



ANNUAL REPORT
FISCAL YEAR 2022



**The
Family
Tree**

Raising families up.

Growing Stronger Together



→ Dear Friends,



The last few years were the ultimate stress test on many of our institutions. Challenges continued to arise while we tried to rebuild a new sense of “normalcy.” With a lingering pandemic, global strife, and a struggling economy, the desire to create a safe, thriving future for our children has never felt more urgent. For many parents, whether it’s the cost of putting food on the table, or the struggle to find good, affordable child care, the need for support is immediate and direct.



Patricia K. Cronin

In Fiscal Year 2022, we used this sense of urgency to push us in new directions, build new partnerships, and expand our outreach to the community. We launched a new child care locate and support service for families, actively began planning to help eradicate child care deserts in Baltimore City, and introduced new models of service. The year was about growing stronger, building our capacity, and becoming even more capable to meet the changing needs of families. We are excited about our growth and are grateful to our board, staff, donors, and supporters for joining us in this mission.



Tom Peltier

Sincerely,

A handwritten signature in pink ink that reads "Patricia K. Cronin".

Patricia K. Cronin, LCSW-C
Executive Director

A handwritten signature in pink ink that reads "Thomas R. Peltier".

Tom Peltier
President, Board of Directors



FY 2022 Key Accomplishments

- Reached over 19,900 parents, children, and professionals.
- Provided 3,980 hours of safe, FREE child care and learning support for children.
- Served 3,200 early care and education professionals, providing training, technical assistance, and support.
- With the help of our partners, trained more than 1,800 people across the State about Adverse Childhood Experiences (ACEs) and their negative effects on children.
- Published over 15 blog posts on an array of parenting and family life topics, reaching over 5,357 people.

A LOOK AT OUR PROGRAMS



1,491
parents
attended parenting
classes.



589
children and families
received home
visitation services.



857
parents and
caregivers participated
in support groups.



2,180
calls fielded
by our
HelpLine.



512
children and parents
participated in family
engagement activities.



7,490
people received information
or training through our
community education and
outreach activities/events.



3,632
child care providers, parents,
and children received services and
support from our Baltimore City
Child Care Resource Center.

Program Updates

Kids Care Plus

This year, our free short-term child care program, Kids Care Plus (KCP), hosted its first annual pinwheel event to bring awareness to child abuse prevention, providing 30 families with basic need items such as toiletries, clothing, pampers, and personal need items. KCP also implemented observational assessments for each child who attends the program more than once. These assessments ensure that each child can receive learning support that best fits their developmental needs.



Circle of Parents

In FY22, we embarked on a journey to bring the national Circle of Parents (COP) support group model to Maryland. The COP model hosts support group meetings that allow parents to share information, develop and practice new parenting skills, share ideas, learn about community resources, and give and receive support from peers. This June, The Family Tree was approved as a Circle of Parents statewide affiliate. We now serve as the statewide chapter of the Circle of Parents support group model and plan to expand groups throughout the state.



Friday Parenting Break Video Series

We understand that parents use a variety of methods to obtain information about parenting and child development, and online videos are an increasingly popular way to learn and grow. In response, we relaunched our monthly on-line Friday Parenting Break Segment. This monthly segment covered topics such as bringing home a new baby, how to talk to your children about violence, managing anger, and fun craft activities for the whole family.





The Growth of the Baltimore City Child Care Resource Center (BCCCRC)



This fiscal year, we were proud to welcome Tracy Harris as the new Director of the BCCCRC. Along with several new and exciting initiatives underway, BCCCRC had many program successes from this past year.

MEET TRACY HARRIS

Tracy Harris comes to BCCCRC with over seventeen years of early childhood education experience. She has served as a classroom teacher, capacity building coordinator, Maryland State Department of Education validator, college instructor, trainer, and administrator. Along with a Bachelor's and Master's degree in Early Childhood Education, Tracy's experience and knowledge has everyone in the child care community thrilled to see her thrive in this new role.



THE GOAL OF BCCCRC

To provide leadership, training, and support services to improve the quality, availability, and affordability of child care in Baltimore City and communities across the state. This includes helping families locate child care and getting the support and service they need.

BCCCRC AT-A-GLANCE

- BCCCRC serves as the hub for early care and education in Baltimore City.
- Staffed by a dedicated team of professionals who are creative, forward thinking, and results oriented.
- Recognized leader and member of the Maryland Child Care Resource Network (MCCRN) and invited to be a participant in statewide initiatives and pilot projects.

Maryland Family Child Care Boost

This 18-month pilot project was launched in January 2021 with two other resource centers in the state. A Business Coach [from each center] works with a small cohort of 20 family child care providers over the course of a year to help them build a business model of service. Specifically, the program helps them develop enrollment and marketing strategies, build a website, computerize their operation, and develop and implement program operation policies and procedures.

During Boost 1.0, there were 15 family child care providers who successfully completed the project. Some culminating highlights of the Boost project included networking opportunities for family child care providers through peer connect sessions, training and education in business practices and protocols, an increased use of technology and the use of a child care management software system. Participants using this system were very pleased and reported that it decreased their workload, stress, and time collecting tuition. Family child care providers that participated in this project developed a “true sense of professionalism.”

➔ **THE RESULT:** Increased Professionalism and Greater Sustainability.

Family Resource Navigation Services

Starting last January, two Family Resource Specialists were hired to assist Baltimore City families:

- Identify Child Care through LOCATE: Child Care
- Complete the application for the state subsidized care (i.e., scholarships or vouchers)
- Secure family education services
- Successfully link families to needed resources
- Navigate often confusing and complicated systems of service.

During the fiscal year, the Family Resource Specialists assisted 189 families with finding child care and providing education on high-quality child care. Also, the Family Resource Specialists supported three (3) families with the Maryland Child Care Scholarship application and processed five referrals through the Unite Us platform that needed assistance with finding child care. The Family Resource Specialists began cultivating relationships with entities such as The Judy Centers and the Enoch Pratt Library.

➔ **THE RESULT:** Families having access to affordable high-quality child care.

BCCCRC STAFF SERVED A TOTAL OF 3,200 CHILD CARE PROVIDERS, INCLUDING:

- Training and professional development to 1,381
- Technical assistance to 1,819



→ Meet the Assistant Directors!

WELCOMING NEW LEADERS TO THE FAMILY TREE STAFF

This year, we saw the arrival of many new faces to The Family Tree, including two new Assistant Directors for some of our programs and services. We are also pleased to announce that Matila Sackor-Jones was recently promoted to Assistant Director after five years of service with our Family Education team.



← **Chanei Clemons** - Assistant Director, Family Education Services

Chanei Clemons joins us with a background in youth programming, having served as a school administrator, developed youth programs for nonprofits, and served as a member of the Steering Committee for Healing City Baltimore. Her passion and dedication to building community and strength for the next generation has provided a wellspring of energy and enthusiasm throughout The Family Tree. In her new role leading the Family Education Department, Chanei is particularly excited to increase awareness and programming for teen parents.



← **Krystle Lofton** - Assistant Director, Family Support Services

Krystle Lofton is a dedicated community advocate with more than 12 years of program management and development experience specializing in psychiatric rehabilitation and community mental health. Krystle has a passion for developing client-focused programming that cares for families across the continuum. This passion has led her to Capitol Hill where she's lobbied for improved standards of care within community-based services, advocated for wage increases, and better access to resources. Krystle has authored, planned, and implemented several human service and engagement initiatives which have assisted families within the greater Washington DC and Baltimore area. Through her role as the Assistant Director of Family Support Services, Krystle collaborates with grassroots, public, private, and community organizations to improve maternal health outcomes by increasing the quality and compliance of home visiting services.



← **Matila Sackor-Jones II, MS, HS-BCP** - Assistant Director, Community Engagement Services

Matila Sackor-Jones II is a skilled human services professional with over ten years' experience delivering, coordinating, and managing a variety of community-based programs. Throughout her career, Matila has developed professional training for both the nonprofit and government sectors, overseen community programming in the early childcare and child welfare fields, conducted research on book projects for renowned academics, and served as an expert guest on news programs like FOX45 and WBAL. As the Assistant Director of Community Engagement Services for The Family Tree, Matila cultivates community partnerships that are based on the provision of education, materials, and resources designed to promote awareness of the biology around Adverse Childhood Experiences, toxic stress, and community resilience.



👤 Meet Joshua Tobias, Community Education Specialist

In our Parenting Education classrooms, both online and in person, parents are led by our team of Community Education Specialists. We prefer this title over something like “teacher,” because over the course of the program, every parent in the class becomes their own teacher and provides valuable information to every other parent.

One of the amazing Specialists at The Family Tree that helps facilitate this process is Joshua Tobias, and we’re glad to introduce you to him in his own words.

“I have a background in human services and psychology. I started my career as a foster care case worker, which I did for six years. It gave me a close-up look at the importance of the family dynamic, the importance of things like structure, consistent routines, the effect of positive communication, and the damaging effects to children when those things are absent.”

“So, a lot of my early career was trying to mitigate those problems, on a one-on-one level. Thus, when I got the opportunity to come to The Family Tree, I saw it as a great way to bring what I’ve learned to a wider audience of parents seeking to better themselves, their parenting styles, and create a better life for their children.”

“One of the benefits of the parenting classes is the role parent-to-parent support plays in the overall experience and success of the class. I like to tell the parents that they are their own biggest experts on their kids. What I’m trying to do is empower them and remind them that they know what they are doing. Once we rebuild that confidence, they begin to share things they’ve learned with each other, how they’ve overcome certain challenges, and then we start to see parents giving other parents really good advice. Being able to create an environment where that takes place is immensely powerful.”



New Milestones for an Incredible Year of Events

FY 2022 was an extra special year for our fundraising events. Here's why:

Celebrated the 30th anniversary of the **Great Chefs' Dinner**, coming together again after COVID and raising \$1 million to support our programs and services.



Held our first-ever in person **Brent A. Rosenberg Lace Up to End Child Abuse 5K run/walk** at M&T Bank Stadium and Camden Yards in Baltimore. Over 200 supporters helped us raise \$77,000.

Hosted a brand-new outdoor event, **Sip & Savor**, at beautiful Sagamore Farms, with a live performance by the Spin Doctors. The night brought together 350 new and long-term supporters to raise a record breaking \$1,042,000.



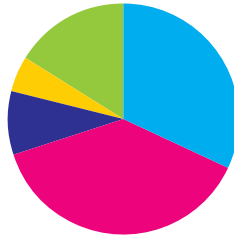


Financials

Statement of Financial Position Year Ended June 30, 2022

Assets

- Cash **32%**
- Investments **38%**
- Grant Receivables & Other Assets **9%**
- Contributions Receivables **5%**
- Property & Equipment **16%**

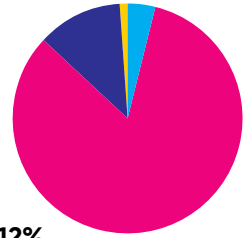


Liabilities & Net Assets

- Accounts Payable & Accruals **4%**

Net Assets:

- Donor Undesignated **83%**
- Donor Designated-Endowment **12%**
- Donor Designated **1%**



Assets

| | |
|----------------------------------|---------------------|
| Cash | \$ 2,632,273 |
| Investments | \$ 3,157,070 |
| Grant Receivables & Other Assets | \$ 729,326 |
| Contributions Receivables | \$ 487,849 |
| Property & Equipment | \$ 1,344,614 |
| Total Assets | \$ 8,351,132 |

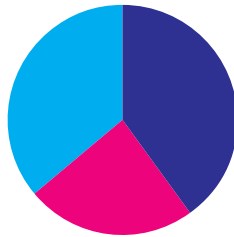
Liabilities & Net Assets

| | |
|---|---------------------|
| Accounts Payable & Accruals | \$ 285,756 |
| Net Assets: | |
| Donor Undesignated | \$ 6,952,317 |
| Donor Designated-Endowment | \$ 1,017,747 |
| Donor Designated | \$ 95,312 |
| Total Liabilities & Net Assets | \$ 8,351,132 |

Statement of Activities

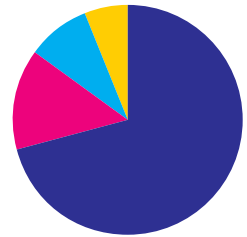
Revenue

- Government Grants **40%**
- Contributions **24%**
- Events, Fees & Other **36%**



Expenses

- Program Services **71%**
- Mgt. & General **14%**
- Fund Raising **9%**
- Direct Benefit to Donors **6%**



Revenue

| | |
|----------------------|---------------------|
| Government Grants | \$ 2,544,082 |
| Contributions | \$ 1,570,909 |
| Events, Fees & Other | \$ 2,303,462 |
| Total Revenue | \$ 6,418,453 |

Expenses

| | |
|--------------------------|---------------------|
| Program Services | \$ 3,703,426 |
| Mgt. & General | \$ 708,650 |
| Fund Raising | \$ 463,065 |
| Direct Benefit to Donors | \$ 345,992 |
| Total Expenses | \$ 5,221,133 |

Total Expenses

Change in Net Assets

\$ 5,221,133

\$ 1,197,320



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



circle of parents
Sharing Ideas. Sharing Support.



Prevent Child Abuse
Maryland