

2025

COMMUNITY  
IMPACT  
REPORT



## MISSION:

*Protect, Heal, Care*

## VISION:

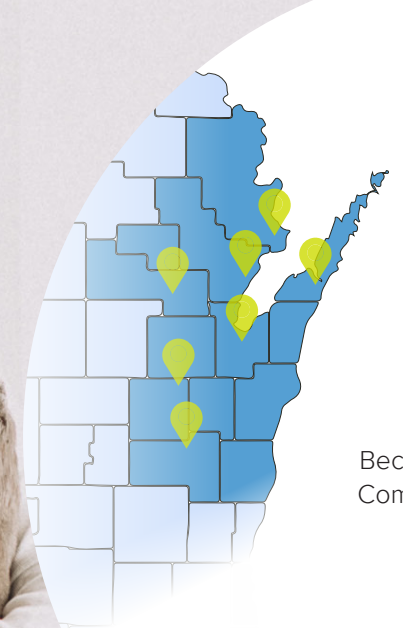
*Communities of thriving children, strong families, and healthy individuals.*

## VALUES:

*Family, Respect, Compassion, Integrity, Trust*

## 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



# Serving our community for more than **125 years**

**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 operation of 988 Wisconsin Lifeline

**2022:** Sexual Assault Center relocated to 319 Crooks St. Green Bay, welcoming survivors and their families

**2025:** Began providing five days of mental health care in the Howard–Suamico School District, increasing access for students and families.

## FAMILY SERVICES BOARD OF DIRECTORS

- |  |   |
|--|---|
| <b>Tony Steffek, Chair</b><br>Renning, Lewis & Lacy, S.C.    | <b>Amy Hammen</b><br>Green Bay Packaging          |
| <b>Jenene Calloway, Vice Chair</b><br>Schreiber Foods        | <b>Alonzo Kelly</b><br>Kelly Leadership Group     |
| <b>Susan Baranczyk, Past Chair</b><br>JJ Keller              | <b>Angie La Combe</b><br>Green Bay Public Schools |
| <b>Gwen Christensen, Treasurer</b><br>Advocate Aurora Health | <b>Chad Levanetz</b><br>Ruder Ware                |
| <b>Jill Murphy, Secretary</b><br>Community Volunteer         | <b>Bob Monroe</b><br>Procter & Gamble             |
| <b>Tracy Capomaccio</b><br>Nicolet National Bank             | <b>Jim Nelson</b><br>Community Volunteer          |
| <b>Todd Delain</b><br>Brown County Sheriff’s Department      | <b>Stacy Stecker</b><br>Associated Bank           |
| <b>Cathy Dworak</b><br>Green Bay Packers                     | <b>Haroon Syed</b><br>Schneider                   |
| <b>Brian Figueroa</b><br>KBX                                 | <b>Chad Warpinski</b><br>Amerhart                 |
|  | <b>Joe Webb</b><br>St. Norbert College            |

## FAMILY SERVICES LEADERSHIP TEAM

- |  |   |
|--|---|
| <b>Letesha Nelson</b><br>President & Chief Executive Officer | <b>Angela Steuck</b><br>Vice President- Programs & Strategy |
| <b>Tana Koss</b><br>Vice President- Programs & Strategy      | <b>Charm Der</b><br>Vice President- Human Resources         |

# TABLE OF CONTENTS

- 2 MISSION | PROGRAMS
- 3 TIMELINE
- 6 FUNDING STATS
- 7 DEMOGRAPHICS
- 8 IMPACT IN ACTION
- 9 WILLOW TREE'S IMPACT
- 13 FUNDRAISING EVENTS
- 15 SUPPORT THAT MATTERS

## Letter from the President/CEO

Dear Friends,



It is an honor to introduce myself as the new President and CEO of Family Services of Northeast Wisconsin. I come to this role with more than two decades of experience working alongside organizations dedicated to strengthening families, supporting youth, and building healthier communities. From the moment I began learning about the work happening here, I knew Family Services was a place where compassion, expertise, and purpose come together to make a lasting difference.

For over 125 years, Family Services has been a trusted presence in Northeast Wisconsin, standing with individuals and families during some of life's most difficult moments. My vision for the future of Family Services is rooted in a simple but powerful belief: wellbeing should be accessible to everyone. Mental health care, safety, and support are not privileges. They are essential to thriving individuals, families, and communities.

As we look ahead, my commitment is to continue strengthening the foundation that has made Family Services so impactful while also building new opportunities to serve our community. That means investing in our dedicated staff, fostering strong partnerships, and ensuring every program we offer reflects a standard of excellence that those we serve deserve.

None of this work is possible without you. Our community and supporters are the heart of everything we do. Because of your generosity and belief in this mission, we are able to stand with those who need us most.

Thank you for being part of the future of Family Services.

With gratitude,

A handwritten signature in black ink that reads "Letesha Nelson". The signature is fluid and cursive.

Letesha Nelson  
President & Chief Executive Officer



THANKS TO YOUR SUPPORT, over **7,820** unique individuals turned to Family Services along with **129,000+** crisis contacts in 2025 to get the help they needed when it mattered most

Scan to make an impact

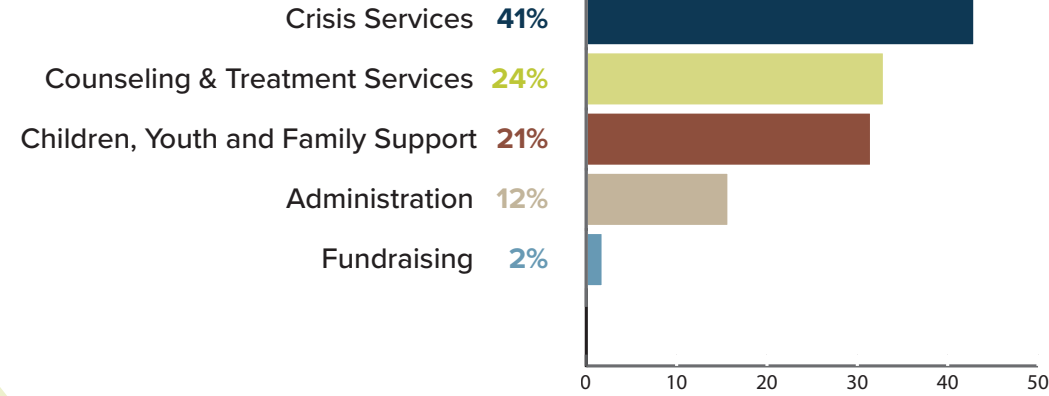


View our 2025 donor recognition list

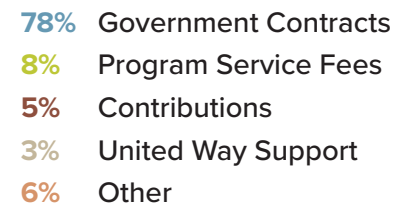


## FUNDING STATS

### USE OF FUNDS:

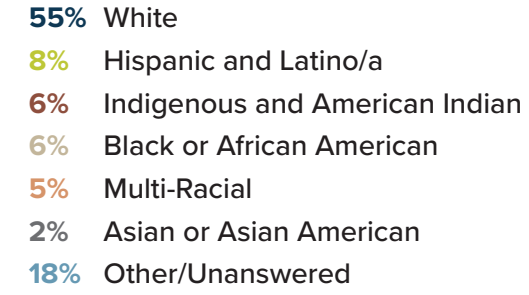


### REVENUE SOURCES:

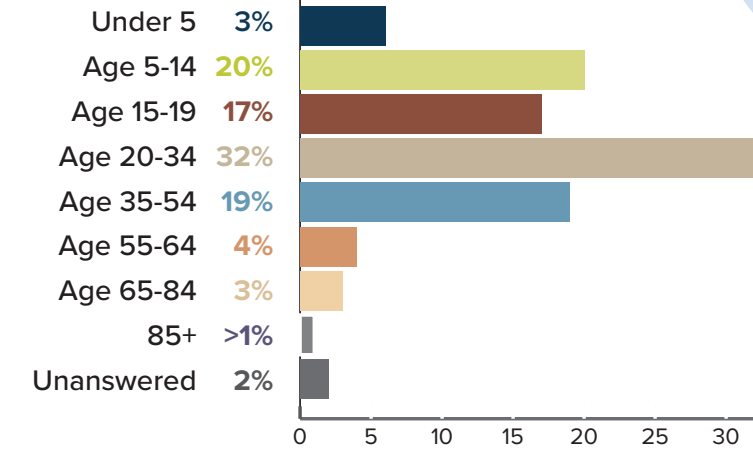


## DEMOGRAPHICS

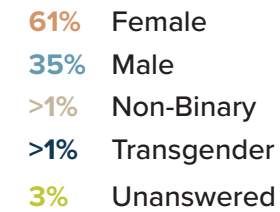
### ETHNICITY



### AGE



### GENDER



## 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.

## YOUR SUPPORT KEPT A FAMILY SAFE THIS WINTER

The Sanchez family\* was preparing for their first winter in Wisconsin. With six young children, including a five-month-old baby, the cold weather was something they had never experienced before.

**Because of you, the Sanchez family\* didn't have to face the cold alone.**

During a scheduled visit, a Family Services home visitor noticed something was not right. The home felt bitterly cold.

Inside, the children were bundled in winter coats, hats, and mittens, and the thermostat read 40 degrees.

The furnace had stopped working, and because of a language barrier, the family had trouble explaining the problem to their landlord and getting the help they needed.

Because of you, someone was there to step in.

Their home visitor began working with the landlord right away to explain how serious the situation was and ask for repairs so the family could safely remain in their home.

Within hours, the furnace was fixed and warm air filled the house again.

**Thank you for making moments like this possible.**

Because of your support, families going through hard moments are not alone. Someone is there to listen, speak up for them, and help when it matters most.

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



**98.8%**  
OF FAMILIES  
say they would recommend  
home visiting to other  
parents

**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.



**5,991**  
HOME VISITS  
helped parents build safer,  
stronger, nurturing homes for  
their children



**Willow Tree**  
Cornerstone Child Advocacy Center

## ABOUT WILLOW TREE

Willow Tree Cornerstone Child Advocacy Center provides services to children who are suspected victims of abuse, neglect, or other maltreatment.

Our safe, child-friendly facility offers a place where children and their families can come to talk and begin their recovery.

The center brings together a team of specially trained professionals who investigate suspected cases of child abuse, provide advocacy, and ongoing support services to children and their families.

Services include: Advocacy Services, Forensic Interviews, Medical Evaluations, Prevention Education, and Therapy.



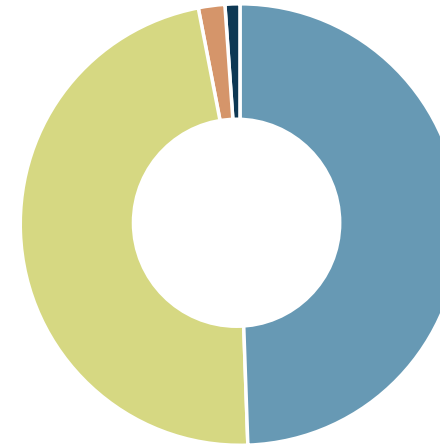
# WILLOW TREE FINANCIAL SNAPSHOT:

## MULTIDISCIPLINARY TEAM

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

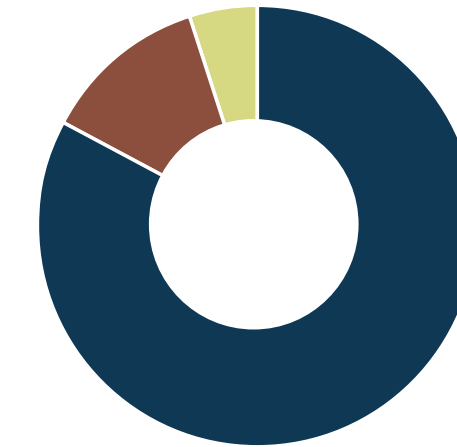
## WILLOW TREE ADVISORY BOARD

- |  |  |
|--|--|
| <b>Erin Enright, Chair</b><br>Community Volunteer          | <b>Christy Policy, Past Chair</b><br>Community Volunteer |
| <b>Amanda Auricchio, Vice Chair</b><br>Community Volunteer | <b>Dr. Angie Qualio, DO</b><br>Bellin Health             |
| <b>Laura Hacker Dorsch</b><br>NMP Capital                  | <b>Stacy Stecker</b><br>Associated Bank                  |
| <b>Kristin Hartz</b><br>Community Volunteer                | <b>Anthony Steffek</b><br>Renning, Lewis, & Lacy, S.C.   |
| <b>Dr. Sherri Hoyman, MD</b><br>Bellin Health              | <b>Travis Vanden Heuvel</b><br>Renegade Plastics         |
| <b>Chad Jeskewitz</b><br>Spotter, Inc.                     | <b>Ann Weiss</b><br>Kimps & Weiss, S.C.                  |
| <b>Katie McCarty</b><br>Cornerstone Foundation             |  |



### REVENUE SOURCES:

- 57% Contributions
- 23% Grant Funding
- 18% Contracts
- 2% Other



### USE OF FUNDS:

- 83% Funds Our Services:  
- Child Forensic Interviews  
- Medical Evaluations  
- Advocacy & Counseling  
- Prevention Education
- 12% Administration
- 5% Fundraising



NEARLY  
**15,000**  
INDIVIDUALS  
were educated on how to  
prevent child abuse



**7**  
YEARS OLD  
the age seen most among  
children in 2025



**405**  
FORENSIC INTERVIEWS  
were provided in a safe and  
comfortable space to minimize  
trauma during an investigation



**42%**  
OF CHILDREN SERVED  
are due to allegations of  
sexual abuse



**43%**  
OF CHILD FORENSIC  
INTERVIEWS  
were conducted in response to  
allegations of abuse by a child's own  
parent or guardian



**97**  
CHILDREN  
received age-appropriate, trauma-  
informed therapy to support their  
healing and recovery

## PRESENTING ISSUES

Sexual Abuse:	<b>206</b>
Physical Abuse:	<b>141</b>
Witness to a Crime:	<b>73</b>
Neglect:	<b>49</b>
Drug Endangerment:	<b>48</b>
Other:	<b>25</b>

View our  
2025 donor  
recognition list



## COURAGE IN THE CLASSROOM

When a Willow Tree prevention educator visited Myra's\* second grade classroom, she learned about body safety, trusted adults, and the difference between safe and unsafe secrets.

At the end of the lesson, Myra raised her hand and told her teacher an unsafe secret she had been holding onto, taking an important step toward safety.

With support from her teacher and school staff, Myra spoke privately with the school counselor. That conversation led to a report and a visit to Willow Tree, where Myra and her mother were welcomed by a team trained to help children share their experiences safely.

During her child forensic interview, Myra explained that someone she trusted had shown her inappropriate images and told her not to tell anyone.

**That lesson gave Myra the courage to tell a trusted adult.**

Because she spoke up, steps were taken to protect her safety and connect her family with the support they needed.

Today, Myra and her family are moving forward with the support of the Willow Tree team.

Because of you, children like Myra learn they have a voice – and that there are safe adults ready to listen.

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

Thanks to your support during Give BIG Green Bay, survivors like Heidi have someone beside them every step of the way.

Thank you for making this possible.



The LIFE SAVER Benefit is held annually to benefit 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 2025, the LIFESAVER Benefit raised an incredible **\$252,655**, 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 2025 LIFE SAVER Benefit Sponsors:

Amerhart Foundation, AON Risk Solutions, Associated Bank, Bay Title & Abstract Inc., BayCare Clinic Foundation, BelGioioso Cheese, Cornerstone Foundation of Northeast WI, David Cuene, Elevate97, Emplify Health by Bellin, Engage Orthodontics, Festival Foods, Green Bay Packaging, Inc., Green Bay Packers Give Back, Halron Lubricants, Jennifer & Mark Moran, Khrome Advertising Agency, LLC, Kids Dental Experts, Lin Law LLC, Mike & Jana Busick, Miron Construction Co., Miriam & Jim Mulva, Nicolet National Bank, Orsetta Craft Kitchen & Bar, Orthopedic & Sports Medicine Specialist of Green Bay, Packer Fastener & Supply, Inc, Prevea Health, Renning, Lewis & Lacy, Robinson, Inc., Steve & Cindy King, Tweet/Garot Mechanical, Inc., Wagner Integrative Health





# 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 2025 event raised more than **\$425,000** to help children, families, and individuals in need.

### Thank you to all our 2025 Green & Gold Gala Sponsors:

Amundsen Davis LLC, Amerhart Foundation, Aon Risk Solutions, Associated Bank, Bergstrom Automotive, Bonnie & Gary Boes, Camera Corner Connecting Point, Delaware North, Emplify Health by Bellin, Festival Foods, Graystone Consulting – Green Bay, Green Bay Packaging, Inc., Green Bay Packers Give Back, Gregg & Amy Grunewald, Michael and Cynthia Ketter Family Office, MyPath, Nature's Best Floral & Boutique, Nicolet National Bank, NorthCoast Media Group/ Made Ya Look, Pep's Drafthaus, Plae Bistro LLC, Prevea Health, Procter & Gamble, Rawhide Youth Services, Renning, Lewis & Lacy, RGL Logistics, Riordan Family Foundation, Ruby Design, LLC, Rural Mutual Insurance, Schreiber Foods, Inc., Schneider National, Tweet/Garot Mechanical, Inc., U.S. Venture/ Breakthrough, Wipfli LLP



**1,205**  
SURVIVORS

received support through the Sexual Assault Center, helping them find safety and begin healing.



**17,371**  
ADVOCACY SERVICES  
ensured survivors had someone to listen and support them every step of the way.

## BECAUSE OF YOU, HEIDI\* DIDN'T HAVE TO FACE THIS ALONE

After telling someone she trusted about the abuse she had experienced, Heidi felt ashamed and alone. Still, she reached out to the Sexual Assault Center's 24/7 hotline and met with an advocate who listened and helped her find the support she needed.

In that first meeting, Heidi shared her story in a safe, nonjudgmental space and, for the first time, felt truly heard and understood.

With her advocate by her side, Heidi began facing each challenge one step at a time. She talked through the emotions that had been weighing on her, made decisions to keep herself and her children safe, and found the support she needed along the way.

In court, Heidi spoke about her experience with her advocate at her side. Her advocate guided her through each step, connected her with resources, and helped her feel ready and confident as she moved through each step of the process.

Through her persistence and courage, Heidi has grown stronger, more confident, and empowered to advocate for herself and her future.

**Thanks to your support, survivors like Heidi have someone beside them every step of the way.**

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



988 Wisconsin Lifeline provided **105,289** callers, chatters, and texters with crisis support



OVER **18,000** COUNSELING SESSIONS gave people guidance and support through life's hardest moments.



**3,904** FAMILIES OF NEWBORNS were connected to resources that provide support, stability, and opportunities.



## PROTECT

Preventing harm and ensuring safety & support

- Parent Connection • Sexual Assault Center
- Supervised Visitation • Crisis Center
- 988 Wisconsin Lifeline

- Willow Tree Cornerstone Child Advocacy Center
- SELF

- Early Head Start
- Healthy Families

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



## HEAL

Supporting recovery and restoring safety, strength, and well-being

- Counseling Clinic
- Day Treatment
- Residential Treatment

- Our Place
- Women's Recovery Journey



## CARE

Providing support and resources promote stability and growth

- Teen Parenting Program
- Families First
- Welcome Baby