

SURE HELPLINE CENTER

# Annual Report

2025



AT THE HEART OF OUR WORK IS A STEADFAST  
COMMITMENT TO HEALING, JUSTICE, AND  
PREVENTION.



## **Sure Helpline Center**

### **Annual Report 2025**

This Annual Report highlights the Sure Helpline Center's achievements, impact, and vision for the future. We are proud to share how your support has empowered survivors, educated the community, and advanced our mission to build a world free from sexual violence.

In the following pages, you will find a summary of our programs, financial stewardship, stories of resilience, and our strategic plans for the year ahead. Thank you for standing with us and making this work possible.



## Leadership & Staff

### Board of Directors:

- Sergio Servin: Board President
- Angie M. Peña: Secretary
- Leticia A. Cota: Board Member
- Maria L. Bravo: Board Member

### Staff Members:

- Margaret Sauza, Executive Director
- Johana Ramirez, Program Manager/HR
- Rosa Estrada, Development Manager
  - Anareli Macias, Accountant
  - Jose Luis Mendoza, Lead Advocate
- Consuelo Siqueiros, Elder Abuse Specialist Advocate
  - Jannett Huerta, Operations Manager
  - Humberto Garcia, Educator
- Gabriela Cbrales, Community Outreach Coordinator
  - Helen Bindiola, Community Outreach
  - Oliva Gonzalez, Community Outreach



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## Letter from the Executive Director

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Dear friends and supporters,

This year, we witnessed the strength and resilience of survivors in our community, and we are honored to stand beside them on their journey toward healing. 2025 was a year of growth, collaboration, and steadfast dedication to our mission of supporting survivors of sexual violence and advancing a world free from sexual assault. We expanded our outreach to underserved communities, increased our counseling capacity, and trained more volunteers than ever before.

These accomplishments were made possible through the generosity of our donors, the tireless dedication of our staff and volunteers, and the courage of the survivors who placed their trust in us during their most vulnerable moments.

As we look ahead, we remain deeply committed to empowering survivors, educating our community, and advocating for systemic change. Together, we can continue to foster a safe, supportive, and equitable environment for everyone.

I would also like to extend my heartfelt thanks to our Board Chair for their steadfast leadership, guidance, and unwavering dedication to our mission. Your vision and support inspire our entire team to do their best work every day.

With gratitude,



Margaret Sauza

Executive Director



## Our Mission and Vision

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### Mission:

Our mission is to provide culturally responsive, 24-hour crisis intervention, inclusive advocacy, and referral services to empower sexual violence victims into survivors affected by sexual assault, domestic violence, human trafficking, and child abuse; and promote prevention and education to end sexual and domestic violence in our community.

### Vision:

To see a community free of all forms of violence.

## Our Core Values

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### Survivor-Centered Care

We prioritize the healing, safety, and voices of survivors in every aspect of our work.

### Safety & Trust

We foster safe, respectful spaces where survivors feel seen, heard, and believed.

### Empowerment

We support survivors in reclaiming control of their lives, honoring their right to make informed choices.

### Equity & Inclusion

We embrace diversity and actively work to dismantle barriers rooted in race, gender, sexual orientation, ability, and economic status.

### Education & Prevention

We believe change begins with knowledge. Through outreach, we build awareness and promote healthy, respectful communities.

### Advocacy for Justice

We stand beside survivors as they navigate legal, medical, and institutional systems—pushing for accountability and systemic reform.

### Integrity & Transparency

We hold ourselves accountable to the highest ethical standards, ensuring honesty and responsible stewardship in all we do.



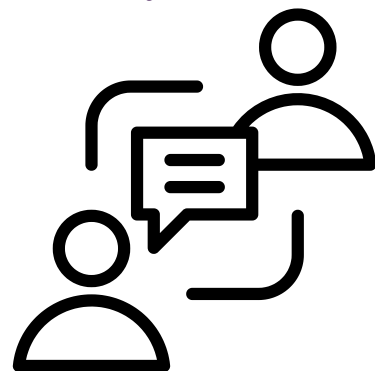


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## 2025 Program Highlights

In 2025, we provided critical services and programs that made a meaningful difference in our community:








- Hotline: Answered **692** crisis calls, providing immediate support and resources.
- Counseling: Provided over **498** hours of trauma-informed counseling sessions to 244 survivors.
- Accompaniment: Supported **259** survivors through hospital exams, police reports, and court proceedings.
- Crisis Intervention: Assisted **143** survivors with immediate crisis support and safety planning.
- S.A.R.T. Accompaniment: Provided accompaniment services for **29** survivors during Sexual Assault Response Team exams.
- Advocacy: Collaborated on legislation to strengthen survivor rights and improve access to justice.



## Flexible Financial Assistance

In 2025, we expanded our flexible financial assistance program to meet the urgent needs of survivors and their families.

We distributed over \$126,400 in direct assistance to more than 300 clients, covering essential needs such as:

	Service	Amount Provided	Impact
	Emergency Shelter Funds	\$24,300	Provided 245 nights of critical, safe refuge, ensuring immediate safety and a foundation for healing and recovery.
	Rental Assistance	\$44,732	Helped prevent homelessness by enabling survivors to maintain stable housing during financial crises.
	Utility Assistance	\$10,990	Prevented service disruptions and maintained stability in survivors' homes.
	Food Security Support	\$21,800	Ensured families in need had access to nutritious meals during difficult times.
	Clothing Assistance	\$18,850	Distributed to individuals rebuilding their lives, helping restore dignity and confidence.
	Emergency Healthcare	\$3,700	Covered urgent health-related items for immediate survivor care.
	Transportation Services	\$2,043	Enabled survivors to access critical support and resources.

## Education & Outreach | 2025 Impact Overview

In 2025, our team led robust community education and outreach efforts focused on violence prevention, public awareness, and connection to critical support services. These initiatives reached communities across Imperial County and were thoughtfully extended to include unincorporated and rural areas such as Palo Verde, Ocotillo, Salton Sea, Bombay Beach, Desert Shores, Seeley, Slab City, Winterhaven, and Niland, ensuring that individuals in even the most remote and underserved regions had access to the support, care, and resources they deserve.

We delivered a variety of SA/DV programs, including interactive presentations, resource fairs, wellness events, parenting classes, and support groups for individuals across all life stages from children and youth to adults and seniors.

We proudly conducted 588 outreach events, reaching a total of 30,502 participants. Our outreach was inclusive and intentional, engaging diverse and often underserved populations such as LGBTQ+ individuals, unhoused community members, farmworkers, seniors, and immigrants in detention centers.

These efforts not only expanded access to resources but also fostered greater awareness, community empowerment, and early intervention, key steps in breaking the cycle of violence and building a safer, more informed community.

🏳️‍🌈 Education & Outreach: Delivered 588 prevention workshops, reaching 30,502 community members, including diverse populations such as the LGBTQ+ community, unhoused people, farmworkers, youths, seniors, and immigrants in detention centers.”

**Activity:** Community Outreach

**Sector:** Seniors

**Attendees:** 7,040

**Description:**

Outreach efforts for seniors focused on raising awareness about elder abuse, personal safety, mental health, and available support services. Programs were designed to be accessible, respectful, and culturally sensitive, helping older adults feel informed, empowered, and connected to resources that support their independence and well-being.

**Activity:** Community Outreach

**Sector:** Farmworkers

**Attendees:** 8,737

**Description:**

Outreach efforts provided farmworkers with critical information on violence prevention, access to support services, and legal rights. Programs were delivered in culturally and linguistically appropriate formats, ensuring accessibility and promoting safety, empowerment, and well-being among a historically underserved population.

**Activity:** Community Outreach Prevention Education

**Sector:** Youths

**Attendees:** 1,701

**Description:**

Educational outreach for youth focused on increasing awareness of sexual assault, dating violence, and healthy relationship dynamics. Through age-appropriate, trauma-informed presentations and discussions, young participants were empowered to recognize warning signs, understand consent, set boundaries, and access support services when needed. These sessions helped foster a culture of respect, safety, and prevention among adolescents and teens.



Education & Outreach | 2025 Impact Overview

📍 Outreach Reach

Total Events: 588 workshops & outreach activities

Total Participants: 30,502 individuals





🌍 Geographic Reach

Areas Served in Imperial County (including rural & unincorporated communities):  
Palo Verde, Ocotillo, Salton Sea, Bombay Beach, Desert Shores, Seeley, Slab City,  
Winterhaven and Niland.

👥 Populations Served

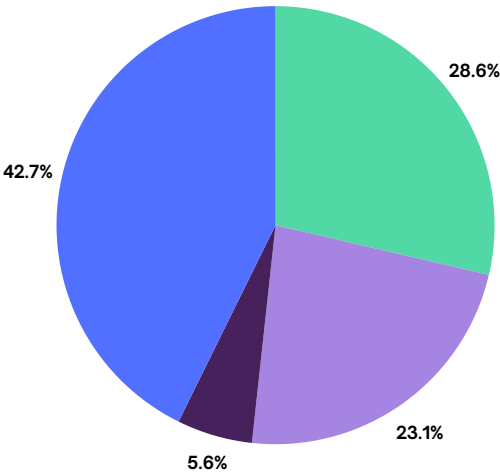
- LGBTQ+ individuals
- Unhoused community members
- Farmworkers
- Seniors
- Youths
- Immigrants in detention centers

Chart: Participants by Sector

Sector	Attendees	Percentage
 Farmworkers	8,737	28.6%
 Seniors	7,040	23.1%
 Youths	1,701	5.6%
 Adult & Children	13,024	42.7%
Total	30,502	100%

“Delivered 588 prevention workshops, reaching 30,502 individuals—engaging diverse and often underserved groups, from LGBTQ+ and unhoused people to farmworkers, seniors, and youth.”

Chart: Participants by Sector



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## 2025 Highlights: Community Engagement & Impact

### Annual Summer Resource Fair IV Mall

For the past five consecutive years, the Sure Helpline Center has proudly hosted the Annual Summer Resource Fair at the IV Mall. This well-attended event brings together more than fifteen partner agencies—including Imperial County Behavioral Health Services, Líderes Campesinas, Imperial Valley Food Bank, Planned Parenthood, WomenHaven, Employment Development Department (EDD), Center of Employment Training (CET), Calexico Wellness Center, and Innercare—to provide vital information and education to our community. This collaborative effort plays a crucial role in expanding access to support services, empowering residents with resources that address their diverse needs.

### Homeless Breakfast Event

Since 2021, the Sure Helpline Center has organized the annual Homeless Breakfast Event each November in the parking lot of our main office. This compassionate gathering offers critical information and referral services related to domestic violence and sexual assault for individuals experiencing homelessness. Over six local agencies participate regularly, including Innercare, Alcoholics Anonymous, Al-Anon, Imperial County Behavioral Health Services (ICBH), Imperial County Public Health Department, Imperial Valley Food Bank, and Brown Bag Coalition, providing a broad spectrum of resources tailored to this vulnerable population. Attendees receive food, clothing, blankets, socks, personal hygiene items, and vaccines, alongside complimentary breakfast, snacks, hot coffee, and water. This event exemplifies our commitment to promoting dignity, respect, and equality across all communities.

### Walk a Mile Event

As Imperial County's only rape crisis center, the Sure Helpline Center organizes the annual "Walk a Mile in Their Shoes" event to stand in solidarity with survivors of sexual assault. This heartfelt demonstration raises awareness and fosters community understanding of the challenges faced by survivors. Participants—including representatives from the Sheriff's Department, Imperial Valley College, firefighters, the District Attorney's Office, Victim Witness Office, WomenHaven, high school students, and concerned community members—walk together wearing red high heels and carrying signs advocating against sexual violence. This powerful, symbolic march promotes survivor support and underscores the importance of education, unity, and collective action in creating a safer community for all.



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## Our Supporters: Donors & Volunteers

We extend our sincere gratitude to the many individuals, businesses, and organizations whose generosity sustains our work.

We are also deeply appreciative of our incredible volunteers, who contributed more than 8,760 hours of their time to support survivors and educate the community.

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## Survivor Story

“I was scared, alone, and didn’t know where to turn. Because of my immigration status, I was afraid to ask for help, but you listened without judgment. The counseling, support in court, and help with basic needs gave me hope. Thank you for walking with me and helping me feel safe again, for myself and my children.”

## Financial Summary

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We remain committed to transparency and responsible stewardship of our resources. Below is a summary of our income and expenses for 2025:

### Income:

- Individual Donations: \$7,315
- Grants: \$1,026,838
- Fundraising Events: \$6,178
- Other Income: \$71,925

Total Income: \$1,112,257

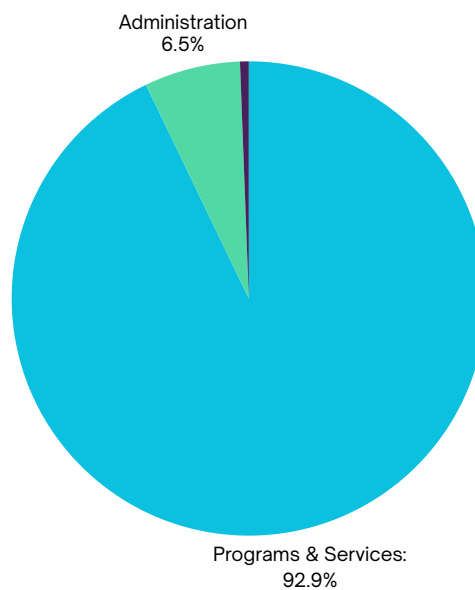
### Expenses:

- Programs & Services: \$980,476
- Administration: \$69,117
- Fundraising: \$6,292

Total Expenses: \$1,055,885

Net Income: \$56,371

### Revenue Allocation



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## Looking Ahead



As we look to the future, our vision is to strengthen and expand our impact even further.

In the coming year, we plan to:

- Launch a youth prevention program in local schools, equipping young people with knowledge and tools to prevent sexual violence.
- Upgrade our 24/7 hotline technology to improve responsiveness in online chat.
- Invest in staff wellness and professional development to retain and support our exceptional team.
- Deepen collaboration with community partners, including law enforcement and healthcare providers, to create a seamless support network for survivors.



## Contact Us

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