

20  
20

DONOR **IMPACT** REPORT

*Protect. Heal. Care.*



 Family  
Services



# Family Services

Helping people overcome life's  
toughest challenges to become more resilient  
and connected to our  
community!





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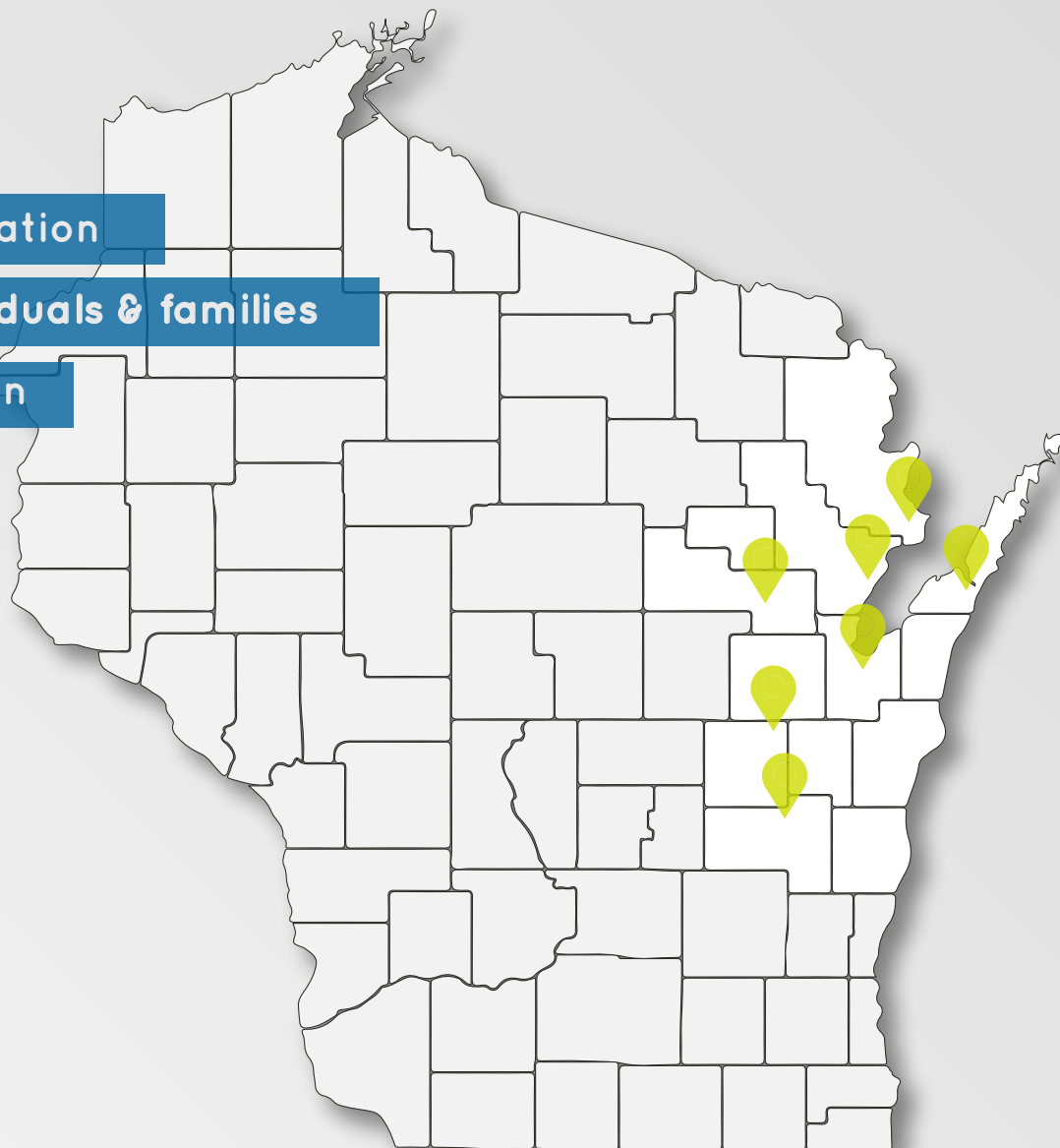
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With your support, our organization  
assists more than 18,000 individuals & families  
throughout Northeast Wisconsin  
and the state each year!

**WITH PROGRAMS & SERVICES  
OFFERING:**

*Crisis Intervention  
Outpatient Counseling & Treatment  
Trauma-Informed Care  
Positive Parenting Skills  
Job & Life Skills  
Residential and Respite Care  
Youth Guidance  
Early Childhood Development  
Home Visitation  
Prevention Education*



## OUR MISSION IS TO PROTECT. HEAL. CARE.

Supporters like you power the Family Services mission to Protect, Heal, and Care for children, families, and individuals in our community. All of us struggle at different times in our lives. These struggles might stem from mental health issues, major life changes, relationship conflicts, a traumatic experience, or any combination of these things.

Thanks to you, we can meet every individual and family where they are at to provide the guidance and connection they need to overcome whatever challenge they are facing. As a nonprofit human services agency, we can provide quality mental health treatment, home visits that teach positive parenting and life skills, and intensive counseling and advocacy services that are designed to help trauma survivors heal and begin to move forward.

This past year, your support made sure that our mission never stopped. Our dedicated staff adapted quickly and effectively to ensure that our clients' needs would continue to be met. Many of our programs made the switch to virtual service delivery while employing creative solutions to stay connected with the most vulnerable children and families — delivering self-care baskets, hosting fun drive-thru events for families, and assisting clients with their most basic needs such as groceries and diapers.

As we move forward, your support is allowing us to help those who are just now realizing the impact that the pandemic has had on their mental health, relationships, behavior, or ability to cope with whatever struggles they are facing. Together, we can restore each person's hope while building their resilience so they can look forward to a bright future!



**When you support Family Services, you join  
the fight to build bright futures free  
from cycles of trauma and abuse!**



# MOTIVATION

Our supporters open up a world  
of possibilities for individuals and families  
who need a little extra help to  
reach their full potential!





## MEET MEAGHAN

### HOME VISITATION SUPERVISOR PARENT CONNECTION

I was recently reflecting with a young mom, who I'll call Ashley, about her time in our program. When we'd first met, Ashley was a 17-year-old high school student who was three months pregnant. She was facing the seemingly impossible tasks of finishing school, living on her own, and becoming a mom all at the same time. It was impossible for her to even think of where to start.

We took each goal one at a time and little by little. Three and a half years later, we were astounded at just how much those steps had added up to! Ashley had graduated from high school, gotten her own apartment, started working at a local retail store, and completed a program through Fox Valley Technical College that would allow her to continue furthering her education. Even with ALL of that going on, she always made time for our home visits and the opportunity to learn new parenting skills. As a result, she raised one sweet and smart little boy who is ready to attend Head Start this coming fall.

During our talk, Ashley told me that when she is finished with cosmetology school she would like to donate her time and skills giving free haircuts to moms enrolled in our program. The fact that she would want to give back in that way really moved me and drove home just how important we were to her, and how impactful your support for parents like Ashley truly is.

It is thanks to YOU and your gift to Ashley that she wants to be there for someone who is just starting out where she was all those years ago. For that, I can't thank you enough!



## MEET GREG

### CARE COORDINATOR

### RESIDENTIAL TREATMENT

One of the most memorable people I've met while working at the Billie Kress Center for Youth Development is a young man who I will call Brian. He came into our care due to significant issues he was having at home, not following his mom's rules, and being physically and verbally aggressive with other kids and adults in his life.

Brian had a really hard time accepting constructive feedback about his behavior. He would often yell and deny that the event or behavior ever happened. If someone pointed out how messy his room was, Brian would argue it wasn't a mess and refuse to clean it. Brian mentioned a time like this to me one day and I saw an opportunity. I asked him, "What was going through your head when that happened?" Brian told me he thought the staff member was targeting him and that they didn't like him. I dug a little deeper and asked how that made him feel. He replied, "It makes me feel like I'm a bad kid."

Over the next few months, Brian and I had many conversations about the feedback he was getting. Every time I would explain to him that a bad choice does not make him a bad person, and no one believes he is a bad kid and neither should he. I told him we wanted to help him build healthier relationships so he could be closer to his family and friends, and teach him ways to take better care of his belongings.

Our conversations paid off. Brian eventually learned how to challenge his inner fears that people were out to get him or didn't like him. He engaged more with the staff and accepted their feedback. He was in crisis less and was much better about doing his chores and participating in activities. He soon made enough positive progress to leave Residential Treatment and return home to his mom's care.

Several months later, Brian called to tell me how great he was doing. He told me that school was going well, he was helping his mom with his brother, and he was excited to go see a monster truck show. His phone call reminded me how important our role is to the young people we serve, and the positive impact your support can have. Thanks to you, this young man who had been stuck feeling like a "bad kid" for so long was finally able to connect with others and feel confident in himself!





## MEET VICKY

### OUTPATIENT THERAPIST COUNSELING CLINIC

A young woman who I will refer to as Vanessa started seeing me for therapy when she was 12 years old. She was getting in trouble at school and at home, as well as engaging in a lot of unsafe behaviors that had landed her in legal trouble. She did not want to see me, and she put up a real tough-girl exterior at first. But beneath it all was a young girl who was really hurting.

Vanessa and I met regularly throughout her teen years, even after she dropped out of school. We developed a real connection. She opened up to me about her mom's mental health struggles and how hard that was on her. Vanessa was also in a relationship and told me her boyfriend didn't treat her well. Over time, with the help of therapy, Vanessa started to make real changes. She studied hard to get her HSED, stopped using drugs or alcohol to cope, and stopped seeing the boyfriend who had been such a negative influence in her life. During one of our last sessions together, I told Vanessa how resilient she was because she had overcome so much adversity to get to where she was.

Vanessa recently returned to therapy with me. It had been several years, but on that first day back she told me she had more to work on and that she never forgot the day I told her how resilient she was. That's when she showed me her tattoo – it was the word "Resilience."

Vanessa told me she chose the tattoo to always remind her of what I had said. When I asked if I could share her story of resilience with others, she was enthusiastic. She wrote down some her thoughts about therapy, sharing, "In my young adult years I have made mistakes and gone through hardships, but I have really taken my life into my own hands. If I never met Vicky, I can't tell you where my life would be."

Seeing Vanessa again got me thinking about the incredible impact your support can have. Sometimes, I might be the only person someone has supporting them and cheering them on. That support really does help people like Vanessa grow and become more resilient adults!



# IMPACT

Because of you, people who are  
struggling in their daily life are getting  
the help they need to find  
stability and success!





## COVID-19 Emergency Fund

At a time when many families struggled to meet their most basic needs, our supporters eagerly stepped up to help. Within a matter of weeks, people like you gave generously to ensure that parents, children, and individuals would have what they need not only to survive but to thrive during the COVID-19 Pandemic.

The Emergency Response Fund has since supplied more than \$30,000 worth of baby items, groceries, clothing, care packages, hygiene supplies, and rental assistance to the people who needed it most during the pandemic.

Hundreds of individuals and families were able to focus their time and energy on healing, taking care of their mental health, strengthening their relationships, and meeting their goals instead of worrying about how they would survive another month without enough food, child care supplies, or money for rent. Thanks to your kindness and the help of our dedicated staff, these families are stronger and more resilient today!



In 2020, your gifts allowed us

to adapt quickly and effectively to ensure

families continued getting the care they need!

## Virtual Service Delivery

Access to technology was the single most important factor for the continuation of our programs and services this past year.

Despite needing significant amounts of new laptops, tablets, and webcams, we were up and running within a few days of determining the need. This would not have been possible without you or the generous grants we received from dedicated partners in our community! Having the ability to offer virtual care ensured the utmost safety for our clients and staff throughout the pandemic.

As we move forward, our hope is to continue offering virtual care as an option for those who need it or want it. Transportation has always been a major barrier to care for many of the individuals and families we serve. Removing this barrier through virtual service delivery has proven highly beneficial in keeping these clients engaged and working toward their goals!



## SPECIAL THANKS TO

*Community Foundation for the Fox Valley Region  
Green Bay Packers Give Back  
Greater Green Bay Community Foundation  
J.J. Keller  
United Way Fox Cities  
U.S. Venture*

## Responding to Child Abuse

A child abuse investigation is not something that can be postponed. Thanks to you, our Willow Tree Cornerstone Child Advocacy Center and its partners never paused or stopped working together to help kids break free from their abusers this past year.



Sexual abuse continues to be the most commonly disclosed issue at Willow Tree. However, the share of children brought in for allegations of neglect (15%), drug endangerment (17%), and witness to crime (10%) was considerably higher in 2020 than in previous years. This is not because fewer children are being sexually abused, but rather because the most urgent and severe cases of abuse and neglect are the ones that were reported on most often during the pandemic.

Because of you, 458 children were able to be interviewed at Willow Tree in a way that maximized the amount of information received by investigators while at the same time minimizing the amount of trauma a child may have experienced when disclosing abuse. Your continued support ensures even more children will be able to access these services so they can heal and build a bright future!



**Over the past year, you allowed 458 children to be heard and believed following an allegation of abuse, neglect, or maltreatment.**

## Children's Campus Takes Shape

This past summer, our Healthy Families Program in Brown County moved in next door to our Willow Tree Cornerstone Child Advocacy Center. Together, they form the new Children's Campus in Green Bay.

Families who are at risk of child abuse and neglect often face challenges in other areas of their lives. This can include financial hardships, mental health issues, substance abuse, or other major life stressors. Effective collaboration between Willow Tree and Healthy Families will allow us to better support all families and their unique needs.

With your continued commitment, the Children's Campus will help us lessen the likelihood of children being abused or neglected in our communities. Being so close together will allow us to collaborate on parenting classes and support groups, and more readily provide referrals to parents and caregivers who may need help fulfilling their basic needs and accessing safe child care options.







## Wisconsin Lifeline

In July 2020, the Wisconsin Department of Health Services awarded us a grant to develop a statewide crisis call center, the Wisconsin Lifeline. This brand new expansion of our crisis services is already helping to prevent suicides and connect callers to local resources within their communities through a wide range of partnerships.

Before the Wisconsin Lifeline, just 30% of calls from people in Wisconsin to the National Suicide Prevention Lifeline were answered by in-state providers. The Wisconsin Lifeline is already beginning to change that. In its first months of operation, our specially trained Crisis Counselors answered more than 5,000 calls from individuals living in Wisconsin. Now, more than 81% of calls to the National Suicide Prevention Lifeline from people in Wisconsin are answered in state.

With the addition of the Wisconsin Lifeline, our crisis programs answered 26,347 hotline calls last year from callers primarily in Brown County but also statewide. Thanks to your support, we are truly helping more people than ever before get the immediate assistance and follow-up care they need to resolve their crisis, prevent suicide, and begin to move forward toward a bright future!

### SPECIAL THANKS TO

*211 Wisconsin  
Aging and Disability Resource Center of Brown County  
The Wisconsin Department of Health Services*

## Welcome Baby Expansion

With the expansion of our Welcome Baby Program in the Fox Valley, Family Services is reaching more families in Northeast Wisconsin from the moment a child is born. Thanks to you and the generous partners who made this possible, these families will know what to expect from their babies and where to get help when they need it. Most importantly, new moms and dads who are facing difficult challenges in their lives will be connected to critical support services earlier and more often to help them and their children thrive!

The Welcome Baby Program started in Brown County where, today, almost every new parent who gives birth receives either a visit in the hospital or a packet of information and resources in the mail. Our big-picture goal in the Fox Valley is the same. Our dedicated team is making great strides already to ensure that every parent who gives birth in the Fox Valley region is connected in some way to the Welcome Baby team and provided with critical information about the resources available.

Together, the Welcome Baby programs in the Fox Valley and Brown County reached more than 2,200 families this past year. With your continued support, we'll be able to reach all families and children from the very start!

### SPECIAL THANKS TO

*Community Foundation for the  
Fox Valley Region - Basic  
Needs Grant  
WPS and We Energies  
Foundation*



## STRONG FAMILIES BUILD STRONG COMMUNITIES

Our vision for Northeast Wisconsin is communities of healthy individuals, thriving children, and strong families. Your contributions are helping us bring this vision to life through the more than 30 programs and services we offer.

Thanks to you, each family and individual we help is able to learn positive ways of coping with the particular challenges they are facing. Our staff are specially trained in Trauma-Informed Care to ensure that those clients who have had a traumatic experience get the support they need to process what happened and begin to heal. This is critical to improving their long-term mental and physical health!



### 521 FAMILIES WITH CHILDREN

received 6,446 home visits to strengthen parent-child bonds.



### 18,221 THERAPY SESSIONS

were conducted in Green Bay and the Fox Valley.



### 93% OF CRISIS CLIENTS

surveyed reported a resolution to their crisis after follow-up.



### 561 AT-RISK YOUTH

enrolled in programs to help them reach their full potential.



### 96% OF ALL CLIENTS

surveyed said that staff responded to their needs in a timely manner.



### 1,453 SEXUAL ASSAULT SURVIVORS

received supportive services to help them begin to heal.



### 63 ADOLESCENTS & ADULTS

benefited from intensive, residential treatment services.



### 79% OF THERAPY CLIENTS

reported improved mental health. The national average is 68%.\*



# SUPPORTERS

Kind-hearted supporters like you  
power our mission. Today, another family  
is stronger and closer together  
thanks to your support!



#### \$50,000+

Cornerstone Foundation of Northeastern Wisconsin  
Greater Green Bay Community Foundation†  
Green Bay Packers Give Back†  
Pat Schneider  
Charles Smith  
US Venture Open Fund for Basic Needs\*

#### \$25,000 - \$49,999

Associated Bank  
BMO Harris Bank  
Community Foundation for the Fox Valley Region†  
Green Bay Packers Foundation†  
The George Kress Foundation  
Schneider Foundation  
We Energies Foundation  
Wisconsin Public Service Foundation†

#### \$10,000 - \$24,999

Amerhart, Ltd.  
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Humana, Inc.  
The Infant Welfare Circle Inc  
Rick & Cindy Johnson†  
Little Rapids - Egan Family Foundation, Inc.†  
Mielke Family Foundation Inc

Nicolet National Bank  
Other Guys Law Enforcement  
Motorcycle Club  
Procter & Gamble Paper Products  
U.S. Venture Schmidt Family Foundation  
Joseph & Sarah Van Drisse Charitable Trust  
Chad & Heather Warpinksi

#### \$5,000 - \$9,999

Anonymous  
Amanda and Gaetano Auricchio  
Alyce Dahlin - a portion of this donation in Memory of Bernie Dahlin  
Paul & Karen Hasemeyer  
Mark & Julie Kasper Family Foundation\*  
Richard & Mary Kasper  
Janet L. McCarthy in Memory of Jennifer McCarthy†  
Mills Family Charitable Foundation†  
Miriam & Jim Mulva  
Mark & Susan Porath  
Prevea Health Services  
Rob & Cathy Riordan

Family Robinson, Inc.  
Robert T. & Betty Rose-Meyer Foundation  
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Strang, Patteson, Renning, Lewis & Lacy  
David & Tonya Toonen  
Alyssa & Joseph Trawitzki  
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#### \$2,500 - \$4,999

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Belmark, Inc.  
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Casey Cuene  
De Pere Christian Outreach Corp  
Will & Erin Enright  
Jim Filter & Maria Lara†  
Rob & Erika Fleming  
Marianne Gerstner - a portion of this donation in Memory of Dave Gerstner  
Godfrey & Kahn  
Michael & Leanne Haddad Family Foundation  
Will Kress  
Charlie & Janet Lieb  
Long Family Fund for Catholic Charity†  
The Martzahl Group at Graystone Consulting  
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Linda & Richard Price†  
RGL Holdings, Inc.

Tom & Janis Sigmund†  
Matthew & Jennifer Smith  
Somerville, Inc.  
Paula & Steve Tetzlaff, In Memory of Christopher Tetzlaff  
United Healthcare  
Wochinske Family Foundation  
Women's Fund of Greater Green Bay\*

#### \$1,000 - \$2,499

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Episcopal Church of Christ the King and Holy Nativity  
Justin Evans  
Sandra Ewald†  
First Presbyterian Church of Neenah

Because of you, another person is

getting help overcoming life's challenges

to find peace and stability!

John & Claire Frey  
Green Bay Area Exchange Club  
Green Bay Preble Optimist Foundation  
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Benjamin & Becky Haen  
John & Char Hager  
Shirley & Gilbert Hannon Fund\*  
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Lori & Tony Renning  
Howard & Beverly Rossman in Honor of Brock LaMarca†  
James and Kathlin Sickel  
Joanne & Charlie Tilleman  
Jay & Barbara Tomcheck  
Kenneth F & Virginia Trudell  
Virginia Turner  
U.S. Venture, Inc†  
Jeff & Mary Vance Leest†  
Carol L. Wakeman Charitable Gift Fund  
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Steve & Vickie Wendt Charitable Fund†  
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Ben & Ann Zellner





### \$500 - \$999

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 Aon Foundation  
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 Children's Fund, a fund of the Door County Community Foundation  
 Stephanie & James Cavadeas  
 Brian & Tammie Charlier<sup>†</sup>  
 Mary Christoph-Villwock  
 Rashad & Brittany Cobb  
 Tara Collins  
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 /Detrie Construction, Inc.  
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 Tony & Leanne Less  
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 Lora & Mark Matzke  
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 Summerside Family  
 Valley Express  
 Larry & Leslie Van Dreel  
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Warren Vande Leest  
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 Dr Kimberly Winburn & Brian Bartel<sup>†</sup>  
 Wisconsin Public Service  
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### \$250 - \$499

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 Kyle Andrews  
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 Stacy Burdeau  
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 Diane Conway  
 Dan Cota  
 Dr. Joseph & Lauri Cullen  
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 Mark & Nancy Duppler  
 Element  
 Howard L & Patsey J Erickson Revocable Trust in Memory of Howard "Howie" Erickson  
 Essco, Inc.  
 Trevor & Brenda Farrell<sup>†</sup>  
 Tom & Kathy Franken<sup>†</sup>  
 Beverly French



## HELP BRING THE FAMILY PRESERVATION CENTER TO LIFE

Right now, in our community, there are parents and caregivers desperate to end the daily conflicts with their children. They have tried everything and don't know where else to turn for help.

These families are the inspiration behind an innovative new project that we are calling the Family Preservation Center. This Center will help families learn ways to work through their frustrations and cope with their stress while giving them an outlet, a path to resolution and peace at home.

The Board of Directors of Family Services has graciously pledged to match \$30,000 to raise the funds needed to begin the Family Preservation Center.

To donate, visit [familyservicesnew.org/get-involved](http://familyservicesnew.org/get-involved).

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

Bob & Carmen Gallagher  
 Jeffrey & Dian Gerstner,  
 in memory of Dave  
 Gerstner  
 Jeff & Cara Gosse  
 Jim & Meghan Greene<sup>†</sup>  
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 David & Helen Hanson  
 Dr. Tim & Julie Harder  
 Bob & Gerri Heffron  
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 Tom & Pam Martin  
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 Sean & Jenni Moran  
 Bill & Maria Myers  
 Nielsen  
 Keith & Susan Obermiller  
 Dawn Olejniczak  
 Dr. Michael O'Neill  
 Katy O'Neill & Jeffrey

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 Noelle Peterson<sup>†</sup>  
 Plan Administrators, Inc.<sup>†</sup>  
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### \$100 - \$249

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 Adam & Sara Aicher  
 Paula & John Allen  
 American Family  
 Insurance  
 Jim & Jane Anderson  
 Kathy & Lee Anderson  
 Kimberly & Chad  
 Anderson  
 Gayle Anderson  
 Hans Anderson  
 Amy Anderson  
 Anonymous<sup>†</sup>  
 Appleton Alliance Church  
 Brenda Asare in Honor of  
 Cara Gosse, Alyssa  
 Conrardy and Kathy  
 Schaeffer<sup>†</sup>  
 Barbara Avery  
 Paul & Diane Baenen  
 Amy Baines  
 Tim Bald  
 David & Aymee Balison  
 Steve Barry  
 Jeff & Ann Trembly  
 Ed & Sue Tucker  
 Adrian & Beth Ulatowski<sup>†</sup>  
 Ellen Ney Van Dyke  
 Barb VanDeHey  
 Sarah & Matt  
 Vangrunsvan  
 Tatum Vannieuwenhoven  
 Tim & Terri Verhasselt  
 Bob & Annette Walczyk  
 Lori Warchol  
 John & Brenda Warren  
 Fund\*  
 Shane & Megan Wheeler  
 L Jane Wilbershede  
 Erik & Kelly Witczak  
 Tiffany Woelfel  
 Jenny & Dan Younk<sup>†</sup>  
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 Bruss  
 Anna & Brian Burnette  
 Bob & Sue Burns  
 Cassie Bushkie  
 Sarah Butler  
 Ashley & Kevin Carroll  
 Sara Ceak  
 Church Women United in  
 Outagamie County  
 Rita Clark<sup>†</sup>  
 Coleman/Pound Lioness  
 Club  
 Michael Conrardy  
 John & Judy Crain  
 Bridget Crane<sup>†</sup>  
 Crivello's Bar & Grill  
 Melissa Cuene  
 Robert & Stephanie  
 Cutlan  
 Margaret Czachor  
 Jane Dahlke  
 Adam Dalke  
 Annie & Ben Dart  
 Robyn Davis  
 Dean Distributing in  
 Memory of Howard  
 "Howie" Erickson  
 Amanda & David DeHaai  
 Don & Gail DeMeuse  
 Dianne Destiche  
 Carson & Allison Diltz  
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 Laura Dorsch  
 Morgan & Mehul Doshi  
 Gabrielle Dow  
 Eric & Dolly Drzewiecki<sup>†</sup>  
 Cathy Dworak  
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 Pam Eliason  
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 Christy Ford in honor of  
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 Family  
 John Haase  
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 Mary Heleniak  
 Hennigan Family<sup>†</sup>  
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 Natalie Hinz  
 Joan D. Hogan  
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Ryan & Valerie O'Leary  
Julie Paavola-Shulstad &  
John Shulstad in  
Memory of Jim Rivett  
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Abbey & Eugene Turchyn  
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Friends at Valley  
Cabinet in Memory of  
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Lucie van Oss  
The van Rite Family  
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Straten  
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## **LEAVE YOUR LEGACY WITH A PLANNED GIFT**

A Planned Gift to Family Services is a meaningful contribution that will Protect, Heal, and Care for thousands of children and families for years to come while affording you the opportunity to leave a lasting legacy for you and your family.

Anyone can make a Planned Gift. It can often be as simple as designating Family Services as a beneficiary on an insurance policy or in your will. Your commitment will support a cause that is important to you and fuel our prevention efforts, care for vulnerable children and families, and put a stop to generational cycles of trauma and abuse. This is a legacy that will, ultimately, make Northeast Wisconsin a better place to live and raise children.

**If you are interested in leaving a legacy through a Planned Gift, please contact Cara Gosse at (920) 436-4360 ext. 1332 or [cgosse@familyservicesnew.org](mailto:cgosse@familyservicesnew.org).**

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George, and Tony Wied  
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Brett Wetzel  
WI Concerns of Police  
Survivors in Memory of  
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Erickson  
Catherine Wiese  
Becky Woest  
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Craig & Julie Aderhold in  
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"Howie" Erickson  
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Alesch Family  
Karen & Tony Allard  
Trace Anderson  
Anonymoust<sup>†</sup>  
Pete & Debbie Ansems  
Raymond & Marcia Appel  
in Memory of Howard  
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Elizabeth Auth<sup>†</sup>  
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Tammy Baumgartner  
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Memory of Howard  
"Howie" Erickson  
Patricia Dercks  
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David & Cynthia Derenne  
in Memory of Craig M.  
Derenne  
John & Melissa  
Devantier<sup>†</sup>  
Dan & Barb Dhuey<sup>†</sup>  
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Dobratz  
Michael Donart  
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Megan A. Kaye  
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Jeff & Lisa Klima  
Koch Family<sup>†</sup>  
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Nick Karnaus  
Alicia Kramer  
Steve Krueger  
Joel Kuplack<sup>†</sup>  
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Karen Lancelle<sup>†</sup>  
Brian & Kimberly Langan  
in Memory of Howard  
"Howie" Erickson  
Vinnie & Sandra  
Lara-Cinisomo  
Bonnie LeMense  
Eric Lempke in Memory  
of Howard "Howie"  
Erickson  
Stasia Lenhardt & Steve  
Schraivesande  
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Meagan Orabutt in  
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Megan & Sanjeev Patel<sup>†</sup>  
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Kathleen Hackbarth  
Terri & Kent Reschke

Heather N Resop<sup>†</sup>  
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Josh & Erika Ritchie  
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James & Tracy Ryan in  
Memory of Howard  
"Howie" Erickson  
Kathy Sahli  
Caleb Saunders  
Schewe Family<sup>†</sup>  
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Memory of Howard  
"Howie" Erickson  
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#### \$1 - \$99 (cont'd)

Susan Suring  
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Pete & Sue Thelen  
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#### LEGEND:

\* A fund of the Greater Green Bay Community Foundation

<sup>†</sup> A donor to the COVID-19 Emergency Fund



## GIVE MONTHLY TO SUSTAIN OUR MISSION

A monthly contribution is a commitment to building stronger families and a stronger community. It gives us the steady stream of resources we need to push our efforts further each month. This includes important prevention and intervention work aimed at breaking the cycles of trauma, abuse, and isolation that contribute to so many of our community's most pressing issues.

If you are a believer in restoring hope, keeping families together, and giving children the best start possible, you'll fit right into our community of sustaining monthly donors!

You choose the amount you want to give. And of course, you can cancel at any time.

To get started, visit [familyservicesnew.org/get-involved](https://familyservicesnew.org/get-involved).



# FINANCIALS

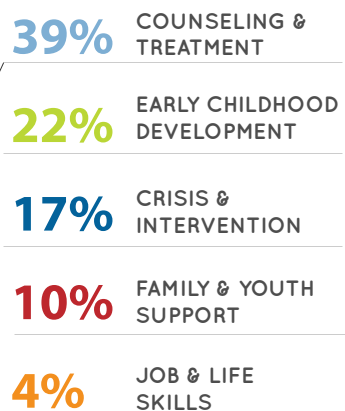
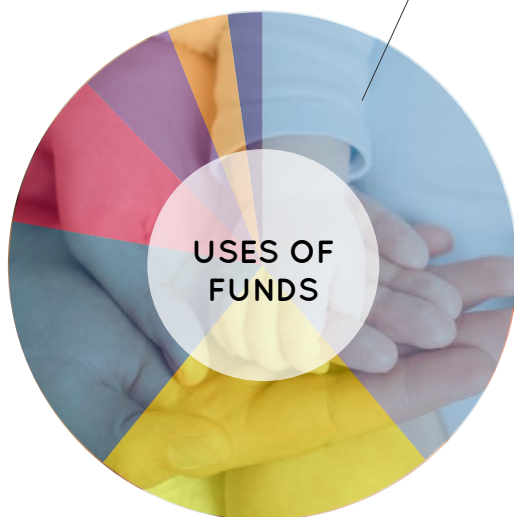
Family Services carefully stewards  
your donations to ensure that your generosity  
is making the utmost impact  
on children and families!



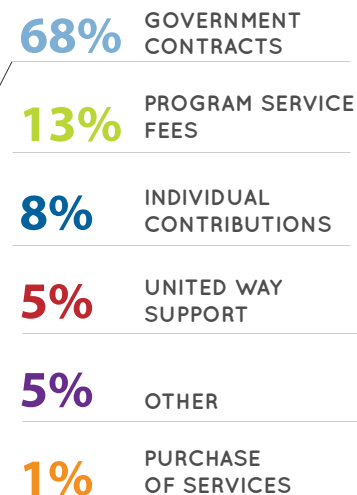
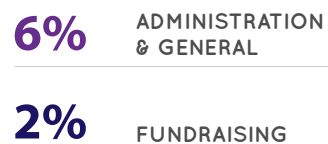
As a nonprofit human services agency, we rely on the generosity of individuals like you as well as funding awarded through various grants and government contracts.

**92% of all contributions to our organization go directly to programming to help people in our communities!**

### Programs & Services



### Support Services





## LETTER FROM THE CEO: A NEW CHAPTER FOR FAMILY SERVICES

When I began my career fresh out of UW – Madison in 1976, little did I expect that I would be ending my time in the human services field, over 45 years later, leading Family Services of Northeast Wisconsin through a pandemic. But that is exactly how things have played out.

None of us could ever have imagined the enormous personal and professional challenges we faced during 2020. It was a year unlike any other in so many ways. With patience, perseverance and a willingness to adapt and sacrifice, most of us made it through safely. For this, we must all feel a sense of relief and gratitude.

As difficult and as challenging as 2020 was, we have many things to be grateful for. I am particularly grateful for the resilience of our Family Services team as we shifted from in-person service delivery to providing virtual services to roughly 75% of our clients within a 2-3 week period of time. This allowed us to continue to deliver on our critical community mission.

In addition to delivering our essential services without interruption, we were able to keep all staff fully employed. Work from home, virtual service delivery and PPE precautions became the norm very quickly and allowed us to keep everyone safe and on the job.

Further, I am grateful for the fact that we were able to grow the Agency and our impact on the community during 2020. We added some new initiatives to our service delivery continuum, including “Wisconsin Lifeline”, the new statewide crisis call center. In addition, we completed the renovation of the former Warpinski building into the new home for our Healthy Families program. This created a Children’s campus concept, incorporating our Willow Tree Child Advocacy Center next door.

It is now time for us to move on from 2020 and begin planning a new future. As our world returns to normal, we must all feel a sense of relief and renewed hope for the future. As Family Services moves forward with our mission to serve vulnerable individuals and families, I too am moving on. As of June 30, 2021, I am retiring following 25 years with Family Services, the last seven years as President and CEO. Although Family Services will be under new leadership, our commitment to Protect, Heal, and Care for those members of our community who are most in need will not change.

*CONTINUED ON NEXT PAGE*



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The near future presents a wide variety of challenges for Family Services. This includes the challenges of engaging leadership, staff and the community in important conversations related to diversity, equity, and social justice, while also rebuilding programs negatively impacted by the effects of COVID-19, just to name a few.

As I conclude my time with Family Services, I want to say thank you to our donors and community partners for your support over the years. We would be unable to deliver on our mission without you. As I have always said, making our community a safer and better place to live is truly a shared responsibility!

I would also like to thank our amazing and dedicated staff for all you have done throughout the years to serve kids and families in Northeast Wisconsin. Your commitment and passion is without equal and I am very proud to have been a part of this amazing Team.

Finally, I want to acknowledge the leadership and support I have received from our Board of Directors since becoming President in 2014. The passion, dedication and commitment of this group overwhelms me each and every day. There is indeed no better nonprofit board than the Family Services Board!

Family Services has been serving our community since 1899. We have survived two pandemics and countless other community challenges. We are still here today and will continue to serve children, families and individuals, while promoting our vision of stronger and safer communities. Even though we are moving on in several ways, our important work will continue, as we maintain our commitment to Protect, Heal and Care!

With Gratitude,



Jeff Vande Leest  
President & CEO  
Family Services of Northeast Wisconsin





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\*Commenced service during 2021  
\*\*Ended term as Board Chair in 2021  
†Stepped down from service during 2020  
††Stepped down from service during 2021





Your support

has the power to change lives

and our community for the better.

## DONATE. ADVOCATE. VOLUNTEER.

Since 1899, Family Services has assisted individuals and families of all ages and backgrounds through a broad range of programs in the areas of counseling and treatment, early childhood development, crisis intervention, and at-risk youth programs. For more ways to get involved and help power our mission to Protect, Heal, and Care for people in Northeast Wisconsin, visit [www.familyservicesnew.org](http://www.familyservicesnew.org).

Every effort was made to ensure the accuracy of this annual report. To report errors or omissions, please contact Cara Gosse, Vice President of Communications and Development, at [cgosse@familyservicesnew.org](mailto:cgosse@familyservicesnew.org) or (920) 436-4360 x 1332.



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