



2024

COMMUNITY IMPACT REPORT



Protect. Heal. Care.

MISSION:

Protect, Heal, Care

VISION:

*Communities of thriving children,
strong families, and healthy
individuals.*

VALUES:

*Family, Respect, Compassion,
Integrity, Trust*

Serving our community for more than **120 years**

PROGRAMS

Beacon
Counseling Clinics
Crisis Center
Day Treatment
Early Head Start
Families First
Healthy Families
Our Place
Parent Connection
Billie Kress Center for Youth Development-
Residential Treatment
SELF (Support, Education, Life Skills, and Family)
Sexual Assault Center
Supervised Visitation
Teen Parenting Program
Welcome Baby
Willow Tree Cornerstone Child Advocacy Center
988 Wisconsin Lifeline
Women's Recovery Journey

1925:
Became a charter member of
the Community Chest (now
known as United Way)

1999:
Family Services celebrates
100 years of service

2011:
Family Services opens Willow
Tree Cornerstone Child
Advocacy Center

2021:
The Crisis Center relocated to
3150 Gershwin Dr. Green Bay,
streamlining access to care

2024:
Opened Ashwaubenon Clinic
at 689 Mike McCarthy Way in
Green Bay, expanding access
to Counseling Clinics services
in the community.

1899:

Family Services was founded
as Associated Charities, the first
human services agency in
Green Bay

1998:

Name transitioned from Family
Services Association to Family
Services of Northeast Wisconsin

2002:

Billie Kress Center for Youth
Development opened to house
the Residential Treatment
Program

2020:

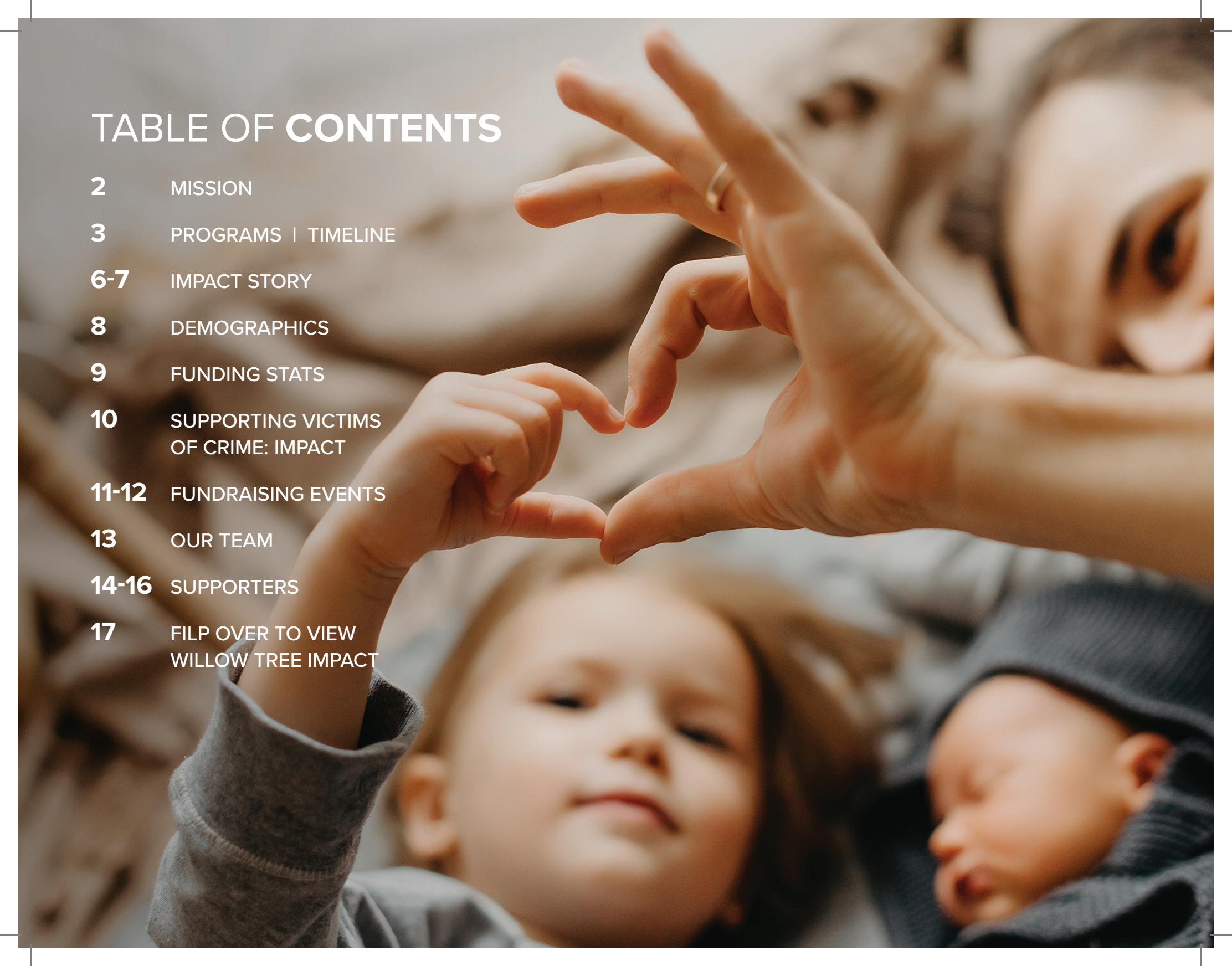
Family Services began opera-
tion of 988 Wisconsin Lifeline

2022:

Sexual Assault Center relocated
to 319 Crooks St. Green Bay,
welcoming survivors and their
families

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Letter from the President/CEO

Dear Friends and Supporters,



When I walked through the doors of Family Services nearly 39 years ago, I could never have imagined the incredible journey ahead. What began as the first step in my professional career quickly became a lifelong calling. It has been the honor of a lifetime to grow alongside this organization, witness its profound impact, and contribute to a mission that matters so deeply.

Throughout the years, I've watched Family Services evolve and respond to our community's changing needs, always striving to create brighter futures for those we serve. This remarkable growth would not have been possible without your support. Together, we've built a legacy of trust, compassion, and resilience, ensuring families and individuals have critical support when they need it most.

I am particularly proud of how Family Services has placed mental health at the heart of our mission. The reduction in stigma and the growing number of people seeking help is one of the most remarkable advancements I've seen in my career. Our team has fully embraced this evolution, integrating mental health support into everything we do, from home visits and therapy to community-based care.

That said, we are facing some significant challenges. Recent federal funding cuts have created a deficit of over \$800,000, directly impacting our victim services programs. For five decades, our Sexual Assault Center has been by the side of survivors 24/7, ensuring no one has to face an evidentiary exam, a police report, or the long road to healing alone. We must ensure this support continues.

In the midst of these challenges, my hope remains strong because of the support our community continues to show. Every day, I see the impact you make. Together, as donors, volunteers, community partners, and staff, we will continue to protect, heal, and care for Northeast Wisconsin.

Thank you for believing in our mission. Thank you for walking beside us. And thank you for allowing me to be a part of this remarkable journey. As I transition from CEO and President to community supporter, I leave knowing that Family Services will continue to thrive, innovate, and make an even greater impact in the years to come.

With heartfelt gratitude,

A handwritten signature in black ink, reading "Lois Mischler". The signature is fluid and cursive, with a large initial "L".

Lois Mischler,
President & CEO



2,729

FAMILIES OF NEWBORNS were connected to resources that provide support, stability, and opportunities



Thanks to your support, our home visitation programs meet families where they are – reducing stress, building parenting confidence, and creating stronger, healthy homes during a child's most critical years.



3,613

HOME VISITS guided parents and aided their child's development, a key component of reducing the risk of child abuse

A LETTER FROM **CLAIRE**, A GRATEFUL MOM

Dear Family Services,

Because of you, families like Claire's can thrive.

When I was first referred to your Healthy Families program, I felt overwhelmed and fearful. I was worried about being judged and uncertain about how to give my son, Carson, the bright future he deserved. I didn't know what to expect or if I could ever feel truly confident as a mom.

Then Andrea, our Family Support Specialist, walked into our lives, and everything started to change.

Andrea brought kindness, compassion, and genuine respect. She never judged me. Instead, she stood by me, offering guidance and encouragement, helping me feel confident as a parent. She taught me about developmental milestones and how to best support Carson's growth, making sure he had every opportunity to thrive.

But Andrea did more than just share parenting tips. She taught me how to be present, play, and truly connect with my son. Those small moments playing together, laughing, and simply being present built a bond that has become the foundation of our family's future.

When I lost my job, Andrea was there to help me find critical resources to keep our family stable. She connected us with support for food, housing, and other essentials, giving me the stability and confidence I needed to keep moving forward.

Today, Carson is a curious, confident, and healthy little boy. He is full of life and love, and I see every day how those small, connected moments have shaped who he is becoming.

I can truly say that Andrea didn't just help me become a better mom, she became part of our family.

Thank you, Andrea, and thank you, Healthy Families. You've changed our lives, and I'll always be grateful.

With love,

Claire

** Inspired by true events. Names and identifying details have been changed to respect the privacy of those involved.*

"What began as one of my biggest fears became one of my life's greatest blessings."



BECAUSE OF YOU, MATTHEW IS STILL HERE.

Thanks to
your support,
Matthew didn't
hear judgment.
He heard
compassion.

When Matthew called 988, he was at his breaking point. A devastating breakup left him feeling alone, overwhelmed, and convinced he had no reason to keep going. In that moment, reaching out to 988 was a final act of hope, even when he felt he had none left.

The 988 Lifeline Counselor gave him the space to talk through his pain, reminding him that asking for help took real courage. Matthew admitted he wanted support but doubted he could access the professional care he needed. Because you make services like 988 and the Crisis Center possible, that call didn't end in tragedy. The Lifeline Counselor connected him to the Crisis Center, where local staff helped him problem solve the barriers he was experiencing to find the mental health and substance use treatment he needed to begin his journey toward recovery.

Today, Matthew continues to reach out when he needs support. And because of you, he knows he's never alone.

** Inspired by true events. Names and identifying details have been changed to respect the privacy of those involved.*

"If I hadn't
called 988,"
he said, "I don't
think I'd still be
alive."

Scan to make
an impact



93%

OF PEOPLE IN CRISIS
reported a safe resolution to
their situation through our
services



The **Crisis Center** answered
over **25,000** calls last year
– providing vital, around-the-
clock support when it
was needed most.

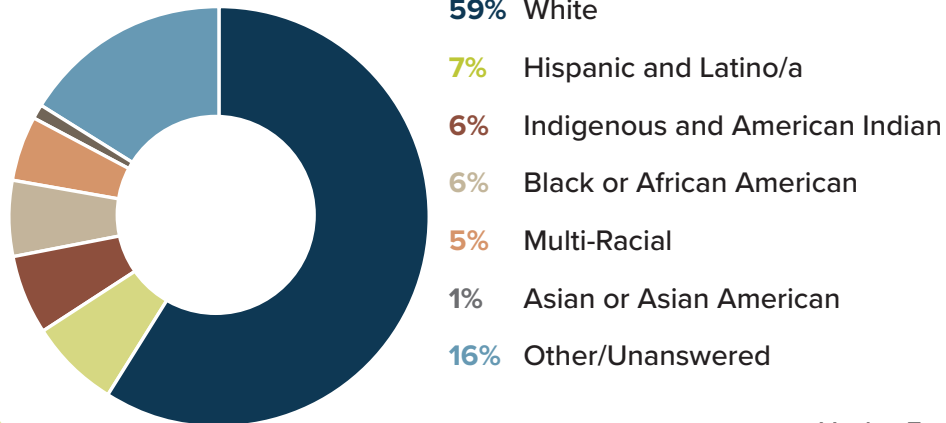
Our Crisis Center served
1,868 individuals
face-to-face – offering critical
help when it mattered most.



Additional support provided
through **86,281** calls, texts,
and chats across Wisconsin
through the **988 Suicide &
Crisis Lifeline**

DEMOGRAPHICS

ETHNICITY

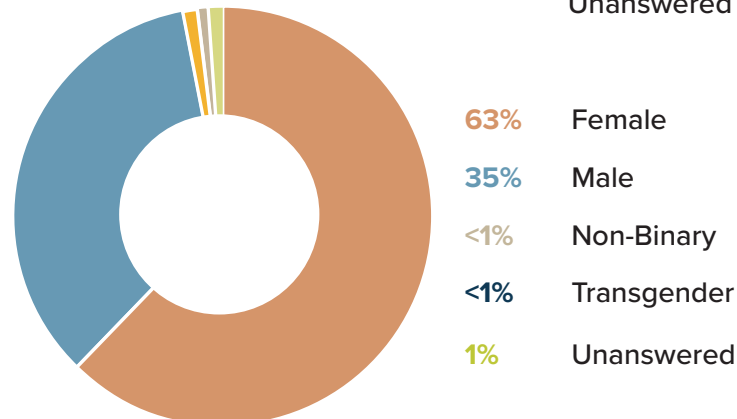


Thanks to your support,
over **7,700** people
turned to Family Services in
2024 and got the help they
needed when it mattered
most.

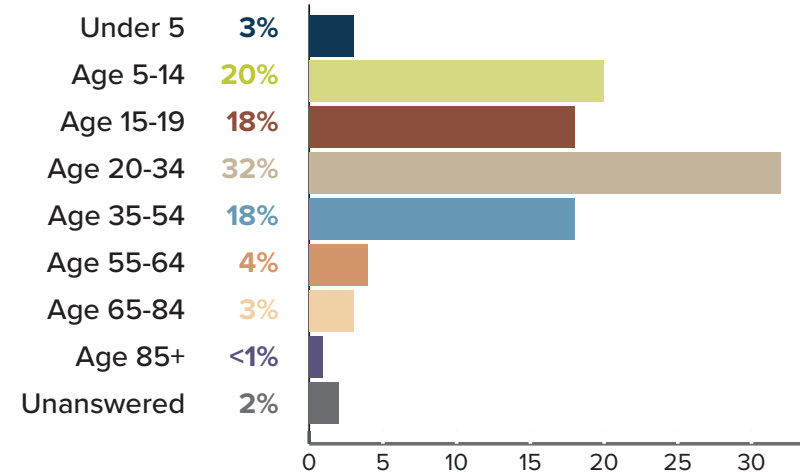
WHY WE SHARE THIS

Your generosity helps people from all walks of life find safety, healing, and hope. By understanding who we serve, we can improve access, tailor support, and ensure that every person feels seen, respected, and cared for - thanks to your ongoing support.

GENDER

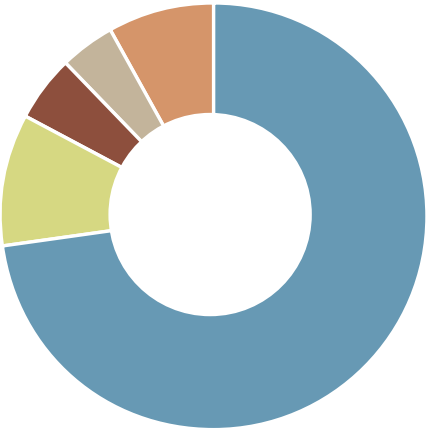
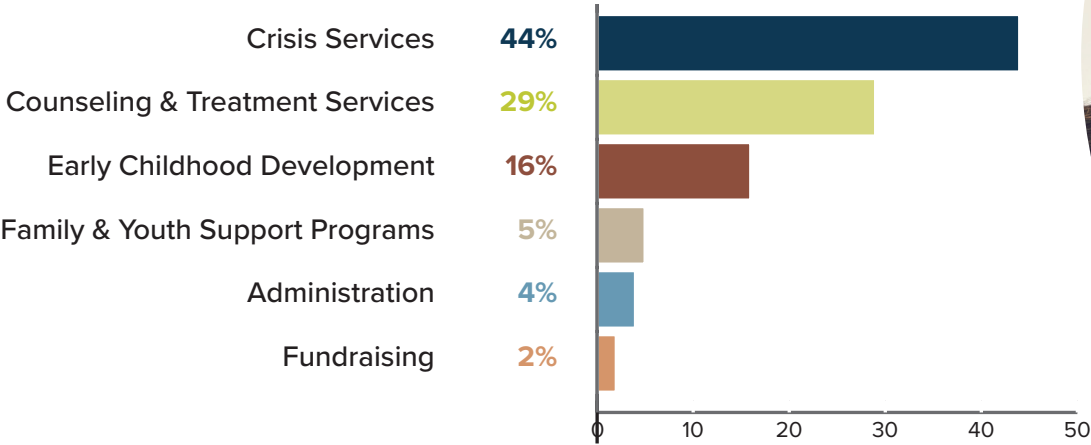


AGE

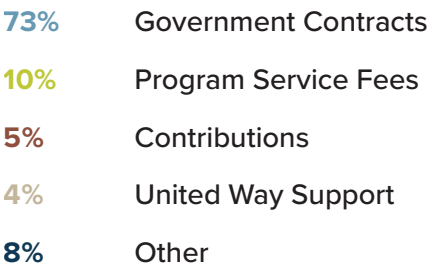


FUNDING STATS

USE OF FUNDS:



REVENUE SOURCES:





1,274

SURVIVORS OF SEXUAL ASSAULT

had an advocate at their side through medical, legal, and healing process, ensuring survivors' voices are heard



83%

OF THERAPY CLIENTS

showed an improvement in mental health symptoms. The national average is 68%



384

CHILD FORENSIC INTERVIEWS

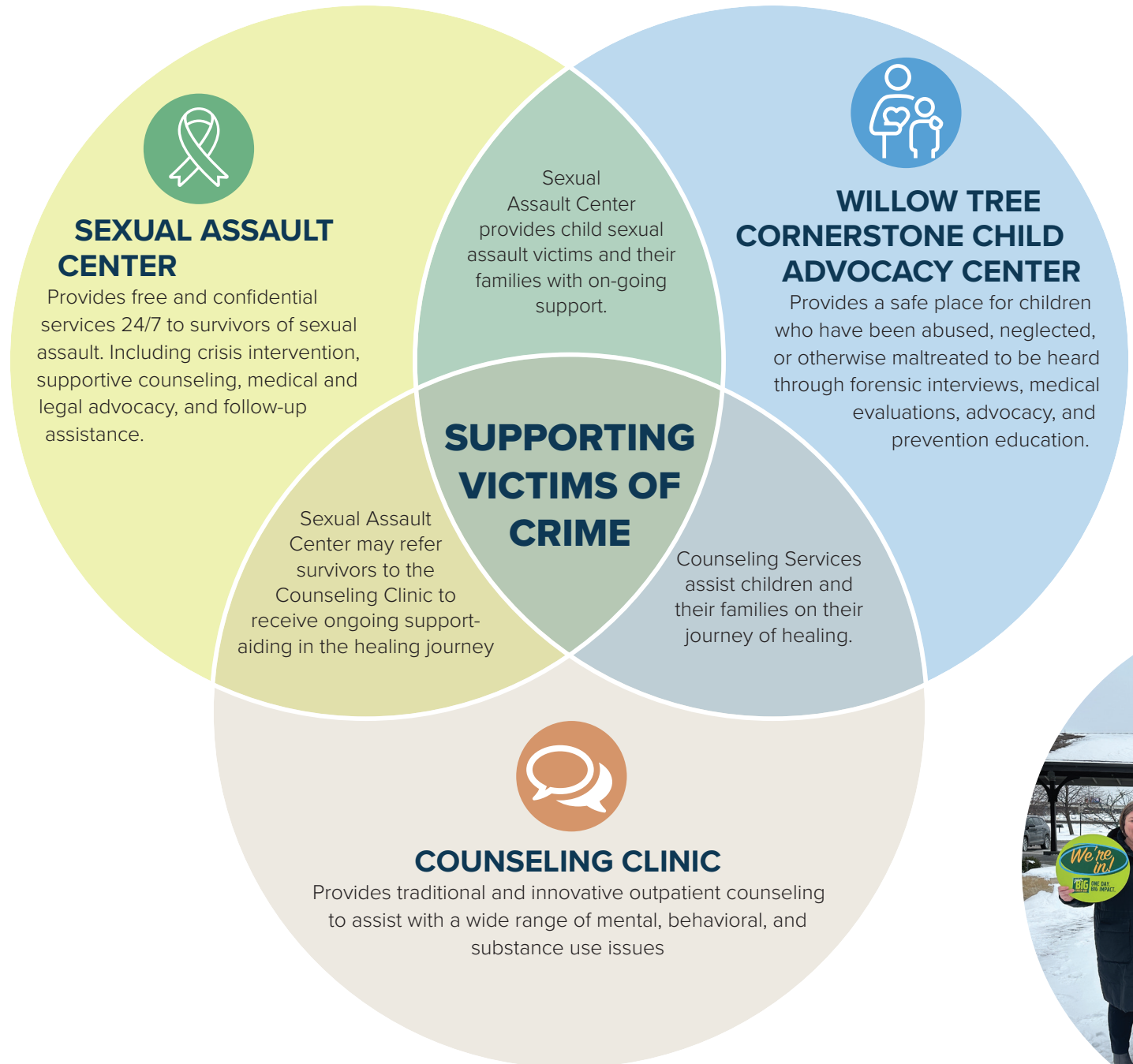
were conducted at Willow Tree Cornerstone Child Advocacy Center, providing a safe space for children to disclose abuse.



2,174

YOUTH & ADULTS ACCESSED THERAPY

to address mental health or behavioral concerns





Thank You for Giving BIG!

Family Services was honored to participate in the 8th Annual Give BIG Green Bay 24-hour fundraising event. Thanks to your incredible generosity, along with support from the Green Bay Packers and Greater Green Bay Community Foundation, nearly **\$90,000** was raised for our Victims of Crime services.

These funds will directly support the life-changing work happening at:

- Our Sexual Assault Center
- Our Counseling Clinics
- Willow Tree Cornerstone Child Advocacy Center

Together with 49 other nonprofits, we raised more than **\$3.5 million** from nearly 6,000 supporters in just 24 hours. We're humbled by the extraordinary outpouring of generosity and deeply grateful to every donor, volunteer, and champion who made this possible.

Because of YOU, lives in our community are being protected, healed, and cared for. Thank you!



MISSIONS & MUSIC
for Give Big Green Bay



Learn More

givebiggreenbay

GREEN & GOLD GALA



The Green & Gold Gala is Family Services' largest annual fundraiser, providing essential support for mental health treatment, prevention, intervention, and advocacy across Northeast Wisconsin.

Held in partnership with Green Bay Packers Give Back, the 2024 event raised more than **\$435,000** to help children, families, and individuals in need.

Hosted in the Lambeau Field Atrium, the evening featured Packers Super Bowl Champion and NFL legend Earl Dotson, who bravely shared his personal struggles with mental health, the heartbreaking loss of his son Jared, and his deep commitment to encouraging others to seek the support they need.

At Family Services, mental health isn't just one of our services—it's at the heart of everything we do.

Thank you to all our 2024 Green & Gold Gala Sponsors:

Alliey & Co., Amerhart, Amundsen Davis, Aon, Associated Bank, Aurora BayCare Medical Center, Bellin, Bergstrom, Bonnie & Gary Boes, Breakthrough, Brown County United Way, DigiCOPY, DJ Goalpost, Festival Foods, Graystone Consulting Green Bay, Green Bay Packaging, Green Bay Packers Give Back, Greater Green Bay Community Foundation, Gregg & Amy Grunewald, KI, Nature's Way, Nicolet National Bank, North Coast Productions, P&G, PLM Growth LLC, Prevea Health, Rahide Youth Services, Renning, Lewis, & Lacy, RGL Logistics, Riordan Family Foundation, Schreiber Foods, Schneider, Turningpoint Management, U.S. Venture, Wisconsin Public Service Foundation, Wipfli





The LIFE SAVER Benefit is held annually to support Willow Tree Cornerstone Child Advocacy Center—a crucial program of Family Services. This event raises both awareness and vital funds to assist children who have faced abuse, neglect, or other forms of maltreatment.

In 2024, the Lifesaver Benefit raised an incredible **\$188,120**, helping nearly 500 survivors of child abuse and neglect receive the care and support they need through Willow Tree Cornerstone Child Advocacy Center.

Thank you to all our 2024 LIFE SAVER Benefit Sponsors:

Amerhart, Associated Bank, Badger Wholesale, Beam Suntory, BelGioioso, Belmark INC., Broadway Automotive, Bread Co., Elevate97, Engage Orthodontics, Festival Foods, Gallagher, Ginger Birch, Great Harvest, Green Bay Packers Give Back, John & Engrid Meng, Jim & Jan Hurd, Kay Distributing, Khrome, Kids Dental Experts, Mike & Leanne Haddad, Mr. Outboard's Watersports Marine, OSMS - Orthopedic & Sports Medicine Specialists, PDQ, Robinson Metal, Rossetti, Roving Blue, South Bay Marina, Taste of India, The Wine Cellar



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THANK YOU TO OUR GENEROUS SUPPORTERS

\$250,000

United Way Fox Cities

\$100,000+

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\$50,000+

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\$25,000-\$49,999

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Al Johnson's Swedish Restaurant
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Arby's
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Ashwaubenon Girl Scout
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Edge Arcade VR
ETS Performance Green Bay

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Amber Simpson-Werner
Skyline Comedy Club
Lorie Smits
Leni Spaude
Stillmank Brewing
Suamico Harbor Sailing Adventures
The Bottle Room
The Chicago Cubs
The Children's Museum of
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The Family Radio Network, Inc.
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The Weidner
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Every effort was made to ensure the accuracy of this annual report.
To report errors or omissions, please contact Michelle Pierquet-Hohner,
Vice President of Philanthropy & Communication at
mpierquet-hohner@familyservicesnew.org or (920) 712-6122.

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