

20
19

DONOR IMPACT REPORT

Protect. Heal. Care.



Willow Tree

Cornerstone Child Advocacy Center



You Change Lives

In 2019, your support gave 873 children and their families a safe place to talk about abuse or other maltreatment and begin to heal. Thank you for supporting Willow Tree Cornerstone Child Advocacy Center to give abused children hope for a bright future!

OUR STORY

MISSION

Willow Tree is a safe, home-like facility located in Green Bay, Wisconsin that provides intensive services to victims of child abuse, neglect, and other maltreatment. Our mission is to protect, heal, and care for these children and their family members with the help of community partners across Northeast Wisconsin and the support of generous donors like you.



Over 4,000 children helped since 2011.



85% of parents say their child felt safe at Willow Tree.



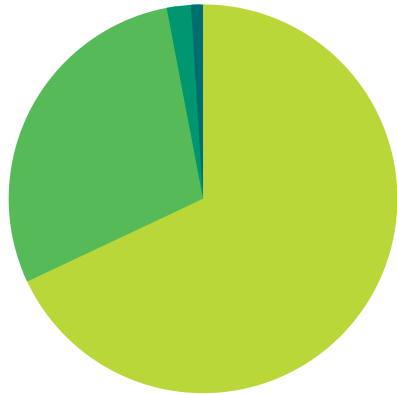
Accessed by children from over a dozen counties.



94% of partners say children benefit from our collaborative approach.

GIVING HOPE

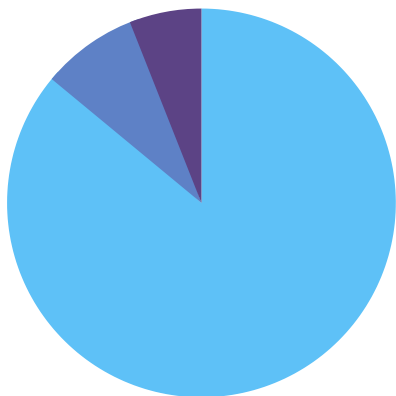
2019 REVENUE



- 68% Individual Contributions
- 29% Government Contracts
- 2% Program Services Fees
- 1% Other

YOUR DONATIONS ACCOUNT FOR
68% OF WILLOW TREE REVENUE.

2019 USES OF FUNDS



- 86% Willow Tree Services
- 8% Fundraising
- 6% Administration

86 CENTS OF EVERY DOLLAR
SUPPORTS AN ABUSED CHILD.



PROTECTING KIDS



YOU HELP CHILDREN LIKE *MOLLY, AGE 9

Every day, children like Molly are able to come to Willow Tree and talk about what has happened to them, thanks to you. Like Molly, over half of the children we help are there to talk about allegations of sexual abuse. The next most common reasons are physical abuse, drug endangerment, and neglect. Instead of the child going to multiple agencies, everyone who needs to hear the information comes to Willow Tree.



Your gifts supported 529
girls and 344 boys.



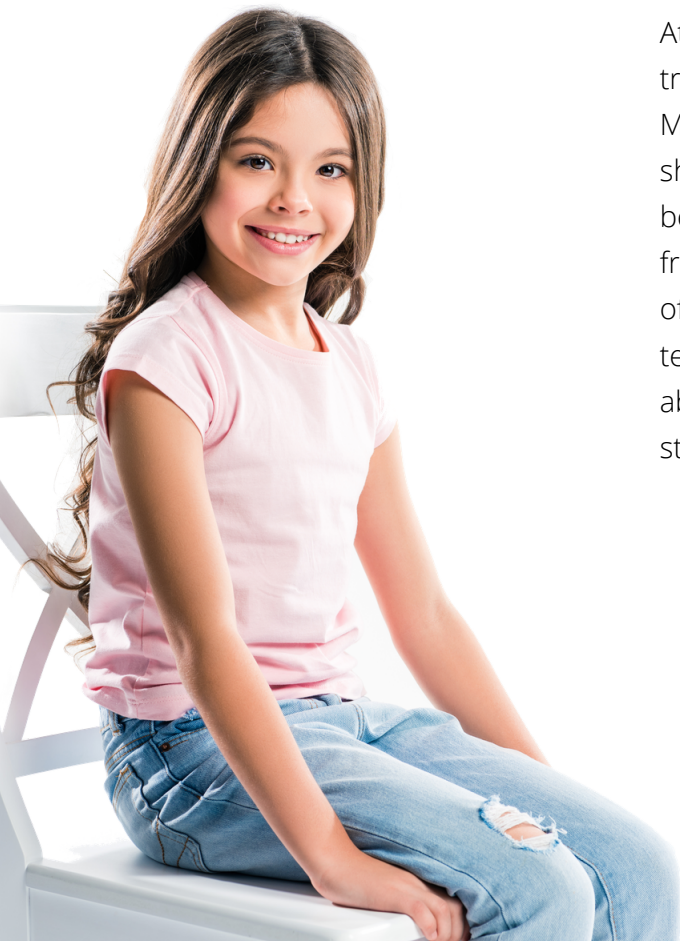
5 years old is the most common
age of child helped.

*Name and other information has been changed to protect the child's identity.

HEARD & BELIEVED

YOU HELPED MOLLY FIND HER INNER STRENGTH

At Willow Tree, Molly talked to Kristie, her child forensic interviewer. Kristie is specially trained to talk to kids about abuse while helping them feel safe and comfortable. Molly was able to tell Kristie that her stepfather had been sexually abusing her since she was 5 years old. Molly told Kristie that she didn't know how to tell her mom, because her mom loved her stepfather. She said she spent a lot of time at her friends' homes and eventually told a friend's mom what was happening. At the end of the interview, Molly told Kristie she was so happy that she would finally be able to tell her mom. Because Molly was at Willow Tree, all of the investigating agencies were able to observe her interview on a live stream in another room. They arrested Molly's stepfather later that same day.



701 children interviewed
in 2019.



65% come from Brown County, 25% from
neighboring counties, 10% from other areas.

Partnering for children

Willow Tree is **proud to partner** with local **law enforcement, Child Protection,** and **District Attorneys.**

“


We never know when the worst day of our life is going to be. We hope we never have that worst day.

But for these people that come to Willow Tree, it is their worst day. And we're there for that.

We wouldn't be able to be there for them and do the best thing for them without the generous support to keep Willow Tree going.

Detective Nathan Mrstik
De Pere Police Department

”



Instead of going to the Emergency Room, a child can be seen by a **nurse practitioner** from **Children's Wisconsin** in Willow Tree's child-friendly exam room.

“ At Willow Tree, I'm able to provide medical evaluations to children who may have been maltreated to **identify signs and symptoms of abuse** as well as unmet health care needs. **I can communicate this to social services and law enforcement** so that children can be protected and vulnerable children can access the care that they need.

Jennifer Yates, APNP
Children's Wisconsin”

Protecting Young Bodies

CARED FOR

YOU MADE SURE MOLLY KNEW IT WASN'T HER FAULT

After her child forensic interview, Molly received a medical evaluation at Willow Tree. Because she had already talked to Kristie, she didn't need to tell her story again. Our nurse practitioner from Children's Wisconsin reassured Molly that everything was okay with her body and that what had happened to her wasn't her fault. Molly was given a fleece blanket to comfort her during the exam, which she got to take home. Before leaving Willow Tree that day, Molly told our staff she had never felt so relieved!



266 on-site medical evaluations.



2 nurse practitioners specializing in child maltreatment.



HELPED TO HEAL

YOU SUPPORTED MOLLY & HER FAMILY

Molly's stepfather is currently facing charges. Molly's three younger siblings were also able to be interviewed at Willow Tree to find out if anything bad was also happening to them. They did not disclose abuse, but Molly's younger brother was able to tell about a time he saw his stepfather naked with Molly. This information helped investigators confirm what Molly had disclosed. Thanks to you, Molly and her family are finally moving forward from what happened. You've given them the ongoing support of an advocate who can update them on Molly's case and accompany them to any court hearings. Molly also continues to come back to Willow Tree for counseling to help her heal.



100% of parents were provided resources to respond to their child's needs.



Like Molly, 77 children returned to Willow Tree for counseling.



Long-term Support

At Willow Tree, every child and family is **connected to an advocate** who will help them through **every step** of the complicated legal process.

“

My favorite thing about working with children is seeing how resilient they are. For the most part, **they still like to be silly and carefree**, even if they've experienced something traumatic. **I like helping the parents aim at re-focusing on that.** Children do not have to be defined by what happened to them. They have the ability to go on and live very fulfilling lives.

Chelsey Steffens
Sexual Assault Center Advocate

”

THANK YOU

YOU GIVE ABUSED CHILDREN HOPE FOR A BRIGHT FUTURE!

\$25,000 +

Cornerstone Foundation of Northeastern Wisconsin
Rotary Club of Green Bay Project Fund

\$10,000 - \$24,999

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K.C. Stock Foundation
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TO OUR MULTI-DISCIPLINARY TEAM PARTNERS

Ashwaubenon Public Safety	Golden House
Brown County Corporation Counsel	Green Bay Police Department
Brown County District Attorney's Office	Oneida Police Department
Brown County Human Services	SANE (Sexual Assault Nurse Examiners)
Brown County Sheriff's Department	Sexual Assault Center of Family Services
Children's Wisconsin	St. Vincent Hospital
De Pere Police Department	Wrightstown Police Department
Federal Bureau of Investigation (FBI)	

\$250-\$499 (cont'd)

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LEGEND

† Sponsor of the 2019 Life
Saver River Cruise

*A fund of the Greater Green
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A BIG IMPACT



OVER \$70,000 RAISED FOR WILLOW TREE IN 24 HOURS

In 2019, Willow Tree was one of 40 nonprofits selected to take part in Give Big Green Bay. We set a goal of \$25,000. Thanks to supporters like you, together we raised over \$70,000 in just one day of giving, including a \$12,608 matching gift from the Green Bay Packers!



BY GIVING BIG, YOU...

- **Improved soundproofing measures** to ensure that every child can tell what happened to them without the fear of being overheard.
- **Upgraded furniture in both interview rooms** to better accommodate wiggly kids and clients of all sizes.
- **Provided prevention education to over 9,000 area students** using a new curriculum and new developmentally appropriate dolls.

FAMILY SERVICES

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PREVENTING ABUSE BEFORE IT STARTS

Each year, the number of abused and neglected children we see at Willow Tree climbs. It is hard to view this as a positive and yet, it is. Every one of these children has been able to access our compassionate, collaborative response to the disclosure of physical or sexual abuse or neglect. They've started the healing process in a place that is as positive, safe, and empowering as possible.

The complete story of Willow Tree cannot be fully appreciated with just a brief look back at what we have accomplished. Rather, it is important for us to also look to the future and understand what we can do as a community to better protect and care for our most vulnerable children.

As Family Services looks to the future, we are pleased to announce that we have purchased the building adjacent to Willow Tree. We are in the process of renovating the building and by August of 2020, we will be moving our Healthy Families program into the new location. Healthy Families is our intervention/prevention, home visitation service that works with infants and parents. Its primary goal is to prevent child abuse and childhood trauma.

With the addition of Healthy Families to our Willow Tree location, we see the development of our "Children's Services Campus" beginning to take shape. This campus will enhance our ability to provide prevention, intervention, and treatment services to children and families in one location.

With a range of services related to trauma and abuse as well as space for events and family activities, we will be better positioned to deliver on our mission to Protect, Heal, and Care for the most vulnerable children and families in our community.

As we look back on 2019, we thank you for your support of Willow Tree and for your commitment to children in our community. As we look forward to 2020 and beyond, join us in the shared responsibility we have as a community to protect our children and to do whatever we can to provide them a safe and hopeful future.



JEFF VANDELEEST
PRESIDENT & CEO



LOIS MISCHLER
VICE PRESIDENT



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