

# OLIVE CREST®

Strong Families, Safe Kids

## Transforming Lives Campaign



THE NEW COACHELLA VALLEY  
CHILDREN & FAMILY RESOURCE CENTER



**Olive Crest is dedicated to preventing child abuse by strengthening, equipping, and restoring children and families in crisis... “One Life at a Time.”®**

## Children and Families Are Suffering

Tragically, every day in America:

- 5 children die from abuse or neglect
- 1 in 7 children experience child abuse or neglect
- Every 10 seconds a case of child abuse is reported

In the five minutes that you are reading this, sadly 30 new cases of abuse will have been reported.

## We Are Transforming Lives

Over the last 50 years, Olive Crest has successfully fought to change these heartbreaking statistics through our compassionate staff and comprehensive programs.

In the Coachella Valley, we continue to respond to the growing needs in our community.

Approximately one in every eight Coachella households, many led by single mothers, lives in poverty. Many more lack basic resources and extended family support systems essential to preventing child abuse and neglect.

Olive Crest is expanding to meet the increasing needs of our community's children and families in crisis. The goal is to get ahead of the problem of abuse and neglect in Coachella Valley.

## Expanding Early Intervention

By intervening prior to abuse or neglect, Olive Crest stabilizes and strengthens families in crisis, helping keep children from entering the child welfare system, keeping families together. Therefore, we plan to expand our regional programs and services through our new Coachella Valley Children and Family Resource Center, including collectively working with community partners to shore up gaps in service, reduce duplication of services, and provide a more streamlined approach in meeting the unique needs of kids and families.

## Coachella Valley

# A NEW CHILDREN & FAMILY RESOURCE CENTER

## \$5 Million Regional Campaign Investment

One of the most significant factors leading to child abuse and neglect is isolation. Suffering families are often not connected to the support system and resources necessary to address their problems. Therefore, it is imperative that we are able to support more families with a lifeline of resources and provide the necessary services for their stability and growth.

Coachella's new **Children & Family Resource Center (CFRC)**, once fully funded and operating, will not only connect us to more families for immediate assistance, it will also provide more desperately needed services and comprehensive coordination of care. These new facilities will also connect many more families to our programs for ongoing support, opening new doors for them to flourish in the community ... no longer living in isolation.

**A \$5 million capital campaign has been initiated to fund the facilities, modify the floor plans, and create a \$1 million facility endowment fund for the new Center.** Once funded and completed, Olive Crest will significantly grow the number of children and families we serve.

The funding and acquisition of this centrally located resource center with two buildings totaling more than 13,000 combined square feet demonstrates our enduring commitment to keeping kids safe and creating strong families.



39810 Portola Ave, Palm Desert, CA 92260



*Site of the new Children and Family Resource Center*



*The new Coachella Valley Children and Family Resource Center, Building One*



*Building Two - Children and Family Resource Center*

Through our systemic approach to wellness and growth, **Olive Crest** is able to meet children and families at any point in their journey to help mitigate crisis, create stability, and offer opportunity for growth.

Together, we can ensure child abuse stops here. Your involvement and support help create the solutions offered through the New Children & Family Resource Center.

# SIX KEY BENEFITS OF COACHELLA'S NEW CHILDREN AND FAMILY RESOURCE CENTER

1

## Expanded Child Abuse Prevention

Through the **new CFRC**, our expanded child abuse prevention programs will equip parents with the tools and resources necessary to break these generational cycles of abuse, neglect, and poverty.

Our comprehensive child abuse prevention plans are designed to stop abuse or neglect before it starts and to keep families together. Meeting **immediate physical needs** is often necessary. **Education** is also crucial to help parents learn new strategies and skills to build strong, healthy families.

2

## Onsite Mental Health Programs

The goal of our **onsite teen & young adult programs** is to **help young adults aging out of the foster care system** to launch well into adulthood and independence with the expanded support they need. Participants will receive access to onsite mental health assessments and be connected to individualized therapy resources. Each participant is linked to a community of support which encourages them to be engaged in healthy relationships and to negate isolation. Extensive work goes into educating these teens and young adults about **basic life skills, employment, and goal setting**.

3

## Fighting Human Sex Trafficking

Every day, our program team tackles the horrific realities of **human sex trafficking**. We will provide victim support and intervention at the new center.

*More than 60% of children in sex trafficking have been in the child welfare system.*

Our specialized services help Commercial Sexual Exploitation of Children (CSEC) victims and transitional aged youth through safety, support, and counseling necessary to help understand their past and give them hope for the future.

4

## Expanded Counseling and Emotional Wellness

The CFRC will provide additional spaces for:

- Individual and group therapy
- A children's play therapy room
- A sensory room
- Individual and family counseling rooms

Additional training and education rooms are included in the facility renovations.

5

## Expanded Foster Care Services

With an average of **10,000 child abuse reports per year in Coachella Valley, 1,000 in care, and another 9,000 needing services**, it is imperative we grow our programs and services to address these staggering statistics. This will be achieved through the new CFRC. As a long-standing licensed **foster agency**, Olive Crest offers extensive resources and systemic support systems through case management and treatment specialists. The new center will offer easier access for mental health needs, for sounder crisis mitigation. We help reunify families because we know that reunification is the ultimate family preservation.

6

## All Services in One Location

The new Child and Family Resource Center is an opportunity for us to stand together in our services to children and families in crisis. We will create office space that will bring multiple resource partners together in this one center. This will ensure that the at-risk population in our communities will **receive holistic services that extend beyond immediate crisis**. There are many effective organizations and support services available in the Coachella Valley. Our goal is to link arms with them to step forward with a collaborative front and to help struggling families.



“Services to abused and neglected youth in the Coachella Valley have grown nearly 500% since 2017. This surge in demand for services has clearly shown us it is imperative we find a larger, long-term facility to best serve the needs of the children and families in this region and to solidify Olive Crest’s commitment to families like the Flores’ and all the residents of the Coachella Valley.”

- Donald Verleur, CEO



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**For more information contact**

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