

Sure Helpline Center

2026

Annual **Report**



"Together, we transform fear into hope,
isolation into support, and survival into
resilience."



Sure Helpline Center

Annual Report 2026

This Annual Report highlights Sure Helpline Center's impact, accomplishments, and commitment to serving survivors throughout 2026. Inside, you'll find an overview of our programs, community impact, financial stewardship, and the progress we've made together.

Thank you to our supporters, partners, and volunteers for helping us provide hope, healing, and advocacy to those who need it most. Your continued support makes our mission possible.

Leadership & Staff

The success of Sure Helpline Center is made possible by the dedication and leadership of our Board of Directors and staff. Together, they provide the vision, expertise, and compassion that strengthen our organization and ensure quality services for survivors throughout our community.

Board of Directors

Angie M. Peña – Board President

Robert Diaz – Vice President

Sonya Garcia Bruce – Secretary

Sergio Servin –Board Member

Leticia A. Cota – Board Member

Maria L. Bravo – Board Member

Leadership & Staff

Margaret Sauza – Chief Executive Officer

Johana Ramirez – Executive Director

Rosa Estrada – Development Manager

Anareli Macias – Accountant

Jose Luis Mendoza – Project Coordinator/Lead Advocate

Consuelo Siqueiros – Elder Abuse Specialist Advocate

Jannett Huerta – Operations Manager

Humberto Garcia – Educator

Gabriela Cabrales – Community Outreach Coordinator

Helen Bindiola – Community Outreach Advocate

Oliva Gonzalez – Community Outreach Advocate



Table Of Contents

06

Introduction

Introduction and message from our leadership reflecting on our impact, accomplishments, and commitment to survivors and the community.

07

About Us: Mission & Vision

Discover who we are, what we stand for, and the purpose that guides our work.

08

Our Core Values

The values that inspire our advocacy, guide our decisions, and define who we are as an organization.

09

2026 Program Highlights

Celebrating the impact of our programs, services, and community efforts that supported survivors and advanced our mission throughout the year.

10

Flexible Financial Assistance

Providing critical support and resources that help survivors overcome barriers, access essential needs, and move toward safety and stability.

11

Education & Outreach

Building awareness, promoting prevention, and strengthening our community through education, training, and meaningful outreach efforts.

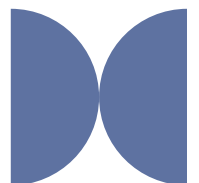


Table Of Contents

13

Community Engagement & Impact

Highlighting our partnerships, outreach efforts, and the collective impact of working together to support survivors and strengthen our community.

14

Donors & Volunteers

Honoring the supporters and volunteers who stand alongside us in creating hope, healing, and meaningful change for survivors and our community.

15

Financial Summary

Providing a transparent overview of our financial stewardship, funding support, and responsible management of resources that sustain our mission and services.

16

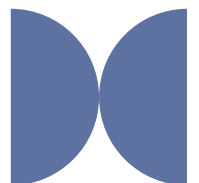
Planning for Tomorrow

Looking ahead with strategic goals, continued growth, and a commitment to expanding our impact and services for survivors and our community.

17

Partner With Us

Join us in strengthening our mission through collaboration, support, and shared commitment to empowering survivors and building a safer community.



“Message from our leadership”

To Our Community, Partners, and Supporters,

2026 was a year of resilience, growth, and meaningful impact for Sure Helpline Center. We are honored to continue standing alongside survivors by providing compassionate advocacy, crisis intervention, and essential resources that promote healing, safety, and empowerment.

With expanded resources, strengthened funding support, and the commitment of our dedicated team, we increased our capacity to reach more survivors and enhance the services available throughout our community. Our strong partnerships with local agencies, community organizations, and community members continue to strengthen our collective response, ensuring survivors receive timely advocacy, support, and access to critical resources during their journey toward healing.

We are deeply grateful to our staff, volunteers, Board of Directors, donors, partners, and community members whose dedication makes this work possible. Together, we continue building a safer, more supportive community where survivors are heard, respected, and empowered.

With gratitude,



Margaret Sauza

Chief Executive Officer

Sure Helpline Center

“Our Mission and Vision”

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”

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

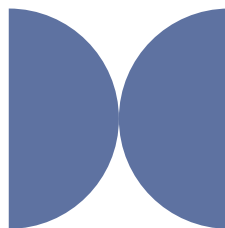
We believe change begins with knowledge. Through outreach, we build awareness and promote healthy, respectful communities.

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.



“2026 Program Highlights”

2026 Community Impact

Throughout 2026, the Sure Helpline Center provided compassionate, trauma-informed services that supported survivors, increased access to resources, and strengthened our community response to sexual violence.



Crisis Hotline: Answered **2,054** crisis calls, providing immediate support, information, and referrals to survivors and community members in need.



Trauma-Informed Counseling: Provided more than **368** hours of counseling services to **215** survivors, supporting healing, recovery, and emotional well-being.



Survivor Accompaniment: Supported **68** survivors through hospital exams, law enforcement reports, and court proceedings with compassion and advocacy.



Crisis Intervention & Safety Planning: Assisted **109** survivors with immediate crisis support, resources, and personalized safety planning.

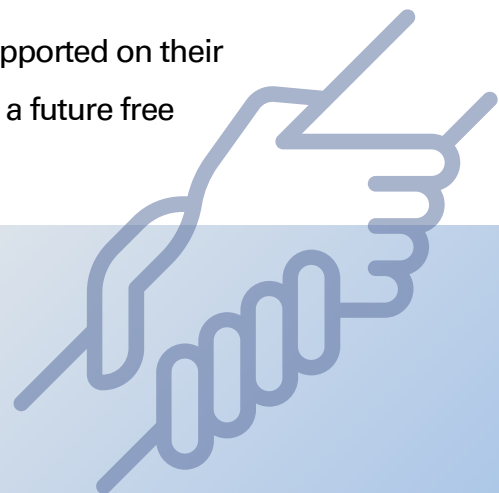
S.A.R.T. Accompaniment: Provided advocacy and support to **10** survivors during Sexual Assault Response Team exams, ensuring they did not face these difficult moments alone.



Advocacy & Community Education: Worked to strengthen survivor rights, increase awareness, and promote prevention efforts throughout Imperial County.

Trauma-informed advocacy and support services to **18** inmate survivors in county jails and state prison.

Every number represents a person who reached out for help, a survivor supported on their healing journey, and a community moving closer toward safety, hope, and a future free from violence.

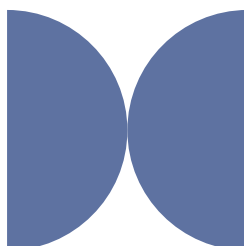


“Flexible Financial Assistance”

In 2026, we expanded our flexible financial assistance program to meet the urgent needs of survivors and their families.

We distributed over \$91,662 in direct assistance to more than 300 clients, covering essential needs such as:

	Service	Amount Provided	Impact
	Emergency shelter	\$ 24,092.00	Provided 243 nights of critical, safe shelter for survivors, offering stability, protection, and support while they navigated crisis situations.
	Rental Assistance	\$ 28,393.00	Helped prevent homelessness by providing rental assistance that supported survivors in maintaining safe and stable housing.
	Utility Assistance	\$ 3,695.00	Supported survivors with essential utility assistance, helping prevent service disruptions and providing stability during times of crisis.
	Food Security Support	\$ 15,390.00	Ensured survivors had access to essential food resources, helping remove barriers to safety and stability while they navigated their journey toward independence.
	Clothing Assistance	\$ 15,700.00	Helped survivors access essential clothing resources, supporting their safety, dignity, and well-being during times of crisis.
	Emergency Healthcare	\$ 3,727.00	Distributed essential healthcare items to survivors, helping meet immediate health and personal care needs while supporting safety, dignity, and recovery during times of crisis.
	Transportation Assistance	\$ 665.00	Facilitated transportation assistance for survivors, helping them overcome mobility barriers and access the resources needed.



“Education & Outreach | 2026 Impact Overview”

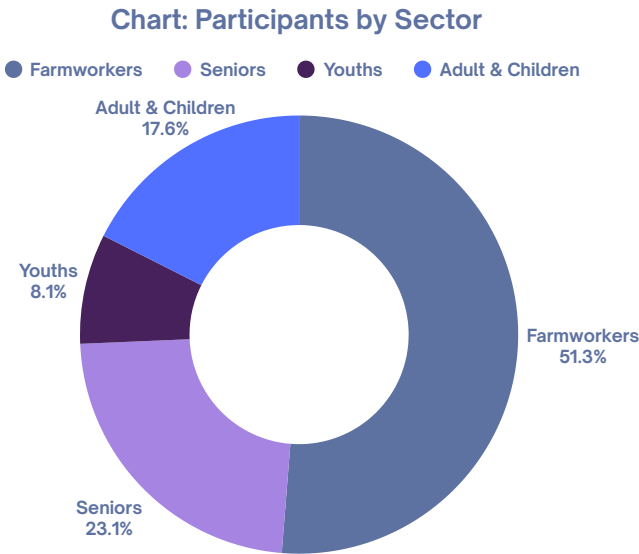
In 2026, our team continued strengthening community education and outreach efforts focused on violence prevention, awareness, and access to critical support services throughout Imperial County. Outreach activities expanded across urban, rural, and unincorporated communities, ensuring that individuals in underserved areas had access to resources, education, and support.

We delivered culturally responsive sexual assault and domestic violence prevention programs, including presentations, resource fairs, wellness activities, parenting classes, and support groups for children, youth, adults, and seniors.

Our team conducted **629** outreach events, reaching **27,176** community members, including diverse populations such as LGBTQ+ individuals, farmworkers, seniors, youth, adults, and individuals experiencing homelessness.

These efforts increased awareness, connected community members to vital resources, and promoted early intervention and prevention strategies to help build a safer and more informed Imperial County.

Chart: Participants by Sector		
Sector	Attendees	Percentage
Farmworkers	13,931	51.3%
Seniors	6,269	23.1%
Youths	2,206	8.1%
Adult & Children	4,770	17.6%



Community Outreach Impact

Expanding Awareness and Access Across Imperial County

During the year, Sure Helpline Center conducted 629 workshops and outreach activities, reaching 27,176 community members with education, prevention information, resources, and support services.

Geographic Reach

Our outreach efforts extended throughout Imperial County, including rural and unincorporated communities where access to services can be limited:

- Palo Verde
- Ocotillo
- Salton Sea
- Bombay Beach
- Desert Shores
- Seeley
- Slab City
- Winterhaven
- Niland

Communities Served

Sure Helpline Center provided culturally responsive outreach and support to diverse populations, including:

- LGBTQ+ individuals
- Unhoused community members
- Farmworkers and agricultural communities
- Seniors
- Youth and adolescents
- Adults and children

“2026 Highlights: Community Engagement & Impact”

Annual Children's Fair – Bucklin Park (April 2026)

In April 2026, the Sure Helpline Center hosted its Annual Children's Fair at Bucklin Park in El Centro, California, to promote and expand awareness of services available to children, youth, and families throughout Imperial County. The event provided educational activities, community resources, and prevention information focused on building safe relationships and creating communities free from violence, domestic violence, and sexual assault. Through outreach and collaboration with community partners, the event strengthened connections with children, youth, and families while increasing awareness of support services available to the community.



Annual Farmworkers Appreciation Event – 2026

In December 2026, the Sure Helpline Center participated in the Annual Farmworkers Appreciation Event, a community tradition that has honored agricultural workers for over 45 years. The event recognizes the valuable contributions of farmworkers in Imperial County and brings together local partners to provide resources, information, and support to farmworkers and their families. Through outreach and education, the Center increased awareness of available services, including prevention education and resources related to domestic violence, sexual assault, and community safety, while celebrating the dedication and resilience of farmworker communities.



Walk a Mile in Their Shoes – 2026

In 2026, the Sure Helpline Center proudly hosted its annual Walk a Mile in Their Shoes event, bringing together community members and local partners to raise awareness about sexual assault and show support for survivors. Participants—including representatives from law enforcement, the District Attorney's Office, Imperial Valley College, local schools, community organizations, and residents—walked together wearing red high heels and carrying messages of hope and prevention. This annual event reinforces the Center's commitment to educating the community, promoting survivor advocacy, and inspiring collective action to end sexual violence.



“Our Supporters: Donors & Volunteers”

Acknowledgments

The Sure Helpline Center extends its heartfelt appreciation to the individuals, businesses, community partners, and organizations whose generosity and continued support make our mission possible. Your commitment allows us to continue providing critical services, advocacy, and education to survivors and the community.

We are especially grateful to our dedicated volunteers, who contributed more than 8,760 hours of service throughout the year. Their compassion, time, and commitment helped support survivors, expand community outreach, and promote awareness and prevention education. Their invaluable contributions strengthen our ability to create a safer and more supportive community for all.

“Survivor Story”

Survivor Testimony

“Muchas gracias, so saben lo respaldadas y protegidas nos sentimos ayer al salir de estar con ustedes, más personas como ustedes que sean sensibles ante estas situaciones tan delicadas y lastimosas. Que Dios los bendiga siempre y no me cansaré de agradecerles por toda la información.”
Saludos.

“Thank you so much. You have no idea how supported and protected we felt yesterday after leaving and spending time with you. We truly wish there were more people like you—people who are compassionate and understanding in such delicate and painful situations.

May God always bless you. I will never tire of thanking you for all the information, guidance, and support you provided.”
Warm regards.

— Survivor (name withheld for confidentiality)

“Financial Summary”

We remain committed to transparency and responsible stewardship of our resources. Below is a summary of our income and expenses for 2026:

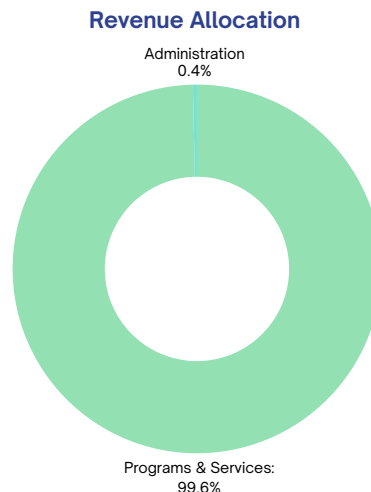
Income:

- Individual Donations: \$8,618
 - Grants: \$1,054,918
 - Other Income: \$1,387
- Total Income: \$1,059,807

Expenses:

- Programs & Services: \$959,162
 - Administration: \$3,398
- Total Expenses: \$1,055,885

Net Income: \$5,583



2026 Financial Overview

In 2026, the Sure Helpline Center remained focused on using available funding to sustain and expand critical services for sexual assault / domestic violence survivors and the community. Grant funding supported the majority of our programs, allowing us to continue providing crisis response, counseling, advocacy, accompaniment, client financial assistance, prevention education, and outreach services throughout Imperial County. Through responsible financial management, we continued to prioritize resources where they created the greatest impact.

“Planning for Tomorrow”



Looking Ahead: 2027 Priorities

As we move forward, Sure Helpline Center remains dedicated to expanding prevention, strengthening survivor support, and improving access to critical resources throughout Imperial County. Our focus will continue to be on creating safer communities through education, collaboration, and innovative services.

In the coming year, we plan to:

- Expand youth prevention programs in schools and community settings, providing education on healthy relationships, consent, dating violence prevention, and digital safety, including awareness of online risks such as sexting.
- Enhance our 24/7 crisis hotline services by improving technology and expanding online communication options to increase accessibility and provide timely support to survivors.
- Increase collaboration with community partners, including law enforcement, healthcare providers, schools, and local organizations, to strengthen coordinated responses and improve services for survivors.
- Expand outreach and education efforts in rural and underserved communities to ensure individuals across Imperial County have access to prevention education, advocacy, and support resources.

Through these efforts, Sure Helpline Center will continue advancing its mission to prevent sexual assault and domestic violence, empower survivors, and build a safer, more informed, and supportive community.

Contact Us

Sure Helpline Center

654 W. Main Street

El Centro, CA 92243

Office Phone

(760) 352-7878



24/7 Crisis Line

(760) 352-7873 / (760) 352 -7875



Email

center.surehelpline@gmail.com



Website

www.surehelpline.org



Follow Us

Instagram | Facebook | X (Twitter)

@SureHelplineCenter