



Family Reflections

Fox Cities & Oshkosh / Fall 2007

Bringing it All Together

Healing. Happiness. Healthy Lifestyles.

Those closest to Family Services have felt all along that these words accurately depict our agency and the work we do. But through a series of targeted focus studies, we learned that our agency often lacked a cohesive identity within the communities we serve.

We, therefore, set out to determine how we could tie it all together. Allow people to see the agency as a whole rather than all of its individual pieces. With an agency of 400 staff and more than 30 programs expanding over 11 Northeast Wisconsin counties, this was no easy task.

Armed with the focus group information and our own ideas of what Family Services represents, agency staff and a subgroup of our volunteer Board of Directors was asked to research and recommend changes to enhance our image.

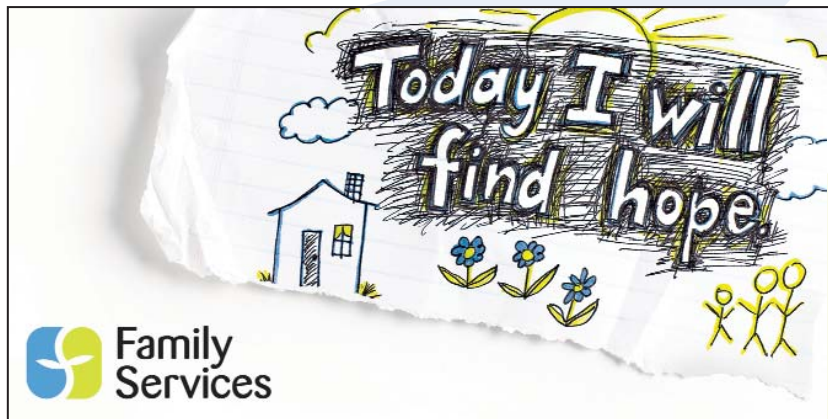
For more than a year, that committee worked with The Karma Group, a local marketing communications firm, on market research that has helped us achieve

this goal. Their image and brand experts helped us develop ideas for a new logo that would better convey who we are and the important work we do.

With the go-ahead from our Board of Directors, a new image plan was approved. We adopted a new logo this past May, which you see featured several times on this page.

You may also have seen billboards around town or heard our ads on the radio, featuring the new logo and brand messages. These ads were developed in an attempt to again provide this cohesiveness and help people recognize the common threads that tie all Family Services programs together:

- Bringing order to chaos,
- Building healthy lifestyles, and
- Helping people heal.



Our recent billboard campaign featured one of three messages, "Today I will find hope," "Today I will find strength," and "Today I will learn to love myself," all of which tie into the agency's theme of providing healing, happiness, and healthy lifestyles.

Regardless of the program or the specific location, we are an agency that strives to provide people with the resources to bring order and peace to their lives, truly helping them discover healing, happiness and healthy lifestyles.

Though a logo is ultimately left to the viewer for interpretation, there were a few guiding principles that went into its design. The new logo was created to:

- ◆ Represent hope and growth.
- ◆ Incorporate life colors.
- ◆ Bring in an element of healing and nurturing to represent the types of services we provide.

We thank The Karma Group for their donated support and expertise on this project. We also extend a special thank you to our volunteer Board of Directors, in particular the image and identity committee including Kathy Hartman, WPS; Mike McKenna, The Karma Group; Dennis Kocken, Brown County Sheriff's Department; Deb Mauthe, Prevea Health; and Craig Van Schyndle.

A Letter From the President



Change and Growth...

As you saw in our cover story and hopefully throughout the community these past few months, Family Services has recently changed its logo.

Like any other business, we felt that we needed to establish a new brand that would better reflect who we are

and convey the importance of the services we offer. Throughout this process, we learned a lot about ourselves and hope you'll agree that this new image more accurately represents our agency and the work we do.

In that same vein of forward-thinking, we have also continued to expand our services to address increasingly important issues in our community. Most recent updates in the Fox Valley area include:

■ A **Police/School Resource Counselor** program was launched in several Outagamie County school districts to work directly with police/school liaison officers and school personnel. The program targets youth who are at high risk of referral for delinquency, suspension or expulsion, providing screening, intervention, counseling, and referral services. The ultimate goal is to decrease the number of referrals to law enforcement and, eventually, Juvenile Court. The program works predominantly with elementary and middle school students.

■ A **new parent education program** called T.I.P.S. (Topics to Increase Parenting Skills), funded by the Community Foundation, offers free parenting skills classes to area families. The project is a collaboration between Family Services, Childcare Resource and Referral, Outagamie County, UW Extension, Affinity Health Care and Children's Health Education Center.

■ Our newest addition is the **Family Resource Center Fox Cities** which is discussed in depth on the following page. Located at 1165 Appleton Road in Menasha, the FRC is a great place for parents, childcare providers, grandparents and children to participate in the quality programs offered by Parent Connection and Child Care Resource & Referral.

We have our sights set high for this next year as we continue to change and grow to meet the needs of our community. Be proud that your support of Family Services enables us to create a community advocacy agenda that will make this a better place for our children and their families to live.

Sincerely,

Thomas E. Martin, President & CEO
Family Services of Northeast Wisconsin

"Daddy Boot Camp"

New babies don't show up with an owner's manual! Boot Camp For New Dads is a three-hour class, offered at Aurora Hospital in Oshkosh, that gives expectant and new dads first hand information to prepare them for the exciting and challenging new world ahead of them.



One Saturday a month, a few veterans (new fathers who bring their young babies) show rookies (fathers-to-be) the ropes of fatherhood. This program is a guy thing, no women over two-feet tall allowed. When men facing a common challenge get together, a locker room type of bond develops, and they talk openly about their experiences and what's on their mind.

For more information or to register, call Parent Connection at 920-233-6630. There is a \$15.00 fee for the class.


Aurora Health Care is a generous funding partner of Daddy Boot Camp.

Parent Connection Receives National Honor

Family Services' Parent Connection program recently received a Program of Merit award for its implementation of the "Parents as Teachers" Born to Learn model, a national program designed to optimize development in children from birth to age three.



To receive this commendation, Parent Connection completed a detailed self-assessment and evaluation of program services using 180 quality indicators such as personal visits, group meetings, screenings, resource networking, recruitment and retention of families, program management, and professional development. Expert consultants from the "Parents as Teachers" national center then visited the program to validate the self-study. This process highlighted many of the program's existing strengths, while also aiding in continuous quality improvement.

In 2006, the Parent Connection program served more than 1,000 families in the Fox Cities and Oshkosh areas, providing parenting information and support to local families through home visitation, parenting classes, mentoring programs, and family fun events. Parent Educators also conduct health, hearing, vision and developmental screenings and work with a number of community resources to make sure families have access to assistance when it's needed. 

Parent Connection is a parent education and support program designed to *Encourage, Strengthen and Support Families.*

Major funding partners for the Parent Connection program include Outagamie and Winnebago Counties, Mercy Health Foundation, United Way Fox Cities, Oshkosh Area United Way, The Community Foundation of the Fox Cities, Parents Plus, Inc., and the City of Appleton - CDBG.

Family Resource Center Now Serving the Fox Cities

This past January, the Parent Connection program, Child Care Resource & Referral, and the Appleton Area School District watched a dream come true when their vision of a Family Resource Center in the Fox Cities became a reality, thanks in large part to a grant from the Children's Trust Fund, Madison.

The Family Resource Center Fox Cities (FRC) offers programs for families with young children, focusing primarily on children from birth to age three. It is designed as a place for parents, childcare providers, grandparents and children to participate in programs such as:

- Playgroups
- Parent Education Workshops
- Parent and child enrichment series
- Training for daycare and childcare providers
- A Toy, Book and Parent Resource Lending Library
- Computer and Internet Access for parents



A Place to Grow
A Place to Gather

- Drop-in usage of playroom for parents and children
- Family Events

The following programs will be taking place at the Family Resource Center in Fall 2007:

- Growing Together: Developmental Milestones
- Anything Can be a Paintbrush
- Young Children Test... Have a Plan
- Scrap N Rap
- Terrific Twos
- Music in the Morning
- Bright Beginnings
- The Common Ground: Parenting Together
- Holiday Art for Pre-schoolers

For more information about these or other FRC programs, call 920-886-0123 or visit www.familyservicesnew.org/parent_connection.htm.

All classes are held at the Family Resource Center, 1165 Appleton Rd, Menasha.

A Story of Success

Kara is a 15-year-old girl who was referred to Day Treatment by her school social worker for skipping school, running away from home, and promiscuity. These issues were all stemming from a troubled family life and problems at home that needed to be addressed.



Kara grew up in an abusive home and had a horrible childhood. She was struggling with her identity and began acting out in inappropriate ways. Once a sweet, loving little girl, she grew into an angry, dishonest teen who fought the rules and defied authority everywhere she went.

During her time at Day Treatment, Kara slowly began to open up with both her counselors and her peers. She revealed that she had been sexually assaulted and was struggling to cope with her feelings. She worked respectfully and appropriately with staff and authority figures to address and understand the emotions that stemmed from the abuse. She began to see how destructive her behavior was and worked hard to overcome the negative impact of the abuse.

She also helped another client by listening attentively as he talked about the abuse he had endured throughout his childhood as well. Through these interactions, she was able to set goals for her own treatment and worked hard to achieve them. Eventually Kara went back to her school, successfully graduated from the Day Treatment program, and now continues to work hard to achieve her treatment goals.

The Day Treatment program serves youth between the ages of 7 and 17 who are exhibiting severe behavioral and emotional difficulties. Offices are located at 1500 W Rogers Ave, Appleton, and 626 S. Irwin St, Green Bay.

Proudly Serving the Fox Valley Area

Family Services offers the following programs for Fox Valley and Oshkosh area residents:

Early Childhood Development:

Parent Connection, Post-Adoption Resource Center

Youth Guidance Programs:

Day Treatment for Children & Adolescents, Family Resource Service Team (FRST),

In-Home Counseling, Residential Treatment Program, Silvercrest Group Home

Counseling & Treatment Services:

The Counseling Clinic

Self-Sufficiency Programs:
Day Report Center

For more information about these or other Family Services programs, call 1-800-998-9609.

Regional Advisory Boards

Oshkosh Advisory Board

Dan Bissett, Winnebago County Court Commissioner

Colleen Bissett, Basiliere, Thompson, Bissett & Castonia LLP

Jane Calkins, Women & FYI Magazines

Beth Caramandidis, Arts for Kids

Cary Garofalo

Michaela Hoffman, Curwood/Bemis

Tammy Kielbasa, Oaklawn Elementary School

Jenny LeBelle, Winnebago County Sheriff's Dept.

Aimee Niendorf, Fox Valley Technical College

Sue Patchak, UW-Oshkosh Credit Union

Liz Rice Janzen, Junior Achievement

Rodney Schraufnagel, Winnebago County Human Services

Fox Valley Regional Advisory Board

Mardi Burns, Associated Financial Group

Ryan Downs, Great Lakes Kraut Co.

Kurt Eggebrecht, Appleton Health Dept.

Shannon Harrigan, M&I Bank

Susanne Lumsden

Jeanne Lee, Twin City Catholic Education System

Kyle Rau, Appleton Police Dept

Carrie Schneider, Outagamie County District Attorney

Tim Temperly, Network Health Plan

19th Annual
Green & Gold Gala

Hosted by Green Bay Packers Head Coach Mike McCarthy.

Join Us

Friday, September 28, 2007
Lambeau Field Atrium, 1265 Lombardi Avenue, Green Bay

*Join Coach McCarthy and other
Packer players and coaches!*

\$125 per person or \$1,200 per business table.

*Proceeds support Family Services programs that provide healing,
happiness, and healthy lifestyles for local children and their families.*

6:00 pm *Cocktail and Hors d'oeuvres Reception
Live Jazz and Silent Auction Begin*
7:30 pm *Welcome & Dinner*
8:30 pm *Featured Speaker Coach Mike McCarthy followed by
Community Leadership & Youth Achievement Awards*
9:00 pm *Oral Auction*
9:30 pm *Raffle Award Winners Selected*
9:45 pm *Cocktails and Live Jazz Resume*
10:00 pm *Silent Auction Ends & Evening Concludes*

To register, call 920-436-4360 ext. 1328 or visit our web site at www.familyservicesnew.org/Green&GoldGala.htm.

Family Services of Northeast Wisconsin, Inc.

Fox Valley

1810 Appleton Road
Menasha, WI 54952
920-739-4226

Oshkosh

400 Ceape Ave
Oshkosh, WI 54901
(920) 233-6630

Green Bay

300 Crooks Street
P.O. Box 22308
Green Bay, WI 54305
920-436-6800

Door County

827 N 8th Street
Sturgeon Bay, WI 54235
(920) 746-9040



A United Way member agency

800-998-9609

www.familyservicesnew.org



Council on Accreditation of Services
for Families and Children



Family Services of Northeast Wisconsin, Inc.
P.O. Box 22308, Green Bay, WI 54305-2308

NON-PROFIT ORG.
U.S. POSTAGE
PAID
GREEN BAY, WI
PERMIT NO. 92