



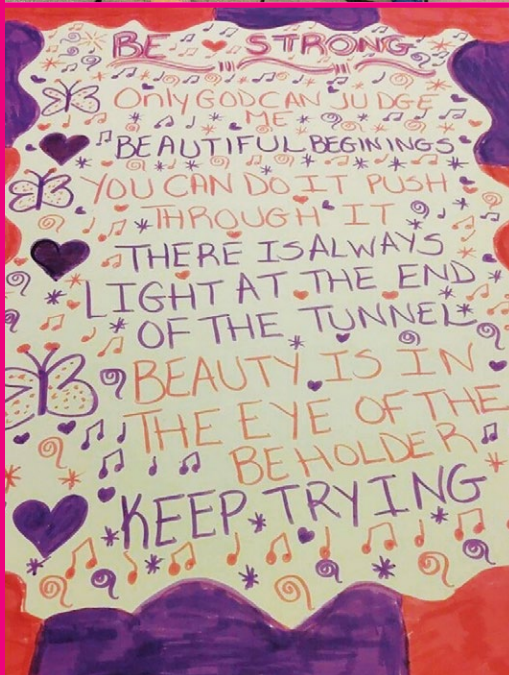
Recover, Restore and Renew

ANNUAL REPORT | FISCAL YEAR 2021

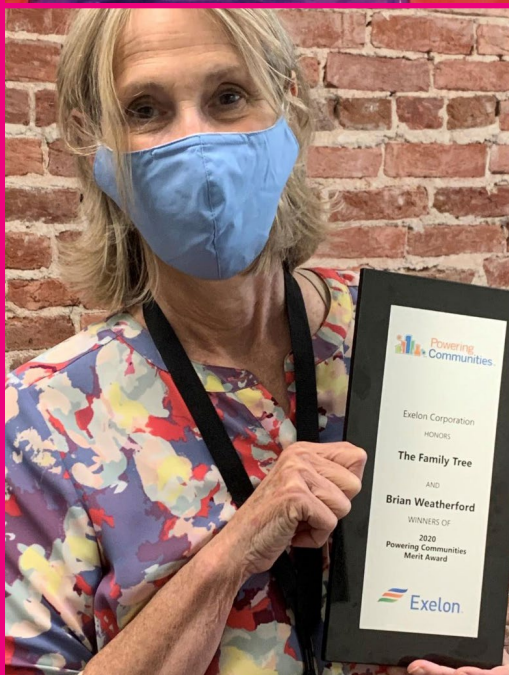


**The
Family
Tree**

Raising families up.



Raising Families Up



Dear Friends,

After nearly two years of having our lives disrupted by COVID-19, we are beginning to see a stronger, albeit different future. With vaccines now available for adults and children ages 5 and older, and hopefully all children soon to follow, life is returning to normal. However, for those who were struggling before the pandemic, returning to “normal” isn’t what they want.

The challenge moving forward is how we can build a future for our families where all our children can thrive, particularly those who have faced racial and social inequities.

As we reflect on our work for Fiscal Year 2021, we are inspired to find new ways to help families be safer, stronger, healthier, and happier. We are so grateful to our board, staff, loyal donors, and all our incredible supporters for helping to make this possible.

Sincerely,

Patricia K. Cronin

Patricia K. Cronin, LCSW-C
Executive Director

Sally Wendler Bauer

Sally Bauer
President, Board of Directors





FY 2021 Key Accomplishments



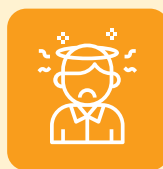
Provided **2,500 hours** of safe, nurturing, **FREE child care and academic learning support** for children.



Published over **40 blog posts** on an array of parenting and family life topics, **reaching over 8,600 people**.



Served **2,290 early care and education professionals** with training, technical assistance, and support.



With the help of our partners, **trained more than 15,000 people across the State about Adverse Childhood Experiences (ACEs)** and their negative impact on children.



Reached a **record setting 30,000 parents, children, and professionals**.

Healthy Families Home Visiting & Housing Grant

Throughout the pandemic, safe, stable, and affordable housing became an increasingly difficult issue for families. In response, we were proud to help secure a grant that provides a monthly housing stipend of \$500 for families who are enrolled in **Healthy Families**, one of our key home visiting programs. Seeing this kind of direct support offered in connection with our work was an important reminder of how something as fundamental as stable housing can impact a child's wellbeing and safety. In these times, every lever that we pull to make the home a better place for our children is crucial.



Healthy Families is a research-based home visitation program that serves at-risk expectant parents, which works in collaboration with Prevent Child Abuse America, Health Care Access Maryland, and other health care providers. With free support services including pre-natal and peri-natal care, parenting education, skill building resources and connections to community-based programs, Healthy Families offers ongoing support to families up until a child is 3 years of age.

Here is what one participant, **Joelle T.**, had to say about her experience with Healthy Families:

"As first-time parents, my husband and I were sometimes struggling, especially with regards to our baby. I admit that starting a family is not really easy, but with all the help and support of The Family Tree through Healthy Families, it contributed a lot to making us better parents. We are so glad to be part of The Family Tree. Thank you for your good works — you are truly AWESOME!!"



Healthy Families staff conducted **1,015 home visits** serving a total of **80 mothers and their new babies**. Of the mothers enrolled prenatally, **92% had babies that were born full-term** and **97% were developmentally on track**.



Kids Care Plus:

Expanding Child Care and Academic Support

Kids Care Plus, our drop-in child care and learning support program, provided 2,500 hours of child care and learning support for children 2 to 12 years of age in either a 3.5-hour morning or afternoon session.

Because of the predicament many parents faced with work, child care, and the virtual schooling of their children during the pandemic, in FY 2021 our Kids Care Plus (KCP) program expanded to include academic learning support for children up to 2nd Grade. KCP, which is offered free of charge, has been a lifesaver for many parents needing respite or help juggling work and caring for their children.

At the end of the fiscal year, our Kids Care Plus families took a day trip to Federal Hill for the afternoon, where the children could run, play, and engage in outdoor activities while enjoying free Kona Ice, compliments of The Family Tree. The afternoon included plenty of smiling faces.



Training Institute: ACE Interface

Since its inception several years ago, The Family Tree's **Shepard Training Institute** has developed and delivered a variety of trainings for both professionals and the community at large. As Maryland's leader in preventing child abuse, the Training Institute provides evidence-informed training, skills-based learning, and technical assistance. Furthermore, we offer opportunities that build skills and knowledge about identifying and reporting child abuse and neglect, understanding child development, and advancing the highest levels of ethical standards and practices.

Most of these trainings have been on the negative effects of **Adverse Childhood Experiences (ACEs)**, such as growing up in a home with there is child abuse, substance abuse, or mental illness. Other topics include the prevention of child maltreatment, the delivery of trauma informed care, mandated reporting requirements, and much more.

In FY 2021, the Institute trained over 300 staff from the **Maryland State Department of Education (MSDE)** on Adverse Childhood Experiences, bringing invaluable perspective and insight into the trauma many children struggle with at school and how educators can help foster resilience and healing.

HERE ARE SOME QUOTES FROM THE PARTICIPANTS ON THEIR EXPERIENCE IN THE TRAINING:

"The training helped reveal that all students have a story, and we need to take those situations into account when teaching."

"I loved the visuals... and learning the resources for how to help our students! Plus, with my own stresses, I learned that I'm not alone."

"This was a good reminder of trauma's effect on students, and in particular events from early childhood."

"Trauma has long term affects, and trauma does not discriminate. It affects us all. But, we learned the effects can be reversed with positive reinforcements."

"It helped us focus on what happened to the child, not is what is wrong with the child."

Family Connects Maryland Research Report

Family Connects Maryland (FCM) is a short term, nurse driven, evidenced based program developed at Duke University which provides home-based services to Baltimore City moms and babies delivered at Sinai Hospital. The ability to track the progress of families we serve is vital to ensure that we achieve the biggest impact with the opportunities we are given. Last summer, the University of Maryland School of Social Work wrapped up an important study of FCM. The results are very encouraging. Special thanks to Professor Lisa Berlin for her leadership and commitment to this project.



Last summer, the University of Maryland School of Social Work wrapped up a careful study of our Family Connects Maryland home visiting program, and the results have been highly encouraging. The ability to track the progress of the families we serve so closely is vital to ensuring we are delivering the biggest impact we can with the opportunities we are given. Special thanks to Professor Lisa Berlin at the University of Maryland for her time and dedication to this project.

BELOW ARE SOME OF THE EXCITING FINDINGS FROM THE REPORT:

- ❶ **Mothers enrolled in FCM reported more use of breastfeeding supports, than control group mothers.**
- ❷ **Consistent with previous trials, infants randomly assigned to FCM had fewer pediatric/clinic visits for an illness, injury or emergency than controls.**
- ❸ **FCM infants whose family had participated in at least one nurse visit had fewer hospital overnights for an illness, injury or emergency.**
- ❹ **FCM parents or other family members read to their infants more frequently than control parents or other family members.**

Volunteer Spotlight: The First Virtual Holiday Shop



For the FY2021 annual **Holiday Shop**, our team of volunteers developed our first ever “virtual shopping” experience for our parents. Normally, parents participating in our programs come to our Sherman Family Center and pick out toys and gifts for their children. However, due to pandemic related physical distancing restrictions, our team and staff set up virtual shopping session. Parents could join a Zoom call and “walk around” the Holiday Shop of donated toys by being carried around the room on an iPad. The result? Parents in need of presents were able to safely select toys from the comfort of home, allowing us to reach more families than ever.

In total, the Holiday Shop provided toys to 265 children!

Third Annual Evening to Give Thanks

Congratulations to this year’s award recipients at the **3rd Annual Evening to Give Thanks**. Each November, we gather to celebrate our incredible donors, volunteers, and other community leaders making a positive impact for Maryland’s families. It also marked the first ever virtual ceremony, complete with special gift boxes for attendees and a special award to the three winners.



KIRSTEN ERIKSSON

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 elsewhere. It was awarded to Kirsten Eriksson, whose pro bono legal support provided over the past 15+ years to The Family Tree has made us a stronger, more professional organization. Her advice and counsel are treasured, and we are grateful for her support.



COUNCILMEMBER ZEKE COHEN

The Meyerhoff Public Service Award

Named after Dr. John Meyerhoff, the founding President of The Family Tree. It was awarded to Councilmember Zeke Cohen for his lifetime of work in supporting vulnerable families in Baltimore and his commitment to helping raise awareness and promote action to prevent and mitigate the negative impact of adverse childhood experiences (ACEs) in our communities. His dedication and passion are an inspiration to us all, particularly with his leadership for the Healing City Baltimore initiative. Healing City Baltimore continues to be a beacon of hope to all those who are working to recover from trauma, violence, and racial inequality.



M & T BANK

Sherman Mission Maker Award

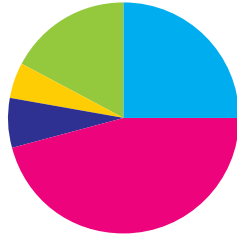
Named after Betsy and George Sherman, who have inspired us all with their support, leadership and passion for our work preventing child abuse. It was awarded to M&T Bank and accepted on its behalf by M&T’s President, Augie Chiasera. M&T Bank has stood by us from the very beginning, providing critical financial backing and support. Over the years, their partnership and sponsorship with us on various public engagement campaigns make us especially proud.

Financials

Statement of Financial Position
Year Ended June 30, 2021

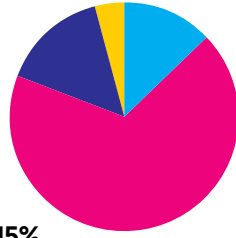
Assets

- Cash **25%**
- Investments **46%**
- Grant Receivables & Other Assets **7%**
- Contributions Receivables **5%**
- Property & Equipment **17%**



Liabilities & Net Assets

- Accounts/Note Payable & Accruals **13%**
- Net Assets:
- Donor Undesignated **68%**
- Donor Designated-Endowment **15%**
- Donor Designated **4%**



Assets

Cash	\$1,994,708
Investments	\$3,662,286
Grant Receivables & Other Assets	\$534,292
Contributions Receivables	\$358,238
Property & Equipment	\$1,364,663
Total Assets	\$7,914,187

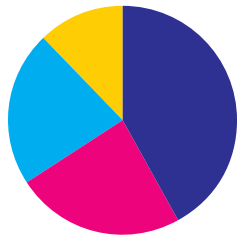
Liabilities & Net Assets

Accounts/Note Payable & Accruals	\$1,046,131
Net Assets:	
Donor Undesignated	\$5,324,923
Donor Designated-Endowment	\$1,208,756
Donor Designated	\$334,377
Total Liabilities & Net Assets	\$7,914,187

Statement of Activities

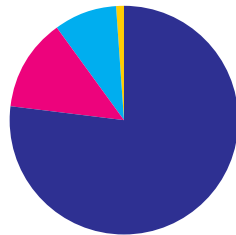
Revenue

- Government Grants **42%**
- Contributions **24%**
- Events, Fees & Other **22%**
- Extinguishment of Debt **12%**



Expenses

- Program Services **77%**
- Mgt. & General **13%**
- Fund Raising **9%**
- Direct Benefit to Donors **1%**



Revenue

Government Grants	\$1,821,638
Contributions	\$1,011,726
Events, Fees & Other	\$972,373
Extinguishment of Debt	\$530,937
Total Revenue	\$4,336,674

Expenses

Program Services	\$3,207,285
Mgt. & General	\$546,328
Fund Raising	\$376,631
Direct Benefit to Donors	\$11,948
Total Expenses	\$4,142,192
Change in Net Assets	\$194,482



821
parents attended
parenting
classes



1,078
received
home visitation
services



585
parents attended our
Parents Anonymous®
support groups



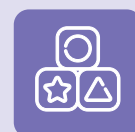
2,597
calls fielded by
our 24-hour
Parenting HelpLine



456
children and families
participated in
family engagement
activities



26,000
people received information or
training through our community
education, engagement, and
outreach activities/ events



3,588
caregivers and children
received support from our
Baltimore City Child Care
Resource Center



**The
Family
Tree**

Raising families up.

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

[facebook.com/FamilyTreeMD](https://www.facebook.com/FamilyTreeMD)
twitter.com/FamilyTreeMD

24-hour Parenting HelpLine:
1.800.243.7337

familytreemd.org

