



Family Service

OF THE PIEDMONT

| 2019-2020 |

# IMPACT REPORT



# MESSAGE FROM THE PRESIDENT AND BOARD CHAIR



**Tom Campbell**  
*President & CEO*



**Manuel Dudley**  
*Board Chair*

Even with challenges and uncertainty, this past year has brought about many positive changes for Family Service of the Piedmont. Through these difficult times, we have remained dedicated to our vision of building safe and healthy families and communities, and we will continue to support and serve the most vulnerable children and families so that they may be safe at home. The community is at the heart of everything we do, and we will continue to act as a lifeline to families struggling with social isolation and economic struggle.

We are committed to being flexible and innovative as the COVID-19 pandemic impacts our community and as we help children and adults overcome child abuse and domestic violence, improve their mental health and gain financial stability. As we follow guidance from public health officials to keep our team and clients safe, our services have been adapted to telehealth, with more than half of our counseling sessions taking place over the phone or online.

We continue to expand and tailor our programs to meet the needs of children and families, including programs to reach underserved populations. This year we also opened our new High Point Center for Child Wellness. This best practice children's psychiatric center of excellence will improve the lives of thousands of children who come through its doors by providing holistic treatment for them and their families.

While there are many uncertainties related to the pandemic and its impact, we can be certain that the core values and commitments of Family Service of the Piedmont will be unwavering. Family Service is committed to treating clients, staff and community members with dignity and respect. We serve with honesty, responsibility, transparency and accountability. We are passionate about providing compassionate care. We are committed to the safety and health of families in our community. And, we achieve excellence through innovation, flexibility, collaboration, efficiency and quality of staff and services.

Because of you, our staff, volunteers, partners and donors, the agency is able to serve more than 17,000 people a year. We are one community, standing strong together. We are resilient, and we are here with and for you. Thank you for everything you do to help us bring much-needed services to the community. We could not do it without you.

Tom Campbell  
President and CEO

Manuel Dudley  
Board Chair

## OUR MISSION

Family Service of the Piedmont empowers individuals and families to restore hope, achieve stability, and thrive through quality support services, advocacy, and education.

## OUR VISION

Building Safe and Healthy Families and Communities

# 2019-2020 **COMMUNITY IMPACT**

## DOMESTIC VIOLENCE



91%

of people who stayed in our shelters at least 10 days went home to a non-violent living environment.

## FINANCIAL STABILITY



93%

of clients paid their bills on time six months after receiving services.

## CHILD ABUSE



99%

of families at high risk of child abuse or neglect did not receive Department of Social Services reports while receiving Healthy Start services.

## MENTAL HEALTH



80%

of clients displayed improved functioning after three counseling sessions.



# DOMESTIC VIOLENCE & SEXUAL ASSAULT



Clients Served:

7,071

Clara House in Greensboro and Carpenter House in High Point offer safety to adults and children escaping violent homes. We provide help filing protective orders and navigating the court system. Individual and group counseling and referrals to resources are also available to help clients start a new life free from violence.

SHELTERS | COUNSELING | 24-HOUR CRISIS LINE | VICTIM ADVOCACY | SUPPORT GROUPS



Cherie, a mother of two, found herself in the hospital with a broken nose after a violent assault by her husband. With no place to go, she stayed at Family Service of the Piedmont's emergency domestic violence shelter for several weeks while working and going to school full time.

In an effort to make her marriage work, she tried couple's counseling with her husband but he returned to abusing her again. The final straw came when Child Protective Services became involved and threatened to take her children away from her.

"I said, 'I am done. I am done. I am done.' The last time he hit me, I saw my life flash before my eyes, and I grabbed a knife to protect myself," she said. "My children mean more to me than anything. It wasn't worth it."

She left her husband, divorcing him a year later, and stayed with her mom. For the past couple of years, she has been receiving counseling services at Family Service to heal from the trauma of the abuse she endured.

Cherie said that she thought that once she left her abuser, she would be able to return to a normal life. She didn't realize she would struggle with post-traumatic stress disorder, having a nervous breakdown in 2018.

"I didn't realize how much the abuse affected me after 14 years of marriage," she said. "It got to the point that it was too much for me to handle mentally and emotionally."

While in therapy, Cherie learned healthy ways to cope with depression and anxiety and recognize patterns of abuse.

"Family Service gave me the option to break free," she said. "And, now, I am a stronger person. I didn't realize how strong I was. I speak up for myself now and am no longer afraid."

*"Family Service gave me the option to break free. And, now, I am a stronger person."*

— **CHERIE**

2019-2020  
Statistics



7,071

Victims of Domestic Violence,  
Sexual Assault and Other  
Violent Crimes



3,932

Calls Received on the  
24-Hour Crisis Line



20

Average Number of Adults and  
Children Given Shelter Each Night



# MENTAL HEALTH & SUBSTANCE USE

*Family Service of the Piedmont offers counseling for children, teens, and adults with issues such as depression, anxiety, physical or sexual abuse, and substance use. Our integrated care model addresses both physical and mental healthcare needs simultaneously.*

Clients Served:

5,278



INDIVIDUAL AND FAMILY COUNSELING | PEER SUPPORT GROUPS | SUBSTANCE USE SERVICES

Lisa, who struggles with depression and post-traumatic stress disorder, has been seeing Family Service of the Piedmont mental health counselors off and on for almost 20 years.

"My best experiences have been with Family Service. I have a lot of faith in the providers," she said. "They are thoughtful, respectful and caring to clients. I feel like I have made tremendous improvement."

Five years ago, Lisa was in a difficult place in her life, dealing with poverty and homelessness.

"There was no place for me and my children to live. I got into a major depressive episode. In that episode, I had to be hospitalized but was discharged because the hospital didn't have the resources to help me with my condition."

Devastated, Lisa felt stigmatized due to her mental health challenges.

"It was very traumatic. Another source of my PTSD is that I don't have a support system. I don't have parents and a family to assist me," she said. "Being sick and trying to take care of yourself while you are sick is very difficult. It makes it difficult to make good choices."

Growing up, Lisa lived in a tumultuous environment with family members who were addicted to drugs and alcohol. Abused as a child, she was first homeless at 17 years old. She said she has been able to improve her life at Family Service with medication management and therapy.

Engaging in group therapy and speaking to a therapist once a week, Lisa has learned techniques tailored to her needs and situation, including practicing mindfulness and thinking things through before taking action.



*"My best experiences have been with Family Service. I have a lot of faith in the providers."*

— LISA



17,898

Individual and Family  
Counseling Sessions



80%

Percentage of Clients Who  
Displayed Significantly  
Improved Functioning after  
Three Counseling Sessions



6,984

Number of Annual  
Medical Visits

2019-2020  
Statistics

# CHILD ABUSE & HEALTHY PARENTING



Clients Served:

1,366

Family Service of the Piedmont is committed to providing safe, child-friendly environments to minimize trauma while investigating abuse. We provide counseling and victim advocacy, in-home visitation and parenting education, and supervised visitation and exchange for children of high-conflict separated parents.

CHILDREN'S ADVOCACY  
CENTERS

FAMILY RESOURCE  
CENTER

HEALTHY START

HARMONY HOUSE



*"I am so glad this program is available. Family Service provides everything I need in one place."*

— KATIE

Two years ago, Katie regularly met with a mental health counselor at Family Service of the Piedmont to overcome her substance use addiction. There, she learned about the agency's parenting education program, Healthy Start, that helped her gain the confidence, support and skills she needs to raise her two children.

"I am so glad this program is available," she said. "Family Service provides everything I need in one place."

Through Healthy Start, Katie, now sober, meets with a caseworker at her home once a week to receive free, voluntary parenting education. The caseworker talks to her about her children, stages of child development, scheduling and ways to reduce stress, and encourages her to read to her children.

To be eligible for the program, clients must have a child younger than 18 months of age. The program lasts until the child turns 5. Katie started the program when her first child was 6 months old.

"It's a long term relationship and adds to a client's support system during a critical time in a child's life," said Sydney Edmundson, Katie's Family Service caseworker. "I like to say that I'm helping to add to my client's 'tool belt' of parenting."

Katie said that her favorite visits from Sydney are when she does an assessment of her children, now 6 months and two years old, every two months.

"It's great to see the progress my children have made," she said. "It gives me confidence as a parent to see that they are meeting goals. The assessment also lets me know what my child can improve and what I need to focus on."

2019-2020  
Statistics



458

Children Served by Our Children's Advocacy Centers, Which Coordinate the Investigation and Treatment of Child Abuse



259

At-Risk Families Served by the Healthy Start Program



437

Child Forensic Interviews Performed, Each Investigating a Potential Case of Child Abuse or Neglect



# FINANCIAL STABILITY

Consumer Credit Counseling Service offers money management, housing and credit counseling, foreclosure prevention and debt management along with bankruptcy counseling and education.

Clients Served:

3,342



FINANCIAL  
COUNSELING

FORECLOSURE  
PREVENTION

BANKRUPTCY  
COUNSELING

DEBT  
MANAGEMENT

BUDGETING & HOMEOWNERSHIP  
WORKSHOPS

Leslie, a single mother, dreamed of a more stable life for herself and her three daughters and granddaughter. Living with the help of government assisted housing, she was determined to fix her credit and improve her finances. However, when she suddenly lost the use of her car due to a \$1,000 car repair, she didn't see a way to make that happen.

At first, Leslie tried commuting to and from work using a ridesharing service but the monthly cost was too high. She then found a job closer to her house that would allow her to use her culinary degree and walk to and from work every day and to carpool when she could, but it was still difficult making ends meet.

It was through her caseworker at the Housing Authority of the City of High Point that she learned about Family Service of the Piedmont's Consumer Credit Counseling Service.

At Family Service, she meets with a financial counselor who has helped her save enough money to get her car fixed through a matched savings program. The program doubled her savings toward the car repair, and she is now able to drive to work and has money saved for future emergencies. She has learned to create a budget plan, watch her expenses and save as much money as possible.

She said that having someone to talk to and count on has helped her improve her self-esteem and her life.

"No matter how many times I wanted to give up, there is always hope," she said. "You have to believe in yourself and tell yourself that you can do it. I am more confident now, and I would recommend their services to people who need help and want to be successful."



*"No matter how many times  
I wanted to give up, there is  
always hope."*

— LESLIE



988

One-on-One Financial  
Counseling Sessions



1,860

People Educated  
through Workshops  
and Community Events



73%

Percentage of Clients Who  
Reported Having Less Debt after  
Receiving Services

2019-2020  
Statistics



**DR. LENNY PETERS**

## 2020 Julia B. Nile For Love of Family Award Winners



**GWENDOLYN D. WILLIS**

Dr. Lenny Peters' love and care for patients as a doctor extends to his philanthropic generosity toward his community through the Lenny Peters Foundation. Engaged with Family Service of the Piedmont since 2016, he has supported the agency's efforts to raise funds for its programs and services.

Lenny, who is the chief executive officer of Bethany Medical, began his foundation, a non-profit organization that supports the Triad and communities around the world, out of a desire to give back to the community. His calling is to help people in need, and his foundation supports local area non-profit organizations including Family Service.

"I was born and raised in a poor home in southern India. I understand poverty," he said. "I understand how poverty can destroy the fabric of a family. So, I started working with my foundation to help orphaned children in poor families. In our community, I have chosen Family Service as the entity that I focus my help."

His foundation has been the presenting sponsor of the High Point Oyster Roast from 2016 to 2020, and he generously hosted the event at his home in 2016 and 2020. The foundation was also a top sponsor of the Big Hair Ball from 2018 to 2020, and he was the honorary chair of the event in 2020. It was also a presenting sponsor of the Jamestown Pig Pickin' in 2016 and 2017.

"I learned how much hard work goes into the various events and fundraisers Family Service coordinates every year to raise funds to help the community address mental health issues, domestic violence, child abuse and financial instability," he said. "These funds go to critical services that lift people out of poverty and help them live better lives."

Lenny is a member of the Families First Honor Society, which is comprised of the agency's closest supporters and friends.

"I was always involved with helping families through my charitable foundation," he said. "I became aware of the wonderful programs and services Family Service offers to keep our families safe and healthy 10 years ago both in High Point and in Greensboro. The agency does so much for our community."

Gwendolyn D. Willis' 40 years' experience working directly with clients with substance use disorders and as a social service leader led her to join the Family Service of the Piedmont Board of Directors in 2011, where she generously gave her time and support to the agency.

In her career, she was the chief student services officer at Guilford County Schools and has also served as the director of student services and substance abuse programs for the High Point school system. She also served as executive director and, prior to that role, a counselor at the Alcohol Education Center. It was her familiarity with Family Service as a referral source for clients, students, families and staff that motivated her to serve on the board.

"I was honored when I was asked to be a member of the board because of my appreciation for the excellent services the agency provides to individuals and families," she said.

Gwendolyn served on the board as secretary from 2012 to 2014, vice chair from 2016 to 2017, chair from 2017 to 2018 and immediate past chair from 2018 to 2019. In addition to participating in monthly Executive Committee, Finance Committee and board meetings, she has served on the Audit, Advancement, Nominating, Strategic Planning, Programs and Services, and Sexual Assault Awareness committees.

"My commitment to the mission of Family Service has continued to grow over the years as my professional and personal knowledge of the quality of services provided has grown," she said. "The agency's mission: to empower individuals and families to restore hope, achieve stability, and thrive through quality support services, advocacy and education, aligns with my philosophy as an educator, certified substance abuse counselor and clinical supervisor."

Gwendolyn has encouraged board participation in the Annual Campaign and continued the tradition of the friendly competition between the agency's three boards, treating the board who reached their goal first to lunch. She has also worked with the volunteer group Greensboro Chapter of Links, Inc., hosting book drives for the Healthy Start program for several years.

She and her husband, Don, have also been loyal longtime supporters of the agency's fundraisers in Greensboro, High Point and Jamestown.

"I believe that anyone can need help at a given time in their lives," she said. "Receiving assistance from professionals can facilitate the restoration and stabilization of the family unit. The well trained agency staff provide assistance and treatment interventions to families and individuals in the areas of domestic violence, child abuse, financial stability and mental health."



# Families First Honor Societies

*The Families First Honor Societies recognize individuals who have made a lasting impact on Family Service of the Piedmont and their local community. We honor them for their generous support and loyal service.*



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Family Service is grateful to the many individuals, businesses and groups who sustain us in our vision of building safe and healthy families and communities. While it is not possible to list all our donors, Family Service would like to give special thanks to the following supporters who gave to the agency during the 2019-2020 year. Every effort has been made to ensure donor information is complete and correct. If you find any errors or omissions, please accept our apology and bring it to our attention by calling 336-801-1154.

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David and Lorinda Umphlett  
Richard and Sylvia Vanore  
Don Vaughan  
Randy and Sherry Vaughan  
Tom and Sabine Verellen  
John and Tiffany Vestal  
Teresa and Drew Vincent  
Vita Bella Day Spa/  
Debe Jones and Tina Elsayed  
Keith and Joyce Volz  
Mike and Barbara Waggoner  
John and Ollie Wall  
Katherine Wall  
Mark and Mirielle Walsh  
Tyler and Kaley Walsh  
Hannah Weant  
Don and Susie Webb  
Teri Webster  
Richard and Tracey Weeks  
Buddy Weill  
Westchester Country Day School  
Morgan and Brooks Westerhoff  
Carol Wheelless  
White and Wood  
Janice Whitlatch  
Mark and Jeanne Whitley  
Philippe and Penny Wiener  
Barbara Williams  
Burt and Meredith Williams  
Jim and Victoria Williams  
Jim Williams and Karen Rittenhouse  
Matthew and Angie Williams  
Randy and Ann Williams  
Stephanie Williams  
Bob and Nancy Wilson  
Gloria M. Wilson  
Tamara Wilson and Dwan Richardson  
Jay and Sue Wink  
Ernie and Joanne Wittenborn  
Richard and Susan Wood  
Ann Wyche  
Chris Wynne  
Martha Yarbrough  
Rufus and Nan Yates  
David and Rhonda Youngdahl  
Seth and Sara Yowell  
Za-Jinn LLC  
Trey and Maria Zimmerman

## 2019-2020 FUNDERS

Family Service of the Piedmont is grateful to the following private foundations and charitable institutions which supported our agency in the 2019-2020 year:

|                                     |                                   |
|-------------------------------------|-----------------------------------|
| United Way of Greater Greensboro    | The Leon Levine Foundation        |
| United Way of Greater High Point    | Lincoln Financial Foundation      |
| Bank of America Foundation          | Mary Lynn Richardson Foundation   |
| Capital One Foundation              | Syngenta Foundation               |
| Cone Health Foundation              | Tannenbaum-Sternberger Foundation |
| Ecolab Foundation                   | Truliant Federal Credit Union     |
| Food Lion Foundation                | United Way of Alamance County     |
| Foundation for a Healthy High Point | Wells Fargo Foundation            |
| Hillsdale Fund                      | Women in Motion                   |

## FOREVER FAMILY

### A PLANNED GIVING PROGRAM

The Forever Family Planned Giving Program recognizes individuals who have remembered Family Service in their will, as a beneficiary of retirement or insurance plans, or through another type of planned gift.

|   |   |
|---|---|
| Lynn and John Black   | The Estate of Rebekah Christine Lee   |
| The Estate of Ray Burrow —<br><i>The Ray and Tanya Burrow Family Fund</i> | Julia B. Nile   |
| Tom Campbell  | Anne and Pete Osborne   |
| The Estate of Sarah W. Cooke  | Bunnie and Mike Smith —<br><i>Charlie B. Smith Memorial For Love of Family Fund</i> |
| Candy and Bill Fenn   | Jody Susong   |
| David R. Hayworth   |   |
| Alyce Hill  |   |
| Ron Johnson   | The Estate of Leah Tannenbaum   |

If you are interested in joining the Forever Family program or to find out more, please contact Jody Susong at 336-801-1147 or email [jsusong@fspcares.org](mailto:jsusong@fspcares.org).

# 2019-2020 FINANCIALS\*

## REVENUE

|                            |                    |
|----------------------------|--------------------|
| Contributions              | \$342,338          |
| United Ways                | \$1,025,654        |
| Government Grants          | \$2,913,976        |
| Family Service Foundations | \$1,707,988        |
| Private Foundations        | \$1,230,545        |
| Program Fees               | \$1,579,217        |
| Other Revenue              | \$880,678          |
| <b>TOTAL</b>               | <b>\$9,680,396</b> |

## EXPENSES

|   |                          |
|---|--------------------------|
| Salaries, Contract Labor,<br>Payroll Taxes & Benefits | \$7,585,800              |
| Professional Fees                                     | \$168,116                |
| Equipment & Supplies                                  | \$538,224                |
| Occupancy & Insurance                                 | \$909,453                |
| Travel, Conferences & Dues                            | \$154,173                |
| Special Assistance                                    | \$29,413                 |
| Miscellaneous   | \$100,884                |
| Depreciation  | \$164,336                |
| <b>TOTAL</b>  | <b>\$9,650,399</b>       |
|   | <i>Surplus: \$29,997</i> |



## NET ASSETS

|   |             |
|---|-------------|
| Family Service of the Piedmont          | \$1,978,732 |
| Family Service of Greensboro Foundation | \$3,597,588 |
| Family Service of High Point Foundation | \$3,203,964 |

\* Preliminary Pre-Audited Figures

## 2020-2021 BOARD OF DIRECTORS & TRUSTEES

### Family Service of Greensboro Foundation, Inc. BOARD OF TRUSTEES

|   |                  |
|---|------------------|
| Dianne Pusch, Chair                     | Chad Cook        |
| Indira Lindsay Roberts,<br>Vice Chair   | Pam Coote        |
| Harley Garrison,<br>Treasurer           | Lora Cubbage     |
| Carol McCoy, Secretary                  | Kerrie Ellison   |
| Sterling Kelly,<br>Immediate Past Chair | Chip Hagan       |
| Lindsey Murray,<br>Guild President      | Robert Ketner    |
| Tom Campbell,<br>President/CEO          | Magz King        |
|   | Milly King       |
|   | Lex Kulman       |
|   | Ashley Locklear  |
|   | Tara Thacker     |
|   | Marti Tyler      |
| John Barker                             | Don Vaughan      |
| Lynn Black                              | Carolyn Walters  |
| Christie Brown                          | Carolyn Woodruff |

### Family Service of the Piedmont, Inc. BOARD OF DIRECTORS

|                                       |                    |
|---------------------------------------|--------------------|
| Manuel Dudley, Chair                  | Moo Moo Council    |
| Curtis Collins, Vice Chair            | Andy Farah         |
| Nancy Laney, Treasurer                | Karen Guy          |
| Daniela Helms, Secretary              | Alyce Hill         |
| David Bergen,<br>Immediate Past Chair | Jim Keever         |
| Tom Campbell,<br>President/CEO        | Gordon Locke       |
|                                       | Reid Marks         |
|                                       | Carroll Ann Miller |
| Stephanie Beaver                      | Jonathan Partee    |
| Ericka Best-Hunt                      | Donna Perkins      |
| David Black                           | Dianne Pusch       |
| Doris Bray                            | Jenny Ragsdale     |
| Pete Callahan                         | Jim Weeks          |
| Sue Cole                              |                    |

### Family Service of High Point Foundation, Inc. BOARD OF TRUSTEES

|                                      |                  |
|--------------------------------------|------------------|
| Stephanie Beaver, Chair              | Elizabeth Finch  |
| Stephanie Goldman,<br>Vice Chair     | Joe Fisher       |
| Matt Cromer, Treasurer               | Caroline Godwin  |
| Caren York, Secretary                | Whitney Heard    |
| Donna Cumby,<br>Immediate Past Chair | Laura Hull       |
| Katie Riggan,<br>Guild President     | William Laney    |
| Tom Campbell,<br>President/CEO       | Aimee McWhorter  |
|                                      | Will Moore       |
|                                      | Mark Penley      |
|                                      | Timothy Peoples  |
|                                      | Kerr Ramsay      |
| Courtney Best                        | Jeannie Sedberry |
| Lee Boone                            | Chris Wynne      |
| Frosty Culp                          | Karen Yoemans    |
| Wil Elder                            |                  |

### CHIEF ADMINISTRATIVE PERSONNEL

Tom Campbell, President & CEO | Steve Hess, Chief Program Officer | Becky Hunt, Chief Compliance Officer/Director of Human Resources  
Jody Susong, Chief Advancement Officer | Chip Turner, Chief Financial Officer





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