



Staying Strong, Staying Connected, & Moving Forward

ANNUAL REPORT • FISCAL YEAR 2020



**The
Family
Tree**

Raising families up.





Dear Friends,

When we look back and reflect on Fiscal Year 2020, we inevitably divide our thinking into before and after COVID-19, and it's hard to believe these two time periods happened in the same year. The pandemic has cast such a shadow on our daily lives that it's hard to remember what "normal" even meant a year ago. Yet, one constant throughout it all has been the strength and resilience of family. If anything, this difficult time has reaffirmed our commitment to building and strengthening those ties and bonds across all distances and obstacles. As you will see in this report, despite its many challenges, FY 2020 came and went with plenty of reasons to celebrate. New programs, new team members, new partnerships, and many other reminders every day that make this work so inspiring. We are grateful to our board, staff and you are incredible supporters for making it all possible.

Sincerely,

Patricia K. Cronin, LCSW-C
Executive Director

Sally Bauer
President, Board of Directors



A LOOK AT OUR PROGRAMS



1,020
parents attended
parenting
classes



1,250
received
home visitation
services



460
parents attended our
Parents Anonymous®
support groups



2,575
calls fielded by
our 24-hour
Parenting Helpline



2,535
children and families
participated in our
programs for children
and families.



14,000
people received information
or training through our
community engagement
activities and events.



3,405
caregivers and children
received support from our newest
program, the Baltimore City
Child Care Resource Center

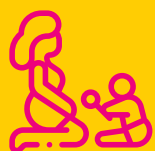


FY 2020 Key Accomplishments

Reached more than **25,000 parents, children, and professionals.**



Launched a Live Chat feature on our website, giving **nearly 350 parents** instant access to information.



Provided **219 children** with **over 1,200 hours** of safe, nurturing, and **FREE childcare.**

Served 3,400 early care and education professionals.



Trained more than 4,000 people across the State about ACEs and their negative impact on children.



Launched the Baltimore Babies Project, an evaluation conducted by the University of Maryland School of Social Work, to assess the value of Family Connects Maryland.

Sponsored a legislative roundtable on Adverse Childhood Experiences (ACEs) in an effort to educate elected officials on ACEs and its potential implication in certain public policy.





Welcoming BCCCRC into Our Family

Fiscal Year 2020 began with some new faces in our office. We were thrilled and honored to welcome The Baltimore City Child Care Resource Center (BCCCRC) and its incredible team into our family of programs and services.

BCCCRC first opened its doors approximately 30 years ago, and has been working tirelessly to improve the quality, availability, and affordability of child care in our community. Aside from providing vital training and technical assistance to child care providers, BCCCRC staff are leaders in their field informing, educating, and inspiring hundreds of people each year through their annual conference.



Now, with The Family Tree as its new organizational home, we are so excited to welcome the amazing staff of the BCCCRC, and grateful for their passion and expertise as, together, we work to Raise Families Up!

We asked BCCCRC's Director, Nancy Pelton, how the transition has been going, especially in the midst of COVID-19, and here's what she said:

“Although it presented many new challenges for our team, The Family Tree staff could not have been more welcoming and supportive as we took up residence on N. Charles Street at The Sherman Family Center. We continued our work of supporting the Baltimore City early care and education professionals, but with new support and some new smiling faces by our side. In fact, the transition went so well that it seemed like we’d been working together comfortably for years! In a recent meeting, we realized that we had only been in The Family Tree offices for six months when COVID closings occurred, and we were suddenly all working remotely from our homes. This seemed impossible! Together, we pivoted our services to meet the requirements of the virtual services world. What a first year this has been!”

When the quarantine began, BCCCRC staff adapted quickly to the new normal with the help of technology, moving trainings to an online learning platform.



CHILD CARE INDUSTRY NEEDS SUPPORT

With the pandemic, the anxiety and uncertainty of child care providers is immense right now. Rhian Evans Allvin, CEO at NAEYC, a national professional association for child care providers, recently stated that **“The economics [for providers] are fragile in good times. When a crisis like this hits, it is devastating to the child care field.”** (The Hechinger Report, 2020).

This crisis has shined a light on infrastructure shortcomings of the child care industry. When we are finally able to return to some sort of normalcy, and parents can go back to work, we need to be sure child care providers are up and running with more support than ever. As always, Baltimore City Child Care Resource Center is ready to assist.

Kids Care Plus: Free, Short-Term Child Care Opens at The Family Tree

One of the most exciting developments of FY 2020 was the launch of Kids Care Plus, a new program offering safe, nurturing, and FREE childcare for up to 3.5 hours a day for children two years of age and older. This program serves as a resource to families who otherwise may not be able afford childcare or lack the social support needed for a parental break. Seeing smiles and hearing the laughter of children in the building is a constant reminder of why we do this work in the first place. The program was suspended in March with the onset of the COVID-19 pandemic but has since reopened under the latest safety guidelines, offering much needed support for both parents and children.



Second Annual Evening to Give Thanks

Congrats to this year's winners at the 2nd Annual Evening to Give Thanks, where we get together each November to celebrate our incredible donors, volunteers, and other community leaders making a positive impact for Maryland's families.



Tracey Drummond

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 Tracey Drummond, who has answered thousands of phone calls during her time on our Parenting HelpLine, helping countless parents through difficult times.

Senator Antonio Hayes

The Meyerhoff Public Service Award

Named after Dr. John Meyerhoff, the founding President of The Family Tree. It was awarded to Senator Antonio Hayes, whose lifetime of work supporting vulnerable families in Baltimore and his commitment to advance statewide efforts to raise awareness and promote action to mitigate the impact of adverse childhood experiences (ACEs) in our communities is an inspiration to us all.

Henry and Dot Rosenberg

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 Henry and Dot Rosenberg, who have been with us from the beginning, providing critical support that allowed our organization to grow and help more families.



FamFest 2019: Celebrating New Partners with Lots of Sunshine

Seeing all the smiling faces from our 10th Annual Brent A. Rosenberg FamFest brings tears of joy to our eyes. The event marked a new chapter in this yearly family celebration thanks to the incredible support of both **Maryland Public Television (MPT)** and **PNC Bank's Grow Up Great initiative**.

Thanks to dozens of other community partners, along with a dedicated group of volunteers, we were able to welcome over 800 children and families to a beautiful, sun-soaked day overlooking Lake Montebello. Children made crafts, had their photos taken with MPT's Daniel Tiger, competed in games and relay runs, received free school supplies, and took home fresh produce for a healthy snack. In addition to the quality time families spent together, they had the opportunity to get resource information and materials about raising strong, healthy children and families. What a special day for Baltimore families. We hope to be able to gather together again in the upcoming year!



Our Work Continues: Reaching Families During the COVID-19 Pandemic

The COVID-19 pandemic will forever change how we think about the work of raising families up. Amidst all the hardships of this past year in various states of quarantine, it has served as a stark reminder of why our work of building safe, loving homes for children is so fundamental to a healthy, resilient society.

With schools closed, children at home, and parents under an increasing amount of stress from not only the virus itself, but also the economic concerns facing the country, families need support, and they need it now. Experts agree that the situation is likely to increase the incidence of child maltreatment, making the need for support especially urgent.

On March 25, 2020, The Family Tree closed its offices to the public to limit the spread of COVID-19 and keep our staff and the families we serve safe. What follows are just a few of the countless, creative ways our staff was able to quickly adapt to the COVID reality, reaching parents and children where they are, using every available tool and communication channel we can to continue serving those in need.

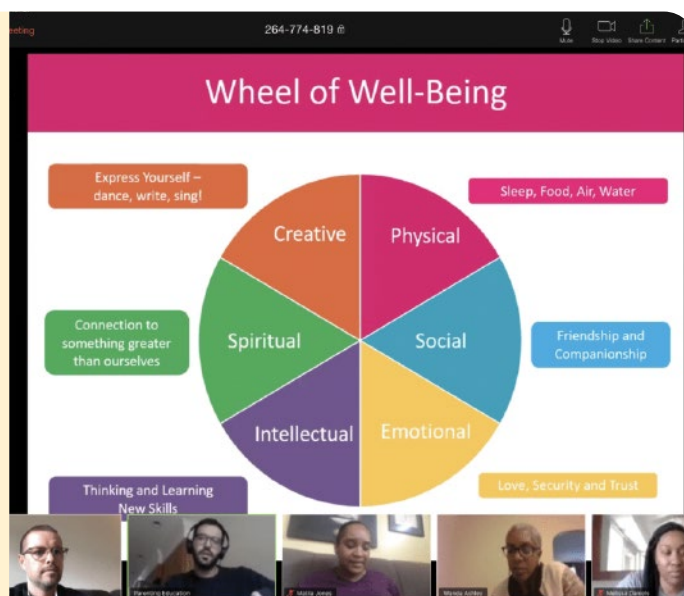


Expanding Our Technology Capabilities

Even before the pandemic, we had identified the need to develop robust strategy using technology to better meet the needs of parents for generations to come. Toward that end, we embarked on a new initiative to build a cutting-edge services platform. This started with the development of a new, mobile friendly website powered by the latest advancements in data and content management tools. This left us well-positioned to begin serving families online soon after the outbreak of the Coronavirus pandemic and governmental orders to stay at home. We were able to bring to the community a Live Chat (through our website) as well as weekly blogs, video tips for parents, and more.

Virtual Family Education

With parenting education classes moving online, one of the welcomed developments was the ability to reach people from all over the state including parents who would otherwise not be able to receive our services. Seeing parents come together in a virtual setting, from their own homes, has brought a new level of connection with the families, as everyone worked together to try and figure out new routines and strategies to make it through this difficult time.





Virtual Community Outreach and Education

Through The Family Tree's Training Institute, we are able to offer dozens of professional trainings online to meet the crisis head on.

One of the most highly attended trainings, "COVID19, Child Abuse & Domestic Violence" discussed COVID-19's potential impact on child abuse and domestic violence, the issue of child maltreatment and available resources in Maryland to prevent abuse. Other trainings focused on the impact of Adverse Childhood Experiences (ACEs) and how the pandemic is exacerbating many underlying issues in our communities. These webinars were often filled to capacity, as people were seeking ways to respond to this unprecedented situation.



**The
Family
Tree**
Training
Institute



In addition to these virtual trainings, our 24-hour Parenting HelpLine and online chat provided support, guidance, and resource referral to persons who are stressed and seeking help or ways to cope.

Virtual Home Visiting

The transition for our home visiting team from in-person to the virtual delivery of service was particularly challenging for both staff and families we serve. For many of the parents, especially moms with a newborn at home, home visits provide an opportunity to ask questions and get support. In response, our staff were able to continue their visits virtually, with the added benefit of doing fun activities together like virtual story time! Moreover, our staff found safe ways to continue delivering essential items to families, including diapers, formula, and other supplies for parents at home.



Here's what Ashley Johnson, the Nurse Manager for our Family Connects Maryland Program, had to say about these virtual visits:

"The beauty in it all is that once we start talking and go over how life has been with their new baby, we are no longer strangers, and we are able to help each other during this time."

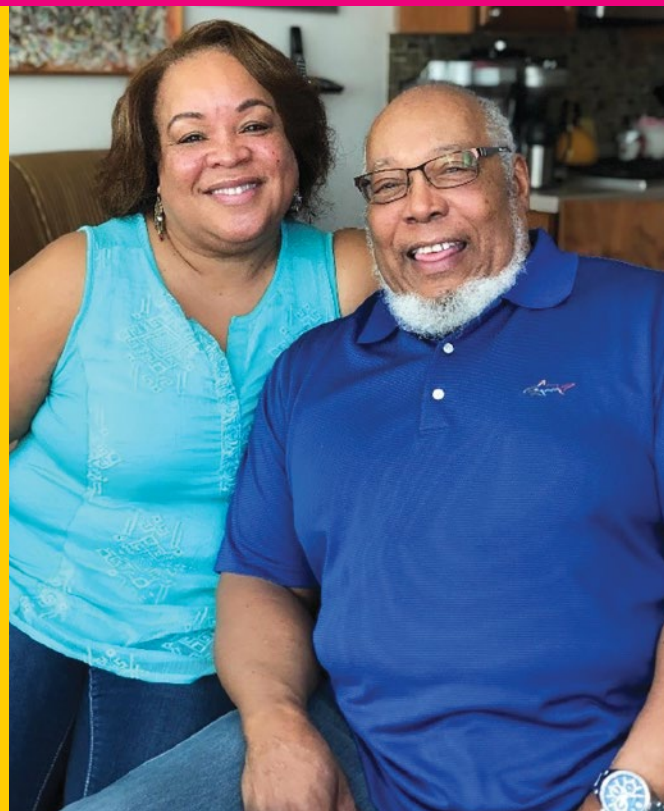
And here's a story from another one of our nurses, Ann Meyers:

"A mother of two, who seemed pretty tense and anxious at the beginning of the call said to me, 'I really needed this facetime visit. Everything is going crazy.' By the end of the call she said, 'You made me feel I can do this. I feel better. Can we stay in touch?'"

Legacy Society Spotlight: Charlene Moore Hayes & Dr. Floyd W. Hayes

“Live the life you want
your children to live, to
be a model, talk about
it and reinforce it by
doing.”

—CHARLENE MOORE HAYES, TFT LEGACY SOCIETY MEMBER



Recently, we sat down with Charlene Moore Hayes and her husband, Dr. Floyd W. Hayes III, members of The Family Tree’s Legacy Society, to talk about what prompted their decision to include The Family Tree in their will. Charlene told us, “It’s a way of signaling to our legacy, to our children and grandchildren, that this is important work and we’re supporting it...I think it’s important to get kids engaged...to live the life you want your children to live, to be a model, talk about it and reinforce it by doing.”

Married for 38 years, Charlene and Floyd met in 1977 at Cornell University in Ithaca, New York. Observing her unique poise and inner strength, Floyd wasted no time introducing himself to her. When they married at her family’s home in a small town in Mississippi, the whole town surprised them by showing up for the wedding.

Years later, when Charlene and Floyd moved to Baltimore, a friend recruited her to volunteer at The Family Tree. Charlene has always cared about causes that support children. The Family Tree “reminded me a lot of my father because he was always there for children who were mistreated,” she said.

What impressed her about The Family Tree was “the work and the quality of the leadership. I could see the difference they were making in the lives of the people...a direct impact. That’s my inspiration.”

She likens the work to a tree and the roots of the tree. “It’s so important to build that foundation and support the roots to build a family up. That’s the work of The Family Tree, that foundational work, building an environment where families can flourish.”

We asked Charlene what she would say to someone who is considering a legacy gift of their own. “It’s easy to do,” responded Charlene, “...and it sends a huge message that investing in Maryland’s children and families is important...Just take that first step.”

For more information on how you can be part of The Family Tree’s Legacy Society, please contact Connie Anderton at 410-889-2300 or email canderton@familytreemd.org.

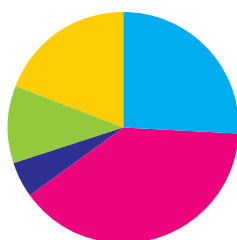


Financials

Statement of Financial Position Year Ended June 30, 2020

Assets

- Cash **26%**
- Investments **39%**
- Grant Receivables & Other Assets **5%**
- Contributions Receivables **11%**
- Property & Equipment **19%**



Assets

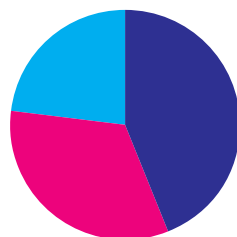
Cash	1,981,221
Investments	2,928,285
Grant Receivables & Other Assets	406,269
Contributions Receivables	854,588
Property & Equipment	1,430,190

Total Assets **\$7,600,553**

Statement of Activities

Revenue

- Government Grants **44%**
- Contributions **33%**
- Events, Fees & Other **23%**



Revenue

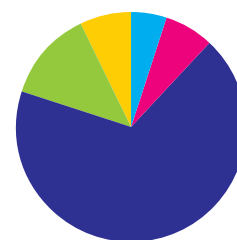
Government Grants	1,477,751
Contributions	1,094,168
Events, Fees & Other	757,299

Total Revenue **\$3,329,218**

***Please note:** As a result of our three year Strategic Plan funding cycle, support received for Fiscal Year 20 was recorded in Fiscal Year 19.

Liabilities & Net Assets

- Accounts Payable & Accruals **5%**
- Notes Payable **7%**
- Net Assets:
 - Donor Undesignated **68%**
 - Donor Designated-Endowment **13%**
 - Donor Designated **7%**



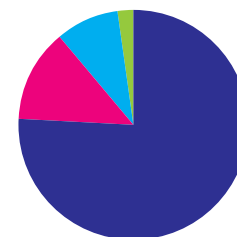
Liabilities & Net Assets

Accounts Payable & Accruals	396,042
Notes Payable	530,937
Net Assets:	
Donor Undesignated	5,145,651
Donor Designated-Endowment	1,003,173
Donor Designated	524,750

Total Liabilities & Net Assets **\$7,600,553**

Expenses

- Program Services **76%**
- Mgt. & General **13%**
- Fund Raising **9%**
- Direct Benefit to Donors **2%**



Expenses

Program Services	3,212,706
Mgt. & General	547,066
Fund Raising	405,097
Direct Benefit to Donors	83,052

Total Expenses **\$4,247,921**

Change in Net Assets **[\$918,703] *(loss)**



**The
Family
Tree**

Raising families up.

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familytreemd.org

