

2018

*Impact
Report*

OUR MISSION

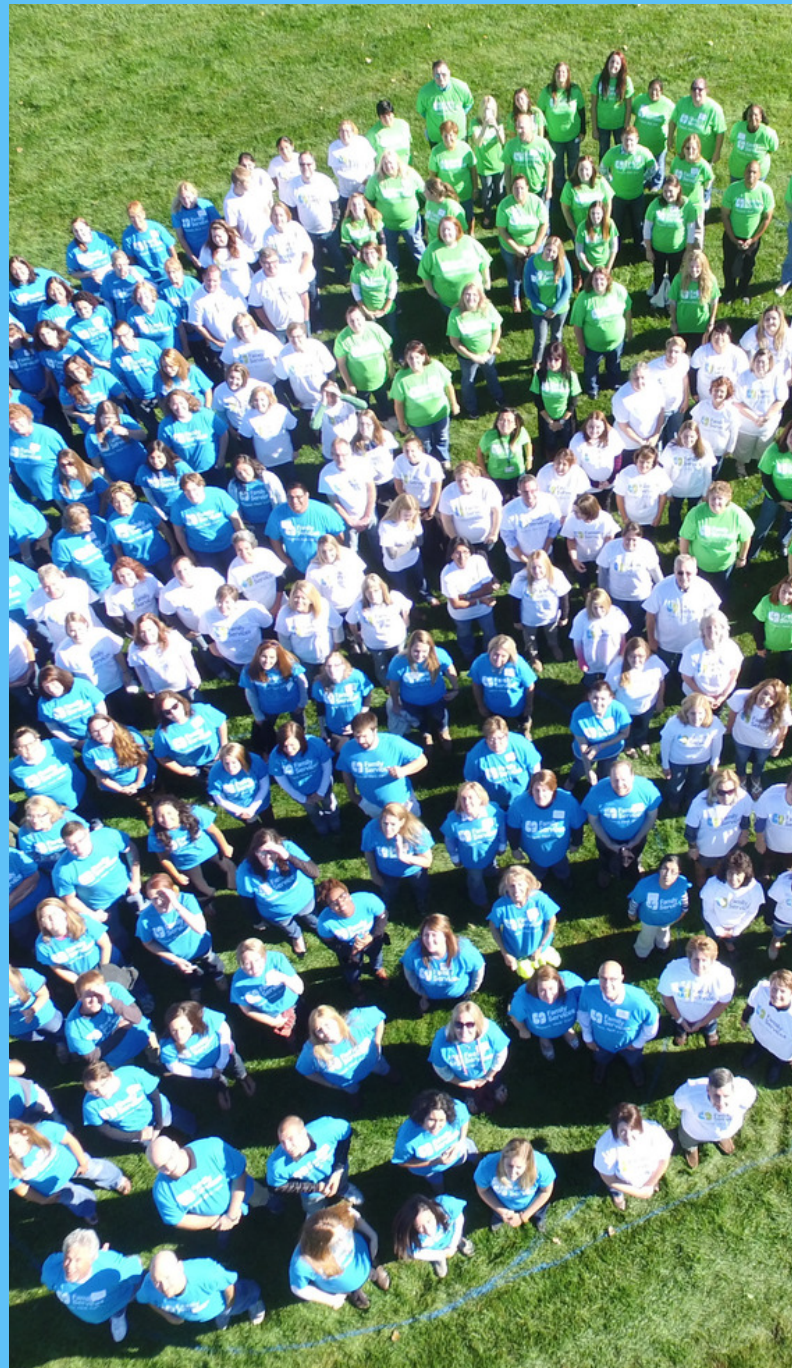
PROTECT. HEAL. CARE.

At Family Services, we've made it our mission to protect, heal and care for the most vulnerable people in Northeast Wisconsin. Each year, you allow us to help over 18,000 children, families and individuals who are struggling. Whether it be with behavioral issues, thoughts of suicide, lack of family support, or the trauma of abuse. We remind each person that they are worth fighting for.

Our vision for the future is communities of thriving children, strong families, and healthy individuals. Because of you and your support, we're able to carry out this vision each day. You allow us to restore people's hope and give them the right tools to become more resilient, build healthy relationships, and achieve their goals. Because of you, we are building a brighter future for everyone in Northeast Wisconsin.

18,000+

**children, parents and individuals receive
our support each year, thanks to you!**



FROM OUR PRESIDENT BUILDING A BRIGHTER FUTURE



Jeff Vande Leest
President & CEO

A simple look back tells us that 2018 was an incredible year of impact for Family Services on the individuals, families and communities we serve. But I believe it is more important for us to look ahead than to dwell on the accomplishments of the past. By doing so, we take the first step in understanding the importance of being proactive to create communities of thriving children, strong families and healthy individuals.

94%

of clients surveyed said our staff helped them reach their goals.

98%

of clients surveyed said they were treated with dignity and respect.

It is time for us as an agency and for our community as a whole to shift our focus away from reacting to problems when they occur to preventing incidents of trauma and abuse in the first place. We must do so if we are ever to break the dangerous cycle of abuse and trauma that currently exists.

A proactive approach requires us to be more willing to intensively support children and families at birth and beyond to ensure parents are able to meet the most basic needs of their children, while providing them a good start in life.

We must also educate young children on proper boundaries and concepts like the difference between a good touch and a bad touch, to ensure that they are protected from people who would harm them. And we must connect with children in our schools who are vulnerable or beginning to struggle with their behaviors before these problems begin to escalate or more serious mental health conditions develop.

In closing, I am reminded of the old adage, "an ounce of prevention is worth a pound of cure." In the case of children and families, we must be willing to intervene early and shift our focus to preventing trauma and abuse versus working to pick up the pieces after the fact. This is our challenge as an agency and more importantly our challenge as a community.



WELCOME, BABY!

TOOLS TO HELP CHILDREN THRIVE

Every child deserves a great start. Since 2005, Family Services has proudly provided Welcome Baby Visits to parents of newborns in Brown County through the Community Partnership for Children initiative. These visits provide important information to all parents, but they are critically important for families struggling with low income, lack of family support, single parenthood, or mental health concerns.

Thanks to you, we met with 2,940 new moms and dads in Brown County hospitals last year. We identified the most vulnerable families early to connect them with community support based on their risks and strengths. Of the families that were given a full assessment due to the presence of risk factors, 92% were referred to individualized services such as our Healthy Families home visitation program to ensure their children are safe, healthy, and enter school ready to learn.

We're proud of these numbers, but there is more work to be done. Many of the families we refer to supportive services must wait for help because the need is so great. In the Fox Valley, fewer parents receive a Welcome Baby Visit than in Brown County due to lack of funding. With your support, we can make sure more families are able to access critical information and services to help their children thrive!



100%

of parents of newborns in Brown County hospitals received parenting information and resources.

BECAUSE OF YOU, RACHEL HAS BUILT A STABLE LIFE FOR HER KIDS

Rachel* was introduced to our Healthy Families home visitation program when she was 17, pregnant, living in motels in Green Bay, and her mother was headed to prison. She had no food, no stability and no support.

IN RACHEL'S WORDS, SHE HAD "NO HOPE."

My home visitor first met me in my motel room, which I rented by the week while my life was in ruins. I wasn't sure how I felt about the program after a life of being let down by everyone and every agency. I honestly didn't think they could help me. Over and over again I lost everything. There were so many times that I couldn't imagine that things could ever be okay.

Healthy Families was always there. They were the sober, caring support system that I otherwise wouldn't have had.

Every time things fell apart and I was lost, they were the team of people that reminded me of how strong I am. If I needed help or had any questions, they were the place that I could trust to find an answer or guide me to someone who could. Healthy Families helped me achieve things that I didn't know I was capable of and overcome obstacle after obstacle in a world that was rooting against me.

I can't pretend that my life is perfect – but I do know that today I am a good mother. I am sober. I graduated high school. I am a General Manager. I have a home. Most of all, my children and I are happy and healthy.

-Rachel, age 23

Thanks to you, Rachel found the hope she needed to build confidence and achieve the goals she set for herself and her family!



6,575

Personalized home visits provided education and support to new parents.

*Name has been changed to protect the client's privacy.



FILLING THE GAP

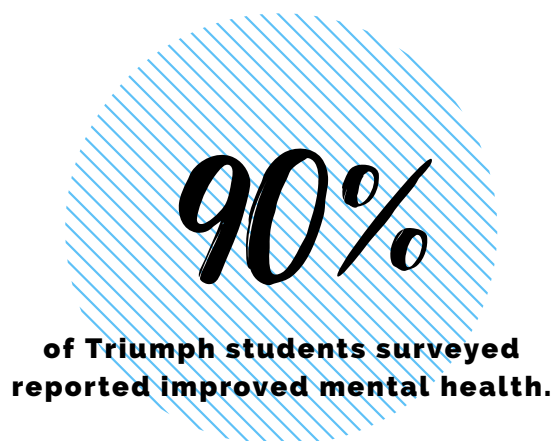
SUPPORT FOR EVERY STRUGGLE

Mental, emotional, and behavioral health issues can affect anyone at any time. Diagnosing and addressing these problems as soon as possible is crucial to preventing suicide and reducing long-term negative impacts on individuals, families, and our community.

Thanks to you, we're making it easier for children and teens to access the care they need to prevent issues from carrying over into adulthood. In 2018, we provided over 2,000 professional counseling sessions to 249 students in partnering school districts in Green Bay and the Fox Valley – including 53 students in our Triumph program.

Triumph provides a soft landing to students in the Kimberly, Kaukauna and Little Chute school districts who are returning to school after an acute mental or emotional crisis or from a higher level of psychiatric care.

Last year, 90% of Triumph students surveyed said the program improved their mental health and 80% reported meeting their primary mental health goal. We're so proud of the progress being made. But more students need our help. With your support, we can continue to expand access to important therapy services to ensure that more serious problems can be prevented in the future.



BECAUSE OF YOU, CHLOE FINALLY FEELS CARED FOR

Chloe* entered our Triumph Program in deep despair. She was on the verge of being hospitalized for her safety. On top of it all, she lacked support as her mother struggled with her own mental health and her father wasn't in the picture.

CHLOE SAYS IT FELT LIKE NO ADULT TRULY CARED ABOUT HER - UNTIL NOW.

I am thankful for meeting all the adults in Triumph. They are the most inspiring adults in my life. If I hadn't met them, I feel like I wouldn't be able to express my feelings or be myself. Plus, I feel like they understand me more than anyone else.

Especially Kristin. She, in my eyes, is like a mom to me. The mom I never had. Everyone here is like a mom to me, which I am thankful for.

I didn't think I would have anyone to care about me the way they do. They make me feel wanted and cared for. Everything that I want to feel. I don't feel worthless anymore.

-Chloe, age 18

Thanks to you, Chloe was able to get the therapy she needed to stabilize and manage her depression and anxiety, while still working on her academics.

Despite the many obstacles she faced, Chloe graduated early from high school and is now working full-time taking care of adults with developmental disabilities. Chloe tell us she is currently exploring colleges and wants to become a nurse someday!



249

students received school-based mental health services in 2018.

*Name has been changed to protect the client's privacy.



HOPE RESTORED

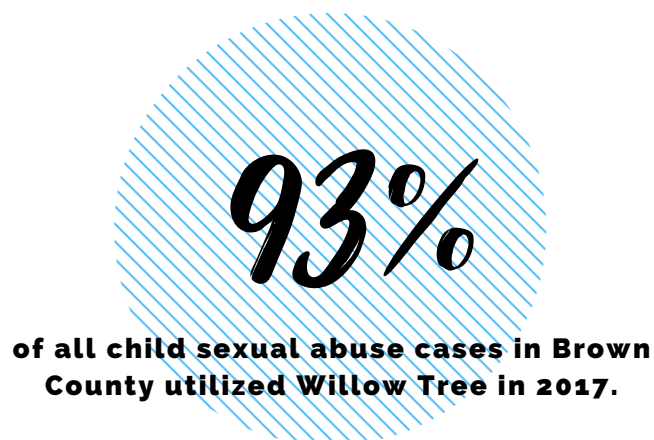
HELPING VICTIMS & FAMILIES HEAL

Traumatic experiences can have long-lasting negative effects. Thanks to you, we help individuals and families begin to heal from what happened. That includes helping abused children at our Willow Tree Cornerstone Child Advocacy Center.

Since 2011, Willow Tree has provided sexually and physically abused children and their families with a safe, child-friendly place to share their experiences and receive ongoing support. The child can also receive a medical exam and counseling under the same roof. This child-friendly approach greatly reduces the traumatic impact of what the child has experienced and often results in better outcomes in court.

According to a law enforcement review conducted last year, 93% of all child sexual abuse cases and 88% of physical abuse cases that were referred in Brown County in 2017 utilized Willow Tree.

Thanks to you, Willow Tree saw 763 children from more than a dozen counties in 2018 – the most in a single year. It's amazing how far we've come. But there are still more children who could benefit from our child-friendly approach. With your help, we can set them on a healing path so the issues affecting them now don't become worse down the road.



BECAUSE OF YOU, BRAYDEN IS LETTING GO OF HIS ANGER

11-year-old Brayden* spent years struggling with severe behavioral issues at home, in school, and out in the community. He had been sexually abused and was too afraid to share his secret with anyone.

LOOKING AT BRAYDEN, YOU COULD SEE THAT HE WAS HURTING.

Brayden was brought to Willow Tree after revealing to a concerned adult that he had been sexually abused when he was just 7 years old. The adult contacted law enforcement, who brought Brayden to Willow Tree for a child forensic interview to find out what had happened.

Brayden was defensive at first. He told his child forensic interviewer, Megan, that he had been sexually abused but didn't want to talk about it. Megan suggested that Brayden write about his experiences instead. He agreed.

Megan and Brayden read through what he had written together. As they did this, Megan noticed a dramatic shift in Brayden's behavior. He was talking and expressing how he felt about what happened and about his abuser.

At the end of the interview, Brayden told Megan he was ready to share his story with his mom. He returned to the waiting room laughing, talking to the staff, and acting like a completely different kid than when he had walked in.

Thanks to you, Brayden was finally able to start healing from what happened. He is now 13 years old and is doing very well. The statement Brayden gave at Willow Tree resulted in his abuser being charged with two felonies. One day before the case was set to go to trial, the abuser took a plea deal. He is scheduled to be sentenced in July 2019.

763

children and their families were helped at Willow Tree in 2018.

*Name has been changed to protect the client's privacy.



A COMMUNITY OF SUPPORT

THANK YOU FOR PROTECT, HEALING, & CARING

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YOUR IMPACT

CHANGING HEARTS AND IMPROVING LIVES

Your support of Family Services gives the most vulnerable children, families and individuals in our communities someone to trust. Someone who will respect them, encourage them, and teach them the right tools for achieving their goals.

“Thank you for helping my son. His progress has been amazing and I feel your help will make his future bright.”

-Parent of a child
in Residential Treatment



3,295

workshops and activities promoted
positive parenting techniques.

“Thank you for all the help you've given me and for always making me feel like I am worthy of being listened to.”

-Crisis Center client

1,524

victims and their friends and family were
helped by the Sexual Assault Center.

24,145

calls to our Crisis Center hotline were
answered to help prevent suicide in 2018.

“I don't know what I would have done without my advocate. I believe she is the reason I am still here today.”

-Sexual Assault Center Client

FROM OUR BOARD

YOU HELP BREAK THE CYCLE



Mark Kasper

Chair, Family Services'
Board of Directors

The achievements of the individuals and families shared in this report are a testament to your impact on our community. Imagine how different the lives of *Rachel, *Chloe, and *Brayden would be today had they not gotten the care they needed to thrive. The lives of their closest friends and family would be different, too.

Everyone is affected when trauma is left untreated. It can impact a person's healthy development, adversely affect their relationships, and may even lead to substance abuse, domestic violence, and child abuse.

When a community produces multiple generations of people with untreated trauma, we all pay the price with increased crime, suicide, homelessness, and family instability. These issues continue to present great challenges for our community resources both on a treatment level and in terms of community safety.

As we look toward the future, we must consider the potential of each child, family and individual. Those who are struggling with untreated trauma need support and understanding from the people around them. Without it, they will become further isolated and the cycle of abuse and trauma will continue. But healing alone isn't enough. We must also continue to pursue proactive methods to prevent trauma from happening in the first place, as we mentioned at the start of this report.

The challenges that lie ahead of us are overwhelming. We have a long way to go before we can hope to see a significant reduction to our community's most pressing problems. Family Services is up to the challenge and is confident that its trauma-informed approach to protecting, healing, and caring for the most vulnerable in Northeast Wisconsin will continue to produce positive results.

Thank you for all the progress you've helped us make in creating communities of thriving children, strong families and healthy individuals. Because of you, more people are tapping into their full potential and healing from the painful experiences in their past.

*Name has been changed to protect the client's privacy.

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