valley in 1980 caused concern over the lack of adequate counseling resources for the youth of the community. Acting on this concern, members of the Almaden Valley Joint Venture Churches, with funding from the Almaden Valley Women's Club, founded the Almaden Valley Youth Counseling Service.

The service opened its doors in the church basement with one part-time director/counselor and a mission of providing free counseling to the youth of Almaden Valley. Over the years the scope and geographic reach of services expanded to meet community needs. In 2005, the year of our 25th anniversary, we offered multiple services to individuals of all ages, families, and couples well beyond the borders of Almaden Valley. In 2000 we removed "Youth" from our name to reflect this change.

The Counselor on Campus program began in 1984. This program places counselors on school campuses to provide students with counseling, crisis intervention, outreach and referral services. In 1984, the Auxiliary was formed as our primary fundraising arm. The Auxiliary develops and produces fundraising events such as the annual Snow Ball, the Almaden Times Classic Walk/Run and Santa's Breakfast. In the early 90's we added our increasingly popular series of parenting classes with a goal of developing parenting skills and child development. The Geriatric Advisory Program was launched in 2000 to provide help to the adult children of the elderly who are confronted by the sometimes daunting task of caring for their elderly parents. In 2003, in conjunction with Mission College, we offered a series of Anger Education and Conflict Resolution workshops for adolescents dealing with anger.

With the expansion of programs and services came organizational changes. In 1985 we moved to our current location on Crown Boulevard and have continued to add space. We now have a staff of over 36 people and a 15 member governing board of directors. To maintain our ability to provide services to the community we adopted a very affordable sliding fee schedule now starting at \$20 and increasing based on a client's income. Fees cover only a part of our expenses. To keep fees affordable and maintain prudent reserves, we depend on the dedication of our Auxiliary volunteers, grants, business and individual sponsorships and community donations to bridge the gap.

# 2005 Directors



Steve Kitrosser  
President



Gwen Hacker  
Past President



Adron Beene  
Vice President



Don Carloni  
Treasurer



Elena Agostino



Tish Allen



Jean Brady



Brendan Coveney



Jeri Kazmierczak



Lydia Keuser



Keri Landrum



Rod Lund



Annette Reavis



Robin Root



Maryke Williams



Francine Wien

## Not Pictured

Douglas Drucker, PhD • Evelyn Goldstein • Timothy Yao, MD

## New Directors for 2006

Julia Machado • Kerstin Aiello

# Staff

## Office Managers

Julie Anderson  
Pat Treadway

## Consultant Supervising Therapists

Eric Bohl LMFT  
Meg Keller LMFT  
Sara Darnley Ph.D.  
Joyce Palmer LMFT  
Linda Galdieri LMFT

Alice Sklar LMFT  
Diane Giampaoli LMFT  
Nicole Verway LMFT  
Janneke Jobsis-Brown LCSW  
Marsha Wadley Ed.D.

## Therapists

Lisa Babcock, M.A.  
Maria Boklund, M.A.  
Dave Chicoine, M.A.\*  
Rebecca Contreras, M.A.  
Jason Esswein, M.S.  
Sari Fitzwater, M.A.\*  
Jenny Gilrein, M.A.  
Ann Halkett, M.A.  
Gena Harris, M.A.  
Paul Hickey, M.A.  
Sandy Hull, M.A.  
Mindy Johnson, M.A.  
Chris Jones, M.A.  
Wendie Lloyd, M.A.  
Nancy Missildine, M.A.  
Verna Nelson, M.A.

Michelle Nguyen, M.A.  
Barbara Nichols, M.A.  
Deidre Popolizio, M.A.  
Jonathan Ramsden, M.A.  
Karen Sumi, M.A.  
Vicki Swenson, M.A.  
Mariann Tymn, M.A.  
Roberta Verderico, M.A.  
Valerie Waagen, M.A.  
Sophie Wickramasinghe, M.A.  
Holly Wilson, M.A.  
Sam Wolfe, M.A.\*  
Ruth Yau, M.A.  
Julie Yong, M.A.

*\*In Progress*

## Geriatric Advisory Program

Vivian Silva, MSW, Gerontologist - Program Director

# Programs & Services

## In Office Counseling Services

- In 2005 we provided 5,654 clinical hours of counseling to 620 clients.
- Client demographics were 295 individual adults, 60 teens, 68 children, 52 couples and 31 families.

## Parenting Classes

Systematic Training for Effective Parenting (STEP) classes for parents of pre-school, school age and teenagers emphasize child development and parenting skills. These classes have received an enthusiastic reception from the community and accordingly we increased the number of classes to meet the demand, even adding a series of classes taught exclusively in Mandarin. In 2005 we conducted 84 two-hour classes that were attended by 90 parents.

## Anger Education & Conflict Resolution Workshops

Workshops for adolescents dealing with conflict and anger issues are offered periodically in collaboration with Mission College. In-office individual counseling for all ages is also available.

## Geriatric Advisory Program

This program assists the adult children of aging parents and elders in meeting their changing needs. The program is conducted through individual counseling and group seminars.

*"Vivian helped me to see how I can help my parents and at the same time not take away from my own family. She provide me with tools I needed to move forward in my efforts to assist my parents. Vivian also encouraged me and supported by sharing her insight and providing me with useful resources."*

Individual counseling utilizes consultation and analysis to produce a plan of action tailored to each individual case. The needs analysis includes housing, in-home care, long distance care giving, psycho-social adjustments, insurance, benefits eligibility, legal issues and more.

Seminars are presenting periodically on a variety of topics. Past seminars have included:

- Elder Issues - You and Your Family
- Communicating With the Older Adult
- Senior Changes, Chat and Challenges
- Approaching Elder Issues Systematically
- Adjusting to Community Living
- Elders and the Holidays
- Getting a Life in Your Upcoming Retirement
- Women Approaching Retirement

*"Turning to Vivian Silva for information to help with this, was a very good decision. Vivian compassionately assesses your needs. She speaks with you kindly and professionally and makes you aware of the many resources that are out there, available to you, and that can help. Vivian Silva delivers a wealth of information."*

# Programs & Services

(continued)

## Counselors on Campus

In 2005 we assisted 478 students with 4,148 hours of counseling services.

The demographic breakdown was:

- Gender:
  - o 300 male students
  - o 178 female students
- Ethnicity
  - o 226 Caucasian
  - o 164 Hispanic
  - o 42 Asian
  - o 22 African-American
  - o 5 Mid-Eastern
  - o 19 Other

*"AVCS is one of the finest services that we offer parents. Each year we have families in crisis: acromonious divorces, catastrophic illness in the family, school phobia, depression or other serious issues which need addressing. Having someone trained to interact with children is crucially important to their well being."*

Linda Kakes, Simonds Elementary

Over the course of 2005, we provided services to 19 area schools including:

- Alta Vista Elementary
- Blackford Elementary
- Carlton Elementary
- Galarza Elementary
- Graystone Elementary
- Lietz Elementary
- Noddin Elementary
- Randol Elementary
- Schallenberger Elementary
- Simonds Elementary
- Williams Elementary
- Bret Harte Middle School
- Castillero Middle School
- John Muir Middle School
- Steinbeck Middle School
- Union Middle School
- Gunderson High School
- Leland High School
- Pioneer High School

*"Middle school is a difficult time in a child's life. Having a trained professional available to listen and help a young person sort through their emotions is a valuable resource for us to be able to offer to our students. Castillero Middle School has been very pleased with the quality of the counselors who have worked with our students over the last ten years."*

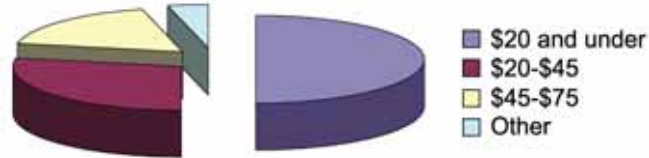
Sue Walker, Principal  
Castillero Middle School

# Programs & Services

(continued)

## In Office Counseling Fees

- \$20 and under – 50%
- \$20-\$45 – 28%
- \$45-\$75 – 18%
- Other (Victim's Witness & Social Services) – 4%



## Presenting Problems

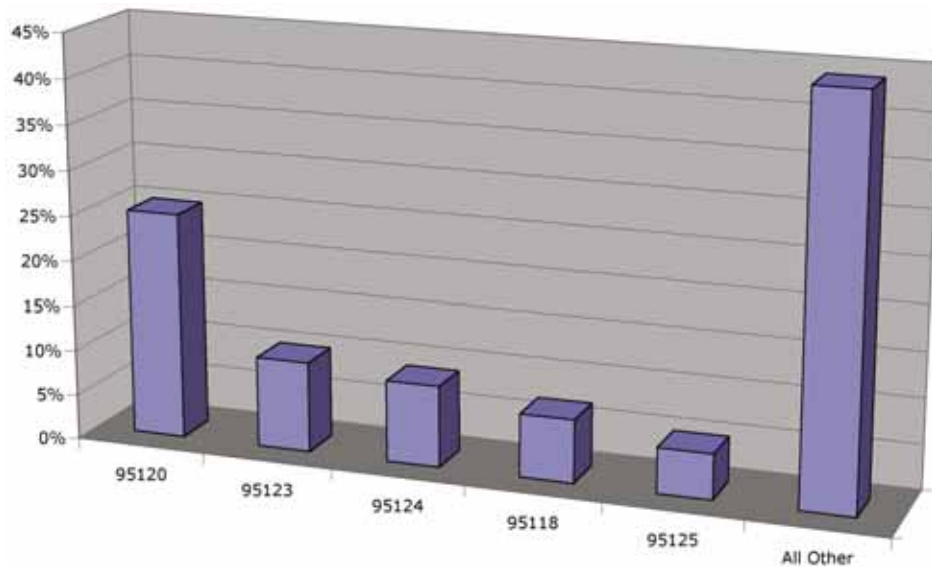
Most of our counseling services address family & marital issues, depression & suicide risk, parent child communication, anger management, psychological symptoms, interpersonal & peer relationships and divorce & custody issues.

## Geographic Service Areas

ZIP code 95120 remains the largest service area for new clients of AVCS, accounting for 25% of all new referrals.

Our coverage area continues to represent much of the area outside the Almaden Valley with clients from 47 ZIP codes seeking our services.

- 95120 – 25%
- 95123 – 10%
- 95124 – 9%
- 95118 – 7%
- 95125 – 5%
- All Other – 44%



# *Fundraising Events*

Fundraising is the lifeblood of the AVCS. Fees for services cover only about 50% of our expenses. We rely on the efforts of our enthusiastic volunteer Auxiliary to do the hard work of organizing and conducting our fundraising events and we appreciate their efforts. We also appreciate the support provided by the participants and sponsors of the events we held in 2005. The Auxiliary raised \$58,000 from the following 2005 events.

## **Twelfth Annual Almaden Times/AVCS Classic 10K/2 Mile Race**

The race was held on Sunday, October 9, 2005 with the start and finish at Leland High School. Over 400 runners ranging in age from six to seventy five participated in a 10K or 2 mile timed run or a 2 mile walk over beautiful paved creek trails and residential streets.

## **Santa's Breakfast**

Over 150 adults and children enjoyed Breakfast with Santa held annually at the Almaden Country Club. Generous support from the Brownstone Foundation provided gifts, elves and balloon art to entertain the children.

## **Almaden Home Tour**

The Almaden Home Tour alternates years with the Snow Ball. Three beautiful homes in Almaden were open to the public for touring. Boutiques, refreshments and entertainment were provided. The 2005 tour was held on April 10.

*Upcoming for 2006:*

## **Snow Ball 2006 Fashion Show "Hurray for Hollywood"**

This popular bi-annual event was held at the Almaden Golf and Country Club in 2004. However, as a reflection of our increasing reach into the larger community, in 2006 the event will be staged at the Valencia Hotel in Santana Row. Featuring live music, elegant dining, a silent auction and of course the fashion show, we are all looking forward to another successful event.

**Your donations of any size are welcome and appreciated.**

For information on Corporate or Individual sponsorships of AVCS events, contact the Executive Director at (408) 997-0200 or [av@avcounseling.org](mailto:av@avcounseling.org).

# 2005 Income & Expense

## Income

In-Office Counseling Fees	168,845	50%
Auxiliary Fundraising	42,212	14%
Counselor On Campus Contracts	50,650	15%
Donations	11,770	3%
Investments	4,285	1%
Parenting Classes	8,770	3%
Geriatric Advisor Program	4,862	1%
Electronic Scrip Rebates	5,097	2%
Grants	24,750	7%
All Other	<u>10,555</u>	3%
	<b>\$337,798</b>	<b>100%</b>

## Expense

Salaries & Wages	168,016	50%
Rent	49,740	15%
Consultants	46,338	14%
Insurance	14,369	4%
Payroll Taxes	12,921	4%
Communications	7,219	2%
Maintenance	8,304	2%
Office Supplies & Equipment	3,360	1%
Leasehold Improvements	277	0%
Utilities	3,876	1%
Advertising & Public Relations	1,052	0%
All Other	<u>17,925</u>	5%
	<b>\$333,397</b>	<b>100%</b>

<b>Net Income</b>	<b>\$4,401</b>
<b>Cash &amp; Investments</b>	<b>\$200,062</b>

# *Thank You to Our Friends and Supporters*

## **Special Thanks to Our 2005 Funders**

Almaden Valley Women's Club  
United Way  
AVCS Bridge Group  
Health Trust  
Community Foundation Silicon Valley  
Comerica Bank  
Welcome Wagon  
City of San Jose – Council member Nancy Pyle  
Brownstone Foundation  
E-Scrip Subscribers  
Albertson's Community Partners  
Community Donors  
AVCS Auxiliary  
4D

## **And To These Friends Who Made A Difference**

Almaden Times Newspaper Group  
AVCS Retiring Board Members  
The Mirassou Family  
Adele Richards  
Silicon Valley Council of Nonprofits

