

OUR MISSION at Family Resource Center St. Croix Valley is to strengthen children, families and communities by offering education, resources and support.



A LETTER FROM THE PRESIDENT

Anthony Gould
Director of Ancillary Services
Amery Hospital & Clinic

Since its founding in 1998, Family Resource Center St. Croix Valley has fulfilled its mission to strengthen children, families and communities through education, resources, and support. Family Resource Center's Board of Directors is a dedicated group of community leaders passionate about supporting and guiding the work of this organization. Each year we provide an annual report to the community as a measure of accountability and transparency. We outline our evaluation measures, program outcomes and financial position.

The year 2020 was defined by COVID-19 for all of us. Despite the challenges of the Pandemic, work continued throughout the year to help parents build the knowledge and skills to be their child's first and best teacher. The organization was quick to adapt its programming to virtual platforms, adopt social distancing protocols, and offer programming virtually. We even launched new programs!

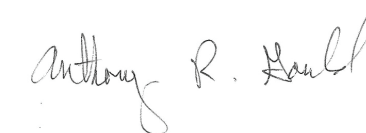
My personal commitment to this organization is grounded in its mission. The Family Resource Center team is focused on and committed to strengthening children, families and communities. Research tells us that we can make positive, life-long differences by investing in children in the first five years of life. We began offering evidence-based Parents as Teachers home visiting more than 20 years ago. Home visiting remains the foundation of our work, as we explore and expand new evidence-informed offerings.

When our first child was born, my wife and I were visited by a parent educator in the hospital. She shared information, answered our questions, and told us about the importance of having a strategy to deal with extended periods of infant crying. We have never forgotten that. I am proud that, together with our public- and private-sector partners in Pierce, Polk, and St. Croix Counties, we offer educational opportunities for parents of newborns when they leave the hospital—and throughout the preschool years. Parents, children, and society all benefit when we lend support to families with young children.

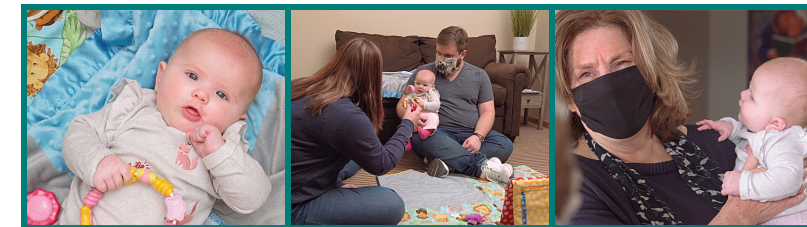
Work in 2020 helped set the stage for a 2021 initiative to expand outreach to employers to help them understand the importance of early childhood development and identify ways to expand workforce access to early childhood programming.

Thank you for investing in children and families and for doing your part to strengthen communities in the St. Croix Valley.

For the Board of Directors, Family Resource Center St. Croix Valley,



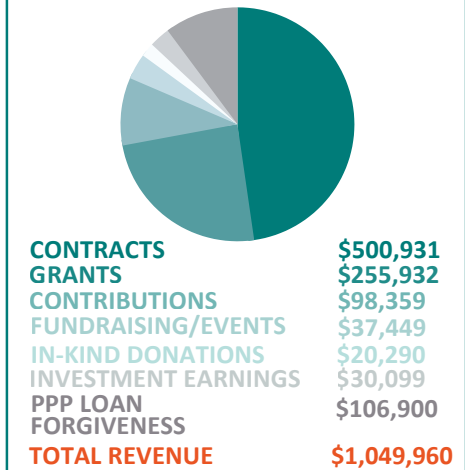
Anthony R. Gould
2020 Board President



2020 ANNUAL REPORT

Despite the challenges COVID brought, we are proud of our accomplishments. In 2020 we transitioned to virtual programming, trained 12 professionals in Protective Factors and continued developing our community partnerships to offer stronger support for families.

2020 REVENUE



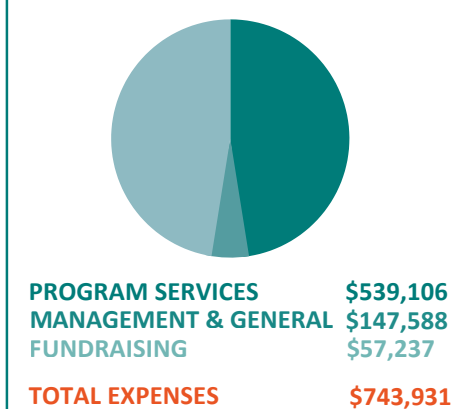
"My Parent Educator has shown me many new things about parenting I would never have known. I appreciate every single visit and the resources are amazing."

- Home Visiting Participant

"I have mentioned this program to other people & discussed how it worked for me and my family. I've also recommended to some friends when they have discussed their child's behaviors."

-Triple P Participant

2020 EXPENSES




TOTAL ASSETS
\$1,213,494
TOTAL LIABILITIES
\$40,636
NET ASSETS
\$1,172,858

Financial Statements audited by CarlsonsV.



"We have had a great experience & feel that our parent educator really takes the time to get to know us as a family & does anything she can to provide resources for us or education on what we are experiencing as a family with our daughter's growth."

- Home Visiting Participant

To Visit Our Website



SCAN HERE

FAMILY RESOURCE CENTER ST. CROIX VALLEY
857 MAIN STREET, PO BOX 2087, BALDWIN, WI 54002 | 715.684.4440 | FRCSV.ORG



HOME VISITING PROGRAM EVALUATION

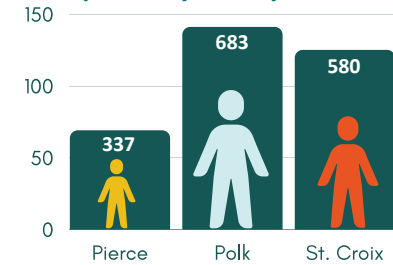
Family Program Statistics

1600 Personal Home Visits Completed
395 In-Person Visits
790 Telecommunication Visits
415 Video Conference Visits
196 Group Connections Offered
215 Participants in Group Connections

Health Outcomes

42% of new families enrolled prenatally
99% of participating children have health insurance
88% of children 19-35 months were fully immunized

Participation by County



113 Total Families Served

Family Demographics Experiences & Stressors

2019	2020
→	95% Low Income
↑	65% Mental Health Issues
↓	44% Substance Use Disorder
↓	18% Young Parent - 21 or Younger
↓	15% Housing Instability
↑	32% Reported/Sustained Child Abuse/Neglect
↑	26% Parent Did Not Complete High School or Equivalent
↓	8% Foster Care or Other Caregivers Involved
↑	16% Parent Incarcerated During Child's Lifetime

Program Evaluation

91% of children received a timely screen for developmental delays using a validated parent-completed tool. [Ages & Stages Questionnaire]
88% of participants have learned to anticipate their child's developmental changes after two years of service.
76% of participants are more confident in their ability teaching their child & are proud of their skills after 2 years of services, compared to 54% when beginning services.
72% of participants reported that during a typical week a family member read, told stories, and/or sang songs with their child daily.

2020 BOARD OF DIRECTORS

Anthony Gould - President
Mark Tyler - Vice-President
Jessica Klopp - Treasurer
Barry Cain - Secretary
Mary Sue Ash - Past-President
Sam Cari
Chad Fett
William Findlay
Julie Foss
Sheriff Scott Knudson
Dr. Amber Morgan
Barbara Nelson
Carla O'Connell
Alison Page
Amber Richardson
Mary VanGalen

"My Parent Educator is amazing. My kids look forward to seeing her & she understands my social anxiety disorder along with my ADHD & helps in all the ways with my family. She is like family to me and the kids."

-Home Visiting Family

2020 STAFF

Agnes Ring
Executive Director
Keri Fitts
Office Manager/Program Administration Coordinator
Development & Communications Coordinator
Hailey Nelson
Development & Communications Coordinator
Jeena Norenberg
Office Manager/Program Administration Coordinator

PARENT EDUCATOR LEADS

Robbyn Bowman
Marla Butler
Susan Hodnefield, LSW

PARENT EDUCATOR STAFF

Kristine Brede
Ashley Bruggeman
Devin Chladek
Jillian Cordova
Erin Knegendorf
Lori Ollig
Jalena Ziemba

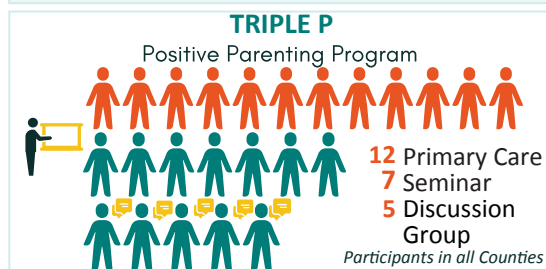
"I am extremely satisfied with the video call visits. If I have any questions they are always answered. If I need help with anything I am able to receive the help and information that I need."

- Home Visiting Participant

PROTECTIVE FACTORS

✓ 1 Protective Factor Training ✓ 12 Individuals in attendance from 5 different agencies.

NEW PROGRAMS IN 2020!



THANK YOU FOR YOUR SUPPORT!



DONATIONS

VIRTUAL CLASSES

VOLUNTEERING

DONATIONS

COMMUNITY PARTNERSHIPS

DONATIONS

*SOME PHOTOS IN THIS PUBLICATION WERE TAKEN PRIOR TO COVID

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





THANK YOU TO OUR SUPPORTERS

Contributions from January 1 - December 31, 2020

CONTRACT PARTNERS

Contract Partners provide financial support in return for parent education services

State of Wisconsin - \$405,755

- Department of Children and Families
- Child Abuse & Neglect Prevention Board

Counties - \$49,843

- Pierce
- Polk
- St. Croix

Hospitals - \$37,833

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

FOUNDATIONS, BUSINESSES & COMMUNITY

\$50,000 & Above

- Fred C. & Katherine B. Andersen Foundation
- Otto Bremer Trust

\$25,000 to \$49,999

- Hugh J. Andersen Foundation

\$5,000 to \$24,999

- 3M Foundation
- American Endowment Foundation
- Citizens State Bank
- Families and Schools Together
- OEM Fabricators, Inc.
- St. Croix Valley Community Foundation
- The Next Generation Fund of the Hugh J. Andersen Foundation
- Tom & Patty Doar Foundation, Inc.
- United Way St. Croix Valley

\$1,000 to \$4,999

- Countryside Apartments
- First National Community Bank
- First State Bank & Trust
- FrontStream Credit
- HealthPartners
- MidWestOne Bank
- New Richmond Area Community Foundation
- Nilssen's Foods Baldwin
- Nilssen's Foods Ellsworth
- Nolato Contour, Inc.
- Peace Lutheran Church
- Raymond James Global Account
- Thrivent Financial for Lutherans
- Viola E. Lundeberg Trust
- WESTconsin Credit Union
- Western Wisconsin Health

\$500 to \$999

- First United Presbyterian Church
- Greater Twin Cities United Way
- JA Counter & Associates
- Kwik Trip
- Nilssen's Foods - Clear Lake
- Nilssen's Foods - Glenwood City
- St. Croix Electric Cooperative
- TMS Tire & Auto
- Women of Trinity Lutheran

\$499 and less

- Alera Group Inc
- AmazonSmile Foundation
- Angela Olson Law
- Bakke Norman Law Offices
- Baldwin Woodville Insurance Services
- Bernard's
- Anytime Fitness
- Bremer Bank
- Bridge Investment Group LLC
- Community Shares of MN
- Compeer Financial
- Fennern Jewelers, Inc.
- First National Bank of River Falls
- First Bank of Baldwin
- First United Presbyterian Church
- Heywood Cari Anderson S.C.
- Hudson Physicians
- Kroked Kreek
- Lindus Construction
- Liquor Haus
- McMillan Electric Company
- Minuteman Press
- O'Connell Family Funeral Homes
- Oakwood Dental-Hudson LLC
- Our Saviors Women of ELCA
- Royal Credit Union-Eau Claire
- Russ Davis Wholesale
- SF Insurance Group
- SRI
- St. John's Lutheran Church Women of the ELCA
- Valley Orthodontics
- Village Pharmacy
- Woodville Lions Club
- Xcel Energy

INDIVIDUAL DONORS

- Anonymous
- Brent & Rachel Ackley
- Chris & Kelle Anderson
- Clint D Anderson DVM
- Charles & Mary Sue Ash
- David Strandberg & Susan Ash
- Fred & Melinda Ayres
- Dr. Christopher Babbitt & Peggy Audley
- David & Joan Bartz
- Gerald Bauman
- Diana Bechel
- Justin & Katy Bechtel
- James & Jan Benson
- Marlys Berrevoets
- Stephen & RaeAnn Bobowski
- Walter & Sandra Borowski
- John & Jennifer Borup
- Joyce & Kim Brooke
- Lois Burri
- Bradley & Betsy Byker
- Howard & Teresa Cameron
- Louis Campbell
- Bill Chantelois
- Tom & Kathy Coulter
- Dale & Judy Crowley
- Janette Cysewski
- J.R. & Rebecca Dachel
- Michael & Lorraine Davis
- Vivian Dellwo
- Jessica Demulling
- Theresa Derusha
- Dan & Pam Donahue
- Brooke Draxler
- Dan & Patricia Draxler
- Jacqueline Dunker
- Judith Edgar
- Christine English
- Jose & Margaret Escabi
- Mike & Patrice Evans
- Roger & Judy Evans
- Eric & Nancy Fennern
- Chad & Heidi Fett
- Willian & Ann Findlay
- John & Julie Foss
- Amy Fossum
- Ken & Molly GaleWyrick
- Larry Gee
- Craig & Holly Gleason
- Wally & Debi Graf
- Barry & Pamela Grant
- Jennifer Griggs-Andress
- Eric & Kelly Gullixson
- Jerome & Mary Halls
- Lester & Kari Halstead
- William & Suzanne Hambleton
- Julie Johnson-Hanlon
- Ron & Kathy Hansen
- James & Sharon Hauschild
- Diane & Thomas Hayes
- Michael & Jean-Snyder Hayes
- Pat & Donna Hayes
- Eric & Sheila Hegrenes
- Jack & Kathleen Henderson
- Susan Hessler
- Ben & Susan Heusier

- Kirk & Susan Hodnefield
- Vicki Hoehn
- Brian & Melissa Holldorf
- Thomas & Diane Hoogheem
- Deronda Holsteins
- Brad & Carol Hopp
- Vincent & Mary Hunt
- Cheryl Hustad
- Lindsey Ihrke
- Jeffrey & Debra Jacobson
- James & Sonya Jansma
- Richard & Cynthia Jensen
- Neal & Karen Johnson
- Karis Christenson-Johnson
- Ruth Johnston
- Andrea Jorgenson
- Anita Justen
- Lisa Kein
- Gerald Kendzierski
- Eric & Jessica Klopp
- Joyce Knippenberg
- Scott Knudson
- Mike & Teri Kohlrusch
- Gerhard & Susan Koosmann
- Charly Kostka
- John & Christina Krizek
- Linda LaKosky-Eng
- Rose Lalond
- Devereaux & Rose Lalond
- Larry & Jean Larsen
- Keith & Nina Larson
- Leif & Kristi Larson
- Terrance Larson
- Bill & Rita Lawson
- Shelley LeClaire
- Ben & Robyn Lehman
- Roger & Ann Leque
- Beverly Lightfoot
- Peter & Deanna Lind
- Irma Lindholm
- Kevin & Emily Lindus
- Robert & Michelle Lipps
- Heather Logelin
- Melinda & Fred Longworth
- Troy & Lisa Lovestrand
- Faye Luepke
- Paula Lugar
- Donald & Eileen Makuch
- Brian & Valerie Manion
- John & Mary McAlpine
- Thomas & Elizabeth McCormick
- James & Nada Merth
- Dr. Benjamin & Dr. Amber Morgan
- Aaron & Tawnya Mork
- Thomas & Sandy Morris
- Candice & Michael Murphy
- Barbara Nelson
- Jerry & Patsy Nelson
- John & Evalyn Nerbonne
- Jason & Teresa Nilssen
- Dennis & Carol Nordstrand
- Michael Obermueller
- Kathleen Obermueller
- Mike & Carla O'Connell
- Richard & Cynthia O'Connor

- Allen & Roseanne Olsen
- John & Mary Onkka
- John O'Rourke
- Gina Palmer
- Dick Pearson
- Jon & Jaclynn Pedersen
- Timothy & Jennifer Pedersen
- Troy & Annette Peterson
- David & Patti Phillips
- Andrea Pickerign
- Dale & Kay Place
- James Price
- Sabrina & Michelle Radtke
- Allen & Connie Radunzel
- Adam Reyzer
- Lance & Sharon Reyzer
- Amber & Brent Richardson
- Agnes Ring & Mark Vanasse
- Karen Roessler
- Gary & Helen Rohde
- Mark & Karen Rominski
- Keith & Lisa Ruehlow
- Eric & Doreen Russell
- Kristy Sand
- Mark & Mary Saunders
- Warren Schneider & Linda Robertson
- Marsha Shafer
- Mike & Darlene Sittlow
- Zeke & Ashley Smith
- Daric Snyder
- Larry Solberg
- Philip & Susan Spencer
- Wesley & Amanda Sprague
- Faye Williams-Sprague
- Susan Stene
- Michael & Catherine Stevens
- Avalene Swanson
- Brad Taplin
- Gerald & Gail Tessman
- Christopner & Kristin Thompson
- John Thompson
- Dr. Barry Tulkki
- S. Mark & Jackie Tyler
- Mary & Dean Van Galen
- Christopher & Jillian VanSomeren
- Christian VanSomeren
- Richard & Cynthia Vanmeter
- Eileen VanSomeren
- John & Candice Varco
- Faye Williams
- Loretta Young
- Brian Zelenak
- Cornie & Linda Zevenbergen
- Cole Zrostlik

IN-KIND INDIVIDUAL SUPPORT

We received in-kind contributions from more than 120 individuals. We appreciate your support!

IN-KIND BUSINESS & COMMUNITY

- Angela Olson Law
- Baldwin Woodville Chamber of Commerce
- Baldwin Food Pantry
- Can Can Wonderland
- CEC Theaters
- Citizens State Bank
- Comfort Quilters
- Compeer Financial
- Circle H Greenhouse
- Deronda Holsteins
- Eau Claire Express
- Ellsworth Cooperative Creamery
- Embrace Therapeutics & Spine Pro
- Fancy's Salon & Spa
- First Bank of River Falls
- First United Presbyterian Church
- Flat Creek Inn & Suites
- Frontier Ag
- Girl Scouts Troop 57251
- Glen Hills Women's Fellowship Group
- Great Lakes Aquarium
- Green Bay Packers
- Guthrie Theater
- Lake of the Torches Resort Casino
- Lincoln HCE
- Liquor Haus
- Mall of America
- Mama Maria's
- McMillan Electric Company
- Metropolis Resort and Conference Center
- MidwestOne Bank
- Minneapolis Institute of Art
- Minnesota Landscape Arboretum
- Minnesota Timberwolves Fastbreak Foundation
- Mystic Lake Casino & Hotel
- North Shore Scenic Railroad
- Avalene Dental
- Our Savior's Women of ELCA
- Peace Lutheran Church
- Science Museum of Minnesota
- Skunk Hollow Pottery
- St. Croix County Community Development Department
- St. John's Lutheran Church Women of the ELCA
- St. Paul & Minnesota Foundation
- Stages Theatre Company
- Sunnyside Honey
- Taylors Falls Scenic Boat Tours
- The Lodge at Crooked Lake
- Thrivent Financial
- Trinity Lutheran Church
- US Bank Employee Giving
- Valley Orthodontics
- WESTconsin Credit Union
- Western Wisconsin Health
- Women of Trinity Lutheran
- Woodville Lions Club
- Xcel Energy
- YMCA of the Greater Twin Cities

IN-KIND PROFESSIONAL SERVICES

- Carlson SV
- Cornelius and Linda Zevenbergen
- Focus Digital Marketing
- Minuteman Press-Hudson
- Sonya Jansma, CPA
- Western Wisconsin Behavioral Health Services

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