



Since its inspired founding in 1905, Family Services has steadfastly addressed the issues of social and economic disparities faced by children and families across Forsyth County. By marshalling volunteers and other community resources, Family Services has provided education, training and support that help families achieve financial stability and emotional independence, in addition to satisfying immediate needs for safety and shelter.

Today, Family Services is entering a new gateway to transformative action that will help build a healthier, more vibrant community. We are proposing bold ideas and new collaborations that will:

- Expand and intensify efforts to meet rapidly changing needs among children, families, and individuals;
- Continue innovations in universal pre-kindergarten education and systems of service, which are the hallmarks of Family Services; and
- Secure the annual financial support that will be necessary to begin the process of our transformational goals and sustain the on-going work of our agency.

**The future starts here.
Help us build a better one.**



The past decade has been particularly hard on many families and children in Forsyth County. Unemployment has soared, poverty rates have reached new highs, and median income has plunged dramatically.

Our citizens are experiencing deep-seated disparities in health, wealth, and employment opportunities, and in educational achievement. These concerns undermine the moral foundation and economic vitality of our community. They affect our entire civic well-being and limit our community's capacity to grow and prosper.

Family Services has remained proactive in advancing the security of all families and children in Forsyth County. Education opportunities for our youngest children are expanding; a system of coordinated response and education is incrementally reducing instances of family violence; and collaboration with leading organizations is helping to strengthen limited resources and achieve common goals for a variety of family needs.

To maintain this momentum, we need individuals and the wider community working together to build a vibrant, inclusive community.

THE FUTURE STARTS HERE

Imagine that you left Forsyth County today and returned ten years later. What would you hope to find?

This question became the springboard to a strategic vision for Family Services. **After reflecting on our history, taking stock of our competencies, and assessing community conditions and trends, we envisioned a wonderful future for the people of Forsyth County:**

- We see a community in which every young child receives a good start in life by attending an affordable, quality early-childhood development program.
- We see a community in which family members are able to manage stress and resolve conflicts without resorting to violence against one another.
- We see a community where people live in neighborhoods, go to work, attend school, and enjoy public spaces — all without fear of harassment or sexual assault.
- We see a community where families have the resources needed to nurture their children and achieve their personal goals.

WHAT WE DO

At Family Services, children, families and individuals receive an array of services that bear the unmistakable mark of our founder, Miss Annie Grogan. Distinctively, Family Services is focused on seeking solutions, not stopgaps, one family at a time.

Our mission is “to serve Forsyth County by providing professional services and participating in partnerships that foster the development of children, advance the safety, security and success of families and individuals, and help build a sustainable community.”

Our commitment to building a better future for Forsyth County is guided by a new vision for the coming decade:

We envision our community working together to ensure that all families and children are safe, secure and able to reach their full potential.

This vision is ambitious. We believe a vision should raise our sights, not lower our expectations. Only by aiming high will we come closest to reaching our goals.

Family Services is well-positioned to achieve this vision. For more than a century the community has turned to Family Services to provide essential services: meeting the basic needs of poor families at the turn of the century; providing relief services during the Great Depression; making professional counseling services available to low- and middle-income families; operating one of the nation's first Head Start programs for 50 years; and serving as the core provider of services in instances of family violence.

Our programs touch the lives of more than 8,700 people annually as we help families resolve crises, protect victims of domestic violence and sexual assault, and prepare young children to succeed in school.

Annie Grogan, an Innovator in Helping the Poor

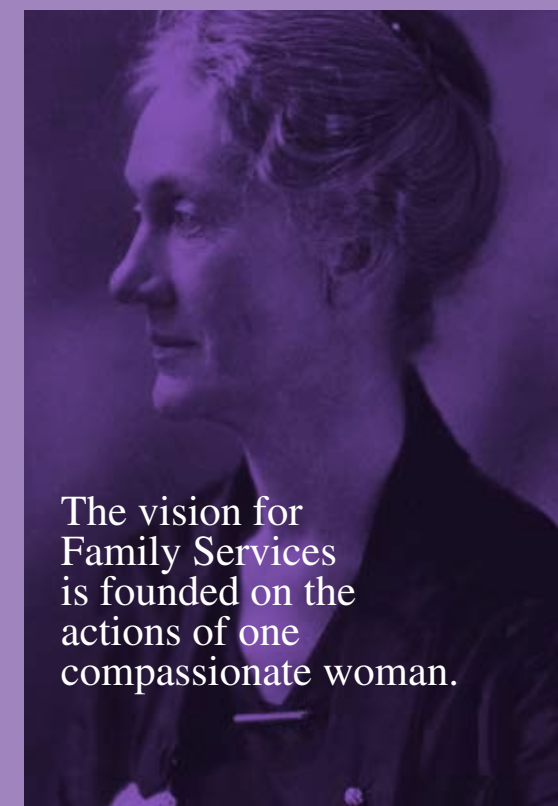
Miss Annie Grogan worked as a telephone operator at the turn of the twentieth century. As she managed her switchboard, Miss Annie was moved by the heartbreaking stories of families struggling with poverty and sickness. She donated pennies from her paycheck to support needy families and took food and clothing to poverty-stricken areas of the community. In instances of poverty, it was common for city residents to say that it was time to “go see Miss Annie Grogan.”

Miss Annie became known as one of the first social workers in the city. Her simple acts of kindness inspired a dedicated group of community leaders to form the Associated Charities of Winston in 1905. During her 31-year career with the agency, Grogan served as its first secretary, the equivalent of an executive director. She was the only paid employee during the agency's first eight years. Her starting salary was \$20 each month, and she agreed to house the office in the home that she shared with her sister's family at 518 North Cherry Street.

Often, the demand for food, clothing, shelter and money to pay for essentials such as rent outstripped the resources of Associated Charities. However, that did not stop Miss Annie and her volunteers. She collaborated with clergy, doctors, individuals and the police to supplement the agency's ability to meet growing needs. In 1923, she founded the Community Chest, a forerunner of the United Way.

Miss Annie never married. She did not have children of her own. Yet, upon her death in 1957 at the age of 79, *The Winston-Salem Journal* recognized her as the city's “Mother in Charity.” In 2014, the *Triad Business Journal* identified her as one who helped to shape Winston-Salem, yesterday and today.

Today, Miss Annie's outreach to families has expanded through the work of Family Services. Her vision continues to drive the agency's work to serve the complex difficulties of all families in our community.



The vision for Family Services is founded on the actions of one compassionate woman.

Aspirational Goals

To achieve our vision, the Board established three **Service Goals** that reaffirm our commitment to providing essential services upon which the community depends, and two **Transformational Goals** that reflect the agency's pledge to work with others to create community-wide change.

Service Goals

1. Enable all families to have the resources, supports, and opportunities needed to nurture their children, become self-sufficient, and participate in civic life.
2. Ensure that all young children (birth to age eight) will be able to grow and develop in a nurturing home and community.
3. Ensure that the families and individuals who experience violence in relationships will have access to a comprehensive, seamless system of services.

Transformational Goals

1. Provide all children with the opportunity to enroll in quality, affordable early-childhood development programs.
2. Create a community in which all families and individuals are free from the threat of family violence and sexual assault.

Building a Thriving Community

Urban analyst Dr. James H. Johnson Jr. has helped business leaders and philanthropists understand the shifting demographics of Forsyth County in order to strategically shape a stronger community. As Director of the Urban Investment Strategies Center and the William R. Kenan Jr. Distinguished Professor of Strategy and Entrepreneurship at the University of North Carolina's Kenan-Flagler Business School, Dr. Johnson offers the following prescription for a sustainable community:

A sustainable community strives to reduce, to the maximum extent possible, geographical, racial and/or ethnic and class disparities by investing substantial resources in an array of community-building institutions that seek to mend the social fabric and provide bridges to education and economic mainstream for its members, especially those who are socially and economically disadvantaged.

Family Services is a community-building institution. Our work in building a better future for Forsyth County is twofold:

- Respond to the concerns of families, individuals, and children on a case-by-case basis.
- Work with others to mobilize organizations and individuals to address root causes that underlie the problems of the people we serve and that affect the entire community.

THE CASE FOR SUPPORT

Family Violence

In America, 1 in 4 women will be a victim of domestic violence at some point in her life. Every day, on average, three women are killed by a current or former intimate partner.

While the emotional devastation of domestic violence on victims and their families is incalculable, researchers at the University of North Carolina at Charlotte recently attempted to quantify the costs of domestic violence to communities.

Their study revealed that the annual economic toll of domestic violence in North Carolina is a startling \$307 million, which is approximately one-third of what the state spent in the aftermath of Hurricane Hugo. The price tag includes physical and mental health care costs, police, court and incarceration costs, loss of worker productivity and loss of life. This conservative estimate does not include the cost of shelters for victims of domestic violence.

Annually, it is estimated that 157,193 adult North Carolinians are victims of domestic violence. The economic toll of domestic violence to Forsyth County is estimated to be \$11.6 million.

The importance of a seamless, coordinated, collaborative system of family violence services has never been greater. Our partners in legal, health and social services recognize Family Services as the hub around which an integrated system of support for victims, abusers and their families is making a difference in Forsyth County. And it's working. Over the past 20 years, the US Department of Justice and the Bureau of Justice Statistics has reported a decline of 64% in the overall rate of intimate partner violence in the United States.

We are also making great progress in reducing child abuse. Through the work of our Child Advocacy Center, the efforts of law enforcement, and the services of our partner agencies, Forsyth County has the second-lowest rate of reported incidents of child abuse among North Carolina's eight, large urban counties.

The need to strengthen our efforts in addressing and preventing family violence is all too clear. Help us to continue making progress toward eliminating family violence.



Bob Feikema
President and CEO
Family Services

Family Services has served Forsyth County families since 1905. Our founder, Annie Grogan, recognized that the community has the resources and the responsibility to respond to families in need and assist them to become self-sufficient.

Over the years our services have evolved to meet changing conditions. We provide services that the community depends on – counseling adults, families, and children; responding to the victims of domestic violence and their families; and providing quality preschool education through Early Head Start and Head Start programs.

Now, we are ready to take the next step. As a community, we must come together to eliminate family violence and sexual assault. We must ensure that all our children have access to quality child development programs. Achieving these goals will be to the benefit of all of us who call Forsyth County "home."



Child Development

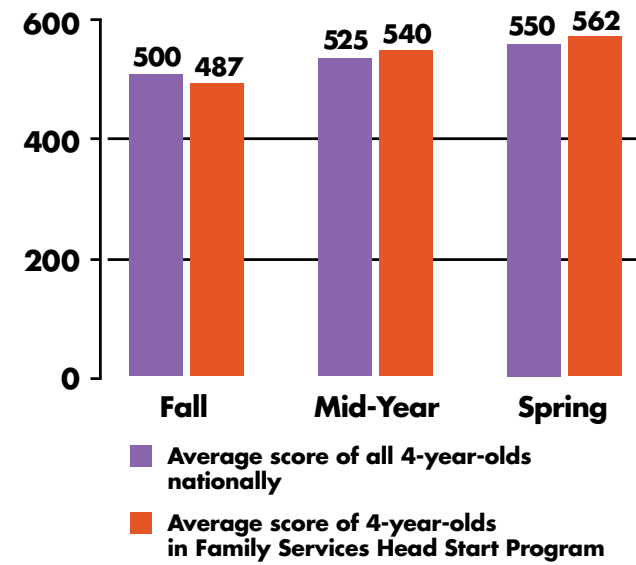
“Our children are our future” is a truism. Yet, it has taken developments in neuroscience to alert us to how early that future begins. The first five years of life are a time of rapid brain development. The architecture of the brain is largely developed during those years, establishing the foundation for success in later life. Along with this understanding is the shocking realization of how many children in our community are not receiving the nurture and stimulation they need to develop their potential to the fullest.

Far too few of our children receive a solid foundation for success in school and later life. Forsyth County “is among the worst counties in the United States in helping poor children up the income ladder. It ranks second out of 2,478 counties, better than almost no county in the nation.”¹ Evidence of this ranking can be found in the number of children in Forsyth County who are at risk of falling behind from the first day they enter kindergarten.

Race/ethnicity	% of all 5-yr-old children	% living in poverty	% at risk of falling behind	# of children at risk of falling behind
Black	28%	50%	43%	531
Hispanic/Latino	26%	50%	47%	539
White	43%	28%	28%	531

Family Services is working hard to counteract these statistics. Our Head Start program employs highly qualified teachers and uses an

evidence-based curriculum to provide a high quality pre-kindergarten program for the 450 four-year-olds enrolled annually. The results are remarkable. For example, in measuring the use of logic and reasoning, four-year-olds in our program begin the year below the average for all children of the same age and finish the year well above average.



Studies have shown that low-income children who have access to high quality pre-kindergarten programs are less likely to be retained in grade, less likely to be referred to special education, and far less likely to go to jail. They are likely to graduate high school and attend and graduate college — all leading to higher earnings.

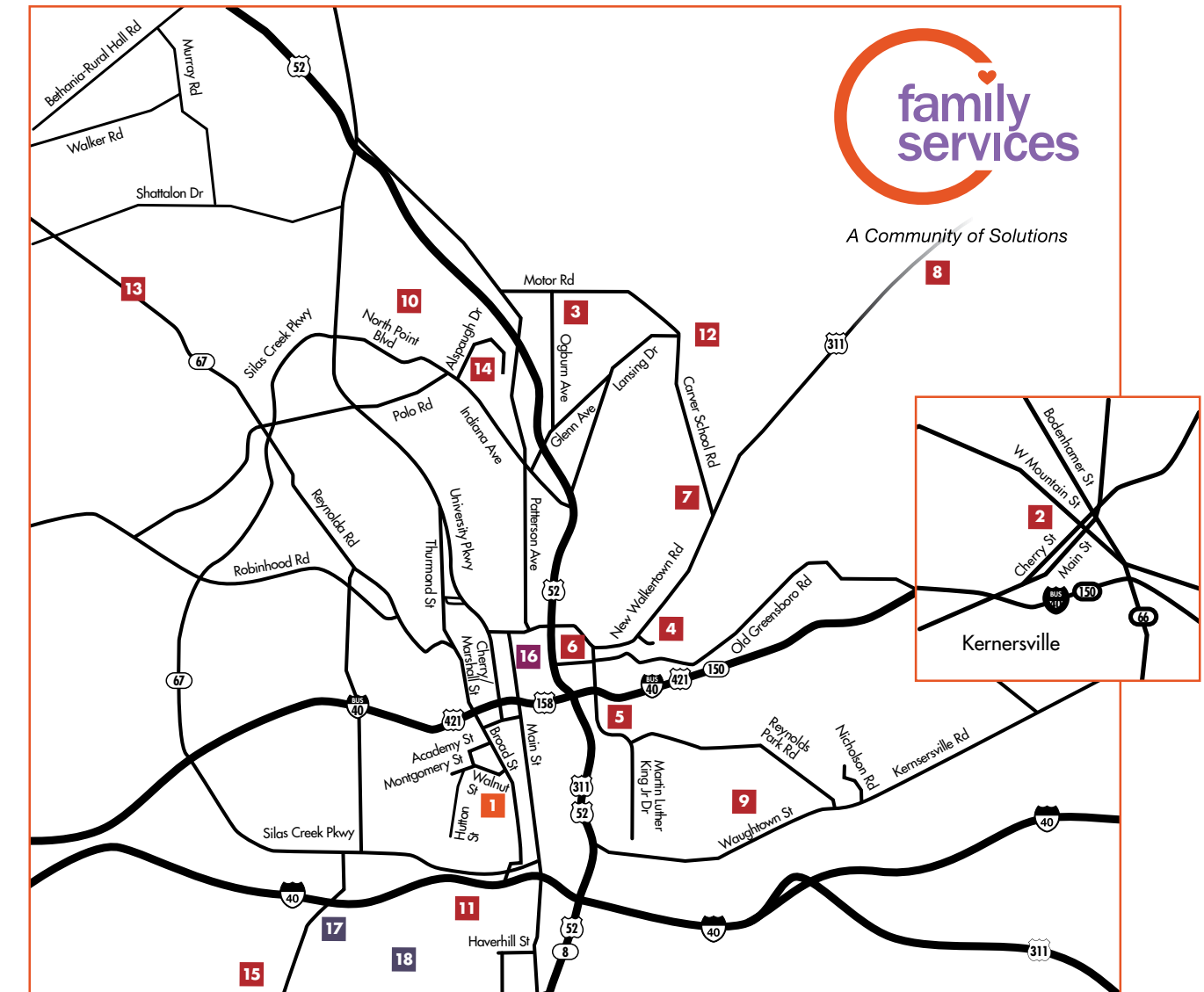
Help us make it possible for all of the four-year-old children in Forsyth County to have access to an affordable, quality pre-kindergarten program.

¹ “The Best and Worst Places to Grow Up: How Your Area Compares,” *New York Times*, May 4, 2015. Based on Chetty, R. and Hendren, N., “The Impacts of Neighborhoods on Intergenerational Mobility: Childhood Exposure Effects and County-Level Estimates,” Harvard University, May 2015



FAMILY SERVICES LOCATIONS

Family Services has been a champion of Forsyth County’s families and children since 1905. We specialize in helping people who are in crisis to improve their lives. Our facilities and professional services are conveniently located to meet the needs of our community’s neighbors.



1 Family Services Gateway
1200 S. Broad Street

CHILD DEVELOPMENT

- 1 Family Services Gateway**
1200 S. Broad Street
- 2 Kernersville Elementary School**
512 W. Mountain Street
- 3 Mineral Springs Elementary School**
4527 Ogburn Avenue
- 4 Sarah Y. Austin Center**
2050 Big House Gaines Boulevard
- 5 WSSU Child Development Center/WSSU Head Start**
601 S. Martin Luther King Jr. Drive
- 6 Bethlehem Community Center, Inc.**
520 N. Cleveland Avenue
- 7 Carver Road Educational & Development Center**
3111 Carver Road

8 Church Child Care
4400 Poindexter Road

- 9 Maxx Kinder Kollege**
2411 Waughtown Street
- 10 North Point Academy**
4950 Indiana Avenue
- 11 TLC Daycare & Early Learning Academy**
2832 S. Main Street
- 12 Quality Education Institute**
5012 Lansing Drive
- 13 Old Town Elementary School**
3930 Reynolda Road
- 14 North Hills Elementary School**
340 Alspaugh Drive
- 15 Griffith Elementary School**
1385 W. Clemmons Road

SAFE RELATIONSHIPS

- 1 Family Services Gateway**
1200 S. Broad Street
- 16 Safe on Seven**
200 N. Main Street
- Women’s Shelter**
Not published
- Child Advocacy Center**
Not published

FAMILY SOLUTIONS

- 1 Family Services Gateway**
1200 S. Broad Street
- 17 Parkland Magnet High School**
1600 Brewer Road
- 18 Philo-Hill Magnet School**
410 Haverhill Street

Financial Agility

Family Services is recognized as a lean, effective operation. More meaningful by far is our reputation for getting done what we set out to do.

Our vision has inspired us to do much more. Therefore, we must find a way to continue our services and simultaneously seize the opportunities that strengthen the agency's future — to sustain the Family Services arc of accomplishment and grow it to the next level.

The day-to-day operations of Family Services must continue during our efforts to achieve our transformational goals. More than 8,700 families in our community depend on us each year to do so.

Each of these dual priorities — ministering to the present and creating solutions for the future — requires financial agility. In order to fully launch and sustain our two transformational goals the agency must increase its income from unrestricted funds.

That's why our campaign to build a better future also calls for a major, multi-year fundraising initiative to raise \$1,000,000 in unrestricted support over three years. Unrestricted funds create the platform from

which the agency can expand. A strong annual fund enables Family Services to plan with confidence and maintain the capacity to keep today's commitments while pursuing tomorrow's goals. Diversified sources of unrestricted funds provide a base upon which Family Services can continue to innovate, buffered from challenging economic times and empowered by financial flexibility that is critical for our entrepreneurial organization.



William B. Reingold
Campaign Chairman
Chief District Court Judge
(Retired)

As a former district court judge for over 27 years, and as chief district court judge for over 15 years, I witnessed firsthand — on a regular basis — the emotional scars, social instability and educational roadblocks that many of our local families face.

That's why I am gladly leading this new effort to secure the financial and strategic resources that Family Services needs to expand and intensify its efforts throughout our community. To stop family violence. To bring an end to rampant poverty. To provide a good education for all our children.

Yes, it's a very formidable challenge.

Therefore, I challenge all of us to dream big. By working together, we can and will make a difference in the lives of families in our community.

Family Services Leads with Distinction

Programmatic rigor

Our staff maintains and strengthens the agency's reputation as a provider of quality, evidence-based, and innovative services for families, individuals and children.

Solutions, not more programs

We work together with other organizations — both within and beyond the nonprofit sector — to improve the quality of our programs and to create community-level change. Our senior executives, board members, and community volunteers occupy leadership positions in order to identify, plan, and implement initiatives that bring about community transformation. We engage members of the community — including the people we serve — in ways that enable them to make meaningful contributions to the accomplishment of our vision.

Leveraging a community of solutions

Family Services' emphasis on community collaboration is a contemporary strategy that runs deep in the organization's DNA. The agency is able to orchestrate a community-wide response to needs because of its demonstrated competence in providing direct services that make a difference. As President and CEO Bob Feikema states,

"We aim to be a catalyst, a convener, and a collaborator in order to bring together organizations with a similar vision to transform our community in ways none of us could do alone. We seek out partners with a passion for change, using existing systems and aligning them for greater impact."

Family Services is adept at securing government grants; however, public funds have limited flexibility. To maintain programmatic agility, the agency strives for balance between governmental funding sources and private support.



Some of Our Approaches to Solutions

- Convened two working groups of community leaders to pursue the agency's transformational goals: 1) to eliminate family violence and 2) to establish a system of universal pre-kindergarten programs.
- Extended the Head Start program into seven community childcare centers serving 201 children. This partnership will strengthen the childcare system by introducing Head Start services and accountability into the system.
- Trained a team of five therapists to provide trauma-focused cognitive behavioral therapy, an evidence-based approach for the treatment of children who have suffered severe trauma.
- Provided behavioral health services to 432 families and individuals during FY2014, with 84% of those receiving three or more sessions reporting improved functioning.
- Enabled 1,055 victims of domestic violence to obtain protective orders through the Safe on Seven program.
- Provided 162 abused children with a professional forensic interview through the Child Advocacy Center, and subsequent referral for counseling and/or other supportive services.

OUR PLAN FOR AN ANNUAL FUND

Diversified sources of unrestricted funds help strengthen Family Services' ability to support the day-to-day operations of caring for people in need and begin the work of achieving our transformational goals. Family Services is seeking to raise \$1,000,000 over the next three years in order to sustain \$400,000 in annual unrestricted support. Your annual participation helps people today while it builds a better future for families and children in our community.

Year One: \$250,000 (2015-16)
Year Two: \$350,000 (2016-17)
Year Three: \$400,000 (2017-18)

Year One

Grogan Society	Gift Range	Number of Gifts	Subtotal	Cumulative Total
President	\$10,000	3	\$30,000	\$30,000
Champion	\$7,500	4	\$30,000	\$30,000
Guardian	\$5,000	10	\$50,000	\$50,000
Advocate	\$2,500	20	\$50,000	\$50,000
Founder	\$1,000	40	\$40,000	\$40,000
	Under \$1,000	Multiple		\$50,000
	Total	77	\$200,000	\$250,000

EXAMPLES OF WHAT WE CAN ACCOMPLISH TOGETHER

- \$1,000,000** Six Head Start classrooms for children, ages 3 to 5.
- \$750,000** Four Early Head Start classrooms for children, birth through 36 months.
- \$500,000** Mental health services for young children under the age of five through significantly expanded, evidence-based treatment and prevention services.
- \$250,000** A community-wide, comprehensive awareness and prevention campaign to eliminate family violence in Forsyth County.
- \$100,000** A cloud-based mobile solution that provides immediate access to services and help for all victims of family violence.
- \$50,000** Crisis intervention services for female and male victims of sexual assault, including the support of specially-trained Sexual Assault Nurse Examiners and individual or group therapy.
- \$25,000** Advocacy for 25 child victims of physical abuse or sexual assault through forensic interviews at our Child Advocacy Center and counseling and advocacy for family members.
- \$10,000** Evidence-based, early childhood development programming for one child, over one year.
- \$5,000** Access to comprehensive services for 62 domestic violence victims at Safe on Seven, a unique multi-agency partnership that includes Family Services, the District Attorney's Office, Legal Aid of North Carolina, and the Winston-Salem Police Department, among others.
- \$2,500** Safety, housing and support services for a woman and her child at the Women's Shelter.
- \$1,500** Counseling services for one year for a teenager who is experiencing trauma, grief, depression or anxiety.
- \$1,000** Access to nutritional services for a child's entire family.

The Future Starts Here

Become a member of the Grogan Society

The Grogan Society includes dedicated supporters who contribute \$1,000 or more, per year, to the annual campaign at Family Services. Membership includes community leaders who are at the forefront of our mission to serve the people of this community. Named for our founder, Miss Annie Grogan, the Grogan Society places you in the company of our first leaders whose bold vision in 1905 has uplifted families for more than a century. You're also granted exclusive access to see the impact of your investment firsthand. Family Services is eternally grateful for the support of our Grogan Society members.

Personal or Business Check or Credit Card

As a 501(c)(3) organization, we can accept either personal or business/corporate donations. All donations are tax-deductible to the extent allowed by law.

Electronic Fund Transfer (EFT)/Give Online

Log on to www.familyservicesforsyth.org and select **The Future Starts Here** campaign button. Select "Donate." We can set up automatic contributions through our secure e-giving system.

Stock or other Appreciated Assets

You can avoid paying capital gains tax on appreciated stock or other assets by donating them directly to Family Services.

Retirement Account Transfers

Tax laws are constantly changing. We suggest you consult your accountant to see if transferring funds directly from an Individual Retirement Account (IRA) has the potential to give you significant tax savings.

Gift Plans

We offer convenient options. You may choose to make monthly, quarterly, semiannual, or annual gifts that are invested in our work.

- **Make your generous donation to Family Services today. A donation card and return envelope are enclosed.**
- **Volunteer to host a conversation about the critical issues in our community. Family Services will be pleased to meet with your friends, family, church or club members.**
- **For more information on how to participate or make a gift, please call: Michelle Speas, The Office of Development and Public Relations 336.722.8173.**



LEADERSHIP

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Cliff Campbell

Mike Fagan

Valene Franco

David Freedman

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Director, Child Development

Glenda Welch

Director, Safe Relationships

Joetta Shepherd

Director, Family Solutions

Rebecca Nagaishi

Leadership Since 1905

2012 –	Robert J. Feikema
1995-2012	Alfred C. Renna
1985-1994	Sarah Y. Austin
1959-1984	R. Winfred Tyndall
1952-1959	Caroline Blue
1947-1952	Lillian L. Gaskill
1945-1947	Ruth Gilpin
1942-1945	Helen Gambrell McEwan
1937-1941	Mary Elizabeth Judy
1936-1937	Helena Hermance
1905-1936	Annie Wiley Grogan

Main Office Locations Since 1905

2008-	Gateway Center; 1200 South Broad Street
1957-2008	Hanes Community Center, 610 Coliseum Drive
1950-1957	City National Bank; Fourth Street, Anchor Building
1937-1942	City Hall; 101 North Main Street
1905-1937	Annie Grogan family home; 518 North Cherry Street