



**Family  
Resource  
Center**  
St. Croix Valley

# 2024 ANNUAL REPORT

**FRCSCV's mission is to strengthen  
children, families and  
communities by offering  
education, resources and support.**

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# 2024 ANNUAL REPORT

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# Strengthening children, families, and communities.

In 2024, Family Resource Center St. Croix Valley continued to make a meaningful impact in our communities by providing vital resources, education, and support to local families. Our dedicated team of professionals has worked tirelessly across Pierce, Polk, and St. Croix counties, offering compassionate and effective assistance to those who need it most.

While 2024 brought its share of challenges, FRCSVC remains in a strong position to expand its services and deepen its support for children and families. I firmly believe that investing in our children yields the greatest return—and FRCSVC exemplifies that belief every day.

We are incredibly fortunate to have such a valuable resource in our community. None of this would be possible without your continued support. Thank you for standing with us.

We appreciate you, and we look forward to all that 2025 will bring!

*Chad A. Fett*

Chad A. Fett  
2024 Board President



FRCSVC has renewed its status as a Blue Ribbon Affiliate through a year-long process that included updating policies, conducting a self-study of 81 PAT quality standards, and completing team file reviews. This recognition from the PAT National Center affirms our commitment to delivering high-quality services and faithfully implementing the PAT model with a focus on continuous improvement and accountability.

Our work supports the core goals of the PAT program, including promoting positive parenting, early childhood development, school readiness, family health and well-being, and community connectedness. This achievement is a testament to the dedication and hard work of our team, as well as the strong support we receive from our community partners, funders, and families across the St. Croix Valley.



## 2024 FINANCIALS

### 2024 REVENUE

Contracts	\$791,490
Grants	\$861,084
Contributions	\$56,499
Fundraising	\$72,366
In-Kind Donations	\$108,000
Investment Earnings	\$58,948
Other	\$5,977

**TOTAL REVENUE - \$1,954,361**

### 2024 EXPENSES

Program Services	\$851,503
Management & General	\$328,642
Fundraising	\$53,115

**TOTAL EXPENSES - \$1,233,260**

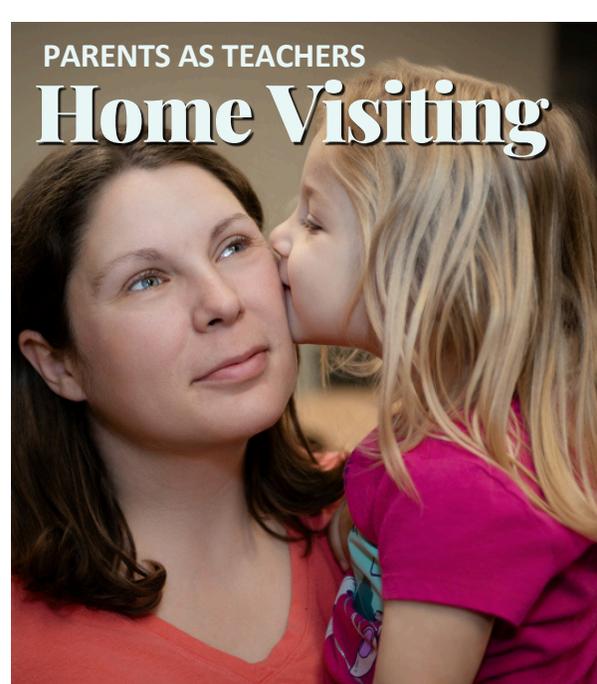
Total Assets - \$3,072,958

Liabilities - \$61,954

Net Assets - \$3,011,004

Financial Statements audited by CarlsonSV

# Home Visiting



## PROGRAM STATISTICS

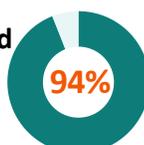
**119** Total Families Served  
**1,691** Total Visits Completed

90% - In-Person  
 6% - Video  
 4% - Phone

**1,529** books were given to families in home visiting

**94%** 112 families were connected to 557 resources

## DEMOGRAPHICS - EXPERIENCES & STRESSORS



Low Income



Mental Health



Substance Use Disorder



Child Abuse or Neglect

## HEALTH OUTCOMES

**98%** Children have health insurance

**66%** Children 19-35 months fully immunized

**32%** New families enrolled prenatally

## PROGRAM EVALUATION

96% of families had at least one goal documented

93% of parents provide loving responses to child's cues, praised child, help them regulate well & child shows reciprocal connections after two years of service

84% of children had a family member read, told stories, and/or sang songs with their child daily during a normal week

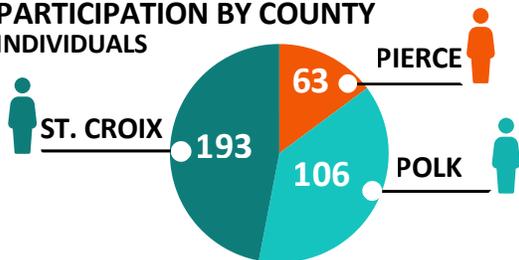
95% of children had a timely developmental screening

76% of families achieved at least one goal

33% of visits had more than one parent/guardian/caregiver present

33% of visits had male caregiver/guardian present

## PARTICIPATION BY COUNTY INDIVIDUALS



# Group Connections



**1,430** TOTAL NUMBER OF ATTENDEES

**592** UNDUPLICATED PARTICIPANTS

**93** PROGRAMS OFFERED

## GROUP CONNECTIONS - PROGRAMMING INFORMATION

**2,009** Total Unduplicated Program Count

### Programs

#### PLAY & LEARN

**241** Unduplicated Participants  
 18 - 9/10 week sessions

CHILDREN	ADULTS
137	104

#### ECE FAST/FASTWORKS

Early Childhood Education Families and Schools Together

**111** Unduplicated Participants  
 8 - 8 week sessions

CHILDREN	ADULTS
61	50

#### RECOVERING TOGETHER CAFE

**142** Unduplicated Participants

CHILDREN	ADULTS
34	108

### Special Events

**19** Event Offerings  
**363** Unduplicated Participants

Event	Adults	Children
White Pine Berry	192	171
2 Event Offerings	26	24
Brush Strokes Painting	14	17
2 Event Offerings	11	10
31 Attendees	20	19
Apple Orchards	11	10
2 Event Offerings	11	10
39 Attendees	11	10
Flex Gymnastics	11	10
1 Event Offerings	11	10
21 Attendees	11	10

### PARENT ADVISORY COUNCIL

FRCSKV's Parent Advisory Council (PAC), is composed of 9 members who are either current or past participants in our programs. PAC met 10 times in 2024, and guides programming decisions for FRCSKV.





# Thank You for your support

Thank you to all who made donations in 2024 supporting our programs and services. You are making a difference in the lives of local families with young children!

## Contract Partners

### STATE OF WISCONSIN \$720,156

- Department of Children and Families, Family Foundation Home Visiting
- Child Abuse & Neglect Prevention Board
- Maternal and Child Health Equity

### HOSPITALS \$48,032

- Amery Hospital & Clinic
- Osceola Medical Center
- St. Croix Health
- Western Wisconsin Health
- Westfields Hospital & Clinic

### COUNTIES \$71,333

- Pierce
- Polk
- St. Croix

## Foundations, Businesses & Community Organizations

### \$40,000 & ABOVE

- Fred C. & Katherine B. Andersen Foundation
- Hugh J. Andersen Foundation
- Otto Bremer Trust
- St. Croix Valley Foundation

### \$5,000 - \$39,999

- OEM Fabricators, Inc.
- O'Connell Family Funeral Homes & Cremation Services, Inc.
- Tom and Patty Doar Foundation, Inc.
- United Way St. Croix Valley & Red Cedar Valleys
- Walker Family Foundation

### \$1,000 - \$4,999

- Allina Health River Falls Clinic
- Bremer Bank - New Richmond
- Ciranda, Inc.
- First State Bank and Trust
- Hudson Hospital & Clinic (Health Partners)
- Kwik Trip
- New Richmond Area Community Foundation
- Nilssen's Foods - Baldwin
- Peace Lutheran Church
- Russ Davis Wholesale
- Tattersall
- Thrivent Financial
- Viola E Lundeborg Trust
- WESTconsin Credit Union
- Western Wisconsin Health

### \$500 - \$999

- Adoray Home Health & Hospice
- Burnett Dairy Cooperative
- CCF Bank
- FNC Bank
- Kraus Anderson
- Pillar Bank
- Royal Credit Union - New Richmond
- Village Pharmacy
- Xcel Energy - Hudson

### UP TO \$499

- CW Garage Door Distribution, Inc.
- Ellicott Dredge Technologies
- Feuerhelm Langer, LTD
- Holy Cross Lutheran Church
- Lindus Construction
- Our Savior's Women of ELCA
- Pleasant Grove HCE
- Redeemer Lutheran Church ELCA
- SRI
- Women Lawyers of the North, Inc.
- Women of Trinity Lutheran
- Woodville Lions Club

## In-Kind Professional Support

- Carlson SV
- Family Friendly Workplaces, Inc.
- Focus Digital Marketing
- Heywood, Cari & Anderson S.C.
- Mark Tyler
- Sonya Jansma, CPA

## In-Kind Individual Support

Family Resource Center St. Croix Valley received \$13,892 through in-kind donations in 2024.

### Contributions from January 1 - December 31, 2024

*We sincerely apologize for any error or omission. Please notify us of any oversight so we can make the correction.*



# Individual Donors

Rachel & Brent Ackley  
 Neil Kline & Quinn Alt  
 Christopher & Kelle Anderson  
 Donald Anderson  
 Jill Anderson  
 Karl & Becky Anderson  
 Rachel Anderson  
 Tanya & Mike Armstrong  
 Abbey & Wes Arndt  
 Mary Sue & Chuck Ash  
 Christopher Babbitt & Peggy  
 Audley  
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 Richard Berends  
 Ilse Hernandez & Kyle Bickerton  
 Karen Blok  
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 Baylie Bone  
 Brian Borgen  
 Sandra & Walter Borowski  
 Kate Bosworth  
 Justin Sullivan & Kelly Boucher  
 Ashley & Travis Boyd  
 Kevin & Susan Branstad  
 Becky & Jamie Brock  
 Nona Bugni  
 Andrea & Jon Burns  
 Lois Burri  
 Logan & Sarah Butler  
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 Louis Campbell  
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 Sophie Capelle  
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 Nicolle & Jerry Emmert  
 Elizabeth & Mitchell Erickson  
 April Erie  
 Margaret & Jose Escabi  
 Allison & Maddie Fennern  
 Kaydee Fern  
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 Goto  
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 Ron & Kathy Hansen  
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 Susan & Kirk Hodnefield  
 Randi & Gary Hoffman  
 Leah Hoffmann  
 Gwendolyn Heather & Charles  
 Holerud  
 Deb Hoy  
 Kiwanis Club of Greater Hudson  
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 Dawn & Todd Johanson  
 Dr. Danielle Johnson  
 Jerry Johnson  
 Karen & Neal Johnson  
 Nadine Johnson  
 Susan Johnson  
 Jennifer & Bryan Jones  
 Kate Jones  
 Lea Kaiser  
 Leon Merck & Kelly Kenall  
 Anonymous In Kind  
 Wes & Anna Kisting  
 Jeffery & Abby Klatt  
 Chris Knott  
 Jennifer Koenig  
 Mike & Teri Kohlrusch  
 Gerhard & Susan Koosmann  
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 Ryma & Ryan Lindquist  
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Faye Luepke  
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 Rosa Magnus  
 Danielle Malmgren  
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 Kelly Mattison  
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 James & Nada Merth  
 Tanya & Tyler Mertnes  
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 Barry Tulkki & Margie Peterson  
 Judy & John Peterson  
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 Morgan Porten  
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 Schneider  
 Sue Schneider  
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 Erika Schurtz  
 Dr. Nate Schwartz  
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 S Mark & Jackie Tyler  
 Jared Peterson & Sarah  
 Tyler-Peterson  
 John & Candice Varco  
 Anthony & Jessica Walker  
 Briana Wallin  
 Taylor Warfel  
 Sarah & David Weiske  
 Anastasia & Troy Wilkinson  
 Elizabeth & James Wolf  
 Loretta Young  
 Merriam & Tony Zwolenski  
 Riley Zyduck



**"Alone we can  
 do so little;  
 together we  
 can do so  
 much."**

*- Helen Keller*

# In-Kind Business & Community Organizations

A&W  
 Baldwin Community Food Pantry  
 Baldwin Greenhouse  
 Baldwin-Woodville School District  
 Basket of Flowers Farm  
 Bill's Distributing, LTD  
 Cedar Lake Speedway  
 Comfort Quilters  
 Crystal Cave  
 Ellsworth Cooperative Creamery  
 Farmer to Farmer  
 Fawn-Doe-Rosa

Fennern Jewelers, Inc  
 Flagship Ford  
 Houston's Salon & Spa  
 Hudson Flower Shop  
 Martha's Quilt Group  
 Menomonie Market Food Co-op  
 Meraki Rae Healing Center  
 Minnesota Historical Society  
 Minnesota Twins Baseball Club  
 Minnesota Wild Hockey Club  
 New Centerville Church  
 New Richmond Golf Club

Nilssen's Foods - Clear Lake  
 Nilssen's Foods - Ellsworth  
 North Meets South  
 Peace Lutheran Bible Study  
 Peace Lutheran Church  
 Pheasant Hills Golf Course  
 Piecemakers Quilt Guild  
 Rohde Pottery  
 Sawmill Pizza & Brew Shed  
 SF Insurance Group  
 Skunk Hollow Pottery  
 Smiles in Motion

Spring Valley Book Club  
 Stages Theatre Company  
 The Centre - New Richmond  
 The Rock Shop  
 The Smokehouse  
 Treasure Island Resort & Casino  
 Trollhaugen Outdoor Recreation  
 Area  
 Western Wisconsin Health  
 Windmill Peacemakers  
 Zoe Communications, Inc



# Family Resource Center

St. Croix Valley

Serving Families in Pierce, Polk and St. Croix Counties  
857 Main Street, PO Box 2087, Baldwin, WI 54002  
frcscv.org | Phone: 715.684.4440 | info@frcscv.org



United Way  
St. Croix Valley



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PERMIT NO. 1557



## FAMILY TESTIMONIES

“We have been so blessed with building a relationship with our parent educator. Our whole family looks forward to our visits. The relationship has been great.”

“I have become far more confident in my parenting abilities and knowledgeable about my child’s development.”

## 2024 FRCSCV Staff

Leadership Team  
**Marla Butler**  
Program Manager

**Neil Kline**  
Development &  
Comm. Manager

**Jennifer Jones**  
Business Manager

Program Leads  
**Robbyn Bowman**  
**Kristine Brede**  
**Susan Hodnefield**

**Sarah Weiske**  
Development &  
Communications

**Alyssa Wildeisen**  
Development &  
Communications

Administrative Staff  
**Courtney Arens**  
Administrative Assistant

**Brianna Mayer**  
Marketing Assistant

Parent Educators  
**Ashley Bruggeman**  
**Cheyenne Carlson**  
**Lori Ollig**  
**Analís Rechtzigel**  
**Karia Ristow**  
**Jennifer Boleen**  
**Adela Guerrero**

## Board of Directors

Executive Committee

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President

**Barry Cain**  
Vice-President

**Mary Sue Ash**  
Secretary

**Mark Tyler**  
Treasurer

**Amber Richardson**  
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