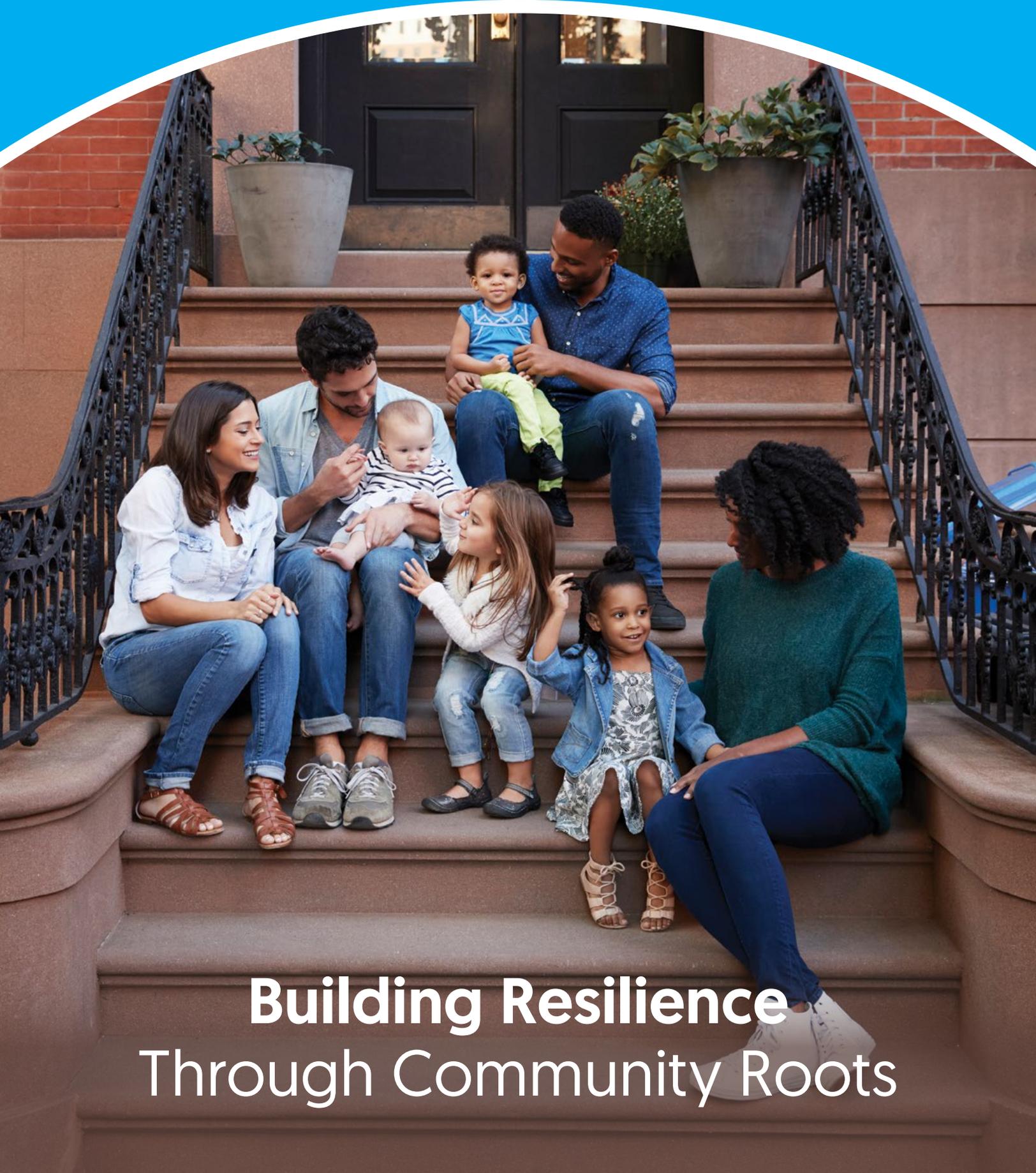




**The  
Family  
Tree**

**Raising Families Up.**

Annual Report  
Fiscal Year 2018



# **Building Resilience Through Community Roots**



Whether we find our community across the table or across the street, we grow closer through the values and experiences we share.

Every time we turn misunderstanding into understanding and division into unity, we all grow stronger.



## Dear Friends,

We often say Maryland can only be as strong as its families, which is why we are so committed to the mission of child abuse prevention and raising families up. Of course, a corollary to that statement is the understanding that the strength of a family is directly related to the strength of its community. Because, a community is more than a group of individuals; it's a feeling, an attitude and a commitment cultivated from trust. Its bonds begin as roots and branch out to transcend family and geography. Whether we find our community across the table or across the street, we grow closer through the values and experiences we share. Every time we turn misunderstanding into understanding and division into unity, we all grow stronger. In Fiscal Year 2018, our roots in the community grew deeper as we built spaces for healing and growth in families, building their resilience. Thank you for being such a committed and caring member of our community and for honoring us with your support so we can continue our work of preventing child abuse, building strong families, and strengthening communities, all through the power of Raising Families Up.

*Patricia K. Cronin*

Patricia K. Cronin, LCSW-C  
Executive Director

*Charles Roebuck*

Charles Roebuck  
President, Board of Directors

# FY 2018 Key Accomplishments



Reached more than **22,000** parents, children, and professionals.

**Launched our first-ever, four-week general parenting education program**, providing a shorter alternative to our ten-week program.



**Testified in Annapolis on several bills**, including one involving substance-exposed newborns that ensured Maryland's compliance with the federal Child Abuse Prevention and Treatment Act (CAPTA) and another requiring the annual training of school employees on the prevention of child sexual abuse.

**Completed our first full year of Family Connects**



**Maryland**, a universal home visiting program conducting nearly 300 home visits and successfully linking moms and their newborns to needed resources.



**Advocated in Washington D.C.** for the re-authorization of federal funds through the Maternal, Infant, and Early Childhood Home Visiting Program (MIECHV).

Conducted **70 trainings** and reached **2,200 people** through our **ACE Interface project**, a statewide effort



to train people about Adverse Childhood Experiences (ACEs).



# Advocating for Impact

**We had a busy year with our advocacy efforts.** It began with a trip down to D.C. to meet with Senator Ben Cardin’s office about the importance of renewing the Maternal, Infant, and Early Childhood Home Visiting Program (MIECHV). Thanks to the efforts of The Family Tree staff and other members of the Home Visiting Alliance, MIECHV was successfully renewed through 2020!

Then, we headed to Annapolis several times to testify on various bills, including one involving substance-exposed newborns that ensured Maryland’s compliance with the federal Child Abuse Prevention and Treatment Act (CAPTA).

That testimony was delivered by two of the most committed members of The Family Tree — Board President Charles Roebuck and Maryland Parent Leadership team member and volunteer Cheryl Moore. We asked them to reflect on their experience. Here’s what they had to say:

“I loved being part of a team that made a positive impact for kids and newborns. It was very powerful to know that we were making a difference in this broader way. Usually, we provide direct services or information and referral to resources. This was different — we changed the way that government will interact with people all over the state, so the changes will be long lasting and involve people we will never meet and may never know who we are — but they will hopefully have a better life because of our efforts.”

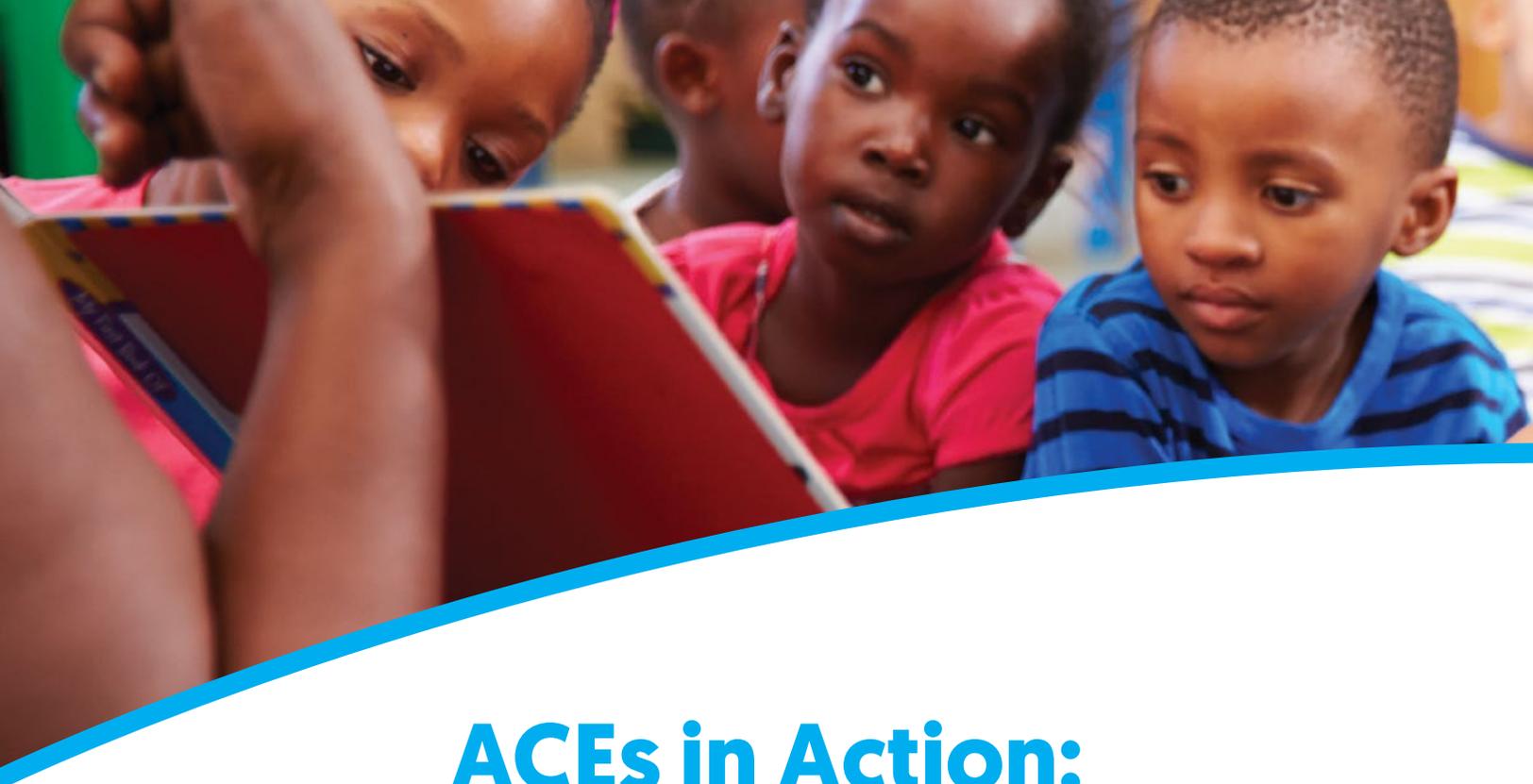
CHARLES ROEBUCK  
BOARD PRESIDENT OF THE FAMILY TREE



“Testifying before the Senate Judiciary Committee last Spring allowed me the opportunity to explain the real need for our programs here at The Family Tree. I felt that I was able to open a window of thought and images that may not have previously had a place in someone’s mind or daily living. Truly a rewarding experience for me — an expression of love for others’ needs and creating understanding.”

CHERYL MOORE  
MARYLAND PARENT LEADERSHIP TEAM  
VOLUNTEER





# ACEs in Action:

## A Discussion with Naketta Lowery, The Family Tree's Training Coordinator

**The Family Tree is dedicated to promoting safe, stable and nurturing families and communities, free from abuse.** In FY 2018, The Family Tree led a movement to build resilience in our communities by educating people on Adverse Childhood Experiences (ACEs). In November 2017, The Family Tree and Maryland Essentials for Childhood launched the ACE Interface Master Training, which leverages community leaders from every background to share the groundbreaking science behind ACEs, and what it means to create healing spaces for people exposed to childhood trauma. Since then, over the course of the year, we've trained over 2,200 people from across the state in 14 different counties, representing a wide variety of professions, all of whom are dedicated to increasing awareness of ACEs and contributing to child abuse prevention efforts.

By focusing on what it means to experience adversity as a child and how that impacts one's life today, the ACE Interface training program directly connects to The Family Tree's mission of preventing child abuse and connecting caring communities to build stronger families. The first step to building self-healing communities is to recognize what has happened in our lives and how it shapes us as an adult. Once we understand that, we can begin to heal and create more supportive environments for the children in our lives and in our community. The process for healing must come at both an individual level and a communal level to ensure that all children are raised in safe and supportive environments.

To shed some more light on this process, we recently spoke with The Family Tree's lead Training Coordinator, Naketta Lowery, to share some insights into her experience with ACE Interface in the first year. Here's what she had to say:



Naketta Lowery

**Tell us about your initial roles here at The Family Tree:**

I started as an intern and then was a volunteer, before being hired by The Family Tree. I just fell in love with learning, and adult education, particularly. Later, as soon as I heard about our ACE Interface initiative, I was chomping at the bit to get more involved. It combined my love for families with an educational platform that can shift how communities think about and respond to people affected by ACEs.

**What does “resilience” mean to you?**

It’s built, and the only way you can build it is in relationship to another person, whether it’s somebody modeling resilience for you, or it’s someone validating your capabilities to actually be resilient by pointing out some of your strengths. Either way, we’re not born with it, and individualism can’t generate it. One of my favorite sayings explains, “If I can’t hold hope in my own hands at this moment, then I need to be in the presence of somebody that can hold it until I’m strong enough to get it, until I’m ready.” And it bears repeating, because it’s so important — if I’m just really down, and I can’t muster up the strength or the courage to hold on to hope until I’m through this hardship, this burden, then I need you to hold hope alive for me, until I’m strong enough to grab it back. I literally need you. We all need someone, especially children. That’s resilience.

**How does that idea of connection to another individual compare to a relationship with a community as a whole?**

I am a firm believer in the saying, “I am because you are.” So, the things that do or don’t happen in a community have a direct impact on my family unit, my children, which has a direct impact on me. So, it’s almost like this give and take, this push and pull, so that in order for me to have a firm grasp on resilience as an individual, I need to draw from my family who is drawing from the community. And, if one is even a little off-kilter, then the other one, no matter how hard we try, is slightly off-kilter too. So, it’s all one big network of needs that is attached to the very same networks of responses to those needs. Everything we need, we already have in front of us, but we just have to connect with somebody for that exchange to happen. Therein lies the power of community.

# Parenting Education Spotlight:

## Staying Connected Through Innovation

**A look at The Family Tree use of text messages to extend our outreach to parents beyond the walls of our classrooms.**

What drives The Family Tree more than anything is helping parents raise their children in safe and nurturing homes. For many of the parents we serve, that starts with our Parenting Education program. In FY2018, we sought to extend our support through the power of text message reminders to parenting class participants. By sending out regular messages to coincide with the curriculum in the classroom, parents benefited from reminders to practice what they've learned at home and in their community. What's more, parents were able to respond, creating an important dialogue and building trust.



Below are a few highlights of actual texts from this exciting new initiative:

**TFT** Remember to take your “Me Time” this week! Self-care is important for maintaining good health and enhancing positive relationships. So be NICE to yourself.

**PARENT** That made my day.

**TFT** Congratulations on completing The Family Tree’s Parenting for Success program. We wish you and your family much success in the future!

**PARENT** Thank you! I learned so much!

**TFT** Helping to modify your child’s behavior is more effective than punishing your child. Remember, there are no bad children, just bad behavior. Treat the behavior.

**PARENT** Will do, and I am so glad this program was available.

**TFT** Remember, communication is the key to developing a positive relationship.

**PARENT** Thank you for the kind thoughts!

# Introducing The Family Tree's Legacy Society

The Legacy Society was launched in 2017 and honors those who make the extraordinary decision to invest in the future of The Family Tree and Maryland's children through a planned gift or outright gift to our endowment.

Membership in The Family Tree's Legacy Society offers a meaningful way to leave an enduring personal legacy to The Family Tree that's become such an important part of your life, and to inspire others to do the same. Most importantly it demonstrates your commitment to invest in Maryland's future, and its children for generations to come.

For more information, contact Mary Francioli at 410-889-2300, [mfrancioli@familytreemd.org](mailto:mfrancioli@familytreemd.org) or visit [tftlegacy.org](http://tftlegacy.org)

## A LOOK AT OUR PARENTING PROGRAMS



## A LOOK AT OUR COMMUNITY ENGAGEMENT

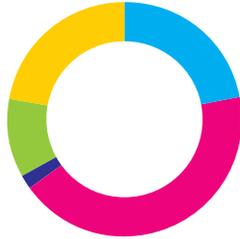


# Financials

## Statement of Financial Position Year Ended June 30, 2018

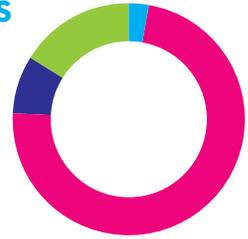
### Assets

- Cash **22%**
- Investments **43%**
- Grant Receivables & Other Assets **2%**
- Contributions Receivables **11%**
- Property & Equipment **22%**



### Liabilities & Net Assets

- Accounts Payable & Accruals **3%**
- Unrestricted **73%**
- Temporarily Restricted **8%**
- Permanently Restricted **16%**



#### Assets

Cash	1,587,981
Investments	3,072,878
Grant Receivables & Other Assets	157,462
Contributions Receivables	802,704
Property & Equipment	1,542,203
<b>Total Assets</b>	<b>\$7,163,228</b>

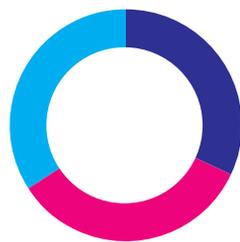
#### Liabilities & Net Assets

Accounts Payable & Accruals	183,471
Net Assets:	
Unrestricted	5,249,491
Temporarily Restricted	600,000
Permanently Restricted	1,130,266
<b>Total Liabilities &amp; Net Assets</b>	<b>\$7,163,228</b>

## Statement of Activities

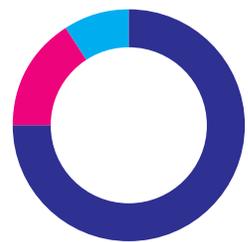
### Revenue

- Government Grants **32%**
- Contributions **34%**
- Events, Fees & Other **34%**



### Expenses

- Program Services **75%**
- Mgt. & General **16%**
- Fund Raising **9%**



#### Revenue

Government Grants	857,243
Contributions	906,889
Events, Fees & Other	899,194
<b>Total Revenue</b>	<b>\$2,663,326</b>

#### Expenses

Program Services	2,467,779
Mgt. & General	523,960
Fund Raising	288,824
<b>Total Expenses</b>	<b>\$3,280,563</b>

#### Change in Net Assets

**\$(617,237)** (loss)\*

\*Please note: As a result of our three year Strategic Plan funding cycle, much of the support received for Fiscal Year 2018 was recorded in Fiscal Year 2016.





# The Family Tree

Raising families up.

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**24-hour Parenting HelpLine:**  
**1.800.243.7337**

**[familytreemd.org](http://familytreemd.org)**

