



Impact Report

2021

—

2022

Healthy families build  
healthy communities.  
This is why we're here.

[FamilyServicesForsyth.org](https://FamilyServicesForsyth.org)







## **”We have accomplished so much in such a short amount of time.”**

When I arrived at Family Services in December 2021, we followed strict pandemic procedures and continued to provide essential services. We kept the Shelter doors open for those seeking safety from domestic violence, and early childhood education programs continued providing high-quality education to our youngest citizens. We also opened Family Services Child Development Center in Washington Park, our newest childcare center, which allows more children to participate in Pre-K education. We stayed focused and quickly adapted, even as our referrals for trauma-focused counseling doubled.

Reflecting on 2022, I am thankful for our loyal staff and supportive board. We kept pace with dramatic service increases and embraced a hybrid work life. Whether in-person, online or through collaborations, we live into our vision to work together to ensure all families and children are safe, secure and reach their maximum potential. We had a full year of events and enjoyed seeing our loyal supporters at our RISE Against Domestic Violence and Raising Every Child events.

The pandemic taught us a lot. We listened, and we learned. We took a major step when we launched the Family Services Foundation. You'll learn more about the Foundation in our Impact Report, but it is imperative that we offer you the opportunity to leave a lasting legacy here in Forsyth County.

I am ever-grateful to our community for welcoming me and am excited to share this Impact Report, showing how your partnership in the community of solutions makes a difference.

With appreciation,



**Traci Ross**

President & CEO  
Family Services, Inc.

## About Family Services

---

### Family Services focuses on three areas in our community: Safe Relationships, Counseling, and Child Development.

---

Our specialized professional services address interpersonal violence, conflicts in family relationships, and emotional health. As an agency, Family Services recognizes and embraces a multi-disciplinary approach to resolving complex problems through co-locating services and working closely with community partners in the public and private sectors. As a leader in advocacy, it is integral to our approach to work with other community agencies and leaders to effect social and institutional change. To that end, we keep costs low and our funds focused on programs that offer paths to hope, healing, and the chance to thrive.

---

#### Mission

Family Services is a nonprofit organization serving Forsyth County (NC) 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.

---

#### Vision

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

## Financials and Impact

---



**\$13,039,930**

In Total Support and Revenue



**11,000**

Individuals and Families Served



**\$12,986,924**

In Total Expenses



**693**

Generous Donors



**81%**

Program Costs



**540**

Crisis Line Calls Triaged



**3.1%**

Fundraising Expenses



**125**

Volunteers

# SAFE RELATIONSHIPS

Family Services operates a Domestic Violence Shelter to provide safe emergency housing and support services to community members fleeing family violence. Family Services opened North Carolina's first Domestic Violence Shelter over 40 years ago. We offer a safe place to stay for over 150 guests each year.

---

Family Services staff help Shelter guests plan for their safety, navigate the crisis, and prepare to rebuild their lives after leaving the person who has abused them. Many survivors come to the Family Services Shelter with young children. Some guests come and go within a week or two as Family Services helps them reach safe friends or family in other communities. For those who stay in this community or come to our Shelter from other areas, Family Services staff assist with additional services such as connections to employment or job training and support in accessing safe apartments away from the abuser. All services at the Family Services Shelter are provided at no charge to guests fleeing violence

---

**4,953** nights of care (all guests × nights of stay)

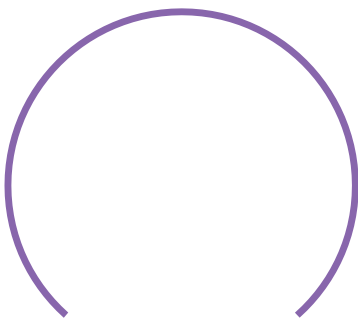
---

## The Bridges to Hope Family Justice Center of Forsyth County

In February of 2021, Family Services' existing Safe on Seven Domestic Violence Center partnered with the newly created Family Justice Center of Forsyth County - Bridges to Hope - in its new Highland Avenue location. Bridges to Hope brings organizations together in one location to provide services at no cost to individuals and families experiencing domestic violence, sexual assault, child maltreatment, elder abuse and human trafficking. The Family Justice Model utilizes wrap-around services to ensure that families who are victims of domestic violence receive a holistic approach to healing. Families open one door to reveal a variety of supportive resources designed to help parents and children rebuild family structures after the trauma of interpersonal violence. After a full year of operation, we can measure our impact. The results demonstrate the center's importance, helping thousands of survivors and their families find hope after crisis.

- **1,574** families were assisted, a 40% increase from previous year.
- **90%** of presenting clients completed a Safety Plan with a Family Services Advocate.
- **89%** received referrals to other services and local agencies.

Learn more at [Forsyth.cc/BridgesTo Hope](https://Forsyth.cc/BridgesToHope)







---

## Children's Advocacy Center

Around the state and nation, Children's Advocacy Centers strive to connect children and non-offending care givers to safety, hope, healing and justice. Children's Advocacy Centers coordinate a team of experts in medicine, law enforcement, victim advocacy, mental health and other disciplines to hold offenders accountable and help children and families heal. Child clients are interviewed by an empathetic, specially trained Family Services Forensic Interviewer while the supporting parent or care giver meets with an advocate to help them learn how to best support their child's healing. The Family Services Children's Advocacy Center is nationally accredited by the National Children's Alliance.

---

**96%** of non-offending caregivers agreed the CAC provided resources to support their children and respond to their needs.

**170** children completed a forensic interview at the Children's Advocacy Center.

**139** non-offending parents or care givers received advocacy from Family Services staff.



# COUNSELING

**Family Services provides an array of outpatient therapy, counseling support and educational programs to help children, adults and families cope with challenges in their lives.**

---

Family Services therapists are trained in approaches such as mindfulness, trauma-focused cognitive behavior therapy, and child and family therapy, brain-spotting, and more. As one of the few Medicaid providers in Forsyth County, Family Services provides critical mental health care to children, teens and adults. By using a sliding scale fee structure for people who are uninsured or under insured, cost is not a barrier to mental health care. In July–Dec 2021, the trauma counseling referrals to Family Services increased 100% compared to the same time frame in 2020. That same time frame in 2020 increased 60% compared to 2019. The consequences of the pandemic affect everyone. Vulnerable individuals who have experienced Adverse Childhood Experiences or have existing mental health issues are at greatest risk.

## **Strengthening Families Program**

Family Services offers the evidence-based Strengthening Families Program to help parents and caregivers improve parenting skills, protect their children from abuse, and help their children remain addiction-free. This program also helps youth learn life skills and how to refuse risky behavior.

Strengthening Families is offered to families with children age 7–17 who are at-risk for being involved in the juvenile court system or to families referred by their school counselor or their pediatrician, for example. With the Covid-19 pandemic, Family Services changed this course from being offered in-person in group sessions to being offered by individual coaches to individual families online. Attendance and graduation have both increased as the online private coaching has allowed each session to be specifically tailored to each family's needs. Each family sets goals they work towards during their weeks in the program.





---

**96%** of Strengthening Families Program participants would recommend it to others.

---

**54** youth participated in the Strengthening Families Program along with a parent or caregiver.

---

**539** individuals engaged in counseling (395 adults and 144 children).

---

**5,120** counseling sessions were held in 2021 exceeding our goal of 4,250 hours by 20%.

---

**73%** of these counseling clients had experienced significant trauma such as domestic violence, sexual assault or another form of abuse either as a child or an adult.

# CHILD DEVELOPMENT

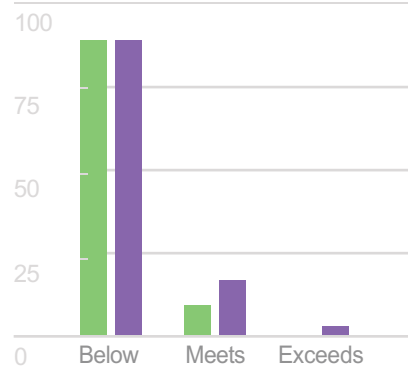
**Early Head Start served 120 children 0–36 months of age. Head Start served 499 children 3–4 years old. Despite the incredible challenges of teaching through the pandemic, the results are impressive.**

The 2021 academic year presented new challenges—how do you teach young children through a pandemic? The Child Development program starts with the premise that the parents are the first teachers and makes concerted efforts to understand the needs of parents using The Parent Family Community Engagement (PFCE) model. All Head Start families and staff were provided with laptops, tablets, and community support. Classroom teams learned new skills and effectively engaged with children and families through the pandemic.

In Fall 2020, only 1.8% of students exceeded social-emotional learning objectives, and 0% exceeded language objectives. By Spring 2021, 28.5% of students exceeded social-emotional learning objectives, and 33.6% exceeded language objectives.

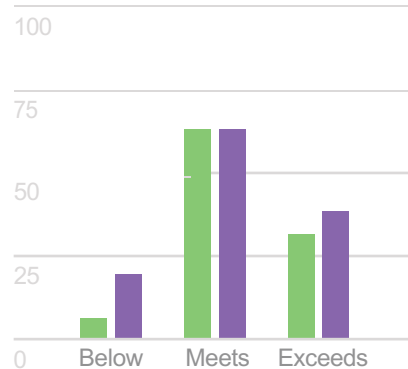
## Fall 2020

■ Social-Emotional ■ Language



## Spring 2021

■ Social-Emotional ■ Language





## The Pre-K Priority

The Pre-K Priority is a coalition of community stakeholders committed to advocating for support and funding to create an equitable system of high-quality Pre-K opportunities for all four-year-olds in Forsyth County. The Pre-K Priority was awarded American Rescue Plan Act (ARPA) funding to help support a cohort of 32 existing Pre-K classrooms with high-quality supports for two years. These resources are built around the 19 recommendations that were published in 2022 by the Early Childhood Education Task Force. Those recommendations are also informing the focus for the Pre-K Priority's ongoing work in the areas of :

- Advocacy & Funding
- Quality & Evaluation
- System Implementation & Administration
- Workforce Education & Training

As The Pre-K Priority gathers momentum, we see a path forward for all children within Forsyth County to thrive.

**Learn more at [PreKPriority.org](https://PreKPriority.org)**

## THE PRE·K PRIORITY



*It's vital that every four-year-old in our county have access to high-quality, affordable Pre-K if we want to realize the educational and economic goals we've set for our community. The future of our community are these children, and we need to give them the best start in life possible," said Traci Ross, CEO of Family Services of Forsyth County. Family Services has convened The Pre-K Priority since the collaborative was established in 2015 and runs the local Head Start program.*





# 01

### Counseling: Healing Against All Odds

“Natalie” is a young woman in her 20s who has been engaged in therapy with Family Services for almost two years. Abusers inside and outside of her family have sexually assaulted her on multiple occasions both during childhood and her teenage years. She called Family Services to engage in counseling as a young adult. The Family Services therapist working with Natalie diagnosed her with a specific mental health disorder. Her Family Services therapist offered the option of referral to a psychiatrist to confirm the diagnosis and prescribe medication to see if it could help Natalie feel steady enough to address multiple traumas she had experienced. Without the medication, Natalie had deep despair and high anxiety that made it very difficult to actually focus on healing from the sexual assault traumas. Natalie did decide to start on the medication and also continue in weekly therapy. She now feels more capable and competent as a result. Her Family Services therapist reports, “I can see the difference in her face. She is getting better sleep. Her face just looks radiant. Her eyes sparkle.” Natalie has recently cut back from participating in therapy each week to only once a month. She is moving forward in her life and continuing to heal.

# 02

### Children's Advocacy Center: Triumph Over Trauma

“Jasmine” was referred into Family Services trauma counseling by our Children's Advocacy Center staff. A family member abused her when she was younger. Jasmine's mother participated in a Family Services support group through the Children's Advocacy Center. She learned what to expect and how to support her daughter's healing. Jasmine entered counseling and has been served by a Family Services counselor specially trained in serving children and youth who are surviving trauma. When she first came for counseling, Jasmine was depressed, not wanting or keeping friends and was missing school. Jasmine has now participated in over a year of Trauma-Focused Cognitive Behavioral Therapy. She has learned that she can determine for herself who and what she wants to be; that she doesn't have to accept what the abuser told her. Jasmine's Family Services therapist reports: “You literally see the healing. I feel it in the room. Now she can say she is not scared. She feels good. She feels safe.”

## 03

**Bridges to Hope: Finding Justice**

“Sara” has been working with and served by Family Services domestic violence advocates for over two years. In 2021, her husband assaulted her and was charged with multiple crimes including kidnapping, strangulation, assault with a deadly weapon, and more. Sara sought help from Family Services staff at the Bridges to Hope Family Justice Center of Forsyth County. Family Services staff helped her file for a Domestic Violence Protection Order (50B) and accompanied her to court many times over two years. She participated in domestic violence support group, in counseling, and was referred by Family Services to Legal Aid for help in getting a divorce. Sara’s husband has now been convicted of multiple crimes and is serving time in jail. She continues to occasionally participate in support group. Sara has been determined to seek justice and is now free from the abusive husband who has been held accountable for his crimes.

## 04

**Interpersonal Violence Shelter: A Fresh Start**

“Alyssa” fled an abusive partner with her two children and arrived at the Family Services Interpersonal Violence shelter last fall. She literally arrived with nothing but the children. Alyssa was determined to rebuild a safe life and create a loving home. While living in our shelter, she found a job and also participated in counseling. We referred her to Project HOPE, a program offered by Winston-Salem Forsyth County Schools to help homeless children succeed in school. After months of searching, Family Services staff was able to find a local house for rent and worked with the landlord so that they could accept a federal Emergency Housing Voucher that Alyssa qualified for. Alyssa and her children recently moved out of the Family Services Shelter and into their rental home. Family Services purchased gently used furniture from GreeNest to help furnish the home. Alyssa said recently, “It feels so good to turn the key in my own front door.”

“

**You literally see the healing. I feel it in the room. Now she can say she is not scared. She feels good. She feels safe.”**

## Looking Forward—Family Services Foundation

**We are building a planned giving program to sustain and stabilize our organization and a source for donors ready to commit to Family Services. Planned giving is the art of designing charitable gifts so that you realize your philanthropic objectives while minimizing your after-tax cost.**

Family Services was founded in 1905 by Annie Grogan and concerned citizens who recognized that too many families were living in poverty and needed community assistance. Now, 117 years later, we still fight the effects of poverty in our community and see too many families in need. The Family Services Foundation (FSF) will provide financial stability, ensuring we can continue providing help, hope, and healing for generations to come in times of plenty and in times of financial challenge, in times of health, and in times of public health crises.

The Foundation allows Family Services to:

- Provide wrap-around services to families in need or crisis;
- Remain responsive to the community's most pressing need, now and in the future, without fear of financial instability;
- Expand programs designed to prevent crisis, violence, and lack of services and sustain those programs if funding fluctuates or ceases

We have received numerous seed gifts confirming that creating a Foundation for Family Services is possible and necessary. The Foundation looks forward to sharing in real time the latest information in gift planning through the website biannual newsletter. We are moved and encouraged by your continued support in our crucial mission of carrying on Annie Grogan's vision.

A handwritten signature in orange ink that reads "Michelle Speas".

**Michelle Speas, MA, CFRE**

Vice President, Philanthropy and Public Relations &  
Executive Director of The Family Services Foundation





family  
services  
foundation

Learn more about how to give at  
[FamilyServicesForsyth.GiftPlans.org](https://FamilyServicesForsyth.GiftPlans.org)

# THANK YOU.

Family Services provides relief and response to critical community issues and is dedicated to protecting, counseling, supporting, and empowering all individuals, children, and families in Forsyth County.

**Your partnership in the community of solutions  
makes a difference.**

---

FamilyServicesForsyth.org

1200 S. Broad Street, Winston-Salem, NC 27101

Main Line: (336) 722-8173

Domestic Violence and Sexual  
Assault Crisis Line: (336) 723-8125



*Healthy families build healthy  
communities. This is why we're here.*