



pfcs

Palomar Family Counseling Service, Inc.

Annual Report FY 2024-25



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A Letter From Our Executive Director



Dear Partners & Friends,

FY 2024-25 was a year of meaningful impact and forward momentum for Palomar Family Counseling Service.

We served 5,984 individuals across North San Diego County while launching our innovative Screening to Care (S2C) program in partnership with Vista Unified School District.

As we approach our 70th anniversary, our new 2024-2027 Strategic Plan guides us with renewed energy and purpose to meet the growing mental health needs in our community.

With gratitude and optimism,

Lisa Turner

Lisa Turner, LCSW
Executive Director

VISION

We aspire to a future where individuals of all ages have the care, skills, and support they need to contribute to and thrive in communities.

MISSION

We empower and uplift individuals of all ages in North San Diego County by providing high-quality mental health services that foster resilience and well-being.



A woman with curly hair is sitting and talking to another person. She is wearing a blue denim shirt and a pink cardigan. The background is a bright window with a view of a city.

Strategic Plan 2024-27

Building on 70 Years of Excellence

Our 2024-2027 Strategic Plan was developed through thoughtful input from clients, staff, community partners, and our Board of Directors.

This roadmap strengthens our commitment to accessible, high-quality mental health services and positions PFCS for continued growth and impact through 2027.

Learn More → [View the 2024-2027 Strategic Plan](#)

PROGRAM HIGHLIGHT: SCREENING 2 CARE (S2C)

A new school-based initiative offered in select schools to students in grades 6–8 and 4–5 in the Vista Unified School District. Funded by the County of San Diego.

Using mySAEBRS universal screening, the evidence-based Second Step curriculum, small-group lessons, and a multi-tiered system of supports, S2C identifies needs early and connects students and families to the right level of care.

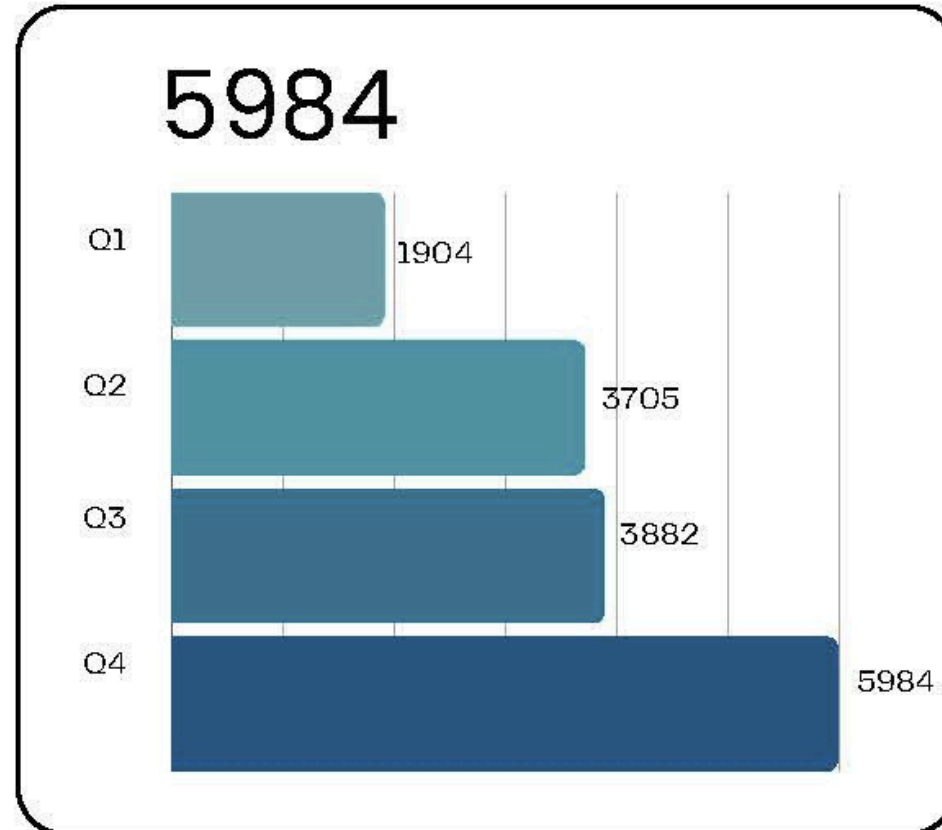
Promotoras provide vital caregiver outreach, education, and resource linkage—building bridges between families, schools, and community.

Our goal: Helping every child improve mental and emotional health, school success, and family relationships.

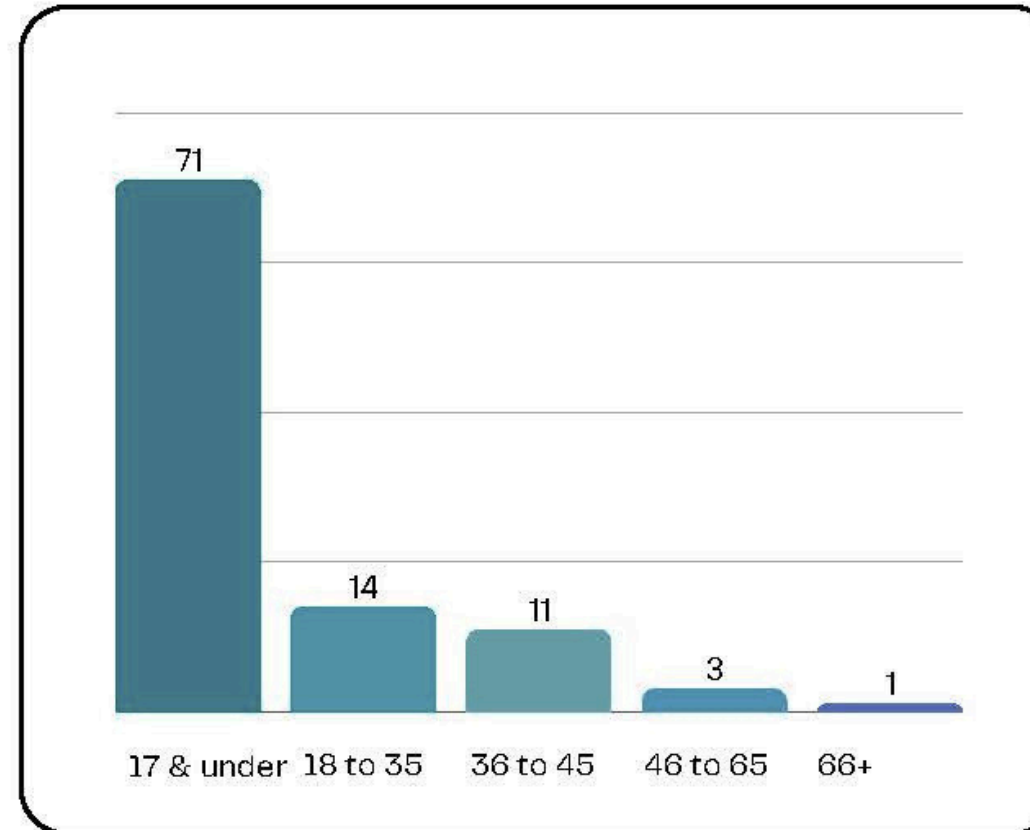


OUR IMPACT: BY THE NUMBERS

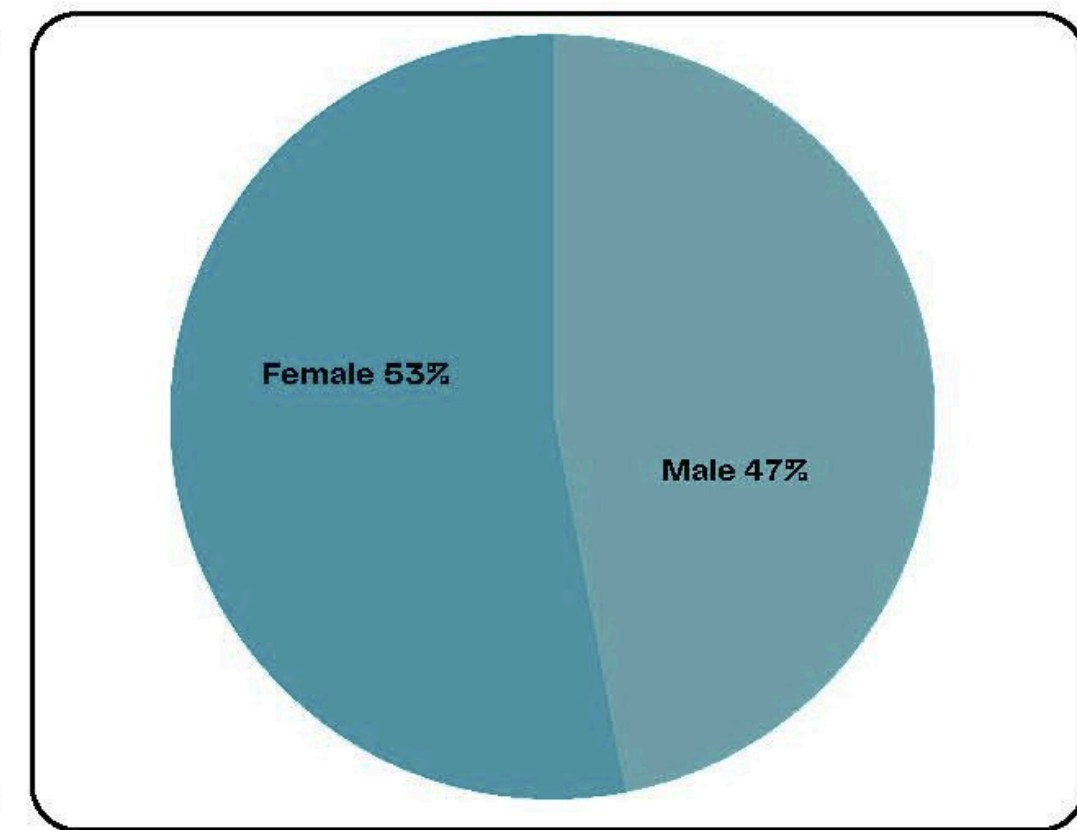
Total Served



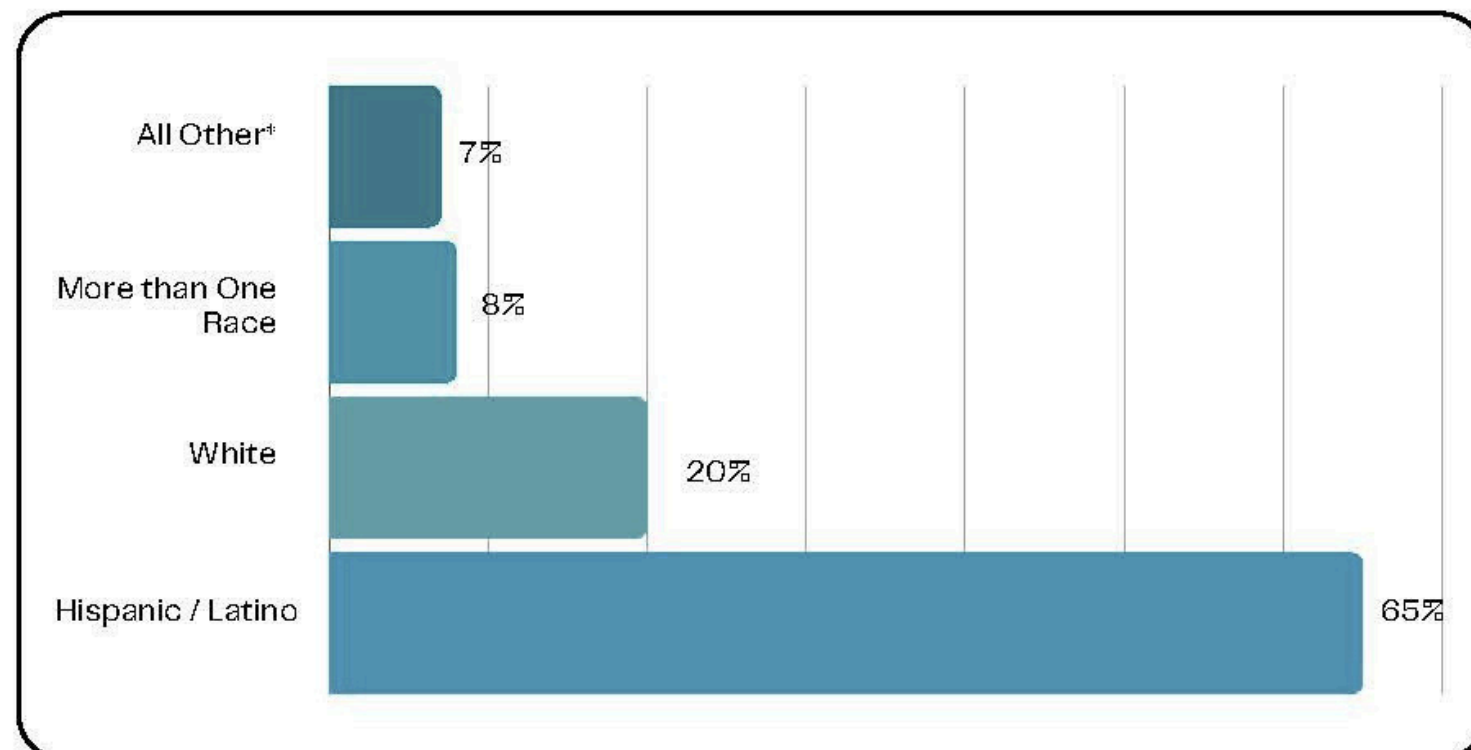
Age (%) of persons served



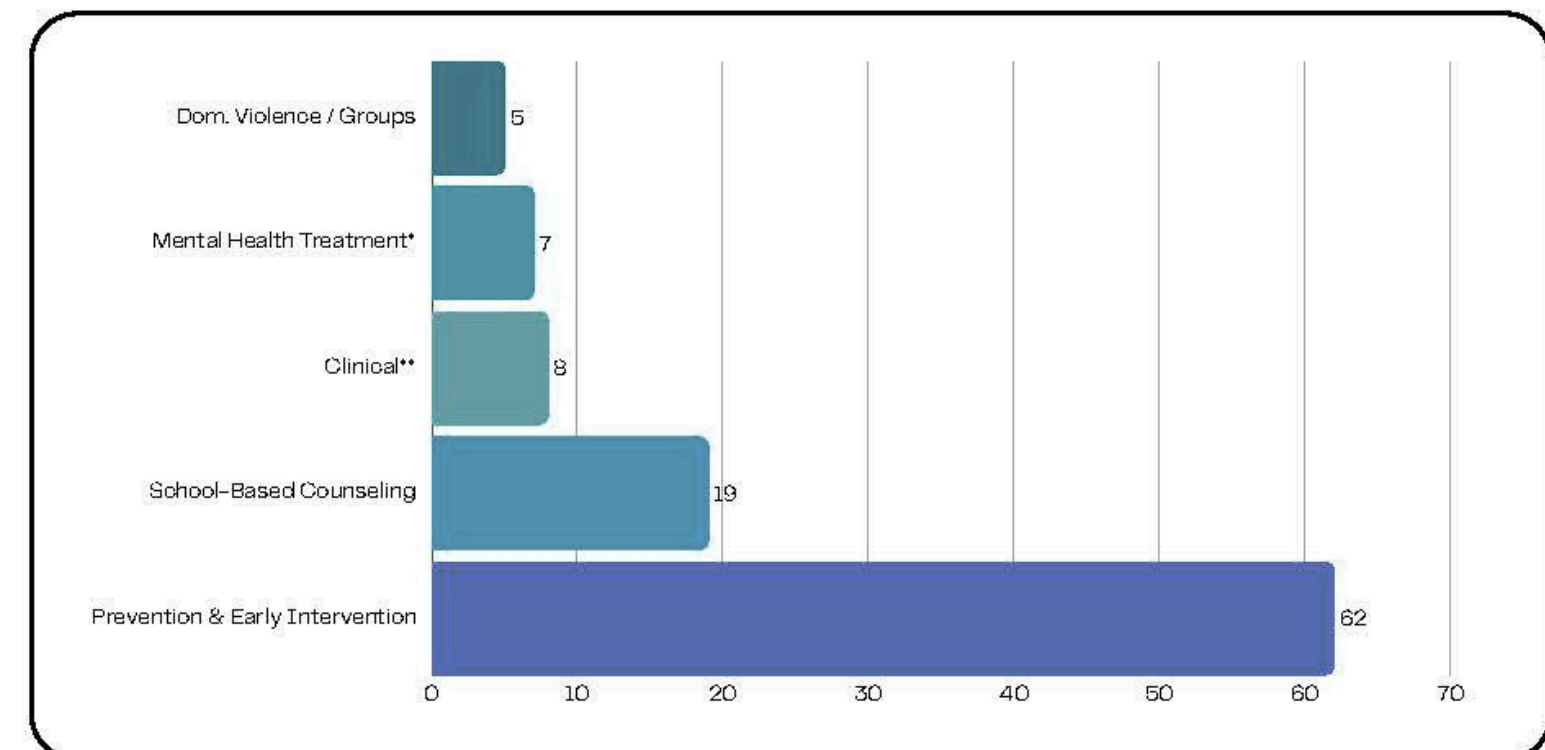
Sex (%) of persons served

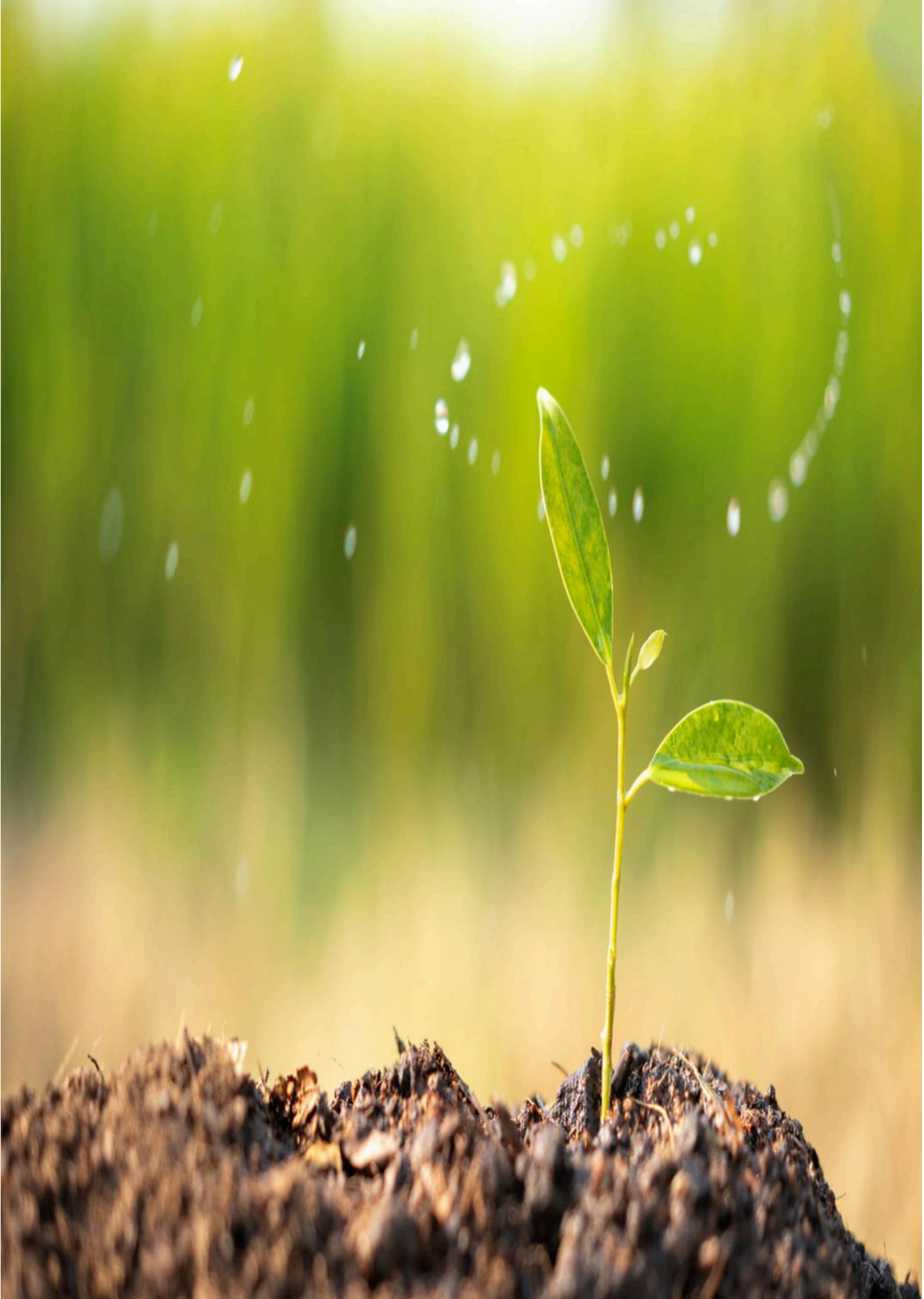


Ethnicity (%) of persons served



% Served by Program / Service





Financial Stewardship

Financial Highlights: Year Ended June 30, 2025

- Total Revenue & Support \$5,567,104
- Total Expenses \$5,882,337
- Program Services 81%
- Net Assets at Year-End \$2,001,089

We received a clean (unmodified) audit opinion.

Strong financial management ensures the maximum possible resources go directly to our mission.

LEADERSHIP

Our committed Board of Directors and Executive Director provide wise governance and passionate support, guiding PFCS as we implement our new 2024–2027 Strategic Plan and strengthen mental health services across North San Diego County.

BOARD OF DIRECTORS

Dan Engelbrecht, President
Business Owner, Escondido

Ronald A. Rosol, Vice President
Regional Manager, Retired, Vista

Darol Caster, Treasurer
CPA, Retired Banker, Escondido

Albert Trevisan, Past President
Business Owner, Temecula

Angel Gotay, Secretary
Education Administrator, Retired San Marcos

Vi Dupre
Health District Administrator Retired, Fallbrook

Jeff Epp
City Manager, Retired, Escondido

Shelby King, PhD
Director of Global Medical Communications & Content,
Oncology Pfizer, Escondido

Jose Monforte
Business Owner, Escondido

Don Romo
Business Development Manager
Hilbers, Inc., Escondido

Elizabeth Stubblefield, LMFT
Therapist / Business Owner,
Valley Center

Karina Cazares
Organizational Development Specialist, San Diego

James Talley, Esq
Attorney At Law, Escondido

Judy Tillyer
Education Administrator, Retired Escondido

Lisa Turner, LCSW
Executive Director



Thank You

To our dedicated staff, generous funders, community partners, schools, and Board of Directors – thank you for making our work possible.

Together, we are building resilient families and stronger communities in North San Diego County.

Here's to continued impact in FY 2025–26 and our 70th anniversary year!



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Palomar Family Counseling Service, Inc.

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