



**The
Family
Tree** Raising families up.

Innovation: Serving Families Where They Are

ANNUAL REPORT | FISCAL YEAR 2019





Dear Friends,

One of the biggest challenges facing any family is managing change or transitions. By the time parents finally establish a routine at home and start to feel confident in their abilities, life inevitably throws a curveball. Children's growth and development continually require new adjustments. Then, when you also consider the context of a rapidly changing world around us, it's no wonder that so many parents can feel overwhelmed and are struggling to keep up. In response, at The Family Tree we recognize the importance of serving families where they are, here and now, in order to meet their needs. Moreover, to do this successfully requires constant innovation on our part so that we can keep parents from falling behind. Through the power of new technology, flexible programming, new community partnerships, and exciting collaborations with the State of Maryland, FY 2019 was a year for embracing change, helping more families than ever, and building resilient families in the process. Thank you for making this important work possible.



...at The Family Tree we recognize the importance of meeting families where they are, here and now, in order to serve their needs.

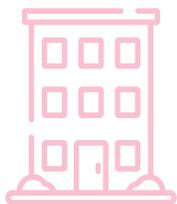
Patricia K. Cronin, LCSW-C
Executive Director

Charles M. Roebuck III
President, Board of Directors

In FY 2019, we served more than 23,000 parents, children, and professionals.



A FEW OF THE MANY WAYS WE MADE AN IMPACT FOR MARYLAND'S FAMILIES LAST YEAR.



PROVIDED 1 TO 3 HOME VISITS TO 425 NEW BALTIMORE CITY MOTHERS (delivering at Sinai Hospital) who enrolled in **Family Connects Maryland**, with 80% of participants reporting successful linkage to community resources.



HELPED 19 AT-RISK PARENTS AND THEIR BABIES (6 TO 18 MONTHS OF AGE) achieve greater levels of attachment through our 10-week **Attachment & Bio-Behavioral Catch-Up (ABC)** home visitation program.



SERVED 1,012 PARENTS IN OUR NEW, 4-WEEK PARENTING EDUCATION PROGRAM, **Pathway to Success**, with a 79% completion rate.



HELPED 164 PARENTS BETTER MANAGE THEIR EMOTIONS AND BEHAVIOR through our 10-week anger management program called **Simple Techniques for Emotional Management**.

ACE Interface Statewide Trainings



Through our community training initiatives, we are finding new partners across Maryland to help us Raise Families Up. For example, as Maryland's only licensed provider of the **Adverse Childhood Experiences (ACE) Interface Initiative**, we partnered with 57 trainers who trained over 3,000 people in 18 different counties. Attendees became knowledgeable about the biological foundations of adversity, its long-term impact, and how to identify systems that build resilience.

Parent Voices: Parenting Ed Spotlight



After all our programs, we conduct surveys to learn about parent experiences and find ways to improve. Below are a few highlights from our **Parenting Education programs**:

Q. WHAT DID YOU LIKE MOST ABOUT THE CLASSES?

PARENT

I learned a lot of new ways to handle my children in different situations — **and loved my instructor.**

PARENT

I liked how the facilitator assured each of us how our week had gone and personally coached us. **She taught me to acknowledge my feelings.**

PARENT

The instructor and the class **taught me to how to remain calm and work with my children.**

PARENT

My instructor was very helpful and understanding... **I will miss coming to this class.**

ABC Home Visiting Program

From left to right: ABC program staff member Christina Benson, Nikita, and The Family Tree Board President Charles Roebuck



Using the Power of Video to Help with Parent-Child Bonding

Our Attachment & Bio-Behavioral Catch-Up (ABC) home visiting program is designed to help new parents learn to bond with their infant, create healthy attachment, and ensure baby is growing healthy. One of the key tools used by ABC's trained educators is a video camera, so that parents can film their interactions with their infant. By reviewing this footage over time with the trained ABC educator, parents are able to visually read and better understand their baby's subtle cues, making communication and bonding that much easier.

Nikita is a single mom of two children with disabilities — a newborn daughter with digestive issues, and a 12-year-old son with autism. She was having a hard time bonding with her infant daughter who was in and out of the hospital, eventually leading to post-partum depression.

One day, the doctors at the hospital recommended the ABC program at The Family Tree, and Nikita shared her experience with us:

“... It was during this time that Mrs. Christina from The Family Tree came out and started doing these one-on-one sessions with me and my daughter. They were so great — she would show me different things to do with my daughter to help with her medical issues, and she would encourage me to do different things with myself to practice self-care. She cared not just about my daughter, but about my own well-being as a parent.”

But I also was able to laugh again and smile and get back out in the world again. I even gained the confidence in myself to start my own small baking business. Because of the tools I've learned, I am able to show and teach other parents and friends what I've learned to help them along the way as well.”

Nakita and her daughter were one of nearly twenty families to receive support thanks to the ABC home visiting program.

A Look at Our Programs



1,315
parents attended
parenting classes



400
parents attended our
Parents Anonymous®
support groups



1,185
received
home visitation
services



1,005
children and families
participated in our
child-based programs.



17,755
people received
information or training
through our community
engagement events.



3,320
calls responded
to by our 24-hour
Parenting Helpline

New, Mobile-Friendly Website with Live Chat



FY 2019 witnessed the total transformation of our website and marked the first step in a multi-year plan to bring The Family Tree's programs and services into the digital age.

These days, many parents rely on their smartphones as an invaluable resource for raising children, particularly when it comes to finding quick answers to difficult problems. Moreover, with increasingly busy lives, receiving help when and where it's needed is the best choice for some parents who simply can't make it into The Family Tree for in-person support.

However, the the amount of information available online can become overwhelming, and it's not always easy to know who to trust. This is why our **new, mobile-friendly website** is so vital, as we seek to build a safe, trusted destination for support online and to serve families where they are.

One of the first new initiatives to launch on our site in 2019 was our **Live Chat** feature. This enables anyone to get instant feedback and support while on-the-go. Here is a small sample of the hundreds of inquiries received already through the Live Chat tool.



The Family Tree

We typically reply in a few minutes



Got any questions? We're happy to help.



Hi, I am wondering if you can help me with parenting classes.



I'm looking for an anger management class for my adult son.



Whom should I contact to make a referral for the PATH program? This is for a family in the Randallstown area.



I am looking for therapy dealing with grief and depression.



I am being punished and feel abused by my teenage daughter. I have no more answers and don't know what to do.



Are there any available opportunities for high schoolers to volunteer and give back?

An Inaugural Evening to Give Thanks

In FY 2019, we proudly launched a new event called **An Evening to Give Thanks**, which celebrates our incredible donors, volunteers, and other community leaders making a positive impact for Maryland's families.

The evening includes an award ceremony, with three different awards named in honor of some of our champions over these past decades of work.

THE PATRICIA M. KIRK VOLUNTEER OF THE YEAR AWARD

Named after Pat Kirk, who has dedicated her life to promoting volunteerism at The Family Tree and beyond. It was awarded to **Cindy Knipp**, whose management of our Great Chefs' auction has helped us raise millions of dollars to support our important work.

THE MEYERHOFF PUBLIC SERVICE AWARD

Named after Dr. John O Meyerhoff, the founding President of The Family Tree. It was awarded to **Delegate C.T. Wilson**, whose work during the 2018 legislative session was a constant source of inspiration to us all. By sponsoring and tirelessly advocating for bills to build strong families, Delegate Wilson embodied the kind of public servant we love to see in Annapolis.

SHERMAN MISSION MAKER AWARD

Named after Betsy and George Sherman, who have inspired us all with their support, leadership and passion for our work preventing child abuse. It was awarded to **Ellen and Linwood Dame**, who not only make our Great Chefs' fundraising dinner such a success, but also make transformational gifts each year that invest in the future of Maryland's children.



An Evening to
Give Thanks



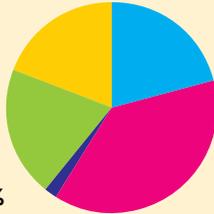
CONGRATS TO THESE
INAUGURAL WINNERS!

Financials

Statement of Financial Position Year Ended June 30, 2019

ASSETS

- Cash **21%**
- Investments **38%**
- Grant Receivables & Other Assets **2%**
- Contributions Receivables **20%**
- Property & Equipment **19%**



LIABILITIES & NET ASSETS

- Accounts Payable & Accruals **3%**
- Unrestricted **66%**
- Temporarily Restricted **13%**
- Permanently Restricted **18%**



Assets

Cash	1,601,919
Investments	2,950,754
Grant Receivables & Other Assets	159,544
Contributions Receivables	1,592,951
Property & Equipment	1,500,283

Total Assets **\$7,805,451**

Liabilities & Net Assets

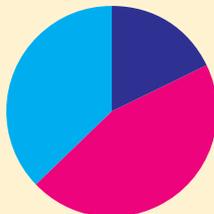
Accounts Payable & Accruals	213,174
Net Assets:	
Donor Undesignated	5,175,569
Donor Designated-Endowment	1,046,010
Donor Designated	1,370,698

Total Liabilities & Net Assets **\$7,805,451**

Statement of Activities

REVENUE

- Government Grants **18%**
- Contributions **45%**
- Events, Fees & Other **37%**



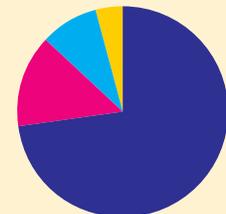
Revenue

Government Grants	731,573
Contributions	1,816,632
Events, Fees & Other	1,504,169

Total Revenue **\$4,052,374**

EXPENSES

- Program Services **73%**
- Mgt. & General **14%**
- Fund Raising **9%**
- Direct Benefit to Donors **4%**



Expenses

Program Services	2,498,356
Mgt. & General	471,029
Fund Raising	324,539
Direct Benefit to Donors	145,930

Total Expenses **\$3,439,854**

Change in Net Assets **\$612,520**



Follow us! @FamilyTreeMD





The Family Tree

Raising families up.

2108 North Charles Street
Baltimore, MD 21218
P: 410.889.2300
F: 410.637.8385

 facebook.com/FamilyTreeMD
 twitter.com/FamilyTreeMD

24-hour Parenting HelpLine:
1.800.243.7337

familytreemd.org



PARENTS ANONYMOUS OF MARYLAND



Prevent Child Abuse Maryland