

Impact Report ~ 2020

# See me





**SyQuannah Redd-Richardson**  
Personal Care Aide

**A CAREER OF SERVICE REQUIRES** an unwavering sense of humility and the ability to focus on someone else despite what is going on in your own life. For the past six years, SyQuannah Redd-Richardson has had a career in the service of others as a Personal Care Aide (PCA) for Family Lifeline. The service provided by SyQuannah and other PCAs and certified nursing assistants working with older adults and persons with disabilities is physical, relational, essential to the health of multiple generations, and critical to our economy. This work continues face to face — even in the midst of a global pandemic.

These days when SyQuannah leaves for work her son Jakari offers her some advice, “Mommy, be careful at work because the virus is going around!” Jakari, 8, is the oldest of her two boys. Four-year-old Jahriah has chronic care asthma and is at a greater risk for illness. “Last year, I was back and forth between home and the hospital. Before I could make it to work the principal would call and ask me to pick Jahriah up.”

As Jakari’s school shifted to remote learning and Jahriah continues to have ongoing medical needs, SyQuannah was forced to make a difficult decision. “I am leaving Family Lifeline because I have to be home to care for my children. I have been a PCA for six years and I want to go back to school to become an RN, but right now, my family needs me.”

For the time being, SyQuannah has chosen to be in service to her family.

**WE WELCOME YOU TO** Family Lifeline’s 2020 Annual Impact Report reflecting upon the fiscal year ending June 30, 2020. It was a year that started normally enough, like many of our previous 143 program years. But in March, the COVID-19 pandemic turned the year upside down. Sadly, the pandemic is not the only thing that has made this past year challenging. Family Lifeline, our community, and indeed our nation, have found ourselves forced to face the ongoing impact of systemic racism that has infected this land for over 400 years.

During the past year, all of us have been implored time and again by individuals and communities to “see me.” People have begged and demanded to be seen for who they truly are, where they are. Hearing “see me” throughout the year both reminded us how important it is for every person to be seen and how often we fail to do so.

When we see one another, we embrace those things that connect us to one another and to the greater community. When we see one another, we truly see our differences and our shared aspira-

With gratitude,



**Amy L. Strite**  
President & CEO



**Jacob Kerkhoff**  
Board Chair

tions for health, safety, access, belonging, opportunity, and connectedness. When most of us see a young child, we see our own children, when we see an older adult, we see our own parents. We see what connects us.

### **THE CALL TO “SEE ME” REMINDS US TO SEE ALL PEOPLE IN OUR COMMUNITY.**

At Family Lifeline, we see the strength and resilience of every individual and family we serve. We see the commitment and professionalism of our staff, the heroic team of women and men who have continued to work throughout the pandemic — some virtually, others face-to-face — because their work is critical to the health, education, and well-being of those they serve. We also see the generosity of those who volunteer time and give treasure in support of our mission.

In this report we will share the stories of the professionals at Family Lifeline and the people we serve. You will get a glimpse of the people we see on a daily basis. We hope you will see them too.



**1,701**

**PEOPLE  
SERVED**

**TODAY MORE** than ever, social isolation and loneliness are significant issues facing our older adult community. Family Lifeline's Living Well programs work with older adults, people with disabilities, and their caregivers to help individuals remain safely in their own homes for as long as possible.

Because of increased safety concerns during the COVID-19 pandemic, Family Lifeline's home care staff has taken extraordinary measures to ensure the health and safety of both the older adult and the care provider. Despite the added responsibilities, care providers like Gloria Eaton continue to serve. "I love being a helping hand. I

know one day I will need someone to help me, but, right now, it's me who needs to help someone else."

Gloria has been a Personal Care Aid for over 20 years. While most of the traditional workforce transitioned to remote working, that option was never possible for Family Lifeline's homecare

staff. Facing chronic care needs, Greater Richmond's most vulnerable population relies on the support of personal care providers to perform essential daily activities like cooking, bathing, and cleaning.

When the pandemic hit and life turned upside down, Gloria took it in stride, wearing



## THE DREAM TEAM: **GLORIA & INA**

her protective gear proudly and adapting to new ways to best support her client, Ina. She has never stopped coming to assist Ina with her daily needs. Ina says to her, "I don't know what day it is, but I know you're coming!" On any given day, Gloria helps Ina with her meals, cleaning, self-care, and other difficult tasks around the house. "We are a team. I always let her pick what she wants to do because staying active is so important."

From sharing stories about their families to singing and two-stepping to "oldies but goodies" they have become much more than work partners over their 18 months together. Gloria's love and care for Ina do not stop when she leaves Ina's house. "I never stop taking safety precautions. When I'm home or out in public, it's my responsibility to stay safe and healthy because Ina's health depends on it."

The bond between Gloria and Ina has deepened during COVID.

# GROWING WITH *Widia & Hugo*



**WITH INTENSIVE** home visiting programming, Family Lifeline is focused on Growing Well. Our premise is straightforward — strengthening families provides a foundation for success, at least two generations at a time. The Ramos Family is an example of that as they continue to work with their Parent Educator, Sara, during the COVID-19 pandemic.

Five years ago, when Nidia and Hugo were pregnant with their first child, they enrolled in Family Lifeline’s intensive home visiting services for families with young children. Thanks to a referral from a friend, they began preparing with their Parent Educator for the birth of their daughter. Two years ago, as they were expecting their second child, they re-enrolled in Family Lifeline’s early childhood initiative for families living in Petersburg.

Nidia likes to say,  
***“We have been in Virginia for 7 years and connected to our friends at Family Lifeline for 5 of those years.”***



**1.** The Ramos family has been a part of Family Lifeline’s Petersburg Early Childhood programming for 5 years.

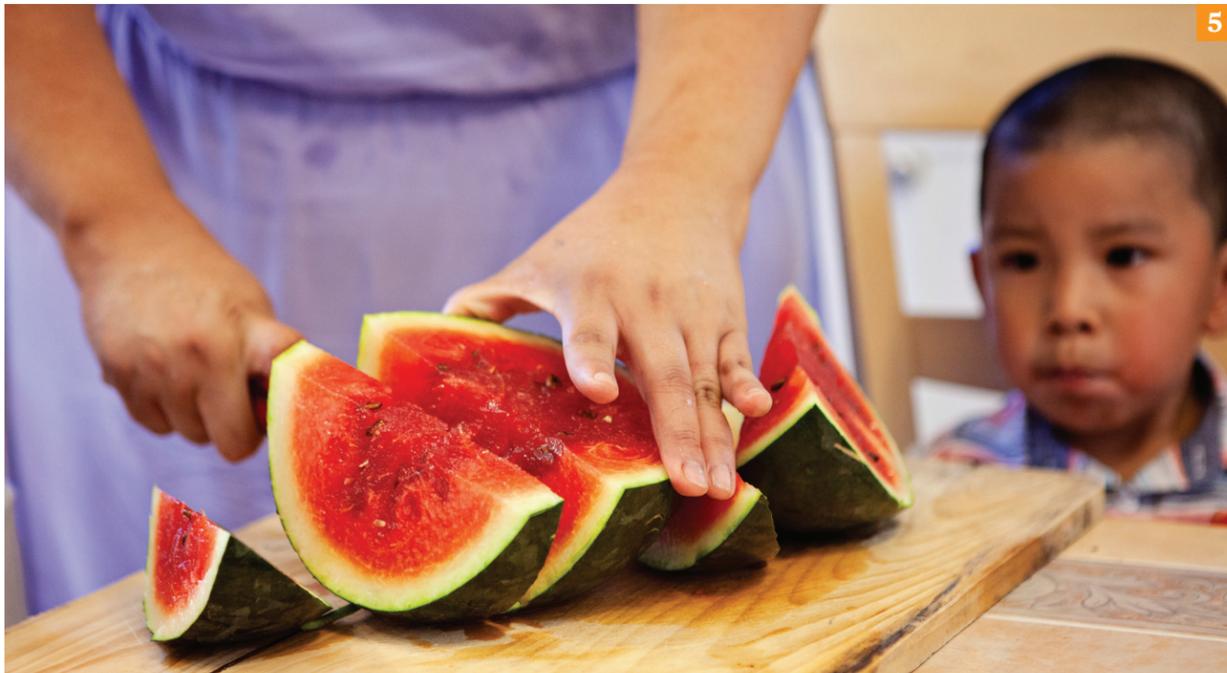
**2.** Keysy graduated from Family Lifeline’s early childhood programming. Today she is fighting leukemia. The family has benefited from access to one of Family Lifeline’s Registered Nurses.

**3.** Joab’s motor skills and speech development were initially delayed, but thanks to early intervention with Sara, their Parent Educator, he is on par with other children his age now.



4. “She wants to be there all the time for her kids. Which I understand, but I have told her that she needs to think about herself if she wants to be the best mom for her daughter and son.”  
– Sara, Parent Educator

5. With one child fighting leukemia, Nidia and Hugo had to adjust their lives to fit the needs of both children. “The hardest part of being a mom is finding the right time for each kid. The program has helped me develop routines and that gives me more time to play and work with my children.”



6. Being a parent is an ever-changing job, especially with two young children, and Family Lifeline is poised to support all parents enrolled in home visiting programs. “Every visit I have learned something new and useful. I don’t feel like I’m by myself.”

**SINCE THE ONSET OF THE COVID-19 HEALTH CRISIS:**



**7,297**

NUMBER OF HOURS OF FACE-TO-FACE SERVICE TO OLDER ADULTS, PEOPLE WITH DISABILITIES AND THEIR CAREGIVERS



**2,556**

NUMBER OF VIRTUAL HOME VISITS TO FAMILIES WITH YOUNG CHILDREN (utilizing video conferencing and telephone technology)

**IN THIS FISCAL YEAR:**

**97%**

OF ENROLLED CHILDREN WERE CONNECTED TO A MEDICAL HOME ENSURING CONSISTENT QUALITY HEALTHCARE

**98%**

OF CARE RECIPIENTS REMAINED FREE FROM FALLS AND FALL-RELATED INJURIES WHILE ENROLLED IN OUR LIVING WELL PROGRAM

**99%**

OF ENROLLED FAMILIES REMAINED FREE FROM CHILD ABUSE AND NEGLECT SUGGESTING A BREAK IN THE CYCLE OF GENERATIONAL VIOLENCE

**95%**

OF CARE RECIPIENTS REPORTED FEELING LESS LONELY AND MORE SOCIALLY CONNECTED

100%

90%

80%

70%

60%

50%

40%

30%

20%

10%

## INTRODUCING OUR NEW LOOK

The refreshed logo aims to exemplify our mission of bringing health and hope into the home.



The **continuous line** of the graphic represents Family Lifeline's longevity.  
 The **house** is a visual reminder that our work happens in the home.  
 The **heart** symbolizes the love, care, support and hope we bring to our approach.  
**Health. Hope. Home. Since 1877** describes our focus and highlights our history.



Growing Well refers to our early childhood program, assisting families in their homes prenatally and during their children's first five years.



Living Well refers to our programs for older adults, people with disabilities and their caregivers.



Giving Well acknowledges our volunteers who engage in our programs and share our mission with others, in addition to our financial supporters.

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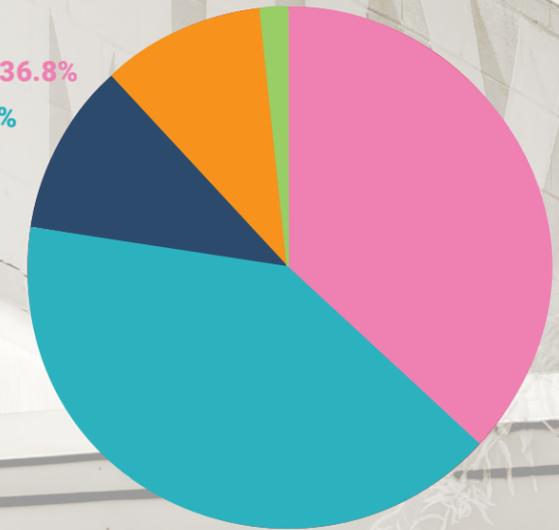
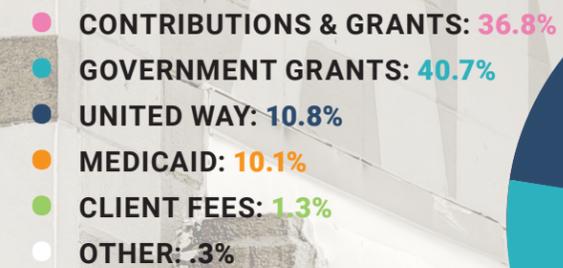
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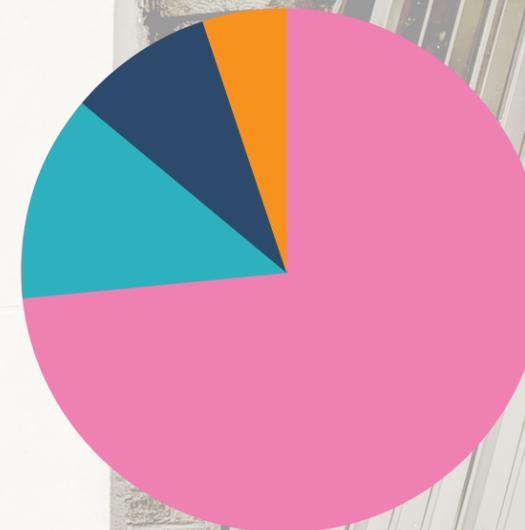
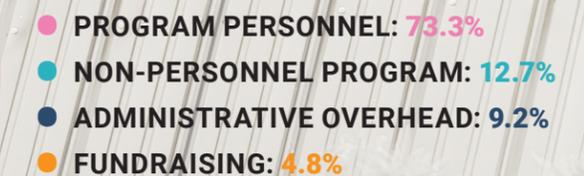
THANK YOU TO THE OVER 430 DONORS WHO GAVE MORE THAN \$900,000 IN THE 2020 FISCAL YEAR.

To see a full listing of donors, visit [familylifeline.org](http://familylifeline.org)

### TOTAL REVENUE: \$3,840,000



### TOTAL EXPENSES: \$3,322,300





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