

# Family Lifeline<sup>SM</sup>



2009 Annual  
Report

# Family Lifeline Program Results Fiscal Year 2009

In the fiscal year ending June 30, 2009, Family Lifeline changed the lives of nearly 3,500 children, moms, dads and seniors.

## Healthy Families

Healthy Families reaches out to new parents with very young children. It provides intensive in-home support and education for at-risk families. Healthy Families uses a national best practice model to strengthen parenting skills and help parents prepare their children for success in learning. It has a proven record of reducing child abuse and neglect.

- 424 families representing 807 moms, dads and babies received intensive in home support in the City of Richmond, the City of Petersburg and Henrico County
- 100% of participating families remained free of child abuse and neglect. 70% of participating moms reported a childhood history of abuse and neglect, suggesting a successful break with the generational cycle of violence.
- 94% of children had a pediatrician making it less likely that those children will end-up in the ER for routine treatments.
- 93% of children received all doctor recommended immunizations -- the most effective means for preventing disease and reducing future health care costs.
- 94% of parents learned to effectively use their home as an environment for learning, optimizing their child's healthy brain development and contributing to school readiness.

## Senior Care – Personal Care

Family Lifeline's Personal Care Program provides in-home support to seniors to enable them to remain at home. In addition, the program provides respite services to primary caregivers, often the adult children of those enrolled in the program.

- Rather than going to a nursing home or assisted living facility, our clients spent 10,138 additional days in the comfort and safety of their own homes.
- The Medicaid savings (to taxpayers like you!) between providing our in-home care and placement in a nursing home was nearly \$1.1 million.
- 95% of caregivers who completed our annual satisfaction survey reported that our services prevented their care recipient from having to use the ER in non-emergency situations.

## Senior Care – ElderFriends

Family Lifeline's ElderFriends program is a volunteer driven program providing outreach, self-advocacy and companionship to isolate elders living in greater Richmond.

- A total of 7,000 volunteer hours were dedicated to the program with an estimated value of \$160,000.
- 94% of elders who completed the annual satisfaction survey reported a decrease in social isolation and loneliness.
- 90% of elders who completed the annual satisfaction survey reported an increase in their knowledge of and/or access to community-based services.

## The Power of \$1.

A \$1 investment in a home visiting and parent education program can save \$34 in the later treatment and consequences of child abuse (Children's Trust Fund)

A \$1 investment in personal care services for seniors can yield a \$3 return by preventing premature nursing home placement (Elderberry Institute)

A \$1 investment in a volunteer can produce as much as a \$4 return in goods and services (National Volunteer and Philanthropy Centre)

# Safety and Security, in Good Times and in Rough Times

This year, Family Lifeline will turn 132 years old. We are proud of this milestone and the fact that, as an organization, we have witnessed much history—good and not so good. We began serving the greater Richmond Community in the years after the Civil War and have been a consistent lifeline of service ever since—through two world wars, a great depression and a series of recessions.

We write this annual letter in the midst of what many have called the great recession. Like many nonprofit organizations throughout our community and around the country, we have felt the effects of diminished fund raising at the same time the demand for service is increasing. We have also seen the amazing spirit of generosity that has blessed Family Lifeline for all of our 132 years—from our donors, from our volunteers, from our community partners and from our dedicated staff.

With this report, we reflect on our fiscal year ending June 30, 2009. Some points we want to bring to your attention include:

- We increased the number of individuals and families we reach—by 84% over the previous fiscal year. This increase comes in the face of flat or, in some programs, declining funding.
- We continued a process of self assessment and “belt-tightening” with a focus on supporting direct program services. The result is less administrative overhead and more vital services to more families.
- We began a strategic planning process to set a course for Family Lifeline’s future. This process, under the capable leadership of Patte Koval, is looking at how and where we continue our long history of service to the community. We are excited by this process and believe it will make us stronger and better able to serve our constituency.



From left to right: Paige C. Magness, Patte G. Koval, Catherine M. Marriott, vice chair, Chris Accashian, Grace S. Sparks, and Hugh F. Goldthorpe, Jr., chair.

Through all this activity, Family Lifeline’s mission remains constant: *to give individuals and families the tools they need to create a better future for themselves and their community.*

Providing these tools for those in need is made possible through the generous support we receive from hundreds of friends throughout the community. With that support we continue to provide measurable support to at-risk families—in good times and rough times.

Sincerely,  
The Family Lifeline Executive Committee

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Patte G. Koval

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804.285.3701 fax

### North Richmond

2104 West Laburnum Avenue, #102  
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804.353.4264

### Petersburg

135 South Adams Street  
Petersburg, VA 23803  
804.733.9961

[www.familylifeline.org](http://www.familylifeline.org)

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## Healthy Families

Becoming a new parent is exciting. It can also be overwhelming. Family Lifeline's Healthy Families programming gives parents the tools they need to raise healthy, happy children who are ready to learn when they enter school. Our goal is healthier babies, healthier moms, engaged dads and stronger families positioned to support and encourage success in their children.

Healthy Families is a national best-practice model, providing new parent information and intensive home-based prevention services. Family support services are designed to:

- Improve parent and child health outcomes;
- Prevent child abuse and neglect;
- Promote optimal child development;
- Encourage literacy and school readiness; and
- Increase positive parenting knowledge and behavior.



## Senior Care

Most people want to age in the safety and comfort of their own homes. Family Lifeline has been serving the needs of older adults and their primary care givers for over 30 years. Today, our Senior Care services include two important programs:

- **Personal Care services support activities of daily living, including bathing, dressing, personal hygiene, exercise, meal preparation, medication reminders, light housekeeping and laundry. The program is staffed by a team of professional in-home care aides.**
- **ElderFriends help elders remain independent for as long as possible by reducing isolation and loneliness. The program pairs shut-in seniors with friendly visitors who provide companionship, outreach and advocacy.**

Both programs strive to help elders remain independent, in their own homes, for as long as possible. We take our services out into the community and into the homes of our clients.



The 2008 / 2009 fiscal year was a banner year for volunteerism at Family Lifeline. Everyday, over 50 people—from all walks—lent a hand to help forward our mission.



### **Kenmont Design Group**

Check out our new website at [www.familylifeline.org](http://www.familylifeline.org). We can make that suggestion thanks to Chris Palmer and his team at Kenmont Design Group, who volunteered countless hours to redesign Family Lifeline's web page. Chris pictured here (on right) with Antony Coukos, the firm's creative director, was asked to develop a website that told the Family Lifeline story in a professional-looking, user-friendly fashion. From the rave reviews received from throughout the community, Chris clearly got the job done. To learn more about Kenmont Design group visit [KenmontDesignGroup.com](http://KenmontDesignGroup.com).

### **Ryan Gallagher Video**

Family Lifeline has a new tool in telling our story thanks to Ryan Gallagher, a new volunteer and an award winning video producer. Ryan answered our call for help with a new agency video when he volunteered to produce the video. He is a graduate student at the prestigious VCU Brandcenter and will graduate in May with a Master's Degree in communications strategy. Ryan "believes in the power of just doing, not talking about doing or thinking about doing but doing."



# Family Lifeline Donors

## Fiscal Year 2009

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 County of Henrico  
 Robins Foundation  
 United Way of Greater Richmond and Petersburg

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 The Cameron Foundation  
 The Community Foundation Serving Richmond and Central Virginia  
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