



Amanecer Community Counseling Service

Impact Report

July 1, 2024- June 30, 2025 (FY 24/25)

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50 Years of Hope, Healing, and New Beginnings

Amanecer is a long-standing community counseling services program founded in 1975. Located in the heart of Los Angeles, the organization advances its mission by delivering compassionate and innovative mental health services that support individuals and families to overcome barriers and navigate significant life challenges. In 2024, Amanecer officially joined CPLC, expanding opportunities to share expertise across Health and Human Services programs while continuing to provide vital services throughout California.

This year, Amanecer proudly celebrated 50 years of hope, healing, and new beginnings, honoring its deep community roots, elevating stories of resilience, and renewing its commitment to community-centered, trauma-informed care. Today, Amanecer continues to provide essential support to children, adults, and survivors of domestic abuse statewide.



5,375 Total Lives Impacted in FY 24/25

Categories of Impact

965

Direct Impact

721

Indirect Impact

1,835

Outreach Impact

1,854

Digital Media Impact

The Community Behind Our Work



Two-thirds of clients identify as female, one-third identify as male, and less than 1% identify as transgender or another gender identity.



One in three clients served are children or adolescents, with a median age of 10. Among adult clients, the median age is 38.



More than two-thirds (69%) of clients identify as Hispanic.



Over three-fifths of clients (63%) report English as their primary language, while 37% report Spanish as their primary language.

*Eighty-eight percent of Amanecer staff speak English and at least one additional language.



Nine percent of clients are insured through Medicaid or Medicare, 89% utilize other public funding sources*, and 7% are uninsured.

*Other public funding sources include California Victim Compensation Board (CalVCB), the Center for Nonprofit Management, and Domestic Violence program funding.



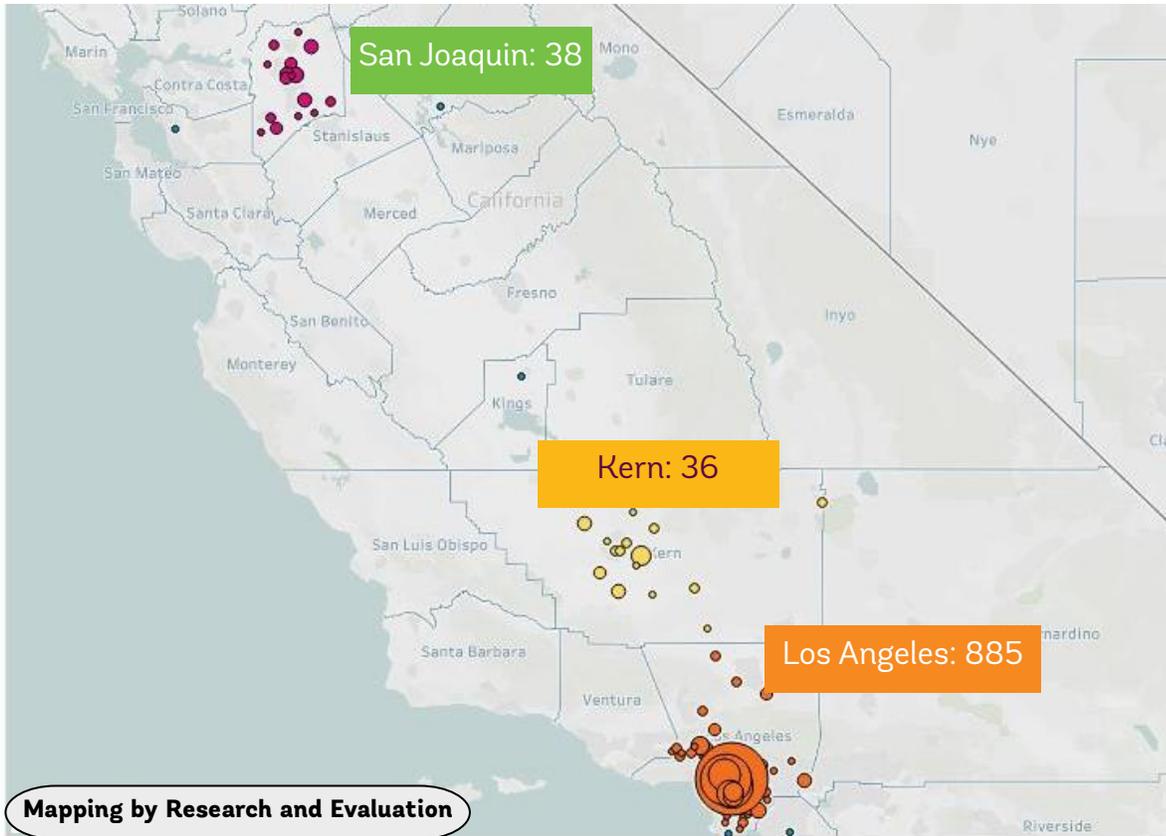
On average, clients in the Clinical Programs receive services for 469 days, while clients in the Community-Based Programs receive services for 692 days.





Geographic Overview

Amanecer operates two clinics in Los Angeles County (Los Angeles and Lynwood), where 92% of its clients reside. The Los Angeles County Department of Public Health has organized the county into eight Service Planning Areas (SPAs) to align public health services with the unique needs of each region. Amanecer’s offices are located in SPAs 4 and 6, which together account for 82% of Amanecer’s client base. Additionally, in FY 24–25, 8% of clients were served in San Joaquin and Kern counties as a result of the Trauma Recovery Center’s expansion of services into those areas.

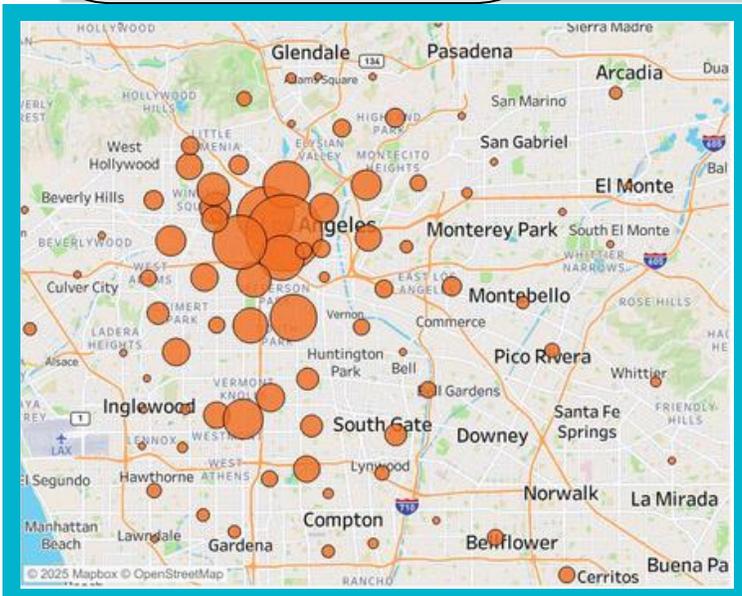


Number represented: 965; 100% Reporting

Top Counties Amanecer Clients Live In:

- Los Angeles County: 885 (92%)
- San Joaquin County: 38 (4%)
- Kern County: 36 (4%)

8 in 10 clients reside in SPAs 4 and 6.



Los Angeles County (Magnified)



Client Satisfaction

In addition to Amanecer’s longstanding client satisfaction surveys, the Net Promoter Score (NPS) was introduced as a complementary measure to elevate client voice across all programs. Guided by an organization-wide strategic goal from the CPLC Board and CEO, the NPS initiative provides a simple, comparable metric that helps us celebrate strengths and identify opportunities to better support our clients.

Our first cycle reflects a preliminary NPS as we continue to build response volume and consistency; these results will be trended alongside our established surveys to inform leadership decisions and strengthen the client experience. Despite the early stage of data collection, clients reported strong satisfaction. Amanecer earned an impressive NPS of 90, which is 23 points higher than the national benchmark for similar organizations. Open-ended feedback highlighted overwhelmingly positive experiences, including praise for Amanecer’s staff and therapists and the meaningful impact services have had on clients’ lives.

As NPS response rates grow, this metric will offer even deeper insights, providing real-time insights, amplifying client voices, and guiding continuous program growth and celebrations.

“How likely is it that you would recommend Amanecer to a friend or family member?”



*Preliminary score reflects data collected during the first quarter of 2026.



*The Human Services Benchmark provided by the Listen4Good Foundation of 67 is based on data from 245 comparable non-profit organizations nationwide.

Amanecer Score
 23 Percentage Points Higher than Benchmark

What Clients are Saying

“The communication and therapist make the sessions run smooth.”
- Clinical Program Client

“I like the communication with my therapist DV team.”
-Domestic Violence Client

“The services have helped me with my mental health”
- Clinical Program Client

“Services have helped me a lot and I think it would benefit others.” - Clinical Program Client

“I see some changes in my daughter’s behavior and in her mental health.” -Community Based Program Client

“I feel supported and safe” -Clinical Program Client

“I feel like [the program] focused on multiple cultures in therapy. I feel that I have learned a lot about myself” -Clinical Program Client

“[It] is very easy to work with Amanecer and I like my therapist.” - Clinical Program Client

“I like the services I am receiving. [I] feel more confident.”
-Clinical Program Client

“[The] services have been helping me and classes are educational.”
-Domestic Violence Client



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Beyond the Numbers: Client Stories

Community Based Program Client

When Maya entered Amanecer at age 9, she was experiencing significant emotional and behavioral challenges, including past hospitalizations, difficulty following directions at home and school, and struggles with social boundaries. Her caregiver was dedicated but needed additional support.

At Amanecer, Maya began therapy and received a comprehensive evaluation from the Nurse Practitioner. With a tailored treatment plan, including medication to support emotional regulation, she began building a foundation for healing. Her caregiver also engaged actively, using the team's coaching and educational resources to create a more consistent and supportive home environment.

These combined efforts led to meaningful progress. With new coping tools and increased emotional stability, Maya improved her communication, behavior management, and interactions with others. She made notable academic gains and confidently transitioned to middle school.

Today, Maya shows greater independence, stronger decision-making, and an increased sense of safety and stability at home. Her journey reflects how Amanecer's collaborative, wraparound approach helps children and caregivers achieve lasting, life-changing progress.



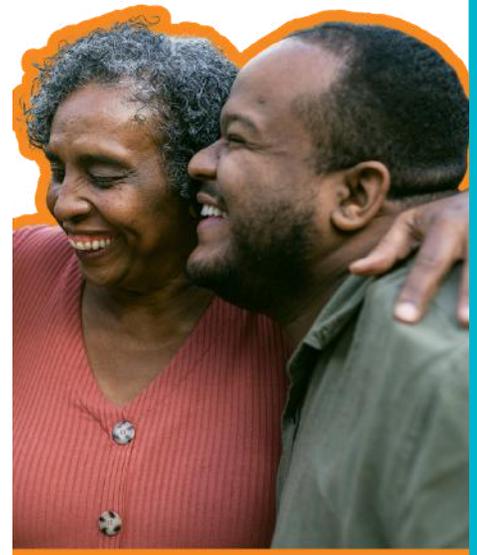
Domestic Violence Program Client

Before entering the Domestic Violence Program, Mary had endured years of abuse while also working toward recovery from alcohol and substance use. Despite intense stress, she remained committed to creating stability for herself and her children.

Throughout the program, she received coordinated support including therapy, case management, and connections to substance-use treatment. With consistent, trauma-informed care, Mary developed coping skills that reduced anxiety, strengthened resilience, and helped her regain confidence.

Her progress has been remarkable. While healing, she continued supporting her children into adulthood and began pursuing her own education. Mary enrolled at Los Angeles City College, earned high grades, made the Dean's Honor List, and was accepted into the California Youth Leadership Corps internship, an important step in her professional growth.

Mary's story illustrates the transformative impact of comprehensive domestic-violence services. Her resilience, combined with wraparound support, shows how survivors can rebuild their lives, achieve stability, and move forward with renewed purpose.



Scan the QR code to the left to explore more
firsthand client stories shared in their own words.





Programs at a Glance

Clinical Programs

Amanecer’s Clinical Programs provide compassionate, preventative mental health services to children from birth through adulthood. All services focus on collaboratively creating specialized treatment tailored to each client’s needs and goals, using evidence-based practices such as the Child-Parent Psychotherapy model. Services include psychotherapy, case management, and medication support.



Community-Based Programs

Amanecer’s Community-Based Programs provide compassionate mental health services to children ages 5 and older through adulthood. Each client is supported by a dedicated treatment team, typically consisting of a therapist, case manager, and psychiatrist or nurse practitioner, ensuring care that is tailored to their current needs. Clients are connected to programs best suited to their required level of support, with flexible service delivery methods offered through telehealth, in-office, in clients’ homes, or in the community. This program also offers intensive case management services that help clients access vocational training, employment opportunities, education, and other essential resources that foster long-term stability and self-sufficiency. In addition, the psychiatric team, comprised of bilingual and bicultural psychiatrists and nurse practitioners, provides medication support services as part of our comprehensive approach to care.

Domestic Violence Program

Amanecer’s domestic violence program, The First Step Forward, provides a safe, judgement-free space where victims can begin their journey toward becoming survivors. Through individual, family, and group therapy; intensive case management; parenting and life-skills support; and access to employment, education, and job-training resources, the program helps individuals who have experienced abuse to heal, regain stability, and break the cycle of violence.

Additional Partnership Programs

Mobile Immigration Program

394 clients served in FY 24-25

The Mobile Immigrant Services Clinic is a collaborative program led by Esperanza Immigrant Rights Project, Amanecer Community Counseling, and Asian-Americans Advancing Justice. Together, the partners bring in-language immigration legal services and case management support to communities across LA County.

*MIP client count is not reflected in the overall direct impact.

Trauma Recovery Center

The TRC provided assertive outreach, clinical case management, therapy, psychological testing, psychiatric care, and medication management to victims of crime, including individuals involved with the Department of Children and Family Services and the criminal justice system. Funded by the California Victim Compensation Board (CalVCB), the program established services in both Kern and San Joaquin Counties. Although it concluded in September 2025, it delivered meaningful impact by expanding access to comprehensive, trauma-informed services for individuals affected by crime.





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