



**The
Family
Tree**

Raising families up.

Annual Report

Fiscal Year 2017



Fulfilling a Promise to be Bold and Innovative



Dear Friends,

We have made powerful promises to Maryland — promises to be a resource for all families and to prevent child abuse and neglect. Why? Because our state can only be as strong as its families. In fiscal year 2017, those promises materialized in a bold way. Moving Families Forward, our 2016-2018 strategic plan, is a promise to deepen and expand services and support to families. In year two of this effort, it's clear that we're committed to innovative solutions, impacting society for generations to come. We know that the way we raise our children has a lasting effect on their brains and bodies. Our strategic plan calls to double the number of families we serve so that we can stop abuse before it starts and end it where it exists. We're working with parents, partners, policy makers and philanthropists to make these promises come true. Thank you for ensuring that all children are raised in safe and supportive families and communities.



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Patricia K. Cronin
Executive Director

Jeanne Aarsand
Chair, Board of Directors

FY 2017 Key Accomplishments

Reached more than
**21,000 parents
and children**



**Launched Maryland
Family Connects,**
a universal home
visiting program

**Reaccredited as the
Maryland Chapter of**
Prevent Child Abuse America
and Parents Anonymous®



Enhanced engagement
in **parenting classes**
through **text messaging**

Became the exclusive professional
trainer for the national **ACE**
**(Adverse Childhood
Experiences) Interface**
Project in the State of Maryland.



Keeping Promises to Parents

“I am forever grateful that I found The Family Tree.

My twins were born premature and spent weeks in Neonatal Care Unit. When my boys finally came home, I was exhausted and unsure of my parenting abilities. With Healthy Families, I gained confidence during my pregnancy, learned to swaddle, and found self-care methods for my ever increasing stress. Later, I reached out for help to develop a stronger bond with my boys, and then to learn appropriate discipline methods. The Family Tree was there every time. The Family Tree helped both myself and my fiancé to be the best parents we can be for our sons.”



— REBEKAH, PARTICIPANT IN OUR HEALTHY FAMILIES, ABC AND PATH PROGRAMS

A LOOK AT OUR PARENTING PROGRAMS



1,709 parents in
**parenting
classes**

1,131 received
**home visitation
services**



536 parents in our
**Parents Anonymous®
support groups**

5,815 calls to our
**Parenting
Helpline**



Expanded
**parenting classes to
Anne Arundel County**

Received license for
**respite child
care center**

Promising Partners

“Family Connects is a well-researched and cost-effective program, with the potential to contribute to Baltimore’s citywide home visiting service strategy.”

— DR. LEANA WEN, BALTIMORE CITY HEALTH COMMISSIONER

In October 2016, in partnership with B’more For Healthy Babies, we launched Maryland Family Connects, a short-term home visiting service for Baltimore City moms who deliver at Sinai Hospital. This service is provided free of charge by registered nurses. Family Connects works — and its research from Durham, NC backs it up. In fiscal year 2017, we reached 209 parents at the point of delivery. That’s prevention at its core.

Moreover, we didn’t just bring Maryland Family Connects to The Family Tree, we brought it to Baltimore. Our next hope is to expand and bring it to the entire State of Maryland.



Dr. John Meyerhoff, whose leadership, expertise, and financial support helped make MFC a reality, is pictured here with Natasha Peterson, the lead coordinator for MFC and the Assistant Director of Family Support Services at The Family Tree.

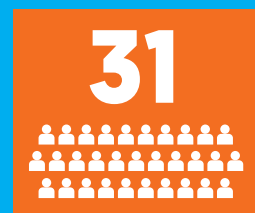
OUTREACH MAKING PROMISES POSSIBLE



Over 1.5 million people reached with our Flip the Script campaign, an effort to educate parents on positive discipline



Passed legislation to increase the statute of limitations for child sexual abuse victims



Met with 31 Delegates and Senators in strategic summer meetings and our annual Advocacy Day on January 26, 2017

“I have great respect and admiration for The Family Tree’s ongoing efforts to help Maryland families. Their programs are saving children from abuse and neglect every day.”

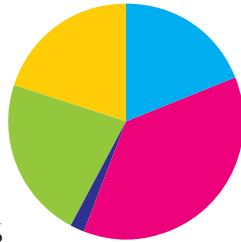
— DELEGATE ERIC LUEDTKE, DISTRICT 14, MONTGOMERY COUNTY

Financials

Statement of Financial Position Year Ended June 30, 2017

Assets

- Cash **19%**
- Investments **37%**
- Grant Receivables & Other Assets **2%**
- Contributions Receivables **22%**
- Property & Equipment **20%**

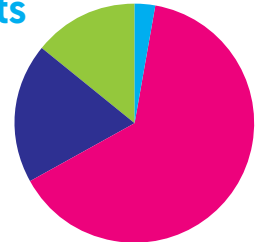


Assets

| | |
|----------------------------------|--------------------|
| Cash | 1,472,333 |
| Investments | 2,859,634 |
| Grant Receivables & Other Assets | 193,849 |
| Contributions Receivables | 1,702,095 |
| Property & Equipment | 1,589,559 |
| Total Assets | \$7,817,470 |

Liabilities & Net Assets

- Accounts Payable & Accruals **3%**
- Unrestricted **64%**
- Temporarily Restricted **19%**
- Permanently Restricted **14%**



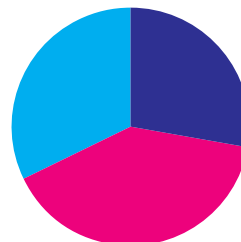
Liabilities & Net Assets

| | |
|---|--------------------|
| Accounts Payable & Accruals | 220,476 |
| Net Assets: | |
| Unrestricted | 4,985,694 |
| Temporarily Restricted | 1,481,034 |
| Permanently Restricted | 1,130,266 |
| Total Liabilities & Net Assets | \$7,817,470 |

Statement of Activities

Revenue

- Government Grants **28%**
- Contributions **40%**
- Events, Fees & Other **32%**

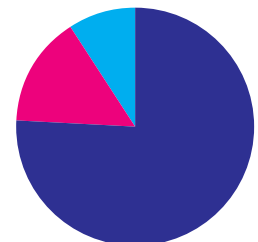


Revenue

| | |
|----------------------|--------------------|
| Government Grants | 890,500 |
| Contributions | 1,300,869 |
| Events, Fees & Other | 1,048,973 |
| Total Revenue | \$3,240,342 |

Expenses

- Program Services **76%**
- Mgt. & General **15%**
- Fund Raising **9%**



Expenses

| | |
|-----------------------|--------------------|
| Program Services | 2,582,465 |
| Mgt. & General | 495,165 |
| Fund Raising | 314,643 |
| Total Expenses | \$3,392,273 |

Change in Net Assets

\$(151,931) (loss)



The Family Tree

Raising families up.

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24-hour Parenting HelpLine:
1.800.243.7337

familytreemd.org

