This Annual Report reflects on the lives impacted by Family Lifeline in our 135th year of service in the Richmond and Petersburg communities. When we look back at the relationships that we form with our clients, we recognize that we are family to hundreds of individuals every day, especially for those who do not have a built-in support system.

This year we have been family to a single mom and her newborn baby in Richmond’s East End, to young Latino parents and their children in Petersburg and to an isolated senior living in Chesterfield County. We served over 3,100 individuals of all ages with a diverse array of evidence-informed home visitation programming.

Our mission remains constant and simple: We partner with individuals and families at critical points in their lives to strengthen overall well-being and independence.

A key ingredient to our success and, in turn, the success of the families we serve is the continued support we receive from our friends. With that support we continue to bring health and hope into the home and in the community.

As a team, Family Lifeline’s Board, staff, volunteers and community partners look forward - with excitement - to a continued future as family.

Sincerely,

Susan H. Davenport
Amy L. Strite
Board Chair
President & CEO

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Early Childhood Programming – Working with moms and dads to ensure that children are healthy, safe, and ready to succeed in school

- 803 families representing 1,694 moms, dads and babies received intensive in-home support in the City of Petersburg, Chesterfield County, Henrico County and Dinwiddie County.
- 99% of families participating in Healthy Families programming remained free from child abuse and neglect. 80% of participating moms reported a history of abuse and neglect—suggesting a break in the generational cycle of violence.
- 93% of children received all doctor-recommended immunizations, the most effective means for preventing disease and reducing future health care costs.

Home Care – Promoting health and wellness in the comfort and safety of home

- Family Lifeline clients spent 8,426 days in the comfort and safety of their own homes rather than in institutional care.
- Family Lifeline’s program saved the community over $1 million by delaying placement in Medicaid-reimbursed institutional care.
- No clients suffered a fall or fall-related injury while in Family Lifeline’s care.

ElderFriends – Promoting independence by providing companionship

- Family Lifeline volunteers provided 4,685 hours of in-home friendly visits and support to 114 home-bound seniors.
- 96% of home-bound seniors say they feel less lonely thanks to the companionship provided by Family Lifeline volunteers.

The Power of $1

- Every $1 spent on vaccinating a child saves $21.80 in future direct and indirect health care costs.
- Every $1 invested in preventing abuse and neglect saves $7 avoiding more costly interventions during the child’s life (e.g., placement in foster care).
- By delaying the premature institutionalization of our clients, we reduced Medicaid long-term care costs, yielding $2 in savings for every $1 spent.
- Every $1 invested in a volunteer can produce as much as a $4 return in goods and services.

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**By the Numbers**

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**Total Income** – $3,191,112 (July 1, 2012 – June 30, 2013)

- Contributions & Grants – 33%
- Government Grants – 30%
- Government Fee for Service (Medicaid) – 14%
- Client Fees – 3%
- United Way – 17%
- Other – 3%

**Total Expenses** – $2,967,780 (July 1, 2012 – June 30, 2013)

- Program Personnel – 70%
- Non-Personnel Program – 15%
- Administrative Overhead – 11%
- Fund Raising – 4%
ElderFriends is about connecting home-bound seniors with a friend. A key goal of the program is to avoid the social and health consequences of loneliness and isolation. Myrna and her friend Carolyn decided to work as a team and share an elder friend. Five years ago they were matched with Jackie.

Jackie has a physical disability and is in a wheelchair. She does not let her disability slow her down at all. Jackie, a retired nurse, is active in her residential complex. While she is quick to look after others, Jackie realized that she needed “someone from the outside world” to check in on her. This is where ElderFriends came in.

Over the course of the last five years, Jackie, Myrna and Caroline have become friends. As Myrna says, “this is not a volunteer job but a real friendship.”
Estela was referred to Family Lifeline through the City of Richmond’s Infant Toddler Connection. When Estela, her husband Gabriel and their two young children first connected with Family Lifeline, their family was in crisis. Gabriel, the sole breadwinner, had recently experienced a medical emergency and was unable to work. The family was suffering from a crisis induced downward spiral that Family Lifeline is all too familiar with— an unanticipated problem which leads to un- or under-employment which leads to housing and food crisis. The stress associated with these circumstances can be toxic and a barrier to effective parenting.

Family Lifeline assigned an early child-hood team to Estela and her family to help them manage out of their crisis. The team consisted of Sonia, a parent educator; Alex, a CHIP nurse; and Anderson, a clinical social worker. As with many families, Family Lifeline worked with two generations at once. Alex, the nurse, connected Gabriel to community health resources to stabilize his situation, thus permitting him to return to work. At the same time she worked with Estela to make sure that her young children, ages 3 and 4, had a medical home, a dental home, and were up to date on immunizations. Sonia, the parent educator, worked with the family on positive interaction with their children and connected them to a variety of community resources including English classes.

Gabriel has returned to work and the family is more financially stable. The palpable stress in the household has disappeared. Estela is very dedicated to learning about child development. Even though she cannot read, she actively engages in visits and follows through with suggestions from her home visiting team. Estela says “Family Lifeline has helped us see through hard times to a positive future.”
For Eva, her role as a Certified Nursing Aid with Family Lifeline’s Home Care program is more than just a job. Her position at Family Lifeline led her to a second family. When Eva began working at Family Lifeline in the mid-90s, she was assigned to the case of Ms. Bailey. Ms. Bailey, who had rarely been sick in her long life, had recently been diagnosed with Alzheimer’s. Her health declined quickly, and her family was struggling with this challenging and heartbreaking situation. Ms. Bailey’s daughter, who was trying to work full time and take care of her mother, soon realized that she needed assistance. That’s where Eva came in.

Eva served Ms. Bailey six days a week, and her hardworking nature and can-do attitude put Ms. Bailey’s family at ease right away. Described by many as a person “who doesn’t take anything for granted,” Eva took excellent care of Ms. Bailey. She kept her clean and comfortable, and always assured the family that their mother was in good hands. Thanks to Eva’s service and dedication to Ms. Bailey, her family was given the freedom and peace of mind to continue working, knowing that their loved one was being taken care of. After seventeen years of dedicated care by Eva, Ms. Bailey passed away at the age of 95. The Baileys have fond memories of their mother’s last years at home, and Eva will always be a part of those memories. They honored Eva by including her in Ms. Bailey’s obituary, and continue to have a close relationship with her today.
Akilah enrolled in Family Lifeline’s Early Childhood programming earlier this year. She came to Family Lifeline when her daughter Amila was a baby. Akilah works with Cyndy, a member of Family Lifeline’s team of Parent Educators.

Cyndy has helped Akilah set goals for herself and for her daughter. Since enrolling, Akilah has found Amila a medical home, made sure she is up to date on immunizations and has placed her in quality child care. Akilah has secured permanent housing for her family and has enrolled in J. Sargeant Reynolds Community College. When asked about her Family Lifeline experience, Akilah says “they have helped me plan for a time when my family will be self-sufficient.”
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