



# Annual Report 2019



Dedicated to building thriving communities



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**June 30, 2019**

**Dear Friends:**

As Somali Family Service of San Diego (SFS) nears twenty years of service to the Community of City Heights and beyond, there are so many to recognize who have made this journey possible. SFS has benefitted from the ongoing dedication of supporters and partners across all sectors, including: Alliance Healthcare Foundation, Union Bank, Price Charities, Wells Fargo Bank, SDG&E, The Satterberg Foundation, the Office of Refugee Resettlement, and the City and County of San Diego to name just a few.



Even before Somali Family Service began as a 501 (c)(3) in December of 2000, we provided critically needed services that precluded reliance on government assistance and ultimately enabled community members numerous opportunities to give back to their community.

Over the past two decades, the dedicated staff at Somali Family Service have responded to the various needs of community members by connecting them to valuable resources and helping them to gain self-sufficiency. In this time, SFS has transitioned from a "start-up" organization - effectively filling service gaps and connecting immigrants and refugees to much needed resources - into a "growth stage" organization with well-established programs and services that are in demand by the community.

Our long-term vision is to transition to a social enterprise model by generating additional sources of revenue for SFS that are independent of reliance on grant funding. Our Board of Directors and I are proposing a 5-year capital campaign to plan, design and build a new SFS Center in the community to increase access to programs and services. SFS has also expanded the reach of our organization in recent years, providing support and resources for various immigrant and refugee groups beyond the Somali community. SFS has turned the page to a new chapter and we invite you to be a part of our story!

With Gratitude,

**Ahmed Sahid, President & CEO  
Somali Family Service**



# Highlights

Inclusiveness, Cultural Sensitivity, Civic Pride, Integrity, Vision and Service – this is how SFS drives positive change in local communities. Since 2000, Somali Family Service has addressed the critical needs of approximately 30,000 immigrants and refugees seeking a better way of life in San Diego.

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## OUR MISSION

To enable community members through community-driven programs to become self-sufficient, responsible, independent, and contributing members of society.

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## OUR VISION

Somali Family Service envisions a better quality of life for all community members.

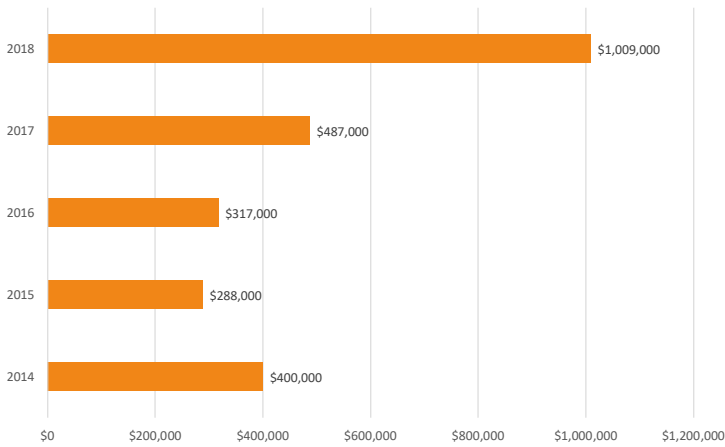
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“ A pessimist sees the difficulty in every opportunity;  
an optimist sees the opportunity in every difficulty. ”

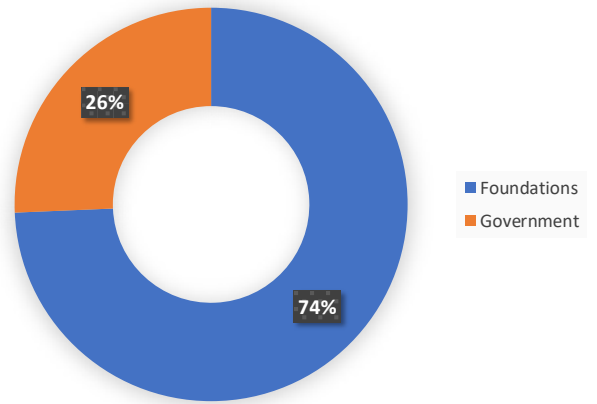
-Winston Churchill

# Financial Dashboard

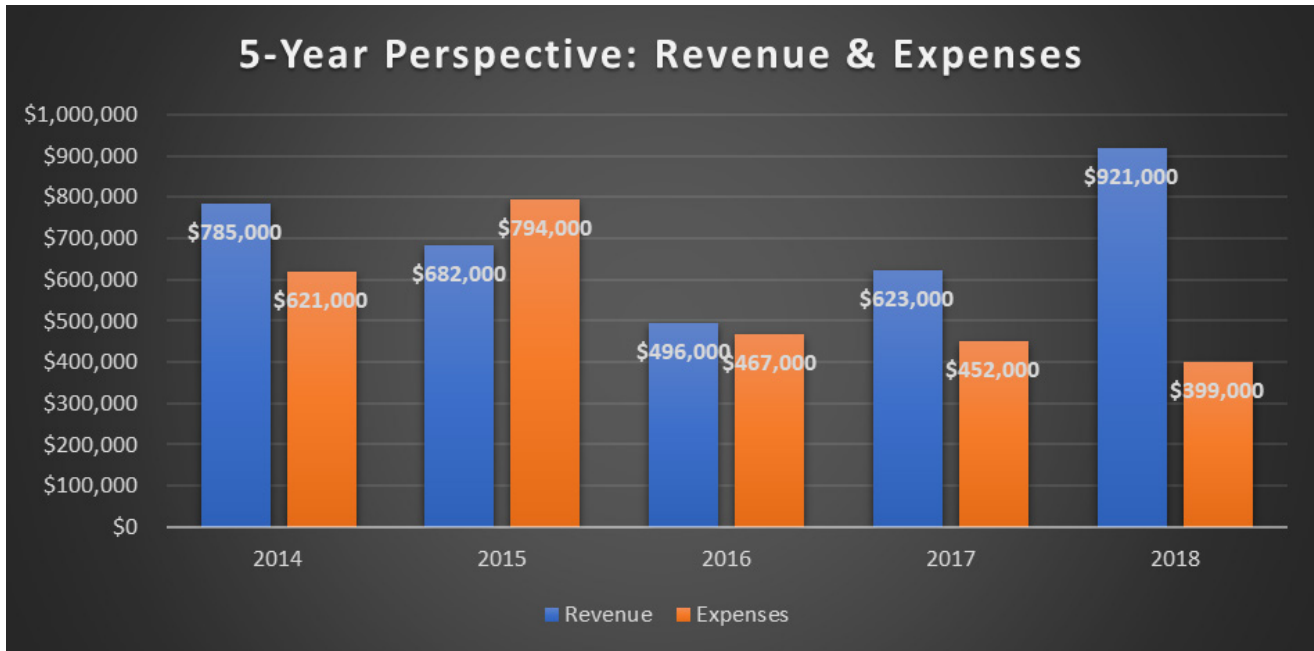
5-Year Perspective: Net Assets



FY 20 Program Funding



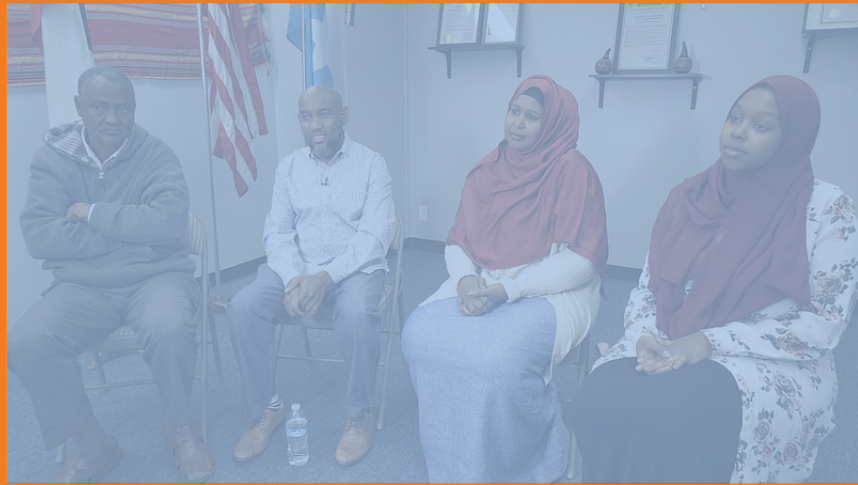
5-Year Perspective: Revenue & Expenses



**Strong  
Fiscal  
Management**

**48%**  
INCREASE IN TOTAL REVENUE RAISED  
**57%**  
OPERATING MARGIN FOR 2018

# Achieving Goals



Somali Family Service responds to community needs by seeking funding opportunities that align with community priorities.

## FY 2019 Outcomes



**HEALTH & WELLNESS OUTCOME:**  
**1,000** Community Healthcare Workers Provided Cultural Sensitivity Training.



**YOUTH EMPOWERMENT OUTCOMES:**  
**200** High School Youth Tutored and Mentored for College Admissions.



**ECONOMIC DEVELOPMENT OUTCOMES:**  
**45** New and Expanded Transportation Microenterprises Developed.

## FY 2020 Goals



**HEALTH & WELLNESS GOAL:**  
**3,000** Community Members Educated on Pediatric Immunization.



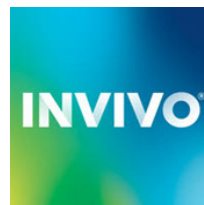
**YOUTH EMPOWERMENT GOAL:**  
**700+** Audience Members Positively Impacted by Buiding Bridges Youth Performances.



**ECONOMIC DEVELOPMENT GOAL:**  
**80** New Varied Microenterprises Developed.



Somali Family Service collaborates with a diversity of partners including academic experts, public health officials, business leaders, and community members who remain vital to the design and implementation of all programs.



# Improving Health Through Innovation



## SHIFA - Care Project

Somali Health Initiative  
for Access to Care

### ABOUT THE PROJECT

Combining innovative virtual reality with community engagement in the design of health education products created to empower people to take charge of their own health.

### THE GOAL

Build a scalable, affordable, easy-to-use virtual reality health education platform that is culturally customized to support and address a variety of health challenges experienced in refugee and immigrant populations. The educational components will address pediatric health with a focus on vaccinations, autism spectrum disorder, nutrition, and overall improved public health.

### OUTCOME

We will test our outcomes via clinical trials, community surveying, and annual re-assessments of community health beliefs and behaviors. The implementation of the SHIFA project will result in increased vaccination rates, improved ability to monitor and impact pediatric health, and contribute to reduced healthcare cost for the most vulnerable populations in San Diego. This project is designed to be scalable for use in other underserved communities nationwide.

### WHY VIRTUAL REALITY?

250% more effective than face-to-face encounters • Easy to deploy on laptop or smartphone • Image-based learning works well with refugee population • Adaptable programming code for dynamic & customized experience • Used for 10+ years to successfully improve health outcomes

Made possible by:



**ALLIANCE  
HEALTHCARE  
FOUNDATION**

ADVANCING HEALTH AND WELLNESS FOR THOSE IN NEED

# Creating Economic Opportunity

Our economic development programs have created opportunity for many low-moderate income individuals residing in the City of San Diego.

## WE'VE ASSISTED WITH THE DEVELOPMENT OF **OVER 500 BUSINESSES**

Economic Development program participants have received assistance with:

- Business plans
- Business management
- Technology education
- Marketing
- Business documentation & certification

**Facilitating  
Independence**

Financial assistance was provided for licenses, permits, and select start-up costs. Workshops were provided to increase participants' knowledge about owning a business and to provide resources to ensure compliance with federal and state requirements.



Our **Microenterprise Program**, funded by the City of San Diego's Community Development Block Grant, has provided training, technical assistance, and financial assistance to enable the establishment or expansion of small businesses.

**OVER 50 CLIENTS**  
ENROLLED IN 2019

Made possible by:



# Empowering Youth

In the 1990s, law enforcement officials approached SFS requesting assistance in addressing the needs of at-risk youth. In response, SFS developed a youth empowerment program called **Leaders In Our Neighborhood (LION)**. LION uses an evidence-based approach to fostering and building the next generation of leaders by providing our youth with:

- one-on-one academic mentorship
- leadership development workshops
- college campus tours
- educational and recreational field trips
- community service and internship opportunities
- opportunities for engagement in sports
- an annual youth summit
- and more!



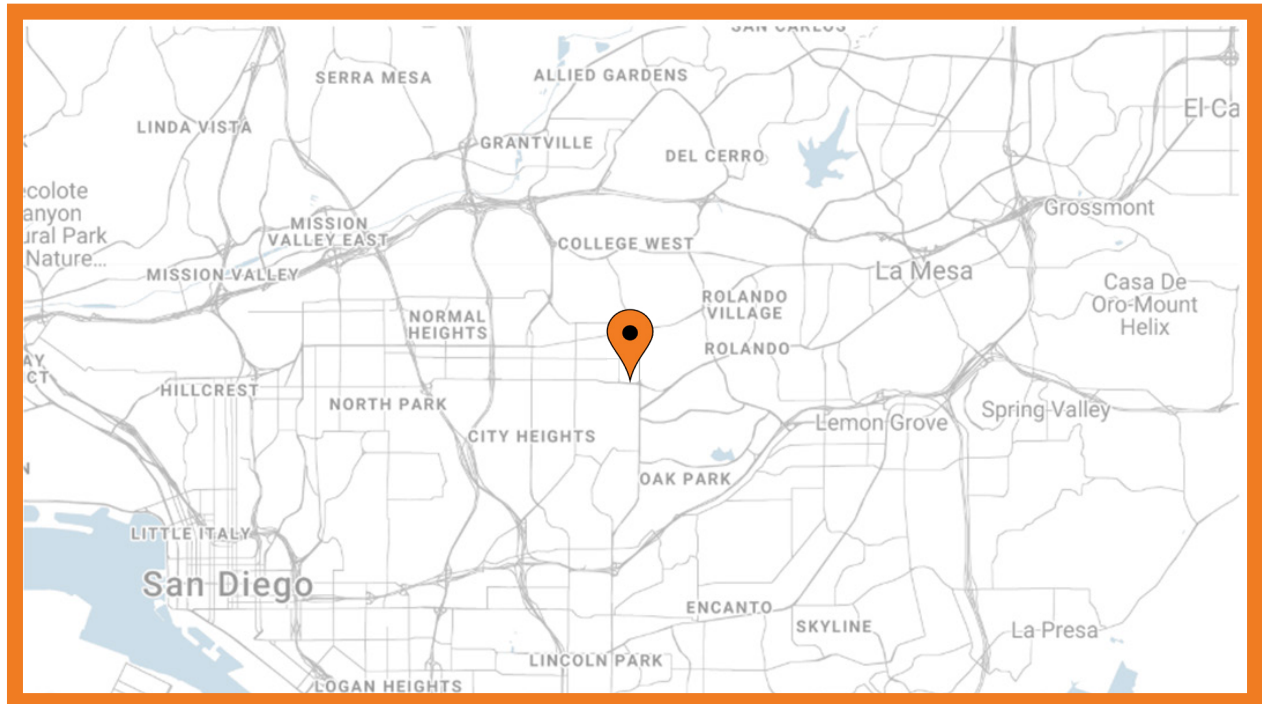
**Over 1,000** YOUTH ENGAGED **100%** OF WHOM GRADUATED FROM HIGH SCHOOL

Today, through funding by the Doris Duke Foundation for Islamic Art, LION is providing high-school-aged teens with the unique opportunity to participate in interactive theater performances with Intrepid Theater through the **Building Bridges Program**. These performances will help the youth build confidence and conflict-resolution skills, and will provoke meaningful dialogue between Muslim and non-Muslim youth across San Diego County.

Made possible by:



# Call or Visit Us



## Somali Family Service of San Diego

Ahmed Sahid, President & CEO

5348 University Avenue, #203

San Diego, CA 92105

(619) 265-5821



## DONATE TODAY

The success of the communities we serve is made possible by grants from foundations, but government grants have been reduced by 40% in recent years. Foundation grants fuel important programs but what truly sustains the work that Somali Family Service does is donations from individuals like you!

[www.sfssd.org](http://www.sfssd.org)