



FAMILY RESOURCE CENTER
St. Croix Valley
Serving Families in Pierce, Polk, and St. Croix Counties

2019 ANNUAL REPORT

Our mission is to strengthen children, families, and communities by offering education, resources, and support. We accomplish this through 'Welcome Baby' hospital visits, Parent-Child groups, a Home Visiting program, a Young Parent program and a Resource and Referral network.

FAMILY RESOURCE CENTER ST. CROIX VALLEY

857 Main St, PO Box 2087, Baldwin, WI 54002

715-684-4440 • www.frscsv.org

PROGRAM EVALUATION

PLAY & LEARN

- **97% of participants** said they would recommend this group connection to a friend.
- **84% of participants** said they plan to use the information in their daily life.
- **82% of participants** said they learned new information about child development and parenting.

"Sharing knowledge between this group of moms helps me see that even though I'm the youngest one there I belong. I belong because I want to be there"

- Play & Learn Participant

HOME VISITING

- **84% of parents** have learned to anticipate their child's developmental changes after two years of service.
- **85% of families** were connected to at least one resource. A total of 882 new resource connections were made and 465 new goals were set.
- **52.6% of parents** reported that during a typical week a family member read, told stories, and/or sang songs with their child every day.
- **88% of children** received a timely screen for developmental delays.

"My family and I are forever grateful for the everlasting support and friendship that flows through this program."

- Home Visiting Parent Participant

PROGRAM STATISTICS

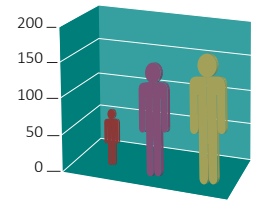
Families of newborns receiving hospital visits	578
Adult participants in hospital visits.....	1,099
Group connections offered.....	21
Participants in group connections	538
Families receiving home visits	144
Home visits completed	1,452



HOME VISITING FAMILY DEMOGRAPHICS EXPERIENCES AND STRESSORS

- **95%** Low income
- **56%** Mental health issues
- **42%** Substance use disorder
- **21.5%** Young parent-under age 21
- **21%** Housing instability
- **30%** Reported or substantiated child abuse/neglect of child/sibling
- **24%** Parent did not complete high school or equivalent
- **11%** Foster care or other temporary caregivers involved
- **12.5%** Parent incarcerated during child's lifetime

PARTICIPATION BY COUNTY (INDIVIDUALS)



- **Pierce County**.....82
- **Polk County**.....125
- **St. Croix County**195

HEALTH OUTCOMES



31% of new families enrolled prenatally



97% of participating children have health insurance



92% of children 19-35 months were fully immunized

TRIPLE P TOTALS FOR ALL COUNTIES

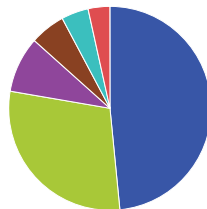


Total Served: **13 Families**

★ Total Completed Program Successfully: **9 Families**

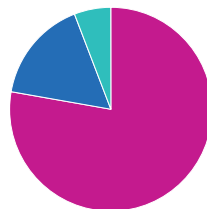
2019 PROTECTIVE FACTORS TRAINING

- **2 Protective Factors Trainings** were given
- **37 individuals** attended from 11 different agencies



2019 REVENUE

Contracts.....	\$439,932
Grants.....	\$265,573
Contributions.....	\$80,587
Fundraising/Special Events.....	\$51,012
In-kind Donations.....	\$39,291
Investment Earnings.....	\$31,613
Total Revenue:	\$908,008



2019 EXPENSES

Program Services.....	\$595,352
Support Services.....	\$125,512
Fundraising.....	\$44,744
Total Expenses:	\$765,608

TOTAL ASSETS

\$914,208

LIABILITIES

\$47,379

NET ASSETS

\$866,829

Financial Statements are audited by CarlsonSV.



Family Resource Center St. Croix Valley is a funded partner of United Way St. Croix Valley and a Success By 6 service provider.

THANK YOU TO OUR SUPPORTERS

Contributions from January 1 through December 31, 2019

CONTRACT PARTNERS

Contract Partners provide financial support in return for parent education services.

CONTRACT PARTNERS – STATE OF WISCONSIN (\$341,702)

Department of Children and Families
Child Abuse and Neglect Prevention Board

CONTRACT PARTNERS: HOSPITALS (\$56,404)

Allina Health: River Falls Area Hospital
Amery Hospital & Clinic
Osceola Medical Center
St. Croix Regional Medical Center
Western Wisconsin Health
Westfield's Hospital & Clinic

CONTRACT PARTNERS: COUNTIES (\$44,926)

Pierce
Polk
St. Croix

FOUNDATIONS, BUSINESSES & COMMUNITY SUPPORT

\$50,000 & ABOVE

Fred C. and Katherine B. Andersen Foundation
Otto Bremer Trust

\$25,000 TO \$49,999

Hugh J. Andersen Foundation
United Way St. Croix Valley

\$5,000 TO \$24,999

Tom and Patty Doar Foundation, Inc.
Medica Foundation
Next Generation Fund of Hugh J. Andersen Foundation
OEM Fabricators, Inc.
St. Croix Valley Foundation

\$1,000 TO \$4,999

Countryside Apartments
First National Community Bank
First State Bank and Trust
Grand Bailiwick of The Scots
HealthPartners
Nilssen's Foods - Baldwin
Russ Davis Wholesale
Supporting Families Together Association
Thrivent Financial
WESTconsin Credit Union -New Richmond
Western Wisconsin Health

\$500 TO \$999

Baldwin June Bug Days
Bremer Bank- New Richmond

Hudson Physicians
Kwik Trip
Robust Tools LLC
Royal Credit Union - Eau Claire
Royal Credit Union - New Richmond
Sons of Norway - Valkyrien Lodge No. 53
TMS Tire & Auto
Woodville Lions Club

UP TO \$500

AmazonSmile Foundation
Amery Hospital & Clinic
Bakke Norman
Baldwin Woodville Insurance Services
Bernard's
Boldt's Plumbing & Heating, Inc
CCF Bank
Chippewa Valley Chapter of Credit Unions
Cindy's Creative Cuts
Citizens State Bank
Community Foundation for the Fox Valley Region
Fennern Jewelers
First Bank of Baldwin
First Baptist Church of Hudson
First National Bank of River Falls
Gethsemane Lutheran Church
Gregerson Ace Hardware
HCE Honey Doers Club
Heartfelt Therapy
Heywood, Cari & Anderson SC
K&N Concrete Pumping Services
Kiwanis Club of New Richmond
Liquor Haus
McMillan Electric Company
Murtha Sanitation
Network For Good
New Richmond Memorial Auxiliary VFW
Nilssen's Foods- Clear Lake
Nilssen's Foods- Cumberland
Nilssen's Foods- Ellsworth
Nilssen's Foods- Glenwood City
Nilssen's Foods- Zumbrota, MN
NVENT Foundation
Oakwood Dental- Hudson
O'Connell Family Funeral Homes & Cremation Services, Inc.
Our Savior's Women of ELCA
Riverside 4-H Club
SF Insurance Group
Shafer Financial Services
SRI
St. Croix County Master Gardeners Association
St. Croix Garage Doors & Services, LLC
St. Luke's Lutheran Church
United Way of Metropolitan Chicago
Valley Crossing Law
Valley Orthodontics
Village Pharmacy
Women of Trinity Lutheran
Xcel Energy- Hudson

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Minuteman Press – Hudson
Sandy Brecht Photography
Sonya Jansma, CPA
Weld Riley, S.C.
Western Wisconsin Health Behavioral Health Services

IN-KIND BUSINESS & COMMUNITY SUPPORT

45th Parallel Distillery
Adoray's Treasures from the Heart
Badlands Golf Course
Baldwin Food Pantry
Baldwin Greenhouse
Barley John's Brewing Co.
Bernick's Co

Buffalo Wild Wings
CEC Theatres
Chippewa Valley Credit Union Group
Cintas
Clydes Corner
Comfort Quilters
Commonwealth Properties, Inc.

Conquer Ninga Gym
County Market
Crabgrass Band
D'Amico Catering
Dancing Dragonfly Winery
Fancy's Salon and Spa
Farm Table
Flat Creek Inn & Suites
Fresh Water Fishing Hall of Fame
Frontier Ag
Gethsemane Lutheran Church
Glen Hills Golf Club
Grand Falls Casino & Golf Resort
Great Lakes Aquarium
Green Bay Packers
Holiday Inn Elk River
Jessica Austrum Massage & Bodyworker
JL Turnings
Keep On Bouncing
Knutty Knitters
Lake of the Torches Resort Casino
LHR Hospitality Management
Liquor Haus
Metropolis Resort and Conference Center
Mid Vallee Golf Course, Inc.
Minnesota Landscape Arboretum
Minnesota State Fair
Minnesota Wild Hockey Club
Mystic Lake Casino & Hotel
National Refund & Marketing Services
New Richmond Moms Group
North Shore Scenic Railroad
Northern Metal Fab, Inc.

Pheasant Hills Golf Course
River Falls Golf Club
Russ Davis Wholesale
Scheers Lumberjack Shows
Skunk Hollow Pottery
Spring Valley Golf Course
St. Croix Casino
St. Paul Saints Baseball Club
Stages Theatre Company
Surly Brewing Co.
Taylors Falls Scenic Boat Tours
The Centre
The Klopp Shop, LLC
The Saint Paul Chamber Orchestra
Toad Valley Golf Course
Troy Burne Golf Club
Valleyfair
Wild Mountain
Women of Peace Lutheran Church
YMCA of the Greater Twin Cities
Zion Lutheran Church
Zoe Communications, Inc

IN-KIND INDIVIDUAL SUPPORT

We received in-kind contributions from more than 200 individuals. We appreciate your support!

We sincerely apologize for any error or omission. Please notify us of any oversight so we can make a correction in the future. Thank you!



A LETTER FROM THE BOARD PRESIDENT

Do you know that if you change the first five years, you change everything?
The first five years are the most important years of our life.

Scientific research tells us that the first five years are key years that build the brain and the foundation of everything that comes after. Eighty (80) percent of our brain is formed by age 3. Seven-hundred (700) neural connections per second are being made in the brain in the first years of life. What drives these connections are the basic “serve-and-return” interactions between child and



parent. Each serve-and-return interaction makes more and stronger neuron connections in the brain. Neurons connect in the brain of a child when adults talk, read, sing, and interact directly with each child. This has the most optimal, positive, biological impact during the first months and years of life. Therefore, talking, reading, singing, and interacting with a child are the most important things parents can do. It builds strong relationships, strong brains. It determines the key future capabilities of each brain. The first years last forever.

The goal then is to begin helping children from birth. To begin helping at birth, we need ALL parents to know how to keep building the brain of each child.

And this is what Family Resource Center St. Croix Valley does. Family Resource Center provides opportunities for education, resources, and support for ALL parents so they have the knowledge and skills to strengthen and guide their children. This vision inspires our daily work in promoting the best outcomes for children from prenatal development to school entry. There is almost nothing that educators can teach parents in those first weeks and months that will achieve a bigger, more positive impact on the brains and lives of children.

Each year, we provide an annual report to the community as a measure of accountability and transparency, making public our program outcomes, evaluation measures, and financial position. Family Resource Center works to ensure quality within our programs and services, utilizing Parents as Teachers, an evidence-based curriculum, and maintaining affiliate status through our implementation of this model.

This year we were delighted to be designated a Blue Ribbon Affiliate from the Parents as Teachers National Center. Parents as Teachers’ rigorous endorsement process demonstrates an affiliate’s accountability and credibility to the community, its funders, elected officials, and partner organizations with which they work. Programs that earn Quality Endorsements are recognized as exemplary Blue Ribbon affiliates, delivering high-quality services to children and families. This designation culminates 18 months of work by all Family Resource staff implementing the Quality Endorsement Implementation Process.

We also know from the research that early childhood development is the best economic development investment we can make. So—if we want to change lives for the better, the best, least-costly way is to change the first five years.

With the generous support of our partners, stakeholders, donors, the FRCSVC continues to invest in children and families—truly strengthening our Pierce, Polk, and St. Croix County communities.

Thank you for your involvement in Family Resource Center St. Croix Valley!

Sincerely,

Mary Sue Ash

Mary Sue Ash
President, Board of Directors



“We enjoy learning new songs and just being able to play and bond. So thank you Family Resource Center for putting together such a great program..”

– Play & Learn Participant

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- Barry Cain
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- Stephanie Johnson
- Sheriff Scott Knudson
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- Mark Tyler
- Mary Van Galen

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- Kristin Thompson, Development & Communications Coordinator
- Hailey Nelson, Development & Communications Coordinator
- Keri Fitts, Office Manager/ Program Administration Coordinator

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- Robbyn Bowman
- Marla Butler
- Susan Hodnefield, LSW

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