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FAMILY MATTERS

THE QUARTERLY NEWSLETTER OF FAMILY RESOURCE CENTER ST. CROIX VALLEY **SUMMER 2020**



GROUP CONNECTIONS

Stay Tuned for Program Updates

You will notice that our summer program schedule is not included in this issue of Family Matters. At the time of publication all in-person programming has been suspended through June. We plan to resume our groups when it is safe to do so. Those decisions will be made in consultation with our public health partners. Refer to the website and follow us on Facebook for program updates and registration information.

A virtual Baby & Me 10-week session is in the works to commence in mid-June. Watch for details!

A decision will be made by July 1 whether an abbreviated Summer Play & Learn session will be held.



FOLLOW US ON FACEBOOK

for the most up to date information. We also post fun weekly activities to do with your family!

Donations for families & programming are needed. Check out our wish list on the website, frscv.org. Also, stay tuned for our upcoming summer book drive dates! Start digging out your gently used & new board books!



PANDEMIC PIVOT: VIRTUAL REACH FOR THE STARS EVENT RAISES \$27,000

Despite having to cancel its 15th annual Reach for the Stars gala due to the COVID-19 Pandemic, supporters of Family Resource Center St. Croix Valley raised \$27,349. The proceeds support the Family Resource Center's parent education programs across its service area of Pierce, Polk and St. Croix counties.

The Reach for the Stars gala is held in April every year to mark Child Abuse and Neglect Prevention Month. As the severity of the pandemic unfolded, and the event only a month away, the staff and committee of volunteers who had been planning the event for several months came together in a Zoom meeting in mid-March to explore its options. The group swiftly made a plan to pivot from an in-person event to a virtual online auction. Many donors had already donated items for the silent auction and sponsors had already been recruited. The committee reached out to sponsors who had committed to supporting the gala and all sponsors agreed to honor their original donation levels.

"On behalf of the board and staff of Family Resource Center St. Croix Valley, and the families we serve, I would like to send a shout out to all the community members who demonstrated generosity, flexibility, and ingenuity during this challenging time," said Executive Director Agnes Ring. "To the planning committee, all the local business sponsors who stayed with us, to the donors who contributed items for the auction, to the bidders and individuals who made donations—thank you. With so many families facing the devastating economic impacts of COVID-19, your continued support means more than ever."



Family Resource Center Board member Jessie Klopp earned the distinction of fetching the highest bid for her donation of three monthly home-made dessert deliveries—\$550!

THANK YOU SPONSORS
15TH ANNUAL REACH for the STARS GALA

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Members of the Reach for the Stars Planning Committee are: Barbara Nelson, Carla O'Connell, Emily Newton, Hailey Nelson, Heidi Fett, Keri Fitts, Larry Gee, Lester Halstead, Mary Sue Ash, Nicki O'Connell and Warren Schneider.

The mission of Family Resource Center St. Croix Valley is to strengthen children, families, and communities by offering education, resources, and support. Programs and services are available to families with young children, prenatal to kindergarten entry, at no cost.

BOARD OF DIRECTORS

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NEWSLETTER

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FROM THE DIRECTOR'S DESK



Hello Friends of Family Resource Center St. Croix Valley,

I wrote my last Director's Desk in early February – a couple weeks after the first U.S. case of COVID-19 was identified in the United States. In the ensuing weeks, our world—everyone's world—shifted as social distancing became the norm and together, we focused on “flattening the curve.” As I write this, 2,879 people in our service area have been tested and 58 have been diagnosed with COVID-19. Testing is ramping up. We are witnessing businesses re-opening with new protocols and safety practices.

We're delivering our services virtually and developing new protocols for when we resume in-person services. See the Operations During Covid-19 notice in this issue for information about our operating approach during this time.

Amid the evolving changes resulting from the coronavirus pandemic, we are thinking of you. We hope you are safe and healthy. If you are ill, we wish you a speedy recovery. We hope your Safer-at-Home time brought positive experiences that will endure. We are thinking of all the businesses who had to shutter on short notice and our colleagues who have lost their jobs. We miss meeting families at Welcome Baby and our group connections. We extend our deep gratitude to all the medical professionals in our partner public health departments and hospitals and clinics who have been consumed with keeping us safe.

RESILIENCE AND GENEROSITY

As spring turns to summer our staff is pivoting to help shape the new normal. I am proud of our entire dedicated team for the resilience, creativity, and flexibility they have demonstrated in navigating through the uncertainty. All are working from home—several balancing the rigors of “home schooling” for their children and work-space-sharing with other family members. Through it all I witness firsthand the compassion, commitment, and professionalism they demonstrate for families facing adversities.

One of the challenges of leading a nonprofit during the pandemic disruption is the financial uncertainty—as our donors, partners, and funders navigate their own disruption. We are inspired by the generosity demonstrated by individuals, businesses, and foundations in our region who:

- Donated portions of their stimulus checks
- Purchased cribs, diapers, and formula for families
- Donated vouchers to buy milk for families enrolled in home visiting
- Made possible the distribution of resources from United Way St. Croix Valley mobile food pantries, the St. Croix Valley Community Foundation COVID-19 Response Fund, and many more.

Thank you to all who have contributed to Family Resource Center St. Croix Valley and all the nonprofits serving our community.

WELCOME AMBER RICHARDSON

This month Family Resource Center St. Croix Valley Board Chair Tony Gould welcomed a new board member—Amber Richardson. Amber is a marketing professional with JA Counter. She lives in Polk County with her husband and two young children. Welcome Amber!

On behalf of the board and staff of Family Resource Center St. Croix Valley, thank you for all you are doing to help our community through this challenge

Be safe and stay well,

Agnes Ring, Executive Director



GENEROUS GIVING IN AN UNCERTAIN TIME

The outpouring of support to our organization and families in our area has not gone unnoticed. The generous donations are a clear message of hope.

Thank you to the individuals, organizations & businesses who have reached out to help families during the Covid-19 pandemic. Here are some of the generous donations we've received!

If this has inspired you to donate, please don't hesitate to call us today! We have many ways you can support families whether you would like to donate financially or with physical items such as diapers & board books. All donations are welcome. We appreciate each one of them.



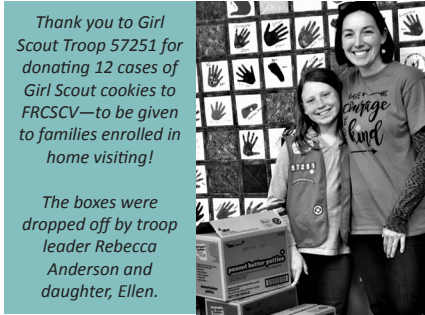
Special thanks to Mark & Jackie Tyler who worked with Kwik Trip to purchase Free Milk Vouchers for Families.



Special thanks to Jennifer Griggs-Andress, ED from the Mental Health Task Force of Polk County for distributing the generous donation of Girl Scout cookies from United Way! Jennifer also put together and distributed information packets on local resources available to families.



Thank you, United Way for the mobile food pantry and Girl Scout Cookie Donation that benefitted families participating in home visiting.



Thank you to Girl Scout Troop 57251 for donating 12 cases of Girl Scout cookies to FRCSVC—to be given to families enrolled in home visiting!

The boxes were dropped off by troop leader Rebecca Anderson and daughter, Ellen.

FAMILY RESOURCE CENTER ST. CROIX VALLEY OPERATIONS DURING COVID-19

FOR UPDATES GO TO FRCSVC.ORG

During this unsettling time, our goal is three-fold: to help contain the spread of the virus in our community, protect our staff from exposure to the virus, and continue to strengthen and support families in a safe and responsible way. We continue to monitor the situation, heed the advice of public health professionals, and alter our operations as necessary.

- Our staff is working remotely. We continue to communicate through virtual meetings with staff, board members and our partners.
- Our office is closed to walk-in traffic. Face-to-face meetings and classes are suspended. We are ramping up our virtual connections to engage families. More to come. Please continue to check our website and Facebook page for updates.
- For our home visiting clients, we continue to provide service through telephone and online visits. We are following the guidelines of Parents as Teachers National Center for serving families during the pandemic.
- We are responding to calls and accepting referrals. We follow up with both the referring partner and the family on all referrals we receive.
- We continue to connect families to resources where possible.

HONOR AND MEMORIAL GIVING: SUPPORTING FAMILY MATTERS!

Honor and memorial gifts are a thoughtful way to pay tribute to someone special while supporting local families! Family Resource Center St. Croix Valley is pleased to recognize the following individuals:

- Vince & Renee Mueller from the Mueller Family in Honor of Vivian Dellwo
- First National Bank of River Falls in honor of Pam Deal
- Susan Ash and David Strandberg in honor of Mary Sue Ash

(Gifts Received February 22nd, 2020- April 30th) Honor and memorial gifts May 1st- July 31st 2020 will be in the next edition of our Family Matters Newsletter. Memorial gifts will be directed to the Bright Futures Long-term Fund unless otherwise requested by donor.



Yes! I want to help Family Resource Center St. Croix Valley give children the best start possible!

Name(s) _____
 Address _____ City _____ State _____ Zip _____
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My check, payable to FRCSVC, is enclosed in the amount of: \$25 \$50 \$100 \$250 \$500 Other \$ _____

I will set up a recurring monthly gift with my bank in the amount of \$ _____

If you wish to give using a credit card, please visit our website at www.frscsv.org to make a secure online gift.

I want my gift to fund: Home Visits Parent-Child Groups Greatest Need Bright Futures Long-Term Fund

My employer will match my gift; please contact me.

I would like to give in honor / memory (please circle) of a loved one: _____

(Please provide contact information if you wish for us to notify someone of this gift).

I would like to make a gift through my will or estate plan. Please contact me about becoming a member of the Legacy Circle.

Thank you for investing in families! Please detach this form and mail to:

Family Resource Center St. Croix Valley, PO Box 2087, 857 Main St., Baldwin, WI 54002