Because of you...

2016 Impact Report
Dear Friends,

We are happy to share with you this Annual Report presenting Family Lifeline’s progress in our 138th year of service in the greater Richmond and Petersburg communities. This year, as with every year, we measured our progress through the success of the individuals and families we served. As always, their success is our success.

As we reflect on another fiscal year, we are conscious of how central you are to our ability to provide critical home-based services. Because of you and your amazing support, we can celebrate another productive year. People in our community, from the youngest child to the oldest adult, benefit from the support we receive from you. You are the root of our success in creating lasting independence in the individuals and families enrolled in our intensive home-based services.

The FY 2016 was a busy year, and in this report you will see some examples of the work you supported.

- We continued to meet the demand for our programs—touching the lives of over 2,700 children, moms, dads, and seniors.
- We received amazing support from volunteers—over 4,000 hours of service were given by a team of 553 volunteers.
- We completed a comprehensive strategic business planning process to set the course for Family Lifeline’s future.
- We continued to embrace a trauma informed approach as a primary tool to develop, engage, and support staff as well as a guiding philosophy in service to individuals and families.

Through all this activity, our mission remains constant: partnering with individuals and families at critical points in their lives to strengthen overall well-being and independence. To that end, we deliver intensive home and community-based services two generations at a time—giving individuals, families, and communities the tools they need to create a better future.

Because of you and others like you, people who believe in Family Lifeline and our mission, this work continues. Families and our community grow stronger. Because of you...

Sincerely,

Amy L. Strite
President & CEO

Loretta V. Tabb
Board Chair
Because of you...

1,691 moms, dads, and babies received intensive in-home support in the City of Richmond, the City of Petersburg, Chesterfield County, Henrico County, and Dinwiddie County.

92% of home-bound seniors felt less lonely thanks to Family Lifeline’s companionship services.
Building Family Resiliency

Faced with a limited support system and the chronic stresses of their everyday lives, Tiera and Rondy Strange found it difficult to effectively parent Ashantee, their one year old daughter. While Tiera and Rondy were confident in their love for their young daughter, they were looking for help with building their confidence as parents. Referred to Family Lifeline by the City of Richmond’s Resource Mothers program (a program for pregnant teens), they began working with Laura, a Parent Educator with Family Lifeline.

Using the best practice Parents as Teachers curriculum, Laura worked with the family in their South Richmond home to help them better understand child development and the vital role each individual parent could play in Ashantee’s upbringing. With Laura’s help, Tiera and Rondy were able to appreciate their daughter’s temperament, create a bedtime routine to ensure she was getting the sleep she needed, and develop calming strategies Ashantee could use when she became frustrated. Rondy came to learn the important role dads play in a child’s health and well-being as well as the role he and Tiera play as Ashantee’s first and most important teachers.

“Family Lifeline helped us understand our role as Ashantee’s first and best teacher.”

Family Lifeline’s Early Childhood Programs provide intensive home visiting support to vulnerable families throughout greater Richmond and Petersburg. Early childhood programming utilizes a collaborative team approach—nurse, parent educator, clinical social worker—to prepare children for success in school and life. Tiera and Rondy embraced this concept—using it as a motivator during challenging times—and came to appreciate that parenting should be fun.
Because of you...

98% of enrolled children had a medical home ensuring that children receive consistent, ongoing care.

99% of families remained free from child abuse and neglect suggesting a break in the generational cycle of violence.

98% of enrolled children received all doctor recommended immunizations the most effective means for preventing disease and reducing future health care costs.
Confronting Social Isolation

Nettie Towner was a retired nurse who served in World War II. She spent her entire life giving back and taking care of others. When her ability to independently manage her everyday needs diminished as a result of a stroke, Pamela, her loving daughter and caregiver, thought she was the only one who could take care of her mother. As Mrs. Towner’s abilities further declined and she needed more assistance with the basic activities of daily living, Pamela began to appreciate just how difficult, exhausting, and isolating full-time caregiving can be.

Reaching out to a home care agency for support is often difficult for caregivers, but Pamela knew she needed it. With Patricia, a certified nursing assistant with Family Lifeline’s Home Care Program, she found a trusted partner to help Mrs. Towner remain happy, taken care of, engaged, supported, safe, and at home where she wanted to be.

“I feel great when Patricia is there. I feel comfortable. I feel like I can do what I need to do and not worry. It’s a bright spot in my life.”

Family Lifeline’s Home Care Program works to promote the health and wellness of individuals in the comfort and safety of their own home by providing supportive services that delay the need for costly institutional care, prevent illness and injury, and relieve the stresses placed on caregivers.
Because of you...

32,600+ hours of home care provided to older adults and people with disabilities while in the comfort and safety of their own homes, delaying the need for institutional care.

$676,000+ saved for the community by delaying placement in Medicaid-reimbursed institutional care.

94% no-fall rate among older adults while enrolled in our older adult programs and in Family Lifeline’s care.
Our Partnerships

Bringing Health & Hope to Hanover

Family Lifeline began providing our early childhood home visitation programming to families in Hanover County in FY 2016. “We’re excited to have this program in Hanover as it offers support to families and is an investment in our future,” said Jim Taylor, Deputy County Administrator. This joint effort was guided by United Way of Greater Richmond & Petersburg and is working to ensure that all Hanover children—prenatal to five years—are healthy, safe, and ready to succeed in school and life.

Building Lasting Impact with United Way

United Way of Greater Richmond & Petersburg continued as a critical program and funding partner. “Family Lifeline continues to benefit from United Way support which funds programs across the age spectrum, and we know that our programs are better for that support,” said Amy Strite.

United Way works to build prosperity, resilience, and well-being throughout our region by learning and understanding our community’s challenges, leading solutions with agency and corporate partners, and uniting our region to be stronger together. Together, we are working to build capacity to serve families in our community with intensive home and community-based services.
Financial Highlights

Total Revenue
$3,013,000

Client Fees
13%
Government Fee for Services (Medicaid)

Contributions & Grants
28.9%

United Way
17.9%

Government Grants
38%

Fund Raising
4.4%

Administrative Overhead
10.6%

Program Non Personnel
13.6%

Total Expenses
$3,123,000

Program Personnel
71.4%
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Because of you, we continue to teach skills, nurture growth, support families, spread hope, and achieve positive lasting impact two generations at a time.