2017 IMPACT REPORT

Family Services
You allow us to pursue a simple yet powerful mission – to protect, heal and care for children, families and individuals.

In 2017, your gifts connected more than 18,000 people to programs and services offering support, understanding and guidance.
THE FAMILY SERVICES APPROACH

Jeff Vande Leest, President & CEO

At Family Services of Northeast Wisconsin, your gifts allow us to pursue a simple yet powerful mission - to **protect**, **heal** and **care** for children, families and individuals.

As we are all acutely aware, everyday life can be very challenging. You may see the people around you struggle with conflict, abuse, addiction or depression. These are conditions that are all too common in our communities, neighborhoods and even within our own families. Similar challenges are present in the lives of those we serve.

Thanks to your support, no one has to feel like they are struggling alone. Your gifts allow us to help victims of sexual assault begin to heal, give support to young parents to create stable homes, and provide emergency counseling to save the lives of people in crisis.

"By understanding what has happened to them, we can connect with people in a positive, respectful and supportive way."

Through our team of uniquely qualified professionals, Family Services provides people with the connection and hope they need to equip themselves for a bright future. Using a trauma-informed approach, our caring and committed experts serve those who are looking for guidance and support on their journey toward healing and self-reliance. By understanding what has happened to them, we can connect with people in a positive, respectful and supportive way.

As you review this Impact Report, pay attention to the examples of the connections you allowed us to create and the difference you’ve made in our fight to see children be safe, families remain together and individuals heal from abuse.

Thank you for your continued support of the Family Services mission and for your help in reaching our goal - communities of thriving children, strong families and healthy individuals.
YOU ALLOW US TO HELP VICTIMS OF SEX CRIMES
Hailey is raising her voice & raising awareness

You give survivors like Hailey access to counseling to help them heal

Fifteen years ago, I thought my life was okay. I was too young to understand what my grandfather was doing to me, but I knew it gave me a bad feeling. He told me the touching was normal, but he also said I shouldn’t tell anyone about it. Sometimes he wouldn’t touch me at all and other times he would.

Three years passed of me visiting my grandfather every other weekend, because that was where my dad lived. When I told my mom what was happening, the visits stopped. I was 5 years old at the time. I’m now 17, but I still vividly remember how confused I was when my mom started to cry. She took me to the police station the next day. I can still hear the scratching of the detective’s pencil against his yellow note pad as he wrote down what I told him. I felt scared and confused by the entire ordeal. I wasn’t sleeping well and I would sometimes cry in the middle of the night. I was also acting up in school. As soon as she found out about my own assault, she thought it’d be best for me to see a therapist to help me work through things. My mom knew about the Sexual Assault Center and Counseling Clinic at Family Services, which is where she took me. My therapist’s name was Kim and most of the time we just played games and talked. I had no idea that the fun I was having with Kim could improve my life so much!

"Thanks to Family Services, I’m happier and chasing after the things I love."

Sometimes Kim would ask me to draw pictures of my dreams and bring them in to her to show her. It didn’t seem like counseling at all! Instead, it seemed like I got to see a friend once every two weeks instead of being in school. Thanks to Kim and Family Services, I’ve learned so many techniques to deal with negative emotions. Because of that, I’ve had the opportunity to find something I love doing: public speaking.

(Cont’d on next page)
(Cont’d from p. 4)

A few years ago, a friend of my mom's reached out to see if I would speak at an event she was hosting. She asked me to tell my story and talk about what helped me heal. I told the audience about all the techniques I'd learned from Kim. I told them how she encouraged me to talk, write and draw about what I was feeling so I could get it out of my system. I did this same speaking engagement the following year, plus another speech at the “Take Back the Night” march in Madison. These were fun experiences that helped me realize that I have the power to help someone else.

Not only did I discover public speaking because of the Sexual Assault Center, I also discovered writing. It’s my passion and I will be pursuing a career in writing after high school. I’ve been working hard on some novels and movie scripts.

Thanks to Family Services, I am happier and chasing after the things I love. It’s given me many tools and skills to help others and I’m extremely grateful for that. Thank you for supporting this incredible organization that has helped me and so many others through the most challenging times of our lives.

-Hailey, age 17
Former Client, Family Services’ Sexual Assault Center

Thanks to you, we can pursue justice

When you support us, you support community partnerships with local law enforcement to take abusers and sex criminals off the street.

"Long before Hollywood stars and hashtags, there were sexual assault advocates."

"The Sexual Assault Center of Family Services provides direct support to every person it serves. Those advocacy services also play a vital role in ensuring that offenders are held accountable for their actions and that our communities are safer. Community awareness of sexual violence and a safe, supportive environment for sexual assault survivors leads to increased rates of reporting. It also helps survivors to remain engaged throughout the difficult criminal justice process. As a result, prosecutions are more successful and dangerous offenders are unable to harm other potential victims."

-David Lasee, Brown County District Attorney

HOW YOU CAN HELP

▶ VOLUNTEER
- Become a Sexual Assault Center Advocate
  - To apply, please visit familyservicesnew.org
- Or, call our volunteer coordinator at (920) 436-8899

▶ DONATE
- Fill out the pledge card provided and mail to:
  Family Services of NEW P.O. Box 22308
  Green Bay, WI 54305

▶ ADVOCATE
- Share this Impact Report with your friends and family.
- Follow us on Facebook & Twitter
In 2017, you allowed our Parent Connection and Healthy Families home visitors to coach more than 1,100 new parents! These parents learned ways to bond with their baby, what milestones to expect from their child and when, and how to manage the stresses of parenting.

Thanks to you, we were able to help children and teens who are struggling with mental health, behavioral issues or homelessness. Through programs like Coming Home, Residential Treatment at the Billie Kress Center, and Open Door Youth Services our expert staff give these kids the support, guidance and security they need to be successful.

Each year, your gifts allow us to help thousands of people through a personal crisis. We provide emergency counseling over the phone, or in person, for anyone who is struggling with suicidal thoughts, depression, grief, abuse or other concerns. In 2017, more than 90% of callers reported feeling better after talking to one of our trained crisis counselors.

Your support allowed therapists in our Green Bay and Menasha Counseling Clinics to conduct more than 14,000 therapy sessions last year. We also ranked in the upper 10% of mental health care providers participating nationwide in the ACORN collaboration (an evidence-based practice of patient-reported outcomes).
She's a hardworking mom & business owner

Carmen* is successfully balancing work and family, thanks to your support!

YOU MAKE OUR MISSION POSSIBLE

Through your support of our many programs, you help...

**Children & Parents**
- Early Head Start
- Families First
- Healthy Families
- Parent Connection
- Post-Adoption Resource Center (PARC)

**At-Risk Youth**
- Coming Home
- SELF (Support, Education, Life Skills & Family)
- Silvercrest Group Home
- Winnebago Respite

**Mental Health Issues**
- Counseling Clinic
- Day Treatment
- Our Place
- Residential Treatment
- Student Assistance Program
- Triumph
- Women’s Recovery Journey

**People in Crisis**
- Crisis Center
- Open Door Youth Services
- Sexual Assault Center
- Willow Tree Cornerstone Child Advocacy Center

**People in Transition**
- Day Report Center
- Pathways to Employment
- Transitional Living
- Steps to Success
- Windows to Work

Carmen* is a vibrant 26-year-old mom living and working in Door County. She and her husband recently started their own business together. Now, they’re tackling the busy summer tourism season while raising a happy and energetic 2-year-old boy. When I ask Carmen about her family and their accomplishments, she gushes with pride. But even more so, she is grateful for the people who have helped her reach this point.

For Carmen, those first months of motherhood were especially tough. She was suffering from postpartum depression. With Melanie’s support and friendship, she says, she was able to lift herself up out of a very challenging time. “She was able to get me into a local therapist,” says Carmen. “She would also remind me when I was working three jobs that I needed to take time to be with (my son).”

"Thank you for blessing us with Melanie in our lives."

Carmen met her future husband during her first year in the Healthy Families program. Once they got married, Melanie got to work helping Carmen’s husband understand his new role as a father.

“Melanie has always been really supportive of my husband,” says Carmen. “She’s the perfect fit for us.” (Cont’d on next page)
YOU HELP US SUPPORT PARENTS AND KIDS
YOUR SUPPORT PROTECTS YOUR COMMUNITY

Community issues like suicide, violence and abuse won't disappear on their own. That's why we send expert therapists, advocates and home visitors into the community to help raise awareness of important, potentially life-saving issues.

425 Community Presentations
- Suicide Prevention Training
- Healthy Relationships
- Parenting Workshops
- Child Abuse Prevention (Kids Can)
- Sexual Assault Awareness

15,959 People Educated
Your gifts allowed us to provide prevention education to nearly 16,000 people last year. That number includes more than 6,600 students in grades K-12 who were taught how to talk about and protect their bodies, who to talk to if they are being abused, and what a healthy relationship looks like.

2,949 Welcome Baby Visits
When you support Family Services, you support new parents from the moment a child is born. Our specially trained staff conduct "Welcome Baby Visits" at area hospitals to connect new moms and dads to community resources and explain what parents can expect from their newborn in the first weeks of life.
AN EASIER WAY TO GIVE

Giving a gift should be as easy as possible.

That's why we've created a new monthly giving program to better meet your needs.

Sign up today to enjoy the benefits of...

▶ Convenience
  • Auto-withdrawal from your credit or checking account each month.
  • You choose the gift that best fits your budget.

▶ Impact
  • When you give monthly, you allow us to help more people, more quickly!

▶ Recognition
  • You’ll be named a "Protector of Family Services" in next year's Impact Report!

To join, please fill out the enclosed envelope or visit our website.

www.FamilyServicesNEW.org

Carmen says one of the most important things Melanie has taught her and her husband is good communication. She says Melanie is helping them set a good example for their son.

As their son's second birthday nears, Carmen says the little boy is doing great. He's talking more, he loves watching “Peppa Pig,” and he even accompanies her to work sometimes. Their family is still enrolled in the Healthy Families program, but Melanie's visits have become less frequent as Carmen continues down a successful path. Carmen hopes that other families will benefit from Healthy Families as much as she did.

“We know that this program has always been there for us and it would be beautiful to see it touch more families,” says Carmen. “Thank you for blessing us with Melanie in our lives.”

-Carmen*, age 26
Current Client
Healthy Families, Door County

*name has been changed for privacy

Thanks to you, we strengthen families

Family Services is proud to partner with the United Way to ensure that parents understand their role as their child’s first teacher.

"Evidence-based home visiting services, such as the Healthy Families Program, are particularly beneficial to at-risk families."

"The benefits of home visiting programs like Healthy Families is a critical intervention and prevention service that impacts children far beyond birth and infancy. Parents are supported in early positive parenting, physical and social-emotional developmental milestones, literacy efforts, and much more. The goal of our partnership with Family Services is to ultimately improve child outcomes and reduce the risk of child abuse and neglect. Home visiting programs are also a two-generation solution by positively impacting parents as much as children. Healthy Families of Family Services gives parents and children a fighting chance to overcome adversity through their critical prevention and early intervention efforts."

-Jill Sobieck,
Brown County United Way
WE COULDN'T DO IT WITHOUT YOU. THANK YOU.

LEADERS ($10,000 and up)
Amerhart, Ltd.
Anonymous
Associated Bank
BMO Harris Bank
Cornerstone Foundation of Northeastern Wisconsin
Green Bay Packaging, Inc.
Green Bay Packers Give Back
Joseph & Sarah Van Drisse Charitable Trust
K.C. Stock Foundation
Dr. Boyd & Susanne Lumsden
NFL Alumni Association
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PARTNERS ($5,000 – $9,999)
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Carol Tauber Kisses from Grandma Carol Children’s Fund**
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KEY
* a fund of the
** Greater Green Bay Community Foundation
*** Community Foundation of the Fox Valley
**** Door County Community Foundation
As a longtime supporter of Family Services, Irene "Billie" Kress played a key role in the creation of our Willow Tree Cornerstone Child Advocacy Center for abused and neglected children. Billie died in 2016, five years after Willow Tree opened. But her desire to help children heal lives on through her final gift to us. Billie’s legacy has allowed us to help more than 600 abused and neglected kids over the past year. Thanks to her, even more children will be helped in 2018.

Anyone can leave a legacy gift.
It’s easier than you think and it costs nothing!

You don’t need to have a lot of resources to provide for your community for years to come. Like Billie, many of our supporters like to leave money to charity in their will.

Here’s how:

▶ A dollar amount or percentage in your will or estate plan.
▶ By Beneficiary Designation on your life insurance or retirement plans.

To learn more, please contact Cara Gosse at (920) 436-4360 ext. 1332 or by email at cgosse@familyservicesnew.org.
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Drs. Jay & Laurie Muller
Sitekitty Digital
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Lauren Wooten
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Timothy & Judy Young
Dr. Chad & Marci Zehms
Candoce Ziegelbauer
Anita Zipperer
After reading this report, I hope you feel proud of what your gifts can accomplish in the lives of people like Carmen* and Hailey.

You allowed us to help Carmen through her postpartum depression to become not only a loving mother but also a driven, hardworking and confident local business owner. You allowed us to help Hailey work through a history of sexual abuse to become empowered to share her story with the goal of helping others. Their futures are brighter because YOU made it possible for them to get help through Family Services.

More people will turn to us for help through 2018 and beyond. Pressing problems like suicide, mental health, sex trafficking and violence remain. More problems await us on the horizon. School-based mental health services will become even more critical as the community and the nation attempt to intervene earlier in potentially dangerous situations. The closing of the Lincoln Hills Juvenile Correctional Facility and the Copper Lake School for Girls will also be felt in our communities. There is a good chance that children who have previously been placed in secure correctional settings will now be served locally in existing treatment programs such as our Billie Kress Center and others. These closures will present greater challenges for our community resources both on a treatment level and in terms of community safety.

These are just a few examples of the never ending challenges we face in Northeast Wisconsin. The problems are many and complex, but Family Services is up to the challenge. With your support, we will address each person’s problems with the same understanding, guidance and support that helped Carmen* and Hailey create better lives for themselves and their families.

Thank you for helping us protect, heal and care for vulnerable children, teens and adults. I am so grateful for your commitment to making our communities better, safer places to live and raise our families!
### Revenue Sources

- **Government Contracts**: 67%
- **Program Service Fees**: 14%
- **Contribution**: 6%
- **Other**: 7%
- **United Way**: 6%
- **Purchase of Service**: 2%

### Uses of Funds

- **Counseling & Treatment**: 36%
- **Early Childhood Development**: 24%
- **Fundraising**: 2%
- **Self-Sufficiency Programs**: 13%
- **Crisis Services**: 18%
- **Administrative**: <1%
- **Fundraising**: 2%