

Name of Grantee: Genesis Recovery Inc  
 Title of Proposed Project: Genesis Substance Abuse Recovery Program  
 Requested Amount: \$200,000.00  
 # of Residents Served: 60  
 CHNA Category: Behavioral Health



Introduction

Our mission is to help restore the lives of individuals who have been broken by the disease of addiction by implementing an individualized treatment experience utilizing evidence-based models, medically assisted treatment, trauma healing, 12-steps, clinical modalities, family restoration, faith integration, and community.

Project Highlights

The Genesis Substance Abuse Recovery Program provides comprehensive treatment, holistic care, and community support to individuals struggling with substance abuse in East County San Diego. Our goal is to promote sustainable recovery through individualized treatment plans, medical-assisted treatment, counseling, holistic activities, and robust aftercare programs. The program serves as a critical resource for the region, addressing both immediate and long-term needs of participants.

**Prior Funding**

FY23-24: -  
 FY22-23: -  
 FY21-22: -  
 FY20-21: -  
 FY19-20: -

**Prior Sponsorships**

FY23-24: -  
 FY22-23: -  
 FY21-22: -  
 FY20-21: -  
 FY19-20: -

Name of Grantee: Genesis Recovery Inc  
 Title of Proposed Project: Genesis Substance Abuse Recovery Program  
 Requested Amount: \$200,000.00  
 # of Residents Served: 60  
 CHNA Category: Behavioral Health



**Financial Overview**

Total Assets:	\$	173,824
Current Assets:	\$	152,906
Total Liabilities:	\$	83,698
Current Liabilities:	\$	33,025
Current Ratio:		4.63
Total Revenue:	\$	1,476,757
Operating Cash Flow:	\$	326,983

Cost per Client: \$ 3,333.33

**Budget Data**

Total <u>Organization</u> Budget:	\$	974,500.00
Total <u>Project</u> Budget:	\$	974,500.00
GHD % of Project Funding:		21%

**Grant Funding Allocation:**

Counselors	\$	200,000.00
Management	\$	-
Consultants	\$	-
Equipment	\$	-
Food	\$	-
Information/Materials	\$	-
<b><u>OTHER</u></b>		
Utilities & Office Exp.	\$	-
Professional Services	\$	-
Training	\$	-
Medical Supplies	\$	-
Holistic Health	\$	-
Community Integration	\$	-
Outreach	\$	-
<b>Total</b>	<b>\$</b>	<b>200,000.00</b>

**Total Organization Funding Sources**

Source	Amount
Federal	\$ -
State	\$ -
City/County	\$ -
Other Government	\$ -
Proposed GHD	\$ 200,000
Fees for Service	\$ -
Nonprofit Organizations	\$ -
Private Donations	\$ 774,500
Other (list below)	
	\$ -
	\$ -
	\$ -
<b>Total</b>	<b>\$ 974,500</b>

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Title	<b>Geneis Recovery Inc</b>	08/01/2024
	by <b>Ken Weekes</b> in <b>Full Grant</b>	id. 47141823
	kweekes@ectlc.org	

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<b>Original Submission</b>	08/01/2024
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Score	n/a
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Organization Information
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Legal Name of Organization	Geneis Recovery Inc
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Address	18985 Highway 94 Dulzura CA 91917 US 32.60878 -116.74318
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Organization Website	GenesisRecovery.com
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Organization Introduction	Please provide a brief (2-3 sentence) introduction to the organization, and its primary purpose(s).
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Organization Introduction (response):	Our mission is to help restore the lives of individuals who have been broken by the disease of addiction by implementing an individualized treatment experience utilizing evidence-based models, medically assisted treatment, trauma healing, 12-steps, clinical modalities, family restoration, faith integration, and community.
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Applicant Information
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Name (application point of contact)	Dr. Julie Hayden
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Applicant Title	Dr. Julie Hayden Executive Director
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Applicant Phone	+18582047285
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Are you the agency director?	Yes
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Board of Directors
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[bios.pdf](#)

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Has the organization received grant or sponsorship funding from the Grossmont Healthcare District within the past five years?

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Grant Information

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Proposed Project Title Genesis Substance Abuse Recovery Program

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Project Highlights Please provide below a concise (2-3 sentence) description of the proposed project.

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Project Highlights (response): The Genesis Substance Abuse Recovery Program provides comprehensive treatment, holistic care, and community support to individuals struggling with substance abuse in East County San Diego. Our goal is to promote sustainable recovery through individualized treatment plans, medical-assisted treatment, counseling, holistic activities, and robust aftercare programs. The program serves as a critical resource for the region, addressing both immediate and long-term needs of participants.

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Amount of Funds Requested 200000.0

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Number of Unduplicated GHD Residents to be Served 60.0

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Ages of Population to be Served (select all that apply) Adult (18-65)

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Which of GHD's strategic priorities best aligns with your project? (select one) Behavioral Health

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Areas of Impact The Grossmont Healthcare District is home to approximately 520,000 residents, and its boundaries cover a large geographic area of 750 square miles that include most cities and towns frequently referred to as "East County," as well as much of the rural Mountain Empire Region. For the purposes of Board governance, it is divided into five zones. Use the image below or visit the Grossmont Healthcare District Interactive map to identify which zone(s) your project will impact.

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Which zone(s) of the Grossmont Healthcare District will your project impact?	Zone 1: Santee Zone 2: Spring Valley, Lemon Grove, Mountain Empire communities (Tecate, Potrero, Campo) Zone 3: La Mesa Zone 5: El Cajon, Jamul
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Project Narrative

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Narrative Part 1 - Problem Statement	Please provide a summary description of the issue(s) or challenge(s) that the proposed project seeks to address, and the need for these proposed service(s) within the Grossmont Healthcare District.
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Narrative Part 1 (response)	<p>Substance abuse is a critical issue within the Grossmont Healthcare District, especially in the east county region, where there is a significant gap in comprehensive treatment services. The San Diego County Behavioral Health Board's (BHAB) recent approval for Assertive Community Treatment (ACT) services highlights this need, yet none of the contractors currently provide services in east county. This lack of resources has severe implications, as evidenced by the rising rates of synthetic opioid-involved deaths, particularly fentanyl, which was the leading cause of death among people experiencing homelessness in San Diego in 2022, an 800% increase from 2020.</p>
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The Genesis Substance Abuse Recovery Program (SARP) seeks to address this urgent need by offering intensive, multidisciplinary treatment to chemically dependent individuals before tragic outcomes occur. The program's holistic approach aims to reduce emergency medical service utilization and foster long-term recovery and stability. With a compelling 77% success rate in reducing emergency services utilization following ACT participation and 76% of individuals maintaining functional life status without requiring further emergency services for six months, there is a clear and pressing need for the Genesis program in east county.

Our goal is to fill this critical service gap, providing life-saving treatment and support to individuals in desperate need. With a total funding requirement of \$974,500, we are seeking a \$200,000 grant to help launch and sustain this vital program, which promises to make a significant impact on our community's health and well-being.

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Narrative Part 2 -  
About Your  
Organization

Please share the most important information about your organization, and its capabilities to address the problem(s) described above. Relevant information could include some of the following: How will your organization's history and experience make this project successful? Current programs and recent accomplishments or achievements Recent major changes to financial and/or organizational circumstances

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Narrative Part 2  
(response)

The Genesis Substance Abuse Recovery Program, a men's recovery initiative, was established in 2014 with a mission to provide high-quality, compassionate care to individuals battling substance abuse. Founded and managed by individuals with firsthand experiences of addiction and recovery, Genesis is deeply committed to helping clients achieve permanent sobriety. Our program offers a safe, structured, and nurturing environment where clients can thrive during their recovery journey.

At the helm of Genesis is Dr. Julie Hayden, a licensed psychologist with over seventeen years of clinical experience. Dr. Hayden is the Chief Operating Officer (COO) of Rhombus, Clinical Director of Rhombus Counseling, La Mesa Counseling, New Vision Counseling Center, and Genesis Recovery. Additionally, she serves as the Chief Executive Officer (CEO) of the East County Transitional Living Center (ECTLC), where she leads initiatives to combat homelessness and poverty.

Dr. Hayden's extensive academic background includes a BA in Interdisciplinary Studies, a Master of Religious Studies, a Master of Arts in Counseling Psychology, and a Doctorate of Psychology. Her diverse expertise spans chronic mental illness, substance and sexual addictions, PTSD, depression, anxiety, and domestic violence. She has held teaching positions at various universities and co-founded Rhombus University, focusing on training clinicians and providing healing opportunities to underserved populations.

Under Dr. Hayden's leadership, ECTLC has become a major provider of housing and support services for homeless individuals in El Cajon. Our collaboration with local organizations and community groups ensures a comprehensive support network for our clients, facilitating their recovery and reintegration into society.

In recent years, ECTLC has successfully implemented a homeless outreach program, providing shelter, counseling, and employment opportunities to hundreds of individuals. Our commitment to transparency, accountability, and prudent financial management has allowed us to maintain stability and growth, ensuring that funds are utilized effectively to maximize impact.

The Genesis program's comprehensive approach, combining evidence-based treatment, holistic care, and community support, positions it uniquely to address the pressing substance abuse issues within the Grossmont Healthcare District. With a proven track record of successful interventions and strong community partnerships, Genesis is poised to make a significant difference in the lives of those we serve.

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Narrative Part 3 -  
About the Community  
Served

Please share information about the community that will be served through this project. Relevant information could include some of the following: The primary community opportunity, challenge, issue or need that your organization works to address Information about the people you serve such as socioeconomic status, race, ethnicity, gender, sexual orientation, age, physical ability, and language Details about how you work with other organizations, coalitions, or networks that serve the same community, or provide similar services Details about how you listen to/involve constituents, community members, and/or volunteers

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Narrative Part 3  
(response)

The Grossmont Healthcare District is a diverse and dynamic community facing significant challenges related to substance abuse, mental health, and homelessness. The east county region, in particular, is underserved, with a glaring lack of comprehensive treatment services. The community's primary needs include accessible, high-quality substance abuse treatment, mental health services, and robust support networks to foster long-term recovery and stability.

The target population for the Genesis Substance Abuse Recovery Program includes men struggling with substance abuse, particularly those who are homeless or at risk of homelessness. This demographic often faces numerous barriers to accessing care, including financial constraints, lack of transportation, and limited availability of culturally competent services. The socioeconomic status of our clients varies widely, but many are low-income and lack stable housing and employment.

Our community is racially and ethnically diverse, with individuals from various backgrounds, including significant Latino and African American populations. Substance abuse and mental health issues cut across all demographics, making it essential to offer services that are inclusive and responsive to the unique needs of each individual.

To effectively serve this diverse population, Genesis collaborates with local organizations, businesses, and support groups. These partnerships enhance our ability to provide comprehensive care and support, ensuring that clients have access to the resources they need for recovery. For example, our partnership with local shelters and food banks ensures that clients' basic needs are met, while collaborations with healthcare providers enable us to offer integrated medical and mental health services.

Community involvement is a cornerstone of our program. We regularly engage with community members through feedback sessions, forums, and volunteer opportunities, ensuring that our services remain relevant and effective. This community-driven approach fosters a sense of ownership and investment in the success of our programs.

One of our notable success stories involves "Jake" and his teenage son, who were escaping sex trafficking with no community or resources. Dr. Hayden's quick intervention provided them with immediate protection and connected them to vital resources, helping them build a new identity and future. Another example is a couple working through addiction recovery. With our support, they not only achieved sobriety but also learned healthy parenting skills, regained custody of their child, and secured permanent housing, becoming a healthy family with stable jobs. These stories highlight the profound impact of our programs and our commitment to addressing the unique needs of our community.

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Narrative Part 4 -  
About Your Project

Please explain the project. It is not necessary to restate information answered above. Relevant information could include some of the following:  
What you plan to do (activities) and anticipated timeframe  
Why you plan to do it (opportunity, challenge, issue or need)  
Who will be impacted (target population, including age, gender, ethnicity, other relevant characteristics)  
Whether the proposed project is a new service or an established service or program that will be expanded to GHD residents

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## Narrative Part 4 (response)

The Genesis Substance Abuse Recovery Program is designed to provide comprehensive, sustainable treatment and support to men struggling with substance abuse in the east county region. Our holistic approach integrates medical treatment, counseling, holistic care, and community support to promote long-term recovery and well-being.

### **What We Plan to Do (Activities and Anticipated Timeframe)**

**Medical Assisted Treatment:** This component includes medication management and health monitoring, managed by licensed medical professionals. Implementation will begin immediately upon receiving funding, with ongoing support throughout the program.

1. **Counseling and Therapy:** Certified counselors and therapists will conduct individual and group therapy sessions. These sessions will commence within the first month of funding and continue throughout the program.
2. **Holistic Care:** Incorporating exercise, nutrition, mindfulness, and stress management practices, this component will be integrated from the start, promoting overall well-being.
3. **Community Integration:** We will create partnerships with local organizations, businesses, and support groups to build a robust support network for participants. This will be an ongoing effort from the program's inception.
4. **Aftercare and Relapse Prevention:** Continuous support and resources post-treatment, including follow-up sessions and support groups, will begin as participants complete the initial treatment phase and continue indefinitely.

### **Why We Plan to Do It (Opportunity, Challenge, Issue, or Need)**

The east county region faces a critical shortage of substance abuse treatment services, leading to high rates of addiction, overdose, and related emergencies. The Genesis program seeks to fill this gap, providing essential care and support to prevent tragic outcomes and foster sustainable recovery.

### **Who Will Be Impacted (Target Population)**

Our target population includes men of all ages and backgrounds who are struggling with substance abuse, particularly those who are homeless or at risk of homelessness. We anticipate serving at least 60 unduplicated individuals annually, focusing on those with the greatest need for comprehensive care.

### **New or Established Service**

The Genesis program represents an expansion of ECTLC's existing services, incorporating new elements such as medical assisted treatment and enhanced holistic care to address the specific needs of substance abuse recovery in the east county region.

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Measurable Project Goals	In addition to the number of unduplicated GHD residents to be served, please briefly describe below 2-3 measurable goals that the project aims to achieve. If awarded, you will be asked to provide quarterly updates on your progress toward these goals, so please be sure that they are specific, measurable, and achievable within the project timeframe.
Project Goal #1	Increase in Treatment Access: Serve at least 60 unduplicated east county residents within the first year.
Project Goal #2	Reduction in Emergency Service Utilization: Achieve a 25% reduction in emergency medical service utilization among participants within the first year.
Project Goal #3	Improvement in Overall Well-being: 75% of participants report improved physical and mental health within six months of program completion.
Narrative Part 5 - About Your Impact	In a brief narrative, please explain what success looks like for the project overall, and for any goals stated above. How do you track impact and how do you know you're moving toward it? Relevant information could include some of the following: What kind of data will be measured, and how will it be collected? How will the organization generate referrals, or market the services? How would the proposed project specifically fulfill the elements of the Grossmont Healthcare District's mission?
Narrative Part 5 (response)	<p>Success for the Genesis Substance Abuse Recovery Program is defined by the sustained recovery and improved well-being of our participants. We measure success through both quantitative and qualitative data, including treatment completion rates, reduction in emergency service utilization, and participant self-reports. Data will be collected through regular follow-up sessions and surveys, ensuring continuous monitoring and evaluation of program effectiveness.</p> <p>One key indicator of success will be the increase in treatment access, with a goal of serving at least 60 unduplicated residents in the first year. We will also track the reduction in emergency medical service utilization, aiming for a 25% decrease among participants. Additionally, we will monitor improvements in overall well-being, with 75% of participants expected to report better physical and mental health within six months of completing the program.</p> <p>To generate referrals and market our services, we will leverage our existing partnerships with local organizations, healthcare providers, and community groups. Outreach efforts will include community events, informational sessions, and targeted marketing campaigns.</p> <p>The Genesis program aligns with the Grossmont Healthcare District's mission by addressing critical health needs and promoting the well-being of our community. By providing comprehensive and sustainable support for substance abuse recovery, we aim to enhance the quality of life for our participants and contribute to the overall health of the community.</p>

Project Budget and Organization Funding Sources Please use the forms below to provide: 1) Project Budget: The project's total budget, including requested GHD funding as well as other funding that is available to support the project 2) All Budget Sources: The organization's total budget for the current fiscal year and all major sources of revenue. For budget preparation purposes, Excel versions of the budget forms are available here: 1) Project Budget, 2) All Budget Sources. Please note that you will need to transfer the information into the forms below, taking care to avoid the use of special characters, and value errors.

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Project Budget Form. DO NOT USE SPECIAL CHARACTERS (EX: \$, %, ",")

[GHD Project Budget form 5.15.24.xlsx](#)

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All Budget Sources Form. DO NOT USE SPECIAL CHARACTERS (EX: \$, %, ",")

[GHD All Budget Sources form 5.15.24.xlsx](#)

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I confirm the information provided above is accurate and there are no #VALUE errors above.

checked

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Organization Financials

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Does your organization have audited financial statements completed by an independent CPA?

Yes

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Complete audited financial statement from most recently completed year

[Genesis\\_Stmnt\\_of\\_Financial\\_Position\\_2022.pdf](#)

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Financial Overview Please enter the following figures, from the most recent set of financial statements (provided above):

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Total Assets (from Statement of Financial Position): 173823.94

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Current Assets (from Statement of Financial Position): 152905.85

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Total Liabilities (from Statement of Financial Position): 83697.9

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Current Liabilities (from Statement of Financial Position): 33024.62

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Total Revenue (from Statement of Activities): 1476757.15

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Cash Flow From Operations (from Statement of Cash Flows): 326982.9

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Attestation and Digital Signature

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Applicant Name Dr Julie Hayden

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I understand entering my name above will serve as my digital signature on this grant application. checked

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You have finished completing the application.

Before finalizing and submitting your application, please review all your materials and answers, ensuring that all attachments are correct and up-to-date. You will receive an email confirmation once your application has been successfully submitted, and will be able to review your submission. To ensure you receive communication related to your application, safelist the @submittable.com email address. Please check your email to confirm receipt. If you do not receive a confirmation email, consider the following: Check the junk/spam filters for your email account. Ensure that you have submitted the application and that it is not still saved as a draft. Failure to receive the confirmation email may result in missing other important information. To complete and submit your application, click the "Submit" button below. Please note that once you submit, you will not be able to make changes to your application unless requested and approved by District staff.

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# JOEL ANDERSON

*Serving the cities of:*  
El Cajon  
Poway  
Santee

*Serving the San Diego communities of:*  
Allied Gardens  
Carmel Mountain Ranch  
Del Cerro  
Grantville  
Kearny Mesa  
MCAS Miramar  
Miramar Ranch  
Rancho Bernardo  
Sabre Springs  
San Carlos  
San Pasqual Valley  
Scripps Ranch  
Serra Mesa  
Stonebridge  
Tierrasanta

*Serving the County communities of:*  
4S Ranch  
Alpine  
Barrett  
Blossom Valley  
Bostonia  
Boulevard  
Campo  
Crest  
Cuyamaca  
Dehesa  
Del Dios  
Descanso  
Dulzura  
Eucalyptus Hills  
Fernbrook  
Flinn Springs  
Granite Hills  
Guatay  
Harbison Canyon  
Jacumba  
Jamul  
Johnstown  
Julian  
Lake Hodges  
Lake Morena  
Lakeside  
Morena Village  
Mount Laguna  
Pine Hills  
Pine Valley  
Potrero  
Ramona  
San Diego Country Estates  
San Pasqual  
Santa Fe Valley  
Tecate  
Tierra del Sol  
Winter Gardens  
Wynola

*Serving the tribal governments of:*  
Barona  
Campo  
Capitan Grande  
Ewiiaapaayp  
Inaja-Cosmit  
Jamul Indian Village  
La Posta  
Manzanita  
Sycuan  
Viejas

July 31, 2024

Grossmont Healthcare District  
9001 Wakarusa St  
La Mesa, CA 91942

Dear Grossmont Healthcare District Board of Directors,

I am writing in support of the East County Transitional Living Center (ECTLC) as they currently seek assistance through one of your generous community grant programs.

At their June 2024 meeting, the San Diego County (County) Behavioral Health Advisory Board (BHAB) approved a one-year plan that prioritized County funding for Assertive Community Treatment (ACT) services.

Generally, ACT services are provided to those experiencing homelessness or severe mental illness. The community-based services are designed to assist those who have not responded well to traditional treatments and services, and focus on proactive, frequent engagement with patients. Additionally, the ACT services are provided intensively, and staff interact with patients directly, often daily.

In San Diego County, these services, provided by County contractors in 2023 served nearly **3,350 individuals** with a **77% success rate**. Unfortunately, **none** of these contractors provided services in the East County region.

To address this, Genesis Recovery, a collaborative agency co-located within the ECTLC has proposed the creation of a Substance Abuse Recovery Program (SARP). This program, operated by Genesis **24 hours a day, 7 days a week**, would primarily aim to treat chemically dependent individuals before an accidental death occurs.

Specifically, once an individual has been identified as willing to receive treatment, they will be placed in the SARP program for up to 90 days. While in the program, the individual will receive clinical and medical detoxification services by the Genesis team. After the participant has completed the 90-day program, they will graduate and received a stable sober living room at the ECTLC for up to one year.

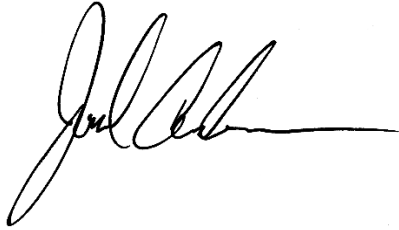
I strongly urge you to consider providing this grant funding to the ECTLC. This critical initiative will fill a significant gap in East County's mental health and substance abuse treatment offerings. By supporting this SARP program and the ECTLC, you will

Supervisor Joel Anderson  
July 31, 2024  
Page 2

directly contribute to improving the well-being of our East County communities, especially those of us who need these essential services.

Thank you for considering my request, and if you have any questions or concerns, please contact my office at 619-531-5522.

Sincerely,

A handwritten signature in black ink, appearing to read 'Joel Anderson', with a long horizontal line extending to the right.

Joel Anderson  
Supervisor, Second District

Total Grant Amount Requested

200000 -

-

<b>PERSONNEL</b>	<b>Grossmont Healthcare District Project Funding</b>	<b>Other Funding Available for Project</b>	<b>Total Project Budget</b>
Staff (non-management) - List Position	-	-	-
Medical Staff		91000	91000
Counselors	200000		200000
Support Staff		137500	137500
			0
			0
<b>Total Staff Salary and Benefits</b>	200000	228500	428500
Management - List Position(s)	-	-	-
Program Director		150000	150000
			0
			0
			0
			0
<b>Total Management Salary &amp; Benefits</b>	0	150000	150000
Consultant Fees			0
<b>TOTAL PERSONNEL</b>	200000	378500	578500
-	-	-	-
<b>OTHER EXPENSES</b>	<b>Grossmont Healthcare District Funding</b>	<b>Other Funding Available for Project</b>	<b>Total Project Budget</b>
Telephone			0
Postage			0
Office Supplies			0
Equipment			0
Printing/Duplicating		30000	30000
Information/Materials			0
Professional Services			0
Travel			0
Rent		60000	60000
Utilities		20000	20000
Insurance		20000	20000
Training		26000	26000
Project Food /Packaging Costs		24000	24000
Miscellaneous - List	-	-	-
Medical Supplies		50000	50000
Holistic Health		20000	20000
Community Integration		40000	40000
Outreach		52000	52000
Aftercare		54000	54000
<b>TOTAL OTHER EXPENSE</b>	0	396000	396000
<b>TOTAL PROJECT EXPENSES</b>	200000	774500	974500



<b>FUNDING SOURCE</b>	<b>Total Organization Budget</b>
Federal	
State	
City/County	
Other Government	
Proposed GHD	
Fees for Service	
Nonprofit Organizations	
Private Donations	774,500
Other (list below)	
-	774,500