



2024 IMPACT REPORT

LIGHT THE WAY



San Diego 
RESCUE
MISSION

PRESIDENT'S MESSAGE

We decided several years ago that SDRM must do things differently in order to change the state of homelessness in San Diego County. God has put the Rescue Mission in a position where **together we get to “Light the Way” for our community.**

Because of you, many lives are being transformed. We are illuminating the path for more people to get off the streets permanently than ever before! Our 100-bed Lighthouse in Oceanside and our 162-bed Lighthouse in National City allow us to guide men, women and children out of the darkness of homelessness. These sites are part of a bigger vision to lead our cities out of this humanitarian crisis.

Thank you for your support and for believing in what we do. Our approach is a team effort, and we could not do this life-saving work without your kind generosity and steadfast partnership.

We are called to not only walk in the light but to be the light for others. Isaiah 60:1 reminds us, *“Light has come upon God's people in the midst of the world's darkness.”*



DONNIE DEE

A LIGHT SHINES IN THE DARKNESS



BECAUSE OF YOU IN 2024

331

PEOPLE ENDED THEIR
HOMELESSNESS PERMANENTLY

1,774

PEOPLE HELPED OFF THE
STREETS IMMEDIATELY



160
MISSION ACADEMY
GRADUATES

OUR APPROACH

FROM STREETS TO STABILITY

Our system of care is a comprehensive approach, providing food, shelter, resources and guidance to homeless neighbors on their path to healing and self-sufficiency. **Your support changes lives.**

YOU HELPED END
STEVEN'S & HARVEY'S
HOMELESSNESS!



Last year **over 20,000 people** experienced homelessness in San Diego County



Engaging people experiencing homelessness



Strategic Outreach

Lighthouses

Initial **30-day** landing spot to navigate a path forward



Mission Academy

12-month faith-based rehabilitation



Graduation

Fall and Spring ceremony for those who **complete the program**

Alumni Ambassadors



A community of men and women who have been through our program and **are ready to contribute**



SOUTH COUNTY
LIGHTHOUSE

A BEACON OF HOPE FOR A BETTER LIFE

On June 20, we opened National City's first-ever, permanent 30-day shelter for men, women and families. Guests are offered personal, trauma-informed care to help them take their next critical steps out of homelessness.

This referral-only shelter provides a safe place to sleep, plus hot meals, clothing, necessities and access to showers, laundry, and wrap-around services. Guests meet weekly with case managers to identify options for rehabilitation and stable housing, including entry into our Mission Academy residential program. With the help of partner agencies and volunteers, guests have access to addiction recovery classes, medical and mental health services, social activities and voluntary Bible studies.

Because of you, our homeless neighbors feel safe and hopeful again.



**162
BEDS**



Support from foundations, businesses, churches, community partners and donors has been tremendous. South County has embraced this new solution that's already making a difference in people's lives.

- **207** guests came through our doors
- **18,160** nourishing meals served
- **32** families found safety, including 64 children
- **28** guests enrolled in Mission Academy
- **22** guests transitioned to permanent housing
- **Fast** access to social security cards, IDs & birth certificates
- **On-site** mental health evaluations, therapy, & rehab referrals
- **373** volunteers helping with meals, life skills classes, Bible studies & more

Together we are lighting their way out of homelessness.



EXTRAORDINARY IMPACT IN

100

DAYS

OSCAR'S STORY

SOUTH COUNTY
LIGHTHOUSE



**“I NEVER EXPECTED TO
GET HOUSING. I’M
MORE THAN HAPPY.”**

After suffering a stroke, Oscar faced huge health challenges. He was unable to care for his children, and it broke his heart when they went into foster care. Homeless on and off for 3 years, an unstable living situation with an abusive landlord forced him and his brother onto the streets.

In July, Oscar was referred to the Lighthouse. Finally, he felt a sense of relief. **“When I got here, I felt safe. There’s love all around the place.”**

This security allowed him to start healing. He received hot meals, a warm bed, therapy and the mental health diagnosis that quickly qualified him for permanent supportive housing.

With his case manager’s help, Oscar has moved into his forever home, receiving furnishings through our generous community partners. His hopes for the future? “I’d like to have my children back.”

Oscar’s journey reminds us that the light of compassion can guide people into a new life.



A SHINING EXAMPLE

OUR NORTH COUNTY LIGHTHOUSE (formerly Oceanside Navigation Center) is a guiding light for our vulnerable neighbors. In fact, this 30-day shelter was honored as a 2024 California Nonprofit of the Year for its excellence, service to the community and positive impact!

- **551** guests welcomed off the streets
- **306** guests transitioned to longer-term care or housing
- **161** seniors helped with social security benefits & reconnected to family
- **50** families sheltered, including 88 kids; 54 kids enrolled in school
- **20-30** guests per week receiving dental & medical care onsite
- **Guests** assessed weekly on 5 factors: medical, financial, vocational, housing & spiritual
- **Sunday** chapels and chaplains available for prayer
- **1,869** volunteers helping with meals, activities, clothing & more



HERE IS WHAT YOUR
SUPPORT ACCOMPLISHED
IN ONE YEAR

STEVE'S STORY

Steve's life fell apart when he had to leave a job he loved. A USCD hospital security guard for 11 years, he tripped and fell after work, shattering his shoulder.

"I had to resign. It devastated me, so I started to drink, and my purpose for drinking was to die." Steve wasn't much of a drinker before. But when the losses in his life piled up, the heartbreak was too much. His dad had passed away from Alzheimer's and on top of that, his son died of alcohol withdrawal in 2021.

Hopeless, Steve spent his savings on alcohol and motels before eventually living in his car. And alcohol poisoning landed him in the ICU five times. Tragically, his son's death became the

wake-up call he needed to stop drinking. While in the hospital, he prayed for the cravings to stop, and Steve has been sober ever since.

In August 2023 the Oceanside PD's Homeless Outreach Team referred him to our North County Lighthouse shelter days after it opened. He felt welcomed, and as staff discussed his next steps, they invited him to join Mission Academy to rebuild his life. Initially he was reluctant because it was faith-based. But he trusted his gut feeling and accepted, recognizing "these are people who really do care."

Steve was scared when he first arrived here. Communal living felt overwhelming. "I was really depressed for the first

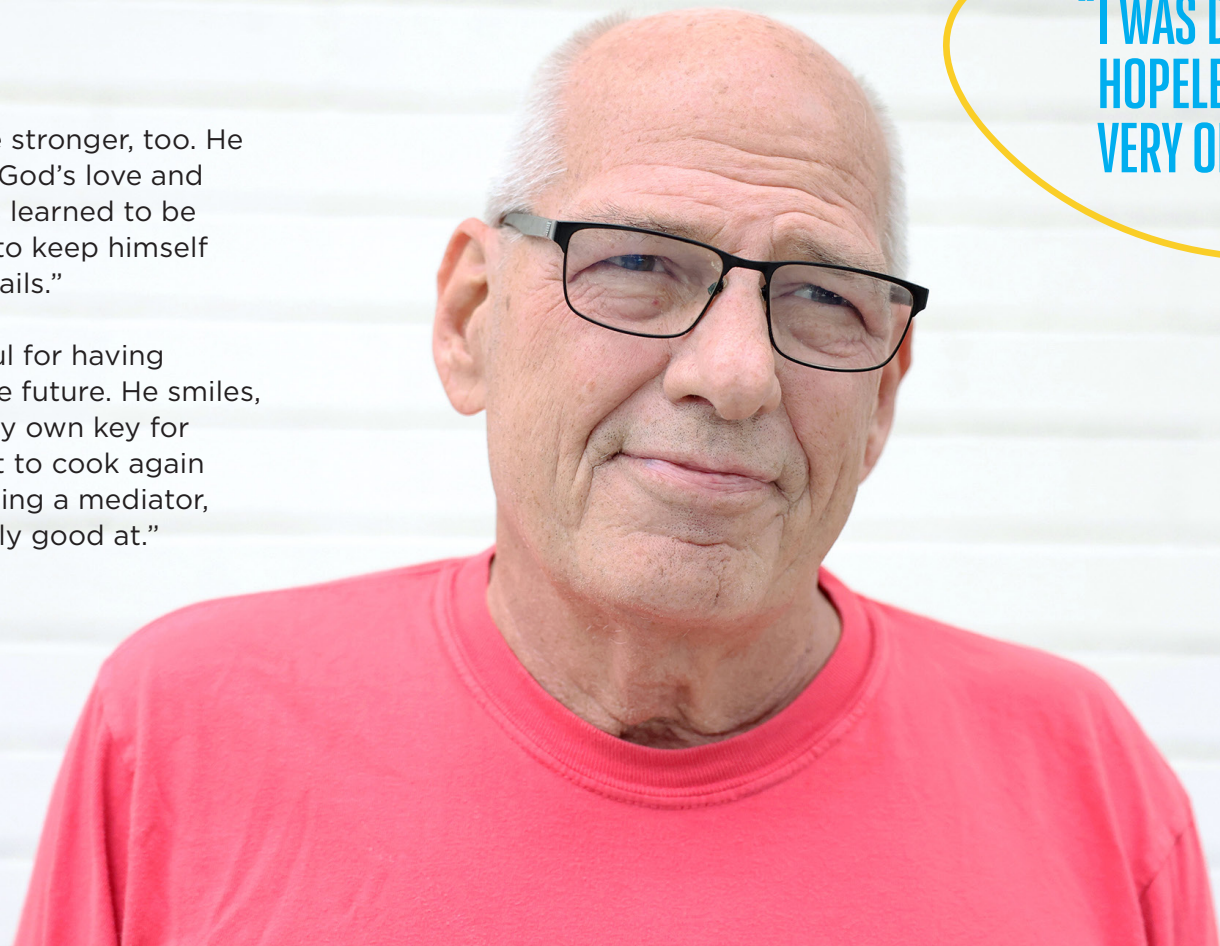
week, sleeping all day." Going to daily devotions and listening to people share their testimony or Bible verses helped Steve overcome his fear and find comfort in prayer.

"I wake up with prayers to be kind and gracious and learn something. And every night I'm praying with gratitude for being here, for my son who passed away, and my other son."

With his advocate's help, he set goals for employment and finances, his hope building along the way. Steve credits the self-awareness he gained from classes like Anger Management and Conflict Resolution for his personal growth and renewed interest in returning to work as a mediator to supplement his fixed income.

His faith has become stronger, too. He feels surrounded by God's love and compassion and he's learned to be consistent in prayer to keep himself from "going off the rails."

Steve is most grateful for having renewed hope for the future. He smiles, "I would really like my own key for a place to live. I want to cook again and get back into being a mediator, something I was really good at."



"I WAS DEPRESSED AND HOPELESS. NOW I AM VERY OPTIMISTIC."



MISSION ACADEMY

JOY'S STORY



Joy came to our shelter, intending to stay 30 days while her broken foot healed, because she couldn't pay rent while injured.

But when her foot didn't heal quickly, she panicked. She wanted to get back to work, but God had other plans. A woman of deep faith, Joy prayed and God reassured her that she needed to enroll in our 12-month program.

"I was depressed, frustrated, fighting to keep faith, pushing back hopelessness." She pleaded, "God, why am I going through this? Then I heard Him say, 'Can you just be here?'"

Joy embraced the first semester focusing on wellness. She recognized her need for physical healing but believed she had already overcome her past personal issues, including childhood trauma. "I didn't want to touch how deeply I was hurt. But I gave God permission to go to places I never wanted to go before."

On the outside, Joy's childhood looked normal. She was the daughter her father, a pastor, had prayed for. But Joy never felt loved by her cruel mother, who favored her three brothers. She grew up in a home filled with physical and mental abuse.

Tragically, Joy's brothers sexually abused her without her parents knowing. Feeling broken, she held the pain inside and at the age of 15, she tried to take her life. At 16, Joy gave her life to the Lord, saving her for something better.

She eventually moved away, establishing her 26-year nursing career, with 17 years in psychiatric nursing. Joy worked hard, often having two or three jobs. Yet her lack of self-care and lack of rest caused the stress fractures in her foot, which led her to the Mission. Here God brought her restoration through classes like Hope, Life's Healing Choices, and Revelation Wellness.

“I didn't realize I had picked up where my abusers had left off, because I was so hard on myself. These classes tear down the faulty framework and help you identify the wholeness and authenticity of God's love.”

Joy has learned to love herself and has forgiven her mom and brothers. She reflects, “There's a place of strength in forgiveness.” To symbolize this new beginning, she let go of her birth name, legally becoming Joy Faith Reign. Embracing her new identity, she has left behind the trail of past pain.

Joy serves at the Mission opening in prayer for devotions and leading worship. Recently cleared to return to work, Joy is considering ministry or medical work. She graduated in November, eager for her fresh start.

“I'm prepared to go back into the world mentally healthy and to take care of myself.”

**“THE MISSION HAS
ADJUSTED MY
VIEWFINDER FOR MY
FUTURE AND HOW
I SEE MYSELF MOVING
FORWARD.”**



MISSION ACADEMY

KYLE'S STORY

Growing up as one of nine kids, Kyle often felt invisible in his own home. The fight for affection was a battle he frequently lost. “They couldn’t budget the time that we all needed. And there was unintentional neglect.” Starved for love, Kyle found that getting into trouble was the only way to grab his parents’ attention. As a gentle boy, he learned that love sometimes hurt, especially when his dad, often drunk, punished him.



At 11, Kyle's life got even harder when his mom left, leaving him and his siblings with their dad. Instead of comfort, his dad handed him a six-pack of beer. As Kyle grew up, his addiction tainted his marriage and affected his ability to be a good dad to his 3 kids. "I felt worthless. I felt like I failed my kids." Losing them pushed him even deeper into sadness.

For ten years, homelessness wasn't just a phase—it became his way of life. Addiction consumed him, pulling him deeper into isolation and shame. "I thought I would never be able to live inside again." Kyle had become invisible. He had no connection to his family, his children, or God.

Then one day, in desperation, he cried out to God, "Take my life or change my life." On the brink of giving up he reached out to the Rescue Mission. With the little will he had left, he arrived ready to leave the shadows behind and step into the light. **"I knew that God could continue the work He began when I cried out."**

Right away, the support from staff and students became a lifeline. Core classes and therapy helped him find peace and forgiveness. Living in community helped him to overcome social anxiety. "I'm able to socialize with people and tell my story." Here, Kyle has learned what it truly means to be seen.

Kyle is also eager to be a good father. After nine years without contact, he recently met face-to-face with one of his kids. "I'm actively using the things I've learned here in my relationship with my older son." He's reestablished communication with his daughter and plans to reconnect with his youngest. One day, he hopes to have his kids live with him permanently.

Motivated to give back, Kyle found purpose in serving in the Mission kitchen. He now works full-time as a faith-centered Outreach Advocate, helping those on the streets. He's dedicated to his church and aspires to do ministry work in the future. Kyle is proud to graduate from Mission Academy and is grateful for God's grace in his life. "God is the air I breathe. He's the happiness I feel."

**"MY HOPE IS
THAT I NEVER
STRAY AWAY
FROM GOD."**

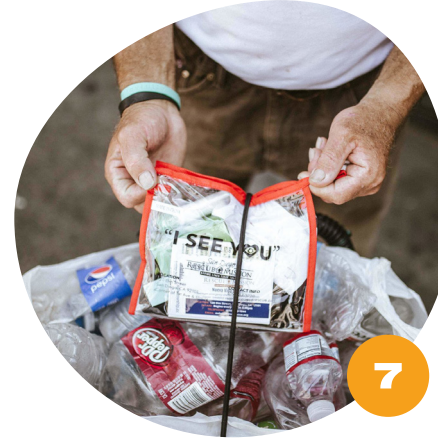




Your light shines brightly into our community! Because of you, men, women and families are rebuilding their lives.

YOUR IMPACT

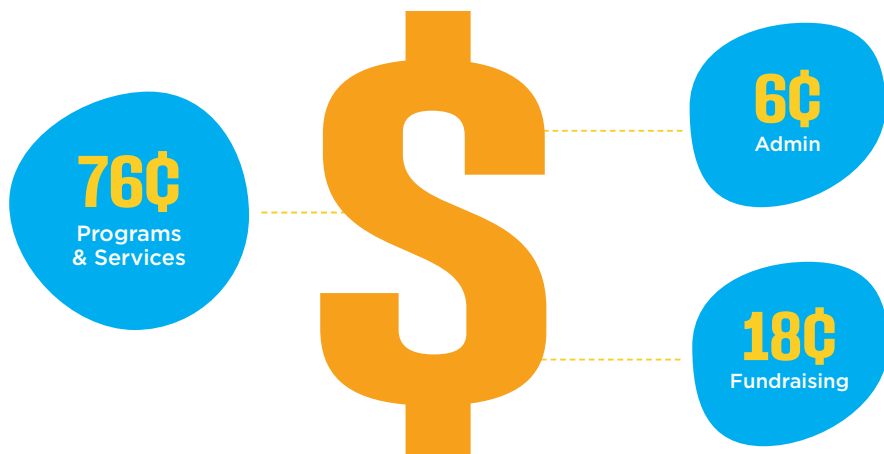
1. **94,158** nights of shelter for men, women & children
2. **63%** of 30-day shelter guests connected to longer-term care or housing
3. **295,162** nourishing meals served
4. **2.3 Million** pounds of food recovered feeding hungry neighbors
5. **108,720** hours of job training
6. **3,965** hot showers provided
7. **11,500** hygiene kits given to unsheltered neighbors
8. **95%** of Mission Academy alumni still housed



FINANCIAL SUMMARY

Our Values of Faith, Integrity, Compassion and Excellence guide everything we do, including our financial stewardship. We are committed to ensuring that we maximize the use of every dollar received to benefit those in need.

WHERE EACH DOLLAR GOES



INCOME*

Donated Income	\$17,437,733
Business Revenue	\$1,623,175
Material Donations	\$1,099,814
Food Donations	\$5,500,879
Total Income	\$25,661,601

EXPENSE*

Programs	\$18,383,012
Fundraising	\$4,267,939
Administrative	\$1,504,781
Total Expenses	\$24,155,732

*Fiscal year October 1, 2023 - September 30, 2024 Includes Capital Campaign income and expense now that our two Lighthouses are operational. These numbers are unaudited. We receive an annual independent financial audit at the end of every year. Tax ID 95-1874073.



SHINE THE LIGHT OF HOPE
ON HOMELESS NEIGHBORS
GIVE TODAY!



[SDRESCUE.ORG](https://www.sdrescue.org) / 619.687.3720

The San Diego Rescue Mission is a non-profit recovery and rehabilitation center serving thousands of men, women and children experiencing homelessness in San Diego County since 1955.