



Proud Partners in

HEALTH HOPE AND HOME

2022 Impact Report

OUTCOMES & FINANCIALS

OUTCOMES



100%

OF CARE RECIPIENTS remained free from falls and fall-related injuries while in our Home Care program



87%

OF VISITING VOLUNTEERS participants reported that their volunteer helped them feel less lonely and more socially connected during the pandemic

100%

OF ENROLLED FAMILIES remained free from child abuse and neglect while enrolled in our Early Childhood programs



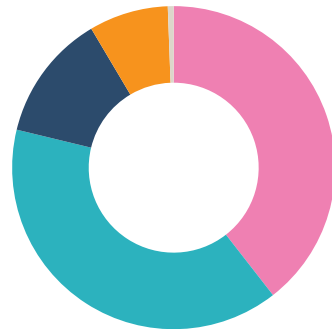
ZERO

CHILDREN ENROLLED had any asthma-related hospitalizations or ER visits since enrollment into our asthma program



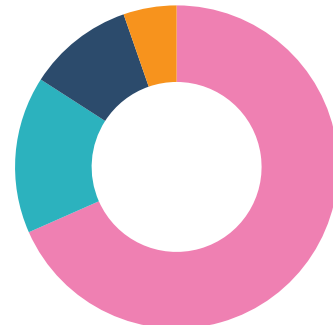
FINANCIALS

Total Revenue
\$3,005,000



- CONTRIBUTIONS & GRANTS: **40.34%**
- GOVERNMENT GRANTS: **40.19%**
- UNITED WAY: **12.98%**
- MEDICAID: **8.11%**
- CLIENT FEES: **0.60%**
- OTHER: **-2.22%**

Total Expenses:
\$2,675,500



- PROGRAM PERSONNEL: **68.38%**
- NON-PERSONNEL PROGRAM: **15.72%**
- ADMINISTRATIVE OVERHEAD: **10.58%**
- FUNDRAISING: **5.32%**

Pension Termination
Cost*: **\$644,300**

*This amount is believed to be in excess of the final amount needed to satisfy the termination of the plan and the excess will be refunded to the agency

FROM OUR LEADERSHIP

www.familylifeline.org

Partnership is the foundation of the work we do at Family Lifeline.



Anne Chamberlain
Board Chair

Katina Williams
President & CEO

It is written in our mission and defined in our values. We cultivate strong households and resilient communities through meaningful, reciprocal relationships that support and empower.

This year, all staff returned to the home working face-to-face with those we serve for the first time since the pandemic began. Growing Well staff reconnected with families whom they have only known virtually. Living Well care providers, who remained in the home throughout the pandemic, breathed a sigh of relief as the world grew a little safer for themselves and those they care for. Through change and uncertainty, our partnerships persist.

It is a privilege to be invited into the home, to share in life's most vulnerable and precious moments. Our 2022 Impact Report is a celebration of the proud partnerships we have built with families and individuals throughout Greater Richmond and Petersburg. We invite you to meet some of the people who make our work possible and worthwhile. This work is only possible if we do it together.



Family Lifeline Community Health Worker, De’Naja, holds the bubble wand in front of 18-month Eliana and says, “Blow, Eliana! Blow bubbles!” Shy at first, Eliana watches apprehensively. De’Naja demonstrates.

“Come on, Eliana, blow!” everyone cheers. Eliana’s mom, Davonda, sits nearby, cradling Eliana’s infant brother, Elian. Dad, Elliot, crouches down next to her. Eliana takes a deep breath and blows. The group explodes with excitement as bubbles float down the stairwell.

“She’s never done this before!” De’Naja exclaims. “This is the first time she’s done it on her own.” De’Naja refills the bubble wand and Eliana continues to blow. More and more bubbles fill the air.

Family Lifeline’s Breathe Easy asthma initiative, made possible by the Memorial Foundation for Children, offers case management services to help parents navigate the complexities of their child’s asthma. Through weekly home visits with a Certified Community Health Worker, the family identifies and addresses environmental triggers in the home. The Community Health Worker also provides asthma education and helps the family connect with asthma-related resources in the community.

In March 2022, Eliana was admitted to the hospital for two days after suffering from a severe asthma attack and ongoing breathing problems. The UCAN Community Asthma Program at VCU Health referred the family to Family Lifeline, and the family began partnering with Certified Community Health Worker, De’Naja.

“When she comes, she always has activities for Eliana,” Davonda says. “She always brings good resources.” At each visit, De’Naja checks in with the family to make sure they have the support and resources they need to effectively manage Eliana’s asthma. “The main thing is asthma education for mom and dad,” De’Naja explains. “They can pass the knowledge on to their children, even after the child graduates from programming.”

De’Naja also guides the family in developmentally appropriate activities and exercises that teach Eliana about her body. One of those activities is blowing bubbles, which demonstrates healthy breathing and strong lungs. A classic childhood activity, blowing bubbles has special significance for children living with asthma.

Eliana now blows bubbles like a pro. Since partnering with Family Lifeline, she has not had any asthma-related hospitalizations. De’Naja is in the process of coordinating Eliana’s asthma action plan, which the family will develop with their medical provider. Eliana will continue to practice her breathing exercises while her parents ensure a safe, healthy space for her to grow. A happy, loud, and energetic child, Eliana is ready to teach little brother Elian all she has learned about growing up healthy. “I thank Family Lifeline for actually being there,” Davonda says. “I hope the next family is as blessed as I am.”

Highland Park has been Vivian’s home since she was 11 years old. Through partnership with Family Lifeline, she has been able to remain living in the place she feels most safe, connected, healthy, and engaged.

Vivian was connected with Family Lifeline three years ago after she began to lose her vision. She has been partnering with Personal Care Aide Mollie for just over one year. Mollie assists Vivian, who is now legally blind, with basic activities of daily living, maximizing Vivian’s choice, safety, and connection.

Mollie supports Vivian around the house, accompanies her on outings, and helps with whatever needs to be done. The two women enjoy going out to eat together and taking walks around the neighborhood. Vivian says, “She cleans up, she makes sure my clothes are laid out. She tells me, ‘You’ve got the wrong shirt!’ She helps organize my bills if my son doesn’t come in time. She takes me out to eat breakfast or lunch.” Most of the time, the two spend the day watching TV, talking, and joking around.

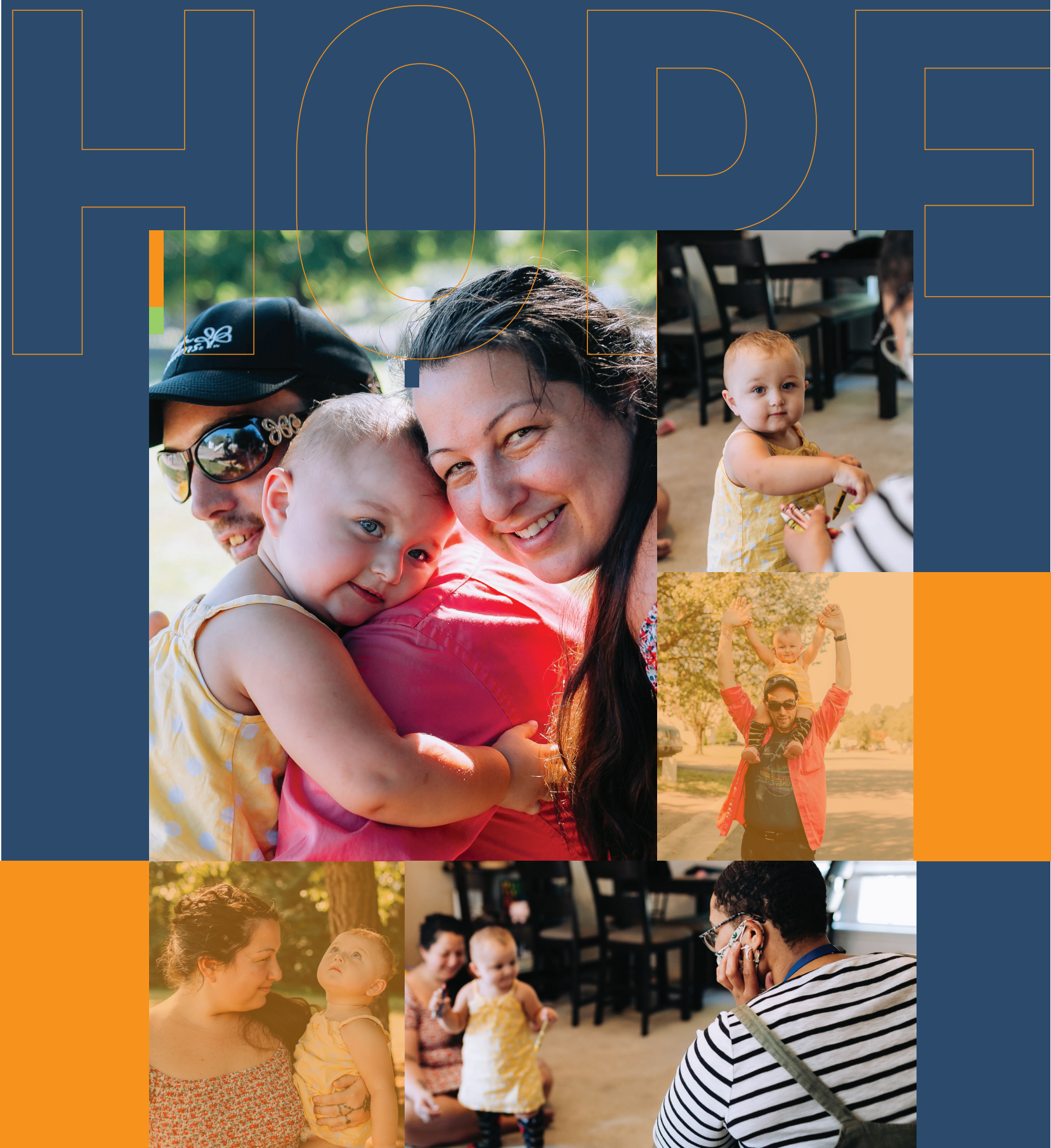
Vivian’s family tries to visit as much as possible, but they worry about her being alone. “They don’t want me by myself right now, because my other eye, it’s ready to go,” Vivian explains. It brings everyone comfort to know that Mollie is there, every day, in the home to support Vivian through this

life-changing transition. “I do whatever I can for her,” Mollie says. “After I leave her, I call to check on her to make sure she’s okay. She needs anything? I’m on the way. She needs to go to the grocery store? I’m here.”

Vivian and Mollie are more than just client and provider, they are companions and partners in care. “She gets on my nerves!” Vivian says, laughing. There is a warmth to their banter, a clear sense of trust and comfort. “She acts like she don’t want to feed me sometimes, but that’s just the way we joke.” Vivian says. She recounts how Mollie always comes by to drop off a plate of food if she doesn’t know what to eat for dinner. “I tell Mollie, ‘You just want to come and bother me!’”

When asked to describe her partnership with Vivian, Mollie sighs and says, “Wonderful.” Caregiving is more than helping with chores or monitoring physical health. To be a caregiver is to care for the whole person with empathy and authenticity. As Vivian adapts to this new phase in her life, Mollie will be there by her side, ready with a smile, an ear to listen, and a helping hand to guide her.





Heather met her husband, Corey, at the beginning of the pandemic. Corey brought two grown daughters into their blended family, and she admired his relationship with them, especially given the difficulties they had been through together. “I fell in love with him because of how he is a dad,” she says. “I knew that: A. He makes beautiful kids and B. He’d be a good dad.” Heather and Corey began trying for a baby, and quickly welcomed their daughter, Juniper, in February 2021. The family was introduced to Family Lifeline through Women, Infants and Children (WIC). They began partnering with Healthy Families Parent Educator, Aliyah.

Heather suffered from postpartum depression after Juniper was born, exacerbating the usual stresses of new parenthood. She was grateful to have Aliyah there for guidance and support. “It was really helpful to have that check-in with Aliyah to stay on track,” she says. “It was affirming to know that I was doing things well. I think that was really life-giving for a while.” Heather also met with a Family Lifeline clinical social worker, who encouraged her to seek out therapy and medication.

The first year after Juniper was born was tough on the family financially. “I work, I make money, I should be able to pay my bills. Unfortunately, the way the economy is, it’s not always quite that simple,” says Corey. As a Parent Educator, Aliyah connects families with resources in their community, and she helped the family access diapers, clothing, and food. “You don’t know what you don’t know, right? I don’t know about the resources out there until someone tells me about them,” Heather explains. “The fact that I’m connected makes me feel so grateful that I’m not alone.”

But asking for help isn’t easy. “I have to be so far down and out before I ask for help,” says Corey. “There are people worse off than me. Do I really deserve it?” That’s why Family Lifeline’s services are based in partnership, building upon family strengths and community resources so that families can build the life they want for themselves. “The approach you guys are taking versus the approach a lot of other organizations take is a lot more dignifying,” Corey says. “I like that when this program has helped us with diapers and stuff, I don’t feel like less of a person because I’m not able to do it on my own.” Heather adds: “You never know when you’re going to need help. I’ve been able to give throughout my life. This program has taught me to be good with receiving, to be part of the flow.”

After Aliyah was promoted to a new position within the organization, Heather began partnering with a new Parent Educator, Ashland. Both Aliyah and Ashland are also moms, and Heather says that their wisdom has been invaluable. They understand her challenges as a new mom, not just professionally but personally. Additionally, Aliyah and Ashland have helped the couple navigate parenthood together. “It saved our marriage,” Corey says. “Having someone there who is a third party is really helpful.”

Juniper is now 17 months old and is a happy and outgoing social butterfly. The family will continue to partner with Ashland, exploring new opportunities for healthy parent-child interaction at their weekly home visits. “Family Lifeline really has been a lifeline,” says Heather. “It has kept me grounded. It’s been affirming and validating of where I was at. I’m no expert. I’m still figuring things out. And it’s nice to know that my instinct is correct most of the time.”

Family Lifeline’s Growing Well programming is grounded in the principle that parents are their children’s first and most important teachers, advocates, and protectors. We empower and uplift, knowing that, given the right support and resources, all families have the ability to thrive.



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