



Fiscal Year 2023-2024

Impact Report





Coloring has super powers

Every age can benefit from coloring!

As a trauma-informed agency, Family Services believes in the benefits of coloring.

We encourage you to enjoy the creative opportunity throughout these pages to color, unwind and connect as you see the impact of your support come to life in these pages. Thank you!

Coloring benefits:

- Helps preschoolers develop skills for school readiness
- Stimulates creativity and self-expression
- Contributes to better handwriting
- Promotes a safe and creative outlet to process difficult emotions
- Can act as a meditative practice for relaxation
- Improves focus and concentration



Together, we are building a home where everyone can thrive and reach their fullest potential.

It will take all of us. This sentiment has resonated with Family Services since our founding in 1905.

Building healthier communities requires understanding our history, engaging in our present, and preparing thoughtfully for the future.

Much like a home, Family Services thrives on the foundation of unwavering support, compassion, and shared purpose. Our staff serve as the strong pillars of our house, providing the stability essential to our mission's work. They bring expertise, passion, and care to every interaction, ensuring our programs operate effectively for those we serve.

Our community acts as the roof that shelters us, offering vital collaboration and support. Together, we create a nurturing environment where vulnerable individuals find hope and healing. They are at the heart of our home, inspiring us daily and reminding us of our purpose.

We are grateful for this every day.

Our staff are our most valuable assets. As such, Family Services remains committed to providing sustainable wages, affordable benefits, and robust professional development activities to become our region's nonprofit employer of choice.

Following a comprehensive national and local market study, we are pleased to report that staff salaries are 85% of the midpoint or higher. We have also implemented merit-based performance reviews to reward top performers and future leaders.

In our work to become the community leader in interpersonal violence, we are well underway in addressing the need to build a new domestic violence shelter. This year, we also completed work to relocate the Child Advocacy Center to Gateway, with the deliberate intention that child victims of sexual assault would be more protected. Thoughtful updates were also made to make the space trauma-informed and inviting.

The year was not without its challenges and risks, however. Significant teacher shortages in the industry posed a priority need for our Child Development division as we transitioned our last classroom from the Sarah Y. Austin Annex. Working with Senior Services, we opened a classroom at the Intergenerational Center, introducing a multi-generational learning experience.

Looking ahead, it will continue to take all of us to prepare for our future. We are committed to working with the Family Services Foundation on sound investments and diversified funding streams.

Our future is possible because of you.

We are grateful for your loyal support and proud of our legacy and impact on the community. As we approach 120 years of service, we are humbly reminded that we do not do this alone.

It is a journey we take together. We hope you see your own impact reflected in this report and recognize that you are a critical partner in our Community of Solutions. Together, we are building a home where everyone can thrive and reach their fullest potential.



Sheila McClelland

Sheila McClelland

Acting President & Chief Executive Officer
Family Services, Inc.

Who We Are

Family Services works to help children, families, and individuals make positive, lasting changes in their lives by strengthening families and building a healthier, more stable community. The heart of our work is about building a better future for all of us.

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.



"Everyone we speak with is extremely helpful and truly lives to the name FAMILY Services and treats you like family!" – Sandra

Our Programs

Our services and solutions are the very best.



Child Development

Family Services' Child Development Head Start and Early Head Start programs are leading the way for Forsyth County's children. We work together to provide our community's families and their children with a curriculum that addresses the needs of both the parent/caregiver and the child. This is a promise we have been committed to for over 60 years, ensuring that all children, regardless of income, have access to high-quality Pre-K, which helps our youngest community members succeed in school and life.



Counseling

At some point in our lives, we all go through stresses, or may experience depression, anxiety, trauma, or loss. Our highly-qualified staff of therapists are trained in approaches as Acceptance and Commitment Therapy, Mindfulness-Based Stress Reduction, Cognitive Behavioral Therapy (CBT), Trauma-Focused CBT, and Family Systems. Our counseling resources help children, adolescents, adults, individuals, couples, and families discover their own strengths to make better decisions.



Safe Relationships

Our experienced, caring professionals offer comprehensive services to individuals, children and families who have experienced domestic violence, sexual assault, child maltreatment, human trafficking, or elder abuse. We support survivors to achieve immediate and long-term safety, empowerment, dignity, and hope by creating a safety plan, providing emergency shelter, support services, and ensuring both immediate and long-term services help our clients take critical steps forward toward recovery.

Financials and Impact



\$13,784,817

Support and Revenue



\$13,546,152

Total Expenses



86.8%

Program Cost



4%

Fundraising Expenses



770

Crisis Line Calls Triaged



11,000

Individuals and Families Served



359

Generous Donors



689

Total Gifts Received



596

Volunteers





Child Development

Every child deserves the best possible start in life. That's why we're here.

Even before his daughter Alisha* was admitted to our Head Start program, dad Sam* was determined to get involved by attending community collaboration meetings. As a passionate local entrepreneur, Sam believes, "Being involved in my kids' academic success is greater than any money I can make."

Spreading a love for learning, he is active in Alisha's experience, regularly volunteering by reading once a month, attending events, and actively providing feedback that shapes his child's future and others. Proud to be a role model, Sam understands the power of community in early childhood education. "I want other students to have that same impact whether they may or may not have someone in their lives," he shares.

Research proves that children who have a caregiver who engages in their education and life experiences have improved health, longer lives, and increased self-esteem. Now Alisha is thriving – proof that when children get what they need – mentally, physically, and emotionally – we all win.

506 Children enrolled in Head Start

125 Children enrolled in Early Head Start

13 5-Star Licensed service sites and child care partners

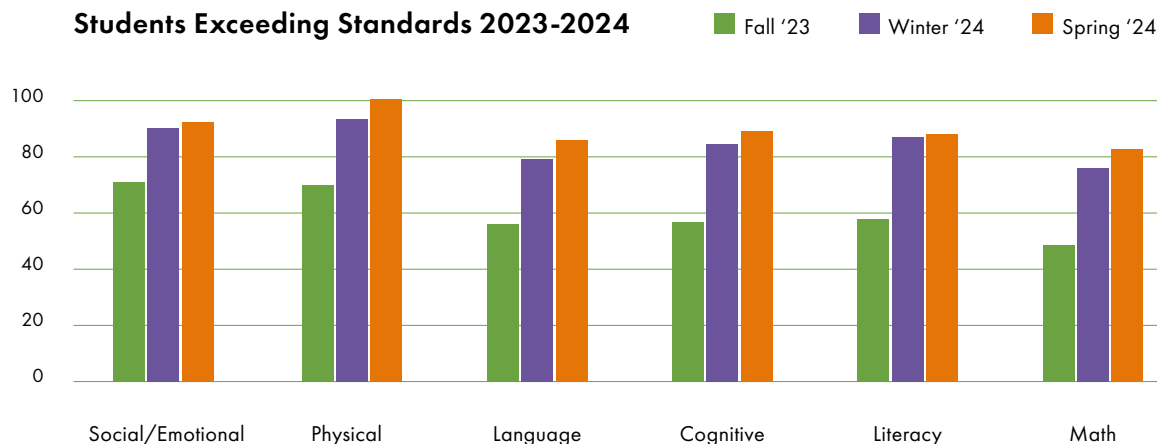
500,600 nutritious meals served

41 IEPs & 11 IFSPs completed**



"If it wasn't for the community, I don't know where I would be. The teachers at Family Services are amazing. They are like second parents, they are going to treat them like their own." - Isabella

Students Exceeding Standards 2023-2024



*Not their real names

**IEP: Individualized Education Program, IFSP: Individualized Family Service Plan

These are plans and services to support children with developmental delays or disabilities.



THE PRE·K PRIORITY

Ten years ago, Family Services convened a small group of early childhood education organizations to consider how to improve the quality, accessibility and number of Pre-K classrooms in Forsyth County. Since then, the Pre-K Priority has worked to eliminate persistent educational disparities among children entering kindergarten. Results of Year 1 model cohort classroom outcomes showed significant progress in terms of teacher retention, kindergarten readiness and family engagement. Capitalizing on this momentum, a new initiative, Pre-K Works, aims to amplify how investments in early childhood education attract families to our region and allow current parents to return to the workforce.

500 hours of support
provided to teachers

82% of children met/exceeded
expectations at end of year

400 family assessments completed

85% retention rates for educators

Learn more at PreKPriority.org/arpa



Counseling

Stronger Families. Stronger Communities.

Making positive, lasting changes.

Frequent and intense arguments marked Beth* and Michael's* mother-son relationship, which eventually led to behavioral changes at school. The Division of Social Services referred them to Family Services for further help—that's where our Strengthening Families Program came in.

As part of this evidence-based family skills training, they attended weekly classes with independent learning time and a joint family session. Beth was taught nurturing parent skills to establish positive family relationships, while Michael increased his self-esteem and problem-solving abilities. "The parenting conversations and coping skills for anger were truly impactful," Beth shared. Together, they discovered new ways to express feelings and negotiate respectfully, utilizing tools learned from the program.

Proof that families grow stronger when prepared to meet the varied challenges society presents, Beth shared that she could put her tools to work with an out-of-state child who would often be combative as well. "I can calmly share my perspective with him as well, leading to more constructive conversations." Expressing gratitude for her time, she shares: "Our family is extremely grateful for your services, we have learned a great deal of useful tips."



"Our therapist is wonderful. I am not only pleased with how far my children have come but how reassuring our therapist is to me." – Daniel

419

total number
unduplicated clients

56%

adult clients

44%

children/youth clients

4,626

kept counseling sessions

85%

clients with one
or more traumas

100%

clients would recommend
to a friend

95%

reported they were
satisfied with their services

100%

clients report they are making
progress on their goals





Safe Relationships

Providing safety, hope, healing and strength.

Everyone deserves peace, respect, and safety in their relationships. Domestic violence often starts with what seems like small, controlling behaviors. It can escalate over time, becoming a pattern when one partner or family member exerts power and control over another. Unfortunately, it often keeps on getting worse.

Sandra* and her two children experienced this firsthand as survivors of a physically and emotionally abusive situation at home. When she decided to leave, Sandra was able to find respite at the Family Services emergency domestic violence shelter for two months.

While staying with us, she found a full-time job and worked with our Case Manager to help find an apartment that, using federal rental assistance, she could move to a safe part of town. This fresh start allowed Sandra and her children to

start in a new school. She continues to thrive and, because of a slightly higher wage, was able to purchase a car to help with their independence and family transportation.

She is no longer afraid because she started a new life for herself and her children. She says she is no longer looking over her shoulder and that she feels like she can “finally breathe.”

8,601 total safe nights of care

187 number of guests

97 adults

90 children

770 crisis line calls

Child Advocacy Center

Around the state and nation, Children's Advocacy Centers (CAC) strive to connect children and non-offending caregivers to safety, hope, healing and justice. Working with a team of medical experts, law enforcement, victim advocacy, mental health and other disciplines, the CAC holds offenders accountable to help children and families heal. Our caring, empathetic staff conducts forensic interviews with child clients, while advocates meet with parents or caregivers to learn how to support their child's healing.



"My daughter feels better knowing that this is all out in the open and something is being done." – John



**Backed by
National Children's Alliance®**
Accredited Member





The next step: Safe housing for survivors.

This year, Family Services
launched the silent phase of
a \$10.8M capital campaign

\$7.8M from local giving and \$3M from state and federal resources - to construct a new, larger, and safer shelter that will better accommodate the changing needs of domestic violence victims today and into the future. With a trauma-informed architectural design, the new shelter will offer physical spaces that promote safety, well-being, and healing so victims can rebuild their lives in an environment that respects their identity and dignity. We are grateful to our donors who have pledged their early support of this initiative to join us as we bring all domestic abuse victims One Step Closer to hope and healing.

giveonestepcloser.org

Family Services Foundation

Looking forward

As we reflect on the Family Services Foundation's third year, we are grateful for your support in creating a lasting legacy for this agency's future. Though the Foundation is young, we are passionately dedicated to uplifting a remarkable nonprofit that has proudly served our community since 1905 with three ambitious goals.

Goal One: This past year, we visited domestic violence shelters in Atlanta, Indianapolis, Charlotte, and Wilmington, thanks to a generous anonymous donor. With each visit, we learned new, different ways to support survivors to create safer, more trauma-informed environments. If you want a copy of our report on these tours, just let me know. Moving forward, we are motivated by our progress toward our capital campaign's \$10.8 million goal to build a new domestic violence shelter, with a public phase anticipated in 2025. Watch for more exciting developments on the horizon soon.

Goal Two: The continued growth of our planned giving program, the 1905 Society, aptly named in honor of our founding year, has reached 19 members. These philanthropic leaders have chosen to support our agency's future by making a lifetime gift to the Family Services Foundation in

their estate plans. This gift is a testament to the deep commitment many of you feel to the Family Services mission and our vision to serve the community.

Goal Three: We issued an RFP for investment management services, selecting Arbor Investments. With the leadership of Treasurer Matt Carey and our Foundation Directors, we successfully drafted and will implement the agency's first investment policy for cash assets in 2025. This document will guide the agency's financial management and investment strategies, maximizing our resources while minimizing risk to remain focused on our mission and be the best stewards of permanently invested donor funds.

Finally, I would like to take a moment of privilege to thank Anne Rainey Rokahr and Audrey Johnson. Anne served as the inaugural chair of the board of directors for two years. Audrey has followed Anne as Chair. Family Services is blessed by the wisdom, passion, and direction of these volunteer leaders who spend hours each month supporting these three goals.

To all, thank you for your belief in our mission and for being a crucial part of our journey. Together, we can continue to bring hope and healing to those who need it most.



Michelle Speas, MA, CFRE

Chief Operating Officer Family Services, Inc.

& Executive Director of the Family Services Foundation

Family Services Leadership

Board of Directors

Paul Robeson Ford,
Chair

Herbert Miller, III,
Vice Chair

Kia Chavious, JD,
Secretary

Ernest Logemann, CPA,
Treasurer

Charles Armstrong

Dean Clifford, Ph.D.

Pamela Dockery-Howard, MD

Jamie Gadson

Michael Grace, Jr, JD

Gregory Hairston, Sr.

Jennifer Houlihan, MSP

Micha James

Matthew Marceron

Tricia McManus

Annette Scippio

Daisy Rodriguez

Paula Wilkins, Ed.D.

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Board Chair

Peggy Reingold,
Vice Chair

Virginia Pleasants, JD,
Secretary

Matt Carey, MBA,
Treasurer

T.L. Brown, JD, MBA

Penn Broyhill, JD

EJ Cardenas

D. Elwood "Woody" Clinard

J.K. Givens, JD

Lauren Hernandez, JD

Obi Ikwechegh, MD

Xuejiao (Katie) Jorgenson

Ernest Logemann, CPA

Anne Rainey Rokahr

Tabitha Mae Sherman, BSN, RN-BC

Christy Cox Spencer

Julia (Julie) Townsend, MBA

Danna Wortman, CPA



Executive Leadership Team

Traci Ross

President & Chief Executive Officer

Michelle Speas, MA, CFRE

*Chief Operating Officer & Executive
Director, Family Services Foundation*

J. Nelson-Weaver, D. PH, MA

*Vice President, Clinical
& Community Services*

Sheila McClelland,

Vice President, Finance and Administration

Tonia Shore, MBA

Vice President, Human Resources

Vivien Stearns, MA

*Vice President, Child
Development Program*

A SAFE PLACE CAN CHANGE SOMEONE'S WORLD

Since 1905, Family Services has been providing relief, shelter, and support to children and families so they may reach their full potential.

Because of the growing and diverse needs of domestic abuse victims, we are building a new shelter to meet the ever-changing needs of families experiencing domestic violence.

Together, we can be *One Step Closer* to hope and healing.



To make a life-changing donation to the campaign, visit GiveOneStepCloser.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.**



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

FamilyServicesForsyth.org

1200 South Broad Street, Winston-Salem, NC 27101

Main Line: (336) 722-8173

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