

## Almaden Valley Counseling Service

6529 Crown Blvd, Suite D  
San Jose, CA 95120

Phone: (408) 997-0200  
Fax: (408) 997-0711

Email: [av@avcounseling.org](mailto:av@avcounseling.org)  
Web: [www.avcounseling.org](http://www.avcounseling.org)



INTO THE LIGHT

*working to promote emotional well-being*

## We Are Celebrating 30 Years!

To Our Neighbors and Friends of AVCS,

We are writing you because we need your support to continue the **vital work** of our **non-profit** organization that provides affordable mental health counseling here in the Almaden Valley. As we proudly celebrate our **30th Year**, we thank you for all the families who benefitted from your generosity.

### Who you helped:

- Parents working to improve their relationship with their children
- Families dealing with the effects of divorce
- Couples trying to improve their relationships
- People living with depression
- Those trying to manage anger and stress
- People dealing with serious health issues such as cancer
- Those suffering from grief
- Children who don't fit in, making them targets of bullying and peer ridicule
- Women/men who are the victims of domestic violence and the children who witness it
- Young people dealing with eating disorders, cutting & self-mutilation
- Individuals struggling with sexual identity
- People who are having suicidal thoughts
- Those suffering from anxiety and panic attacks

**75% of these clients are being seen at our lowest fee**

### How donations translate:

- \$2500** Provides one counselor at a school for 4 hours a week for an entire school year
- \$350** Covers the cost of books for an entire session of parenting classes
- \$100** One month of counseling sessions for one of our lowest fee clients
- \$65** Reduced fee for an underprivileged parent taking a parenting class
- \$25** The approximate cost per month of art supplies for therapeutic counseling sessions.



“AVCS has meant a great deal to our family and continues to have an impact on us. As a young family we used your services and now our grown daughter and her children have been in for counseling. It is clear that you truly want families to be their best”.

*- Former Client*

“The group listened to me and I didn't feel judged by what I was sharing. I learned we all have the same issues with our children and I am **not alone!**”

*- Parenting Class Participant*

“My 10 year old granddaughter has been seeing her therapist for over a year. It is the highlight of her week. She knows that this is **her** counselor and she will have her undivided attention. As a grandparent trying to raise a child again, **I** needed your help as well as my granddaughter. Thank you.”

*- Current Client*

## Almaden Valley Counseling Service

### 2010 Board of Directors

Brendan Coveney, President  
Robin Root, Past President  
Chris Nielsen, Vice President  
Dede Adams, Treasurer  
Keri Landrum  
Susan Monahan  
Chand Trehan



**Executive Director**  
Katy Carter

**Administrators**  
Pat Treadway  
Deena Shi

**Director Emeritus**  
Rocki Kramer

### 2009 Agency Statistics

- 376 Individuals seen in 2009
- 4,084 Counseling hours
- 287 Hours were Couples
- 330 Hours were Families
- 496 Hours were Children
- 412 Hours were Adolescents
- 2,559 Hours were Adults
- 15% of our clients are from Zip Code 95120
- The rest of our clients come from over 40 other Zip Codes

### 2009 Counselor On Campus Statistics

- 593 Students were seen
- 3,932 sessions were provided
- We were on campus 252 hours per week
- 27 schools were served
- We were in 4 different school districts
- Over the last 3 years, we have had a 60% increase in the weekly hours spent on school campuses

*working to promote emotional well-being*

### Meet John Doe

John grew up in the Almaden Valley, attending local schools and participating in sports and church. He was doing well in his life when his parents announced that they were going to divorce. Acting out of his anger and pain over the situation, John began cutting school and hanging out with others who were experimenting with drugs and alcohol. This eased his pain and allowed him to escape from the reality of his family situation. Both of his parents were dismayed by his risky behavior and knew that even though they were not getting along, they needed to put their focus on John's welfare. They sought help from Almaden Valley Counseling Service. Though he was reluctant to attend the sessions at first, through a coordinated effort by his parents and the counselor they were able to make the commitment to attend their weekly sessions. Over time they worked through their changing relationships and both parents were able to express their dedication to John. Counseling helped John learn to manage his emotions and focus on making better life choices.

### The well-being of others

In an effort to help parents work proactively towards improving their relationships with their children, we now offer our **STEP** (Systematic Training for Effective Parenting) classes on a quarterly basis. Attendees of our classes have high praise for the content and instruction they receive. This fall of 2010, we began offering our newest parenting classes "**Cooperative Parenting and Divorce**" on a quarterly basis. We continue to make our commitment to the health and well-being of families a priority.

We also have a close working relationship with Social Services, the Family Court System and Victims of Crime Compensation Program.

### Why Now?

It is more challenging to operate now than ever before.

- The downturn in the economy 2 years ago resulted in a reduction in private donations.
- Reduced government expenditures for mental health programs has created a higher demand for our services.
- Over 75% of our clients pay the lowest fee available.
- Charitable Foundations are inundated with requests for funding, making the grant process highly competitive.

### In Conclusion—*We need your financial help!*

We constantly reflect on how fortunate Almaden Valley Counseling Service is to have so many loyal friends. Please join us **NOW** in supporting AVCS and in celebrating our **30th Anniversary** milestone! Your tax deductible donation will allow us to continue offering our low cost counseling services to those in need and to fulfill our mission .

*Working to promote emotional well-being*      *Join the celebration!*

Sincerely,  
Brendan Coveney  
AVCS Board President

Katy Carter  
Executive Director

AVCS is a non-profit organization. ID # 94-2775534  
Donation is tax deductible under the legal guidelines of the law.

