

the Family place

Strengthening Families & Protecting Children



The Family Place Utah
Annual Report 2020-2021



Strengthening Families
& Protecting Children



The Starfish Story

An elderly man saw a child standing on a beach throwing starfish into the ocean. Thousands of starfish, stranded by the outgoing tide, lay on the beach around them.

"Why are you throwing the starfish into the ocean?" the man asked the child.

"If I don't, they will die."

The man looked around them, "But with all these starfish, you can't possibly expect to make a difference."

The child picked up another starfish, tossed it into the ocean, and said, "It made a difference to that one."

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Take Action

★ VOLUNTEER

★ DONATE

★ FOLLOW US

435.752.8880
TheFamilyPlaceUtah.org

Message from Our Executive Director



Dear Friends of The Family Place,

When we began our fiscal year, July 2020, returning to “normal” was on everyone’s mind. Many felt that not only would we return to the way things were in 2019, but many couldn’t wait to “return to normal.” Instead of waiting for this possible recovery, our team at the Family Place Utah not only continued modifying services and providing new opportunities for our clients to receive services, our incredible staff met our clients where they were. We knew that children and families were hurting, lacking socialization, yearning to return to school and the workplace, wanting more support, and needing new skills to deal with the challenges of the pandemic. We also knew that our team was resilient and our efforts needed

to emulate resiliency to our community. Our staff proved that as they focused on what we CAN do for the community, instead of what we cannot do, we would meet their needs. One year ago, we resolved to somehow be even better than we had been in year's past for the sake of the sweet children. As we considered where we were in the summer of 2020, we knew that there was little chance that we could serve over 20,000 individuals as we had in the past couple of years. We knew that families were staying in the comfort of their home, but needed our services more than ever.

We knew that the way we were used to providing services was not going to be the best

“ We never turned one child or one parent away even though we dealt with constraints, but instead found ways to stabilize them.

way to reach them. We knew that we needed to meet them where they were – at home, online, and at a new level of expertise. We knew that parents needed a break like never before. We knew that as restrictions were lifted, families and children would seek our services. What we didn’t know was just how desperately they would need us. The times of great uncertainty brought on by COVID-19 became most certain as children returned to school and some parents returned to work. The certainty became an instability of family finances, unemployment, and wounded relationships. Individuals were awakened from the pandemic constraints with irregularity of emotions, inconsistent schedules, and fluctuating feelings wondering, “What is this new normal?” We all wanted to return to the old ways, but the old ways were no longer working.

We witnessed our Starfish Children’s Shelter hours increase exponentially and an escalation of situations that we had never dealt with before. Our team stepped up to the challenge with steady responses and compassionate hearts. We never turned one child or one parent away even though we dealt with constraints, but instead found ways to stabilize them. We continued our newly modified services and developed new practices to reach families that will continue into the future.

Our incredible team at The Family Place Utah has been recognized as essential frontline workers to ensure the continuity of critical functions in strengthening families and protecting children. They have been there time and time again with a kind smile, an open door, and tools to begin repairing hearts and relationships. Utilizing their skills, they have successfully delivered therapy and parenting education online to meet individuals and families at home. Utilizing their creativity, they have developed podcasts and insightful videos to meet them online. Utilizing their dedication and passion to serve, they have been there to receive children who have been abused and neglected to help them begin healing. Thank you to our selfless staff, our constant supporters, and consistent community partners who have helped us to reach over 30,000 individuals during 2020-2021! Without you, we could not do what we do best—strengthen families and protect children. We need YOU, as much as THEY need US. Together we can make a positive difference.

As you read through our annual report, may you be as inspired to be like the child in the Starfish Story to make a difference for the one. I am inspired and renewed for a continuation of growth next year and the positive 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

Board Members

Scott Nelson, President

Cecile Gilmer, Vice President

Troy Martin, Treasurer

Melissa Scheaffer, Secretary

Jonathan Badger

Melinda Hislop

Brandon McBride

Jenilyn Needham

Diane Behl

Barb Lachmar

Jim Payant

Hilary Renshaw

Gary Wilkinson

Kiersten Wilson

David Zook

The Family Place Utah Leadership

Sheryl Goodey, PhD | Executive Director

Gordon Younker | Associate Director

Jennifer Anderson | Chief Relationship Officer

Reece Neilson, PhD | Clinical Director

Jennifer Daly | Education Director

Krista Useche, MS | Kid’s Place Director

Sarina Pace | Advancement Director



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COVID-19 Modifications

Going into 2021 we knew that COVID-19 would continue to impact how we provided services to our community. We were determined to find ways to meet this challenge and work as a team to find creative solutions to the ongoing difficulties that COVID-19 created. This unique challenge has made The Family Place Utah family more resilient than ever. We hosted drive-thru events, provided teletherapy, continued training opportunities, educational classes virtually, and have been a source of steadiness to families relying on our Kid's Place. We continued to offer families a consistent place where their children were safe to learn, play, and thrive.



TELE THERAPY SESSIONS



KID'S PLACE STAYED OPEN



VIRTUAL CLASSES & TRAININGS



OVER 35,000 HOURS SPENT IN OUR KID'S PLACE

Innovative Solutions to Stay Open

The Family Place Utah team has continued to meet together virtually as departments and as an entire organization. Our staff followed all the safety guidelines provided in an effort to keep our staff, clients, and families safe. We continued to find ways to be innovative and adaptable so that our essential services could still be provided to those in need.



Increased Need for Kid's Place and Starfish Children's Shelter

During this past year, we've seen an increase in the need families have for the respite breaks our Kid's Place provides. The Starfish Children's Shelter has been full for much of the year. In response to this, our amazing Kid's Place staff have demonstrated their strength over and over as they continue to love and care for the children, despite the risks of COVID-19. Staff provided more than 35,000 hours of care in the Kid's Place and over 5,000 hours in our Starfish Children's Shelter.



Fly with TFPU

We celebrated Utah Family Month in June of 2021 by hosting Fly with TFPU. Over 150 people attended with their families where they received a free kite and food. Participants could also enjoy sidewalk chalk and face painting.



Hyrum Harvest

We had more attendees than ever before with almost 350 cars! "We enjoyed just spending time together as a family. We were talking, laughing, and interacting without screens." -Attendee

Summer Camps

We were so excited these camps could be held safely and outside in person in 2021! We created many different themes such as video games unplugged, pre-historic, and storybooks!



Be Kind Utah

This year we focused on promoting ideas for kindness. We held our door decorating contest for children and caregivers to participate in and show ways to be kind. We also provided kindness kits and scavenger hunts on our website.



MARVELOUS ADVENTURE

This was the first time we held this event outside as a walk-through. To make it special we had beautiful backdrops made to set the scene for each superhero. There were also a climbing wall for our superheroes and a professional trampoline show to enjoy! We had over 200 attendees at this event!



BLUE RIBBON BENEFIT

Our Annual Blue Ribbon Benefit was held 100% virtually, which is something we've never done before. We raised over \$62,000 with 52 silent auction baskets. We were overwhelmed with the support!

19% increase in amount raised from last year.

“ I loved seeing the sneak peeks of the items; it got me excited to bid! ”

TFPU (HARTY GOLF CLASSIC TOURNAMENT

We hosted our 17th annual tournament in July of 2021. The golf tournament has grown to be one of our largest fundraisers of the year with the support of Schreiber Foods. This year we raised over \$100,000!



PRINCESS PARTY

This year's event was held as a drive-thru at Castle Manor. Children were given crafts in a Royal Bag and able to see their favorite characters. We had twice as many sponsors as we have in year's past.

63% of families were new to Princess Party this year.

STEPPIN' UP FOR KIDS

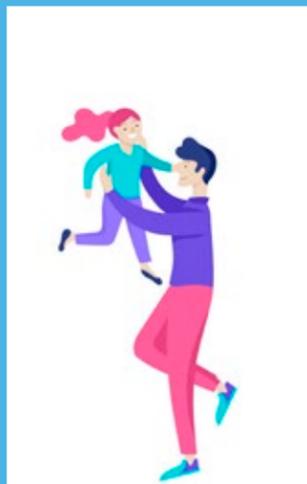
In response to the pandemic, this was the first year we live-streamed this event on our social media pages, instead of having people come in person. We were thrilled to have 628 views on it! We knew the importance of this event and how critical it was to spreading information about child abuse prevention into our community. Through streaming we were able to reach hundreds more people than ever before.

Our Highlights



I Am Still Here Suicide Prevention Video Series

Thanks to the Governor's Suicide Prevention Funding, the suicide prevention series was created. The seven part video series is designed to provide stories and educational information to help individuals feel empowered, confident, and play an important role in reducing the prevalence of suicide. We were tasked to receive 100 views by the end of 2020, but we were thrilled to report over 3,000! These videos can be found through our YouTube channel or on our website.



MOM IS ABLE TO LISTEN TO HER CHILD

"After taking Youth Mental Health First Aid, I was prepared to listen to my 12-year-old who expressed having suicidal thoughts. Rather than brush it off as a cry for attention, we were able to work through it together."



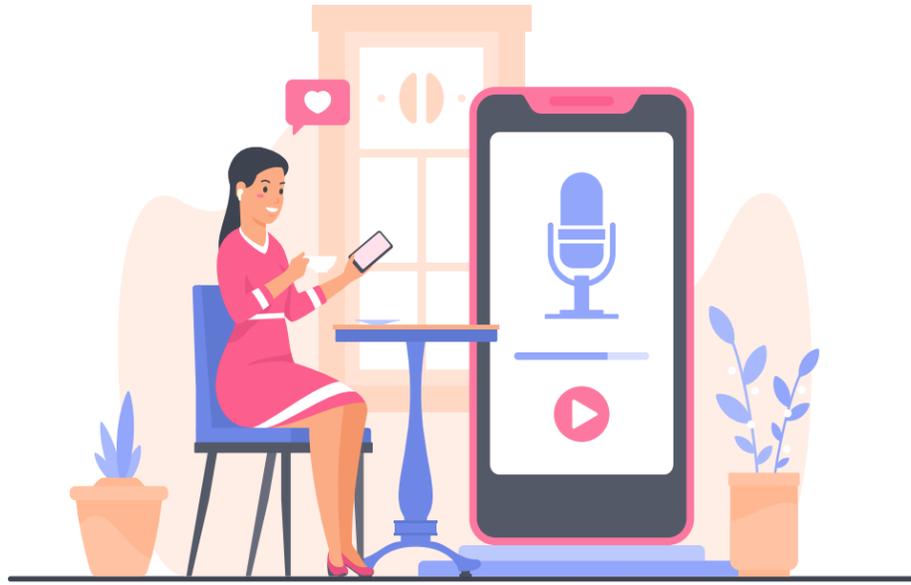
Organized a Youth Council

The Family Place Utah Youth Council began in the spring of 2021 and were tasked with the mission to educate the community on the dangers of vaping and how drug use can impact mental health. The council also promotes protective factors that will help strengthen families and prevent vaping and drug use. In 2021 a billboard was created and placed in south Logan to bring awareness to the topic. During the summer the council participated in a two-day youth coalition summit sponsored by the Bear River Health Department. This was a great opportunity for council members to learn how to be a leader in their community. We are planning to host six educational classes for teens and their parents on the topics of drugs and mental health.

Started Youth Mental Health First Aid Training

Getting certified in Youth Mental Health First Aid (YMHFA) is a unique opportunity to learn how to support young people who are struggling with mental health and substance use challenges both in crisis and non-crisis scenarios. These challenges are much more common than many realize, affecting as many as 1 in 5 American teens. In Utah, these challenges are especially prevalent, where suicide is the leading cause of death for people ages 10-24. By taking this course through The Family Place Utah, individuals in our community have learned to recognize signs and symptoms of mental health challenges, and how they differ from normal adolescent development. Participants leave the training knowing specific skills and tips for addressing these problems with the young people in their lives and how to connect them to professional help in our area.





Launched The Parent's Place Podcast

"The Parent's Place" is a weekly podcast created for parents to learn about skills that can strengthen families and protect children. Since it was started in October of 2020, we have been able to reach 3,044 individuals around the world!

Juntos es Mejor Class

The Better Together course is now offered in both Spanish and English. This is a free 12-week course to help improve parent-child relationships, help caregivers deal with stress, build social connections, increase knowledge of child development, learn new strategies to deal with difficult behaviors, and improve self-regulation. Our team also delivers dinners to each participant's home on the nights of class so they can sit down and enjoy dinner together as part of the course.

“Thanks to this program and dinner being delivered to us weekly, it helped us clear off the dinner table and start to eat as a family.”

- Parent who participated in Better Together



Created Healing with Horses Group

The Healing with Horses Group began in October 2020. We held adult, adolescent, and youth sessions. This equine therapy lasts for 8 weeks and is intended to assist individuals in healing from past traumatic experiences through interaction with horses. Working with their equine partner teaches participants how to set boundaries, advocate for themselves, work as a group, and self-reflect on their internal experiences.



HOPE FOR THE FUTURE

“Before beginning the Healing with Horses group, I was having suicidal thoughts and felt like I didn't want to live anymore. I didn't have enough money to find supportive services like therapy. Finding this free group has helped me feel happy again and find a reason to live. I'm a completely different person than who I was a few weeks ago. I feel more confident, positive, and have my sense of humor back!”

-Equine Therapy client





WHY I VOLUNTEER

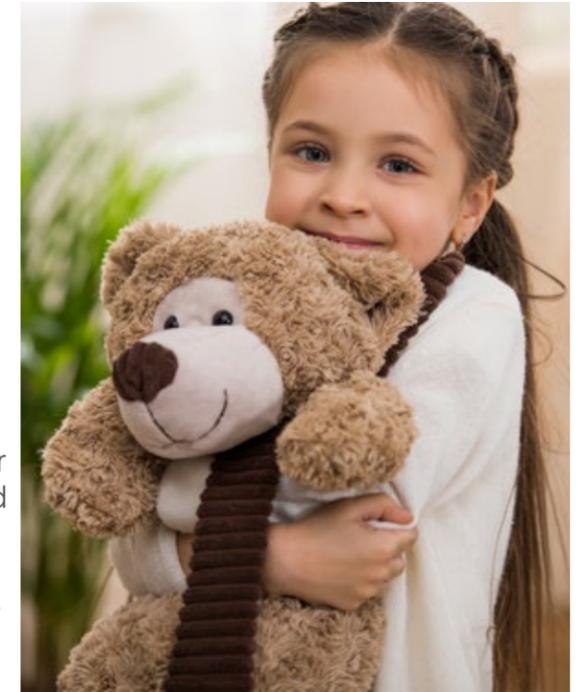
“The Family Place to me is home, that is why I volunteer here. When I entered college, I, like many, was lost. I felt I had no home; I was a wanderer wondering whether I could find something that resonated with me. One day, out of the blue, I volunteered and found a cause that resonated. The Family Place strengthens families and protects children. In a way, they strengthen me, too. Because of The Family Place, I feel strength. I feel at a home. I hope to spread that love and strength with everyone.”

Improved Website

In 2021, we launched our new and improved website, making it easier for the public to find our services and the resources they need. After connecting with our mission, an amazing donor of The Family Place offered to help us develop our website, and provide one free year of maintenance in an effort to spread the word about how we strengthen families and protect children. We are grateful when our mission resonates with professionals, and they want to help support our community.

Our Starfish Children’s Shelter Serves Increased Need

Our Kid’s Place staff nurtured children in the Starfish Children’s Shelter for more hours in the the last quarter of 2021 (just 3 months) than all of 2019-2020 combined (12 months)! Our staff worked around the clock to provide services for all the children who entered the shelter. We received special permission from the state to keep a family for longer than 28 days so that they could receive services while finding a placement.

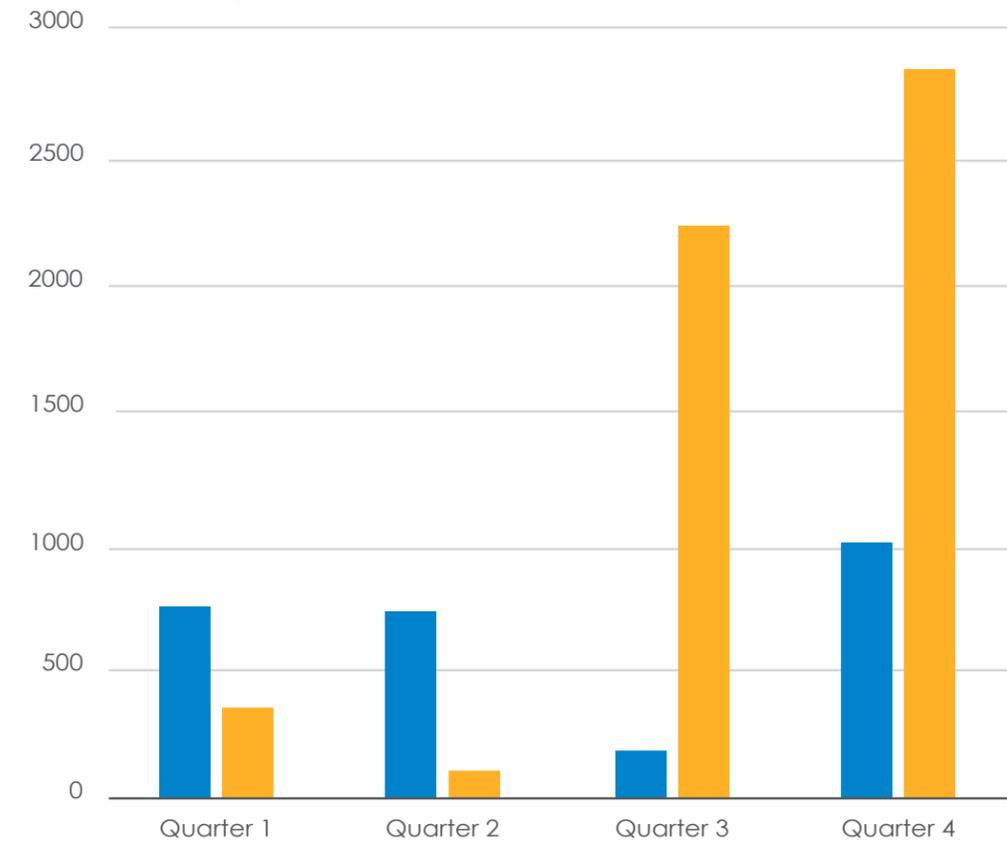


“When I am with those kids, my primary goal is to be a positive adult in their lives because I have no idea who is there for them when they leave.”

-Kid’s Place Staff



STARFISH CHILDREN’S SHELTER HOURS BY QUARTER



Enhanced Recovery & Support During COVID-19 with Much Needing Funding

We knew we wouldn't be able to offer our services in the same way as before, but we were determined to continue providing them to the community. We were unsure how successful these changes to services would be as individuals and families were adapting to so many new challenges that came with the pandemic. We were blown away at the success of these programs even though they were administered in unique and new ways than had ever been done before.



Improved Our Kids Empowered Program

Just as The Family Place Utah had to modify our services, many schools had to adjust by canceling assemblies, classroom parties, and parent volunteer activities. The school day was shortened to allow time for teachers to communicate with at-home students. To ensure The Family Place's body safety course, Kids Empowered, could continue in schools, we made accommodations to ensure COVID safety. Masks and gloves were worn when needed, modifications were made to activities where shared supplies were used, partner and group sharing activities were changed to a full group discussion, and all individual presentations that previously were held in the office, transitioned to be virtual. Despite all the regulations and shortened school schedules, Cache County schools continued to invite The Family Place employees to present the Kids Empowered program, solidifying the fact that this program remains essential in their minds.

“ We need this program more than we have ever needed it before. ”
-Teacher from Heritage Elementary



Created Sand Tray Room in Hyrum

Sand Tray therapy is a way of experiencing emotions on a deeper level with the use of imagery. Sometimes when we use talk therapy, we try to logic our way through decisions and problems which can be useful; however, Sand Tray therapy gives the opportunity to feel and experience our emotions in a different way. The sand tray room is also useful for children who are unable to use logic and talk through therapy by giving them an opportunity to process emotions and events that they have

experienced in a format that is more familiar to them-play and imagery. We had a goal to have a sand tray room in all 3 of our locations, and with the latest addition to our Hyrum building, we accomplished that. These rooms create opportunities for many to receive the help they need. We are grateful for the continued support from the community to make this room possible for individuals and families in Hyrum.



KIDS EMPOWERED IS ESSENTIAL!

During the summer of 2020, there was concern about whether The Family Place would be allowed to teach the Kids Empowered program in the schools due to COVID-19 restrictions. The Kids Empowered Supervisor reached out to the Cedar Ridge Elementary principal asking her opinion on the matter. The principal's response was "Absolutely! I'm already planning to schedule in the program. With what is going on right now, we need you guys more than ever!"

Our Impact

Thanks to your ongoing support of our mission.

36,177

Clients Served in Cache, Rich, and Franklin Counties

Number reflects duplication due to clients using multiple services.

768

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



26,681

individuals attended classes and courses to strengthen their families and attended our summer educational kid's camps.



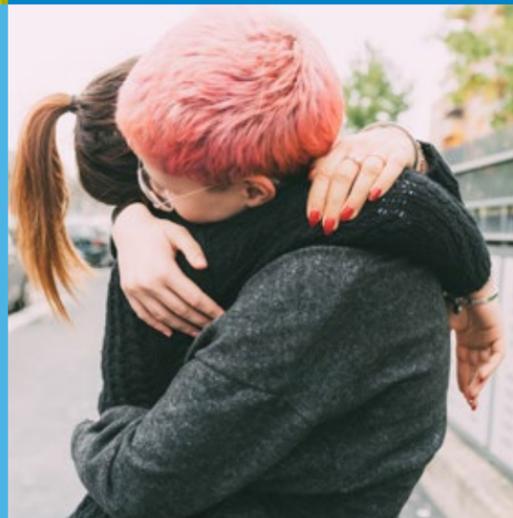
240

individuals participated in our Better Together program.



2,008

children and caregivers were supported by our Kid's Place and Starfish Children's Shelter for scheduled weekly care and during crisis.



207

adults were certified in Youth and Adult Mental Health First Aid.



25

refugee and military families were served by our Trauma Resiliency Project (TRP).

5,576

children were empowered in schools by our Kids Empowered program. 627 adults were also taught.



672

individuals were trained to be trauma-informed.

Our staff continued to provide the support needed to strengthen families and protect children in our community amidst the COVID-19 pandemic and the unique challenges that came with it. Through creativity, modifications, and adaptation we were able to reach more people than previous years! We met individuals and families where they were at as we continued to provide the resources they needed. We created new virtual classes and trainings, delivered dinner to doorsteps, provided teletherapy, developed drive-thrus, and virtual events, and created a podcast. None of these formats had been done to this extent before now, but the adaptability of our staff in these most challenging times allowed us to reach more individuals and families than ever before.

WHY I WORK AT THE FAMILY PLACE UTAH

"The Family Place has changed my life in so many ways. First, I have learned to be more empathetic than I ever had before. Because of The Family Place I have had to step into so many different people's shoes. It has changed my perspective, and I am now more compassionate and caring than I was before. As far as my future goals, my experience at The Family Place has helped me realize that I will carry trauma sensitivity to every future job I have. I will never forget the practices I have learned about how to treat individuals that have experienced trauma. One of my goals is to also share what I have learned about trauma sensitivity in any future career or jobs that I may have."

Staff Awards & Trainings



Krista Useche, Kid's Place Director was the recipient of the **Utah Nonprofit Leader award**. She also became an **Endowed Kid's Place Director** by a generous donor.



Liz Cruz, Minority Outreach Coordinator was awarded the **Cache Valley Chamber of Commerce Woman of the Year**.

Audrey Juhasz, PhD, Program Evaluation Specialist completed the Evergreen Data Visualization Academy Graph Guides Course.

Vonda Norman, PhD, Audrey Juhasz, PhD, and Krista Useche, & Kristine Kinniburgh published an article in the NAEYC's prestigious Young Children journal titled, "How Are You Feeling?" The article reviewed the ARC model, impacts from the Kid's Place on child development, and recommendations for those working with young children who have experienced trauma.



We received the **Healthy Worksite Award from Utah Worksite Wellness Council** in July of 2020.

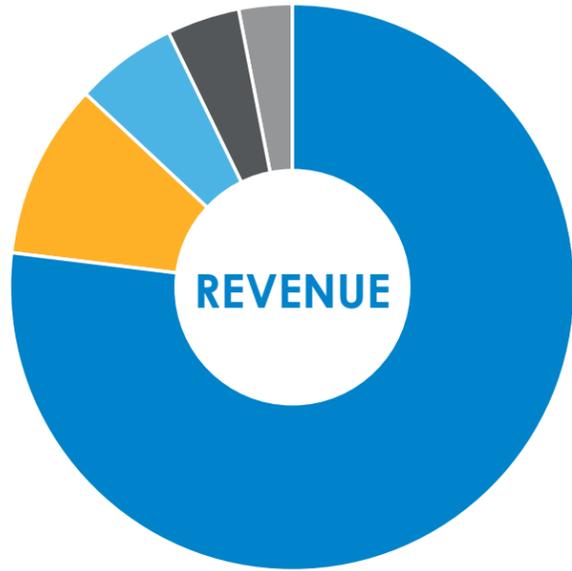
BENEFITS OF WORKING AT TFPV

This year more than ever we wanted to make sure our staff knew how appreciated and valued they were. With most of our employees working from home, we missed the day-to-day interactions so we implemented some new ways to help connect with one another. We started an employee of the month recognition program to highlight those who go above and beyond. We also implemented weekly professional development meetings where our staff meets together virtually for an hour to increase their skills and develop in their professional roles. We network and learn about other resources available for our clients, often utilizing virtual guests representing these community resources.

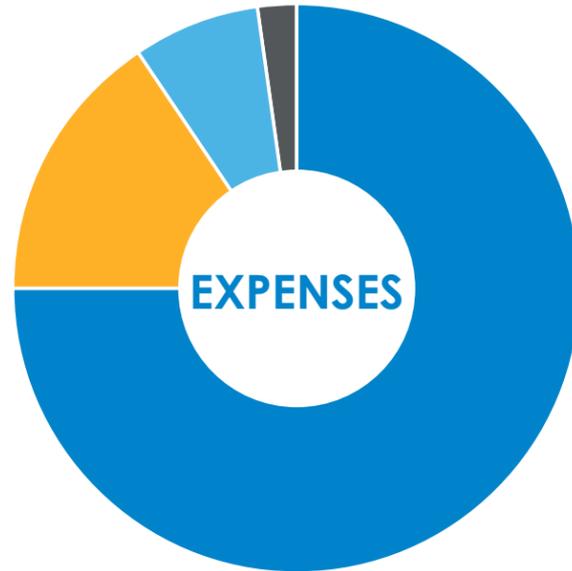


We went from 70 to 80 employees!

Financial Summary



- 77% Grants (government/foundation)
- 10% Private/Individual Donations
- 6% Services/Investments
- 4% Events
- 3% Corporate Donations



- 69% Programs
- 19% Administration
- 7% Fundraising
- 5% Capital Investments



63%
of our services were
focused on prevention

\$3,244
raised from our Starfish
Giving Machine

\$122,941
saved by our volunteers

Team & Volunteer Successes



Richard accepting volunteer award.

It is no secret that we wouldn't be able to do what we do without the help of our amazing volunteers! During the COVID-19 pandemic, volunteering looked a little bit different as they weren't able to come into the buildings like they did before. We still had many individuals, groups, and families reach out to us asking how to help. Volunteers distributed flyers, dressed up as characters, helped with yard work and maintenance, organized donation drives, and so much more! We were recognized as the **Best Place to Volunteer from the Best of Northern Utah awards!**

1,168

individual volunteers
despite COVID-19
challenges

4,493

hours spent
volunteering

83

families served
by our Christmas
Sponsor Program



Far top left: The Miller family filled Norma Miller location's playground with bark. Top left center: Love to Cook and Casey McFarland Photography donated money raised from photo fundraiser. Top right center: Margaret sewed masks for children attending Princess Party. Far top right: Poole and Willis donated toys from supply drive. Bottom far left: Roolee donated sweaters from fundraiser event. Bottom left center: Summer and Lindy held supply drive for Blue Ribbon Benefit. Bottom right center: Fox Pest Control put crafts together for Princess Party. Bottom far right: Juniper Systems created 200 modulation kits for therapy.

Looking Forward



Building a Playground for Our Kid's Place in Smithfield

We are getting a playground at our Smithfield location! We are so excited to join forces with community partners and a Community Development Block Grant to build Amelia Lou's magical tree house! With this addition, children who visit our Smithfield location can use their imagination like never before.

Staff Appreciation

We are so appreciative of our staff and all of the ways they are making a difference for the one every day. As a way to thank them for everything they do, we are implementing additional benefits for our staff members. These will allow staff to grow their talents and feel supported along the way.



TAKE ACTION

Volunteer

Make a difference by donating your time. Represent The Family Place at events, organize supply drives, do yard work or crafts, or help out with fundraisers and events! 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 your time, talents, or resources. You can make a monetary donation, order items from our Amazon wish list, or shop using AmazonSmile all from our website, thefamilyplaceutah.org. You can also offer an in-kind service, donate second-hand items to Somebody's Attic, or contact us to learn of our greatest needs. Every way and amount makes a difference!

Follow Us

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

- @familyplaceut
- @familyplaceut
- @familyplaceutah
- @familyplaceutah



EXTRA TIME TO FIND CHILDCARE

"I recently moved to Logan and was living in a hotel with my 9-year-old daughter. I worked the night shift and was afraid of leaving her alone in the hotel at night. My boss told me that if I missed anymore shifts that I would lose my job. I called The Family Place and they were able to take my daughter while I went to work, which allowed me some extra time to find childcare and keep my job. I knew my daughter was safe at the Kid's Place! It was such a relief to have a place to turn to!"

-Kid's Place Client

Message from Our Chief Relationship Officer



2021 has shown us that our community is full of Starfish Throwers.

Individuals, groups, and businesses have partnered with The Family Place to help us strengthen families and protect children. They have shared their time, talent, and treasure to make a difference for that one! We wouldn't have been able to offer our services in unique ways (tele therapy, drive-thrus, dinner delivered to your door, zoom trainings and classes) without their support and contributions in various ways. We were able to reach more people than ever before, and it's because they continued to see the need for our services and supported them even when those services looked so different.

The impact is more than what is reflected in our annual report. It is reflected in the lives of children and families who are connected to each other. It is reflected in the hearts of our dedicated staff that continue to make our essential services possible amidst ongoing changes and modifications. It is reflected in the resiliency of the whole community for adapting to new ways of doing things while also helping build a stronger community during uncertain times.

“It is inspiring to see people continue to turn to The Family Place during these uncertain times as a constant and a source of hope.”

Thank you for finding ways to be involved at any level and for asking how you can make your partnership meaningful. We continue to be here for you and we know that you continue to be here for us by being a Starfish Thrower.

Warmly,

Jennifer Anderson
Chief Relationship Officer



Belva Hansen,
The Family Place

1525 North 200 West
Logan, Utah



Norma Miller,
The Family Place

10 North 600 East
Hyrum, Utah



The Family Place,
Smithfield

502 South Main Street
Smithfield, Utah

The Family Place Utah is part of the Family Support Centers of Utah (FSCU)

The Family Place Utah is proud to be a part of this association, which allows us to work with 11 other family support centers around the state of Utah who also provide services to strengthen families and protect children. We work together to achieve the common goal of helping to strengthen families. Governor Cox declared the month of May to June 2021, as Utah family month. During this month all organizations in this association host an event as part of an effort to bring families together to play.



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