

A group of four children are running through tall grass at sunset. They are holding hands and running from left to right. The child on the far left is a girl wearing a yellow shirt, a grey patterned skirt, and a straw hat. The child next to her is a girl with long hair, wearing a light blue shirt and jeans. The child next is a boy wearing a white t-shirt and dark jeans. The child on the far right is a boy wearing a light blue striped polo shirt and denim shorts. The background is a soft, golden sunset with trees and a building visible in the distance.

the Family  
★ place

**Annual Report 2020**  
The Family Place Utah

# STRENGTHEN FAMILIES & PROTECT CHILDREN



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## Message from Our Executive Director

Dear Friends of The Family Place,

What a year! We had no idea what we were up against at the beginning of 2020, but The Family Place team knew we wanted to continue to be there for our community—no matter what came our way. I am proud to say that our services have never stopped due to COVID-19, but rather we have adapted and expanded our abilities to support families and children.



During these times of great uncertainty, I have been incredibly proud of our staff for their focus on what we CAN do for the community, instead of what we cannot do. This positivity encouraged us to creatively modify our services, rather than cancel them. After many brainstorming sessions, much determination, and a constant remembrance of WHY we do what we do, our teams found ways to push through hardship and serve the families and children better than they ever had, despite the coronavirus.

There were a variety of great feats in adapting our services. Our Therapy and Education teams transitioned to teletherapy, online workshops, and online education classes to provide much-needed services to families at home. Our talented staff developed insightful videos to teach mindfulness and essential skills for parents whose children were schooling at home. The Advancement team and Trauma Resiliency Project team worked tirelessly to build a comprehensive website with a larger resource webpage to meet critical needs after earthquakes, possible food scarcity, increased anxiety and stress, and the life-changing effects of the coronavirus. It meant creating much-needed community events by utilizing safety guidelines to enhance protection and decrease the spread of COVID-19, decrease feelings of isolation, and to gather and distribute donations for our community. The Kid's Place staff never missed a beat and continued to serve the precious children in our community, sometimes putting themselves at risk of exposure. The Starfish Children's Shelter never turned a child away, even through an increase of domestic violence and uncertain times. These are just a sample of the strategic ways The Family Place teams ensured every person and family received the support they needed during these challenging times.

The pandemic has changed many things, but one thing that hasn't changed is the mission of The Family Place: to continue strengthening families and protecting children. Just like you, The Family Place will never be the same, but we have resolved to be even better than we were! We are confident that as an organization we are stronger and more resilient because of the chance we have had to modify and step up to the challenge. We assure you that we will continue to be there for our community by promoting resiliency through difficult times and helping families to be successful.

A huge thank you goes out to you, our supporters and community partners, who have kept our mission at the top of your priorities. Without you, we could not do what we do best—strengthen families and protect children. We need YOU, as much as THEY need US. You see, we're all in this together!

As you read through our annual report, may you be as inspired as we are by the work of our dedicated staff and volunteers. I am excited for a continuation of growth next year and the difference we will make together for our community. Thank you for being part of OUR family at The Family Place.

Kindly,

Sheryl Goodey, PhD  
Executive Director

# Take Action

## Volunteer



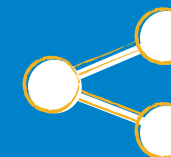
Make a difference by donating your time. Represent The Family Place at events, organize supply drives, do yard work or crafts, be a sponsor for a family in need during the holidays, or help plan fundraisers and events with our Circle of Friends! We need YOU! Your support by donating your time is just as valuable as monetary donations!

## Donate



Help us maintain and expand our services to the community by donating. Make a monetary donation, order items from our Amazon wish list, shop using AmazonSmile, donate second-hand items to Somebody's Attic, or contact us to learn of our greatest needs. Every amount makes a difference!

## Follow Us



Support us by following us on social media. Keep updated on The Family Place and help promote resources, events, and services by sharing to your pages!

@familyplaceut @familyplaceut

@familyplaceutah @familyplaceutah

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# COVID-19 Snapshots

## Utah Shuts Down and Kid's Place Continues

The Kid's Place never stopped providing services to the community. While changes had to be implemented, our staff took on the challenge to remain open. We had 3,251 visits from March until the end of June. We are grateful to be a constant for families in need, especially during these challenging times.

**It's been a real blessing to be able to continue to help others, especially during this pandemic. It's when people need places like The Family Place the most.**

-Candice James, Logan Kid's Place Manager

## Mindfulness Videos Created

Mindfulness during times of increased stress, anxiety, and irritation can be an extremely useful tool. The Education Department saw the need for parents and children to learn these skills while being at home together and created twenty Mindfulness videos. These videos have been shared on social media, developed into a website page, and published on The Family Place's YouTube channel.

**Thanks for the idea. I'm totally going to use this mindfulness activity!**

-Instagram Follower

3/13

## Therapy Transitions Online

In a matter of weeks our Therapy department was able to successfully transition from all in-person sessions to all teletherapy sessions. This huge undertaking offered major benefits to our current clients and allowed us to expand the number of new clients we could serve. Since moving to teletherapy sessions, we've served 252 community members.

4/13

## Gift of Resiliency Fundraiser

When our largest fundraising event of the year was canceled, we knew we would need to be creative. Thinking about the community and our needs, the Advancement Department developed the Gift of Resiliency campaign. This fundraising campaign lasted two weeks, included an online auction, and raised over \$50,000 to ensure we could keep serving the community during this difficult time.

4/18

## Cheer for Families Drive Thru

## Cinco de Mayo Celebration

5/9

6/13

## Fly with The Family Place

## At Home Summer Camps

Youth summer camps throughout the state were canceled due to COVID-19 concerns. Instead, our Education department developed At-Home Summer Camp kits for children. They created five themes with 25-30 activities and crafts in each. Caregivers were able to pick up a kit and enjoy a fun week with their children.



## CHEER FOR FAMILIES DRIVE THRU

Partnering with McDonald's and Schreiber Foods, we hosted the Cheer for Families event to help lift spirits and provide families a fun treat while complying with COVID-19 health guidelines. Appearances from Captain America, Spider-Man, and Wonder Woman brought smiles to families throughout the valley. During the event we were able to distribute over 200 boxes of Go-Gurts. During such unprecedented times, we understand the importance of family-focused events and the need to create solutions. This event was highlighted on ABC 4's website.



## CINCO DE MAYO CELEBRATION

We love our annual Cinco de Mayo celebration at The Family Place! Instead of canceling the event, we made modifications to ensure families could celebrate while staying safe. Working with several community partners, we were able to distribute 250 boxes full of rice, beans, tortillas, chips, Pepperidge Farm cookies, crackers, and more! Community members decorated their cars to celebrate and were entered to win a \$50 gift card to Lee's Marketplace! The family that won the gift card was brought to tears because they had been struggling with recent job losses and schools being closed.



## FLY WITH THE FAMILY PLACE

As a celebration of Utah Family Month, our annual "Fly with The Family Place" is always a huge summer hit! Families get the opportunity to be together, eat a meal, and get their own kite. This year it looked different, but the event still had an impact on the community! Cars drove through The Family Place parking lot to pick up a kite and goodie bag for each child to take home and enjoy. In less than two hours we gave out 188 kites.

**Do I really get my own kite?**  
-5-year-old attendee



## Finding Support During COVID-19

After many businesses and organizations shut down due to COVID-19 and a Utah earthquake, Linzi dropped her child off at the Kid's Place for her two-hour scheduled, weekly care time. While speaking with our receptionist, Linzi began to cry. She was overwhelmed and also afraid to leave her child in case another earthquake hit. Our receptionist was able to arrange for Linzi to speak with one of our therapists to discuss her fears. After speaking with the therapist, Linzi said she was feeling less anxious and felt able to move forward with less fear. The Kid's Place was able to provide her with a longer break to help her cope.

## Our Highlights



### Smithfield Kid's Place Opens Five Days a Week

Unlike traditional day-care centers in the community, our Kid's Place is free, temporary therapeutic child care offered to caregivers with children ages eleven and under. We provide a safe place for children to stay when caregivers need extra support or a break. On June 1, 2020, we were excited to announce our Smithfield Kid's Place is now open five days a week! A survey conducted in the Fall of 2019, of families served in all our Kid's Place locations, indicated that 56% of families are unable to access safe and reliable child care in an emergency. We are thrilled to serve more families in our community by increasing our hours! Looking at the coming year, we have even more exciting developments happening at our Smithfield location, such as a fenced yard and playground.

### Awarded Funding to Develop and Launch Better Together Program

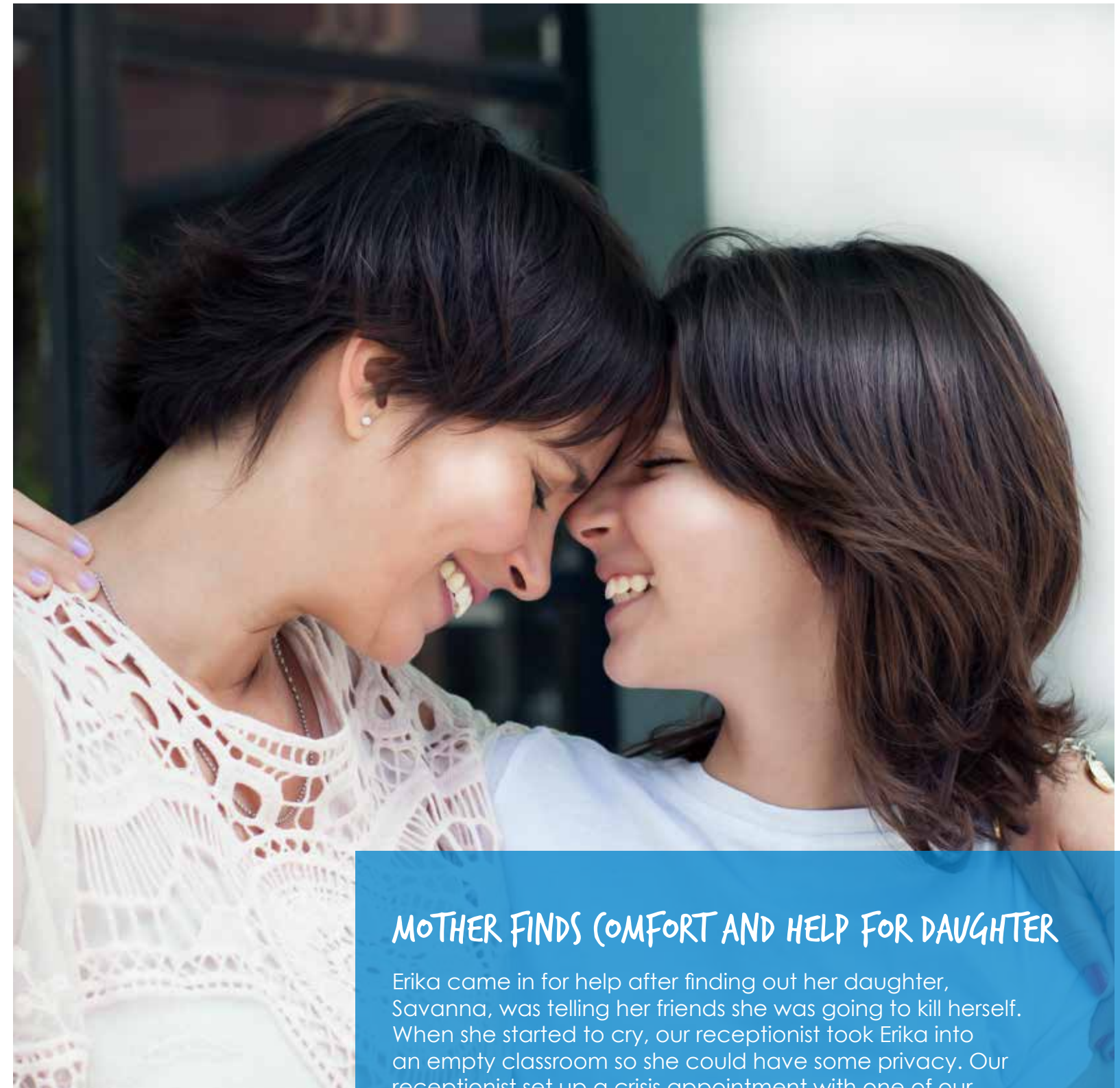
Our pilot program, Better Together, was held in the Fall of 2019. Seventeen adults and twenty-nine children participated and enthusiastically embraced the curriculum! Parents and children were disappointed the program was coming to an end, and they wanted to know when the next session was starting. It was a huge win for the community when we received the needed funds from the State of Utah to develop and continue piloting the program for three years.

#### Better Together focuses on healing trauma in children and caregivers through:

- Positive experiences and activities with each other
- Increased parental knowledge of child development and effective parenting strategies
- Increased child social and developmental skills

### Starfish Giving Machine

We had a special vending machine created for members of the community to make donations toward all The Family Place services! With donation options ranging from \$1 to \$100, the machine is allowing everyone to make a difference. Named as a nod to the story of the Starfish that we have adopted to represent the purpose of our organization, we understand the impact every donation can make. Since the arrival of the first Starfish Giving Machine in November, and later a second traveling machine, 385 donation cards have been purchased totaling \$9,299.



### MOTHER FINDS COMFORT AND HELP FOR DAUGHTER

Erika came in for help after finding out her daughter, Savanna, was telling her friends she was going to kill herself. When she started to cry, our receptionist took Erika into an empty classroom so she could have some privacy. Our receptionist set up a crisis appointment with one of our therapists, but he wasn't available for ten minutes. While Erika waited, our receptionist sat and talked with her. A week later, Erika came back and told our receptionist that she was able to have a loving conversation with Savanna and set up a plan to help her.

## Starfish Wellness Program Starts First Year

2019-2020 marked the first official year of the Starfish Wellness Program at The Family Place. For our employees who give so much, this program is built to ensure they are taking care of themselves. Each employee has a self-care plan and the opportunity to meet quarterly with our Wellness Coordinator to promote healthier well-being. Campaigns throughout the year helped motivate staff, teach practical self-care skills, and unified our staff. We saw 51% staff participation compared to the national average of only 30% participation. The favorite campaign of the year was the Step campaign. We focused on tracking steps to help become more aware of how we moved about our day and to create healthy wellness habits. The staff exceeded all the set goals.

The Family Place  
Staff Participation

51%

National Average  
Staff Participation

30%

## Holiday Donor \$100,000 Match

A generous anonymous donor gave the community the opportunity to double their impact by creating a \$100,000 monetary donation match for The Family Place. The donor recognized the prevention and treatment efforts we provide and felt this was a way they could help and contribute to our mission. We were incredibly grateful for this opportunity and spent the month of December fundraising to ensure we were able to include as many community members and businesses as possible! By the end of December, with the help of our supportive community, we raised enough to match the \$100,000 donation completely.

## Therapy Increases Staff Support

This year has been transformational for our Therapy department as we added more therapists, increased our team support, and our peer mentorship. Our team works in an empowering, strengths-based, supportive environment which transfers to their work with clients. These changes allowed for a 72% increase in therapy sessions as well as a decrease of our waitlist by 100%!

## Expanding into Smithfield and Hyrum

To kick off 2020, our departments had the exciting opportunity to expand and move to new offices in our Smithfield and Hyrum building. The growth we have seen over the last few years in our services and staff have made it possible to now have departments working at these spaces full time. Classes, events, therapy, and other services are still available at all locations. With this move we have seen each building brought to life as more community members are able to walk in and talk with staff members as well as see the amazing work that is happening in the building and surrounding community!

## SMALL CHANGES MAKE A BIG DIFFERENCE

Six-year-old Jayce was prone to outbursts of anger and often hurt others or destroyed property. His parents were overwhelmed and turned to The Family Place's home visiting program. By week nine of home visiting services, Jayce's parents told our home visitor they hadn't had an outburst in over a month! When they saw signs that Jayce might begin being violent they were able to implement tools they'd learned from the Grow home visiting program. It helped him to calm down and redirect his attention. He was more obedient and got along better with his sister. Jayce's mom said, **"The things you teach us seem so simple, but they really do make a big difference when we implement them."**



## New Resource Page on Website

This year we launched our resource page on our website! Caregivers looking for resources with children in the early childhood stage, school-age years, and adolescent age have a place to go for their questions. Resources provided on our website have been vetted by our staff to ensure the information is research-based as well as trauma-informed. Throughout the year our Advancement and Education departments have worked to expand the resources to include activities that can be done with children as well as resources for young adults during these unprecedented times. Currently, we have over 150 resources for caregivers and the list keeps growing!



### SURVIVOR OF CHILDHOOD SEXUAL ABUSE FINDS VOICE

McKenzie experienced chronic sexual abuse as a child by multiple people. While seeing one of our therapists, she expressed feeling that her boundaries were constantly being crossed everywhere she went. Our therapist helped McKenzie work on her assertiveness, communication skills, and setting boundaries with those around her. One day, McKenzie said, **“I found my voice!”**

## Collaboration with ZERO TO THREE

Children under age three are most at risk for abuse and neglect. In an effort to prevent these children from being removed from their homes, we are part of a group of professionals working to bring the Safe Babies Court Teams programs to Utah. We are collaborating with ZERO TO THREE as part of this initiative. The goal is to bring this program of intensive work with families to the Logan area in the next two years. In addition to bringing this program to our area, The Family Place is part of two statewide initiatives, Utah Coalition to Protect Childhood and Resilient Utah. These groups are working on a statewide level to strategize ways to prevent trauma from occurring, how to increase knowledge of trauma, and how to support recovery after trauma.



## Be Kind Utah Campaign's Second Year

Be Kind Utah is designed to increase and build awareness of acts of kindness throughout the state of Utah. Our goal is one million acts of kindness in forty days. This year our campaign was more important than ever with the community needing to increase compassion and build resilience during the challenging pandemic. New components of the campaign were added to help communities catch and spread kindness such as a door decorating contest, kindness story submissions on our website, t-shirt sales, and an at-home kindness tracker.



# 1,322,778



## Education Services Expand into Franklin County

One of the neighboring counties to Cache County is Franklin County in Idaho. Franklin County didn't have parenting education services available to their community. The Family Place saw this need and began expanding more services to this area. During the last year we have participated in community events, held parenting classes, infant massage classes, and Mental Health First Aid certification courses. Offering these classes and workshops are helping to strengthen families in Franklin County and build a relationship with the community! During the upcoming year we have different parenting workshops that will be offered once a month to the community.



# Our Impact

# 20,677

TOTAL CLIENTS SERVED IN (ACHE, RICH, AND FRANKLIN COUNTIES)\*

## 585

individuals received ongoing therapy, crisis services, and attended workshops.

## 10,489

individuals taught in the home, classes, courses, and kid's camps.

## 6,065

children empowered in schools by our Kids Empowered program.

## 2,884

children and caregivers supported by our Kid's Place for scheduled weekly care and during emergencies.

## 26

children nurtured in our Starfish Children's Shelter while transitioning to foster care.

## 500

individuals in our Better Together program and trained in our trauma-informed trainings.

## 128

adults certified in Mental Health First Aid.

\*number reflects duplication due to clients using multiple services

## 1 in 3

families using our Kid's Place score in the high risk range for stress. After one month of using our services, there is a significant decrease in stress and an increase in coping.

## 56%

of families using our Kid's Place **don't have access to safe, reliable child care in an emergency.**

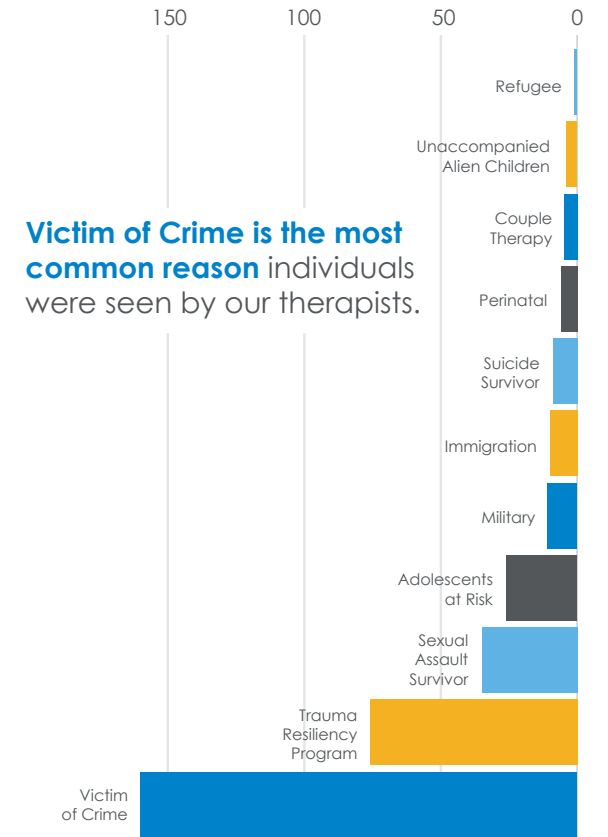
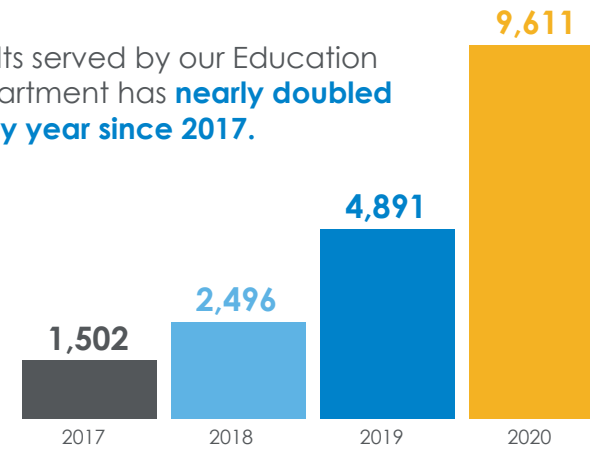
## 43

children were at risk of abuse or neglect before using our Kid's Place.

## 130

people have been referred to mental health services by someone who has completed Mental Health First Aid training.

Adults served by our Education department has **nearly doubled every year since 2017.**



**Victim of Crime is the most common reason** individuals were seen by our therapists.

Above graph reflects duplication due to clients coming for multiple reasons

## 72%

increase in our therapy sessions after hiring two more therapists.

## 155

new ongoing therapy clients.





334

total individual volunteers.

11,379

total volunteer hours.

\$178,264

saved by volunteer work.

72

families were given a full Christmas through our Christmas Sponsor Program where we connect those looking for a meaningful service project for families in need.

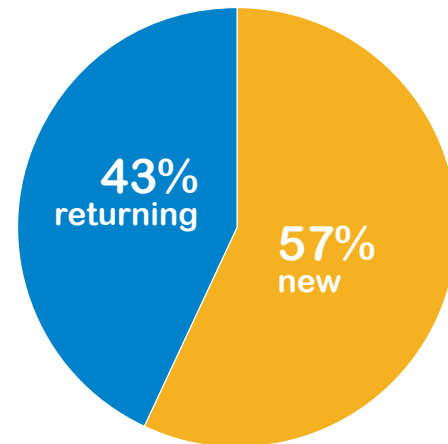
### VOLUNTEERING MAKES LASTING IMPACT

A Kid's Place volunteer worked a shift with a family of young boys for nearly six months. When COVID-19 hit, he was no longer able to volunteer with us due to our modifications. After about a month, the volunteer called and asked if he could write the boys a letter. The letter read:

*"Dear Boys, Thank you so much for being my friend and playing with me. I am really sad that I don't get to see you anymore, but I hope you know how special your friendship was for me. Here is a picture for you to be able to finish."*

The boys were so excited, they couldn't wait to finish the picture!

Many families coming to our events are **new** and many are **returning**. This may indicate our events are engaging enough and recruitment is working.



### PRINCESS PARTY

84% increase in money raised from previous year.

100% attendees reported the event provided positive parent-child interactions.



### MARVELOUS ADVENTURE

16x more money raised from previous year.

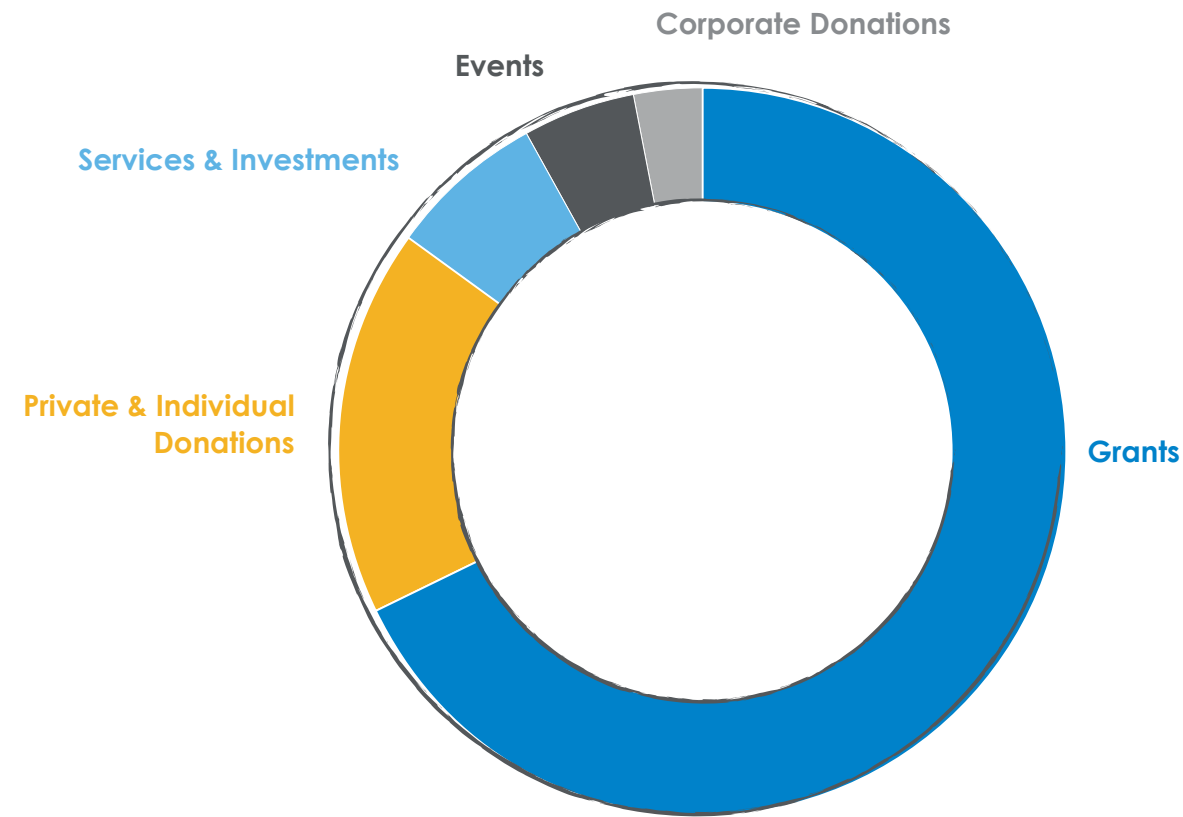
95% attendees reported the event provided positive parent-child interactions.



### A SAFE PLACE FOR CHILDREN

Eleanor, a six year old, came into our Starfish Children's Shelter. After a couple of days she was really sad because she missed her family and home. Another young girl, Anya, asked Eleanor why she was crying. Eleanor told her she missed her parents and that they did bad things and were taken away by the cops. Anya validated her feelings and shared that she missed her mom too. Eleanor opened up to Anya about how her mom was hitting her. Anya responded by saying, **"Nobody will hit you here, you're safe at The Family Place."** They hugged each other and played outside together, Eleanor feeling less emotional and more supported.

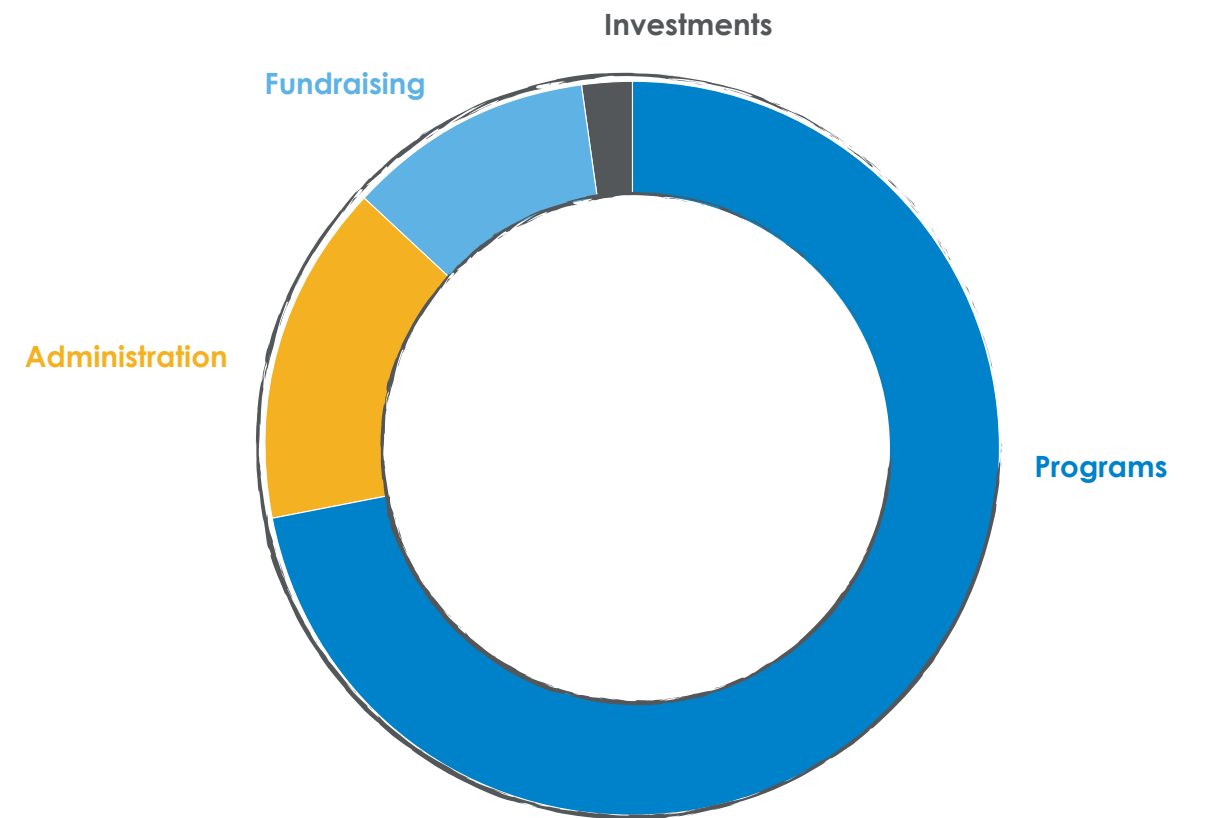
# Budget & Expenses



## Revenues

- 68% **Grants** (government & foundation)
- 17% **Private & Individual Donations**
- 7% **Services & Investments**
- 5% **Events**
- 3% **Corporate Donations**

**68%** OF OUR PROGRAMS ARE FOCUSED ON PREVENTION  
 32% of our programs are focused on intervention



## Expenses

- 72% **Programs**
- 15% **Administration**
- 11% **Fundraising**
- 2% **Capital Investments**

# The Family Place Team



**7** college graduations



**4** babies born plus some pregnancy announcements!



**1** marriage



**14** pets adopted



**14** moves, the furthest being to China from Utah!



**16** places visited, the furthest being to Fiji!



Starfish Giving Machine Reveal, 2019

Working here doesn't feel like a job. We are like a family, and we all have the goal of helping children. Even though sometimes it can be emotionally and physically exhausting, there is nothing more rewarding than being part of a safe and stable environment for so many people and seeing how much that impacts those individuals we can help.

SASHA BORDER, KID'S PLACE SUPPORT STAFF

Working at The Family Place has changed my life, I truly feel like it has helped me to be a better person, I learn from the Kid's Place how to live in the moment, the Education department has taught me how to be a better parent and friend, and working with admin has helped me learn the value of every person that comes into the building. Our Advancement department gives me hope and helps me look forward to the future. Working on the Therapy team has helped me be a better human and more trauma sensitive and kind.

LAURA SEAGER, ELIGIBILITY & REIMBURSEMENT SPECIALIST



Staff Retreat, 2019

## Staff Awards and Accomplishments:



**Esterlee Molyneux, MS, Chief Relationship Officer,** was awarded **Professional Business Woman of the Year** from Cache Valley Chamber of Commerce, and the **Share-a-Noni Award** designated for "heroes that inspire or touch us."



**Lizzette Cruz, Outreach Coordinator,** was awarded the **USU Extension Outstanding Partner Award.**



**Vonda Jump-Norman, PhD, Trauma Resiliency Project Director,** was asked to be co-chair of the **2020 ZERO TO THREE National Conference.**

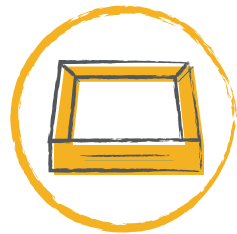
- ★ **Sarah Gasik, Care Coordinator,** was named to the Board of Directors for the Utah Association for Infant Mental Health.
- ★ **Cassie Alarcón, Family Educator,** became certified to teach Youth Mental Health First Aid.
- ★ **Saranne Aguirre, Wellness Coordinator,** earned her Certified Worksite Wellness Specialist certification.
- ★ Many of our staff were trained in Mind-Body Bridging Training

## Looking Forward



### Use Award Money to Enhance Recovery and Support from COVID-19

We're part of the Utah Association of Family Support Centers (UAFSC), a statewide organization made up of seventeen crisis and respite nurseries. A \$900,000 statewide appropriation was allotted to UAFSC to help with recovery and support from COVID-19. The Family Place will have the opportunity to receive enhanced training on self-care, mindfulness, and trauma sensitivity. Families will have the opportunity to continue to receive services virtually, and in-person, based on the Governor's directives. This tremendous award, led by The Family Place, will strengthen families and protect children statewide.



### Create a Sand Tray Room in Hyrum

We hope to get a sand tray room for our Hyrum building. Sand tray therapy is a form of therapy that allows a person to create their own scene using miniature toys and sand. The scene represents the individual's own experiences, feelings, fears, or thoughts. Sand tray therapy gives the individual the opportunity to observe their situation in a different perspective and to find ways to resolve conflict, remove obstacles, and gain self-acceptance. Our therapists have found it very beneficial for clients in our Logan and Smithfield location which is why we hope to create one in our Hyrum building so more people can be served.



### Improve our Kids Empowered Program

We will be creating an updated version of our Kids Empowered program using the research-based Play It Safe! curriculum. Play It Safe! is a child abuse prevention program designed to help children Pre-K through high school learn how they can reduce their risk of sexual and physical abuse through recognition and response. The new curriculum will build on previous programs and comply with state school board requirements. The new program will be rolled out during the 2020-2021 school year.



### Promote Healing After Trauma

An ongoing goal at The Family Place is to promote healing in our community after traumatic events. So often, children are hurt because their parents haven't learned effective parenting strategies and skills. We can help parents heal from their own traumas and support them as they work to care for their children. We will continue to do this by increasing the number of new families that receive services at The Family Place.



### Message from Our Advancement Director

Do you feel like you make a difference in our community? This is a question I asked myself prior to being involved with The Family Place. I started as a volunteer who had newly moved to the area and very quickly found myself wanting to participate not only with community events, but wanting to do more with our essential services that help support our mission to strengthen families and protect children. I am honored to work at The Family Place and have the unique opportunity to see how our amazing community finds diverse, personal ways to plug into our mission through volunteering, interest by promotion and participating, and monetarily.

There is a powerful connection between our cherished clients, dedicated donors, and stalwart staff as we are all being helped as we work together. I have seen firsthand how every level of giving **makes a difference for that one**. It has made a difference for me. The Family Place is strong because of you and our caring community. Thank you for making this year a success, we couldn't do it without you!

Warmly,

Jennifer Anderson  
Advancement Director



*the* Family  *place*

Strengthening Families & Protecting Children

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