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## **Long Beach Substance Abuse Nonprofit Rebrands with Inspirational New Identity: 'Safe Refuge' Continues Helping Underserved Population in Need**

LONG BEACH, Calif., April 2, 2015 -- The Long Beach-based nonprofit long known for its dedication to helping underserved men and women with alcohol and drug addictions today announced a new name, [Safe Refuge](#). Along with the new name, the organization has undergone a comprehensive rebranding that includes a colorful new logo, an inspirational tagline and user-friendly website. Founded in 1988, the nonprofit was previously known as the Substance Abuse Foundation of Long Beach.

"Our clients, the surrounding communities and all the agencies we work with will be glad to know that even though we are sporting a fresh and modern new identity, nothing else has changed," said Kathy Romo, Executive Director of Safe Refuge. "Our staff, our philosophy and our values remain the same."

Romo explained that the decision to rebrand the agency stemmed from the realization that while Substance Abuse Foundation was an accurate description of the services provided, the nonprofit had matured into an organization with additional services and a more expansive vision – and also desired a more inspirational name.

"We spent quite a bit of time on our rebranding and understanding how we are different from other agencies with similar services. In the end, we felt 'Safe Refuge' perfectly captured what clients have felt when they arrive at our doorstep seeking help – and what we want anyone to feel if they are in need," Romo added.

Safe Refuge also is an ideal name because of its campus-like environment, with residential clients living in adjacent houses and apartments, close to the Safe Refuge treatment center, rather than in an institutional setting. Clients can receive residential or day treatments, counseling, housing and a variety of supportive services.

In addition, the name Safe Refuge is more descriptive, as the organization has added a variety of services over the years beyond the core program through which clients achieve sobriety. For example, [Ventures Employment Services](#) is a division of Safe Refuge. Romo noted that the organization strongly believes it is its responsibility to help program graduates find employment so they can enjoy a productive life. Ventures Employment Services includes job training, resume-writing workshops and interviewing tutorials. In addition, the Ventures team reaches into the community to encourage local businesses to hire Safe Refuge graduates.

Along with the new name, Safe Refuge's tagline expresses the organization's philosophy: *Hope. Change. Success.* Clients come to Safe Refuge from a variety of sources. The organization accepts not only mainstream clients but also individuals who may be homeless, veterans, single parents, those with a criminal history, parolees, people living with HIV/AIDS or individuals from the LGBT community.

"Safe Refuge is different from many organizations that treat substance abuse clients because we try very hard to find ways to help those who cannot afford assistance. A major portion of our funding comes from various governmental agencies, and these specific grants are designed to help people who do not have financial resources to get the help they need," Romo explained. "Private donations provide a growing portion of our resources."

Safe Refuge, a 501c3 nonprofit, enjoys established sponsor and partner relationships with a variety of Southern California-based businesses and agencies that provide funding and/or in-kind services to supplement government grants. "We are grateful to these businesses, which are proudly displayed on our new [website](#), and as we move further into 2015, we are seeking new community relationships to help us truly help all who come to our door," Romo said.

### **About Safe Refuge**

Founded in 1998, Safe Refuge (formerly called Substance Abuse Foundation of Long Beach) is known for offering a complete continuum of care, from residential and outpatient drug and alcohol treatment to housing to helping clients ultimately gain employment so they may retake control of their lives. Safe Refuge provides a supportive environment, serving mainstream clients as well as individuals from special populations such as veterans, homeless, those with criminal histories, single parents, the LGBT community and people with co-occurring disorders (mental health and addiction issues). For further information about services, or to inquire about donations, please call 888-476-2743 or visit [www.asaferefuge.org](http://www.asaferefuge.org).