

IMPACT REPORT |

2024



**2024
BOARD OF
DIRECTORS**

CHAIR
Kathryn
Gammino

VICE CHAIR
Diane
Schnupp

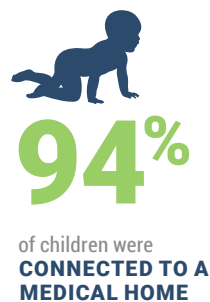
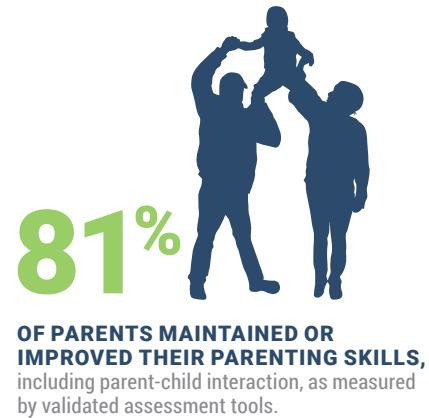
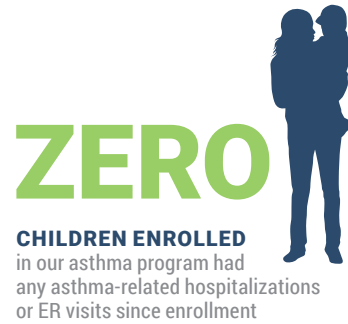
SECRETARY
Kate
Belleman

TREASURER
April Duff

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Rebecca
Branch-Griffin
Maria Brown
Reginal Bryant
Anne
Chamberlain
Tommie
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Linda Pearson
Marc Purintun
Philip Saul
Ali Semir
Kaitlin Taylor
Alethia
Watford
Joe Williams
Rodney Willett
Priscilla Wright



OUTCOMES
for families/individuals enrolled 6 months +



DEAR FRIENDS

AS WE LOOK BACK ON 2024, we see a year marked by powerful moments of coming full circle—each one creating significant impact and bringing individuals and families closer to each other and closer to health, safety, and meaningful lives.

This year we welcomed Jenn Case as our President and CEO. Her second time serving at Family Lifeline, her experience drives profound impact and leadership. January embraced the transformative Growing Well program and joined our Community Advisory Board, while Karla connected with other parents to strengthen her network. Shaquetta is achieving her career goals by empowering older adults in the community she grew up in, and Maria continues her legacy in family services as a board member and community volunteer.

As Chair, it is always heartening to read the stories of the people who do this work and benefit from it. I am grateful to our community supporters and all those who contribute to our success and the success of the individuals and families we serve. I hope you enjoy our 2024 Impact Report!

Kathryn Gammino
Board Chair



AS WE REFLECT on our 147th year of service, we celebrate the connections that sowed seeds of hope, leading to transformative full circle moments for individuals, families, and communities in Greater Richmond and Petersburg.

Sixteen years ago, I started as an outreach worker at CHIP of Greater Richmond while pursuing my Master of Social Work at VCU. I was drawn to prevention, seeing the potential, hope, and opportunity in individuals and families who deserve person-centered support. After a decade of fostering resiliency and promoting health at Family Lifeline, I sought new professional growth, yet Family Lifeline always had a special place in my heart.

Six months ago, I had the profound honor of returning to Family Lifeline as President and CEO. Working alongside this incredible team is the greatest privilege of my career. Being welcomed into the home, where life's most intimate moments unfold, is a responsibility we cherish deeply.

Our 2024 Impact Report celebrates the connections we have nurtured with individuals and families across Greater Richmond and Petersburg. This year's report not only highlights our work from the past fiscal year but also traces the ongoing ripple effect of efforts that began 16 years ago.

As the Dalai Lama wisely said, "Just as ripples spread out when a single pebble is dropped into water, the actions of individuals can have far-reaching effects." We invite you to meet the people who make our work possible and witness the profound impact we have made together.

As we trace our own ripple effect, we understand that our work is only possible with connections – with our families, with other providers, with local government and with you, our supporters.

Jenn Case
President and CEO

Monthly Parenting Groups

Family Lifeline connects families to resources that support and empower, recognizing that one of the most powerful resources that exists in our community is, and always will be, each other.

Karla began working with her Family Support Specialist (FSS) in March of 2020. In addition to receiving home visiting services, Karla regularly attends Family Lifeline’s monthly parenting groups. Each group features a fun activity that promotes healthy parent-child interaction, such as story-time at the library or painting flower pots in the park. Groups also involve resource sharing and the opportunity to connect with other parents. “I love the parenting groups,” says Karla. “I always find someone I can talk to. We feel safe to share our concerns and challenges of being parents.”

152
CAREGIVERS PARTICIPATED
in parenting groups

Parenting groups are a key part of the home visiting program, helping to reduce isolation and build community. Parenting groups are open to the public and hosted in both English and Spanish. Karla recalls a shy, English-speaking mom she recently encountered: “I decided I would use my poor English to talk to her and make her feel included.” Now, their children play together while the two women chat about family and parenthood.

Every parent needs a circle of support. For Karla, that network would not be complete without her FSS and the families she meets every month at parenting groups. Parenting can be an exceptionally isolating experience, yet so much potential for connection lies in the stresses and uncertainties of parenthood.



When Janmary became pregnant with her second child, she found that this pregnancy felt completely different than her first. She worried that something was wrong. Everyone seemed to have an opinion about her pregnancy, her body, and her baby.

As her anxieties grew, Janmary was referred to Family Lifeline’s Growing Well Early Childhood Home Visiting Services. At first, Janmary felt wary about strangers coming into her home. She wondered: What if they judge me because I don’t have my house clean or speak perfect English? She feared that she wouldn’t be understood—and not just because of the language barrier.

Her worries disappeared the day she met Hannah, a Registered Nurse in Family Lifeline’s CHIP program. Hannah started off their first visit not with judgment, but with questions: How are you feeling? What do you need? “It made me comfortable to talk to her about anything and everything,” Janmary says. “I knew she was going to listen to me.”

With reliable and trusted health information in hand, Hannah assured Janmary that her pregnancy was healthy and normal and reminded Janmary that her body was nobody’s business but her own.

Hannah helped Janmary connect to a variety of resources such as diapers, clothing, speech therapy, counseling, and a free Children’s Museum membership, which Janmary uses multiple times a week.

Janmary Is A Home Visiting Client And Advocate

588
RESOURCE CONNECTIONS fulfilled



As a Registered Nurse, Hannah also offers screenings, health education, and makes sure that the family is connected to a medical provider.



Community Advisory Board

In 2024, Janmary joined Family Lifeline’s new Community Advisory Board, composed of Growing Well parents, staff, community partners, and Family Lifeline board members. The group guides the direction of Growing Well programming to ensure that services are equitable and effective in meeting ever-changing community needs.

Once hesitant to let a stranger into her home, Janmary is now an outspoken advocate for home visiting services. She also knows how critical trust and respect are to the success of the partnership. Janmary is committed to ensuring that all parents have a positive

experience with their provider, just as she does with Hannah. She advocates for practices that help families feel respected and heard. “I’m very clear,” Janmary says. “If something is on my mind, I’m going to say it.”

Shaquetta Has Made a Career of Caring.

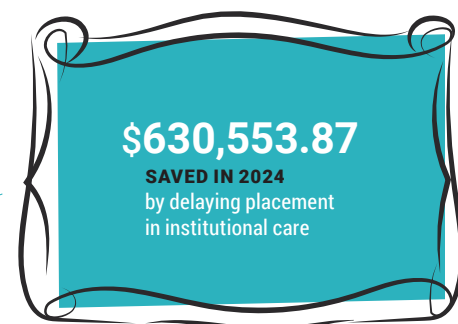
She leads through compassion and empowers through connection because she knows that with the right support from the people around you, anything is possible.

Shaquetta's love for caregiving began with her mother, a lifelong Certified Nursing Assistant. "My mother taught me to always treat each and every client like a human being with dignity," Shaquetta says. "And that being a caregiver is a very important position. You have to love what you do to thrive at what you do." Her mother, who became sick when Shaquetta was twelve years old, was also the first person she ever cared for.



Ms. C is a 95-year-old client who was struggling to adjust to age-related challenges, especially the feeling of losing one's independence. Shaquetta helped Ms. C enroll in Medicaid, Medicare, SNAP benefits, and the PACE program—which provides comprehensive medical and social services to older adults. She helped Ms. C acquire a ramp for her front door, as well as a number of benefits that Ms. C did not know were available to her.

Ms. C, with tears in her eyes, thanked her for all that she had done. Shaquetta explains, "Ms. C told me, 'It means so much to meet someone who says what they mean and does what they said they are going to do. And cares about me while doing it.'"



2022 – 2023 | PCA

Shaquetta came to Family Lifeline as a Personal Care Aide in the Living Well programming for older adults and persons with disabilities.

In 2023, Shaquetta was working on a particularly challenging case. Her client struggled with complicated health issues and was at risk of slipping through the cracks of the medical system. In addition to her primary duties as a PCA, Shaquetta diligently coordinated her client's care with Family Lifeline administrators to ensure that his needs were met.

2023 | AmeriCorps

Shaquetta's commitment to her clients and knack for navigating complex systems did not go unnoticed. Her supervisor recommended her for Virginia CHW, an AmeriCorps program dedicated to recruiting members from historically marginalized and under-resourced communities and supporting them in getting certified as Community Health Workers to serve their communities and address local health inequities.

Shaquetta served one year with AmeriCorps while she received training in chronic diseases, community outreach, advocacy, medical record keeping, leadership, and more.

2024 | Community Health Worker

In 2024, she returned to Family Lifeline as a certified CHW. As a CHW, Shaquetta partners with clients to help them navigate social services and healthcare systems, while also providing health education and resources.



Maria Brown

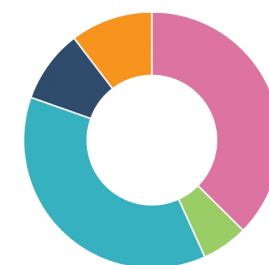
Board member Maria Brown has been partnering with Family Lifeline for over twenty years. The partnership began in 2000 when Maria was the State Director of Healthy Families Virginia. Maria worked with Family Lifeline throughout her career in early childhood programming, serving as a collaborator, partner, funder, and provider of technical assistance. "I've always held the organization in high regard," she says. "I knew the staff and the quality of work. I saw the responsiveness of Family Lifeline to changing needs in the city."

When Maria was asked to join the Family Lifeline Board of Directors in 2017, she felt her career come full circle.

Now retired, Maria says that the board keeps her connected to the mission that she has devoted so much of her personal and professional life to. Maria is also a member of Family Lifeline's Community Advisory Board, where she serves alongside Growing Well parents, staff, and community partners to help guide home visiting programming.

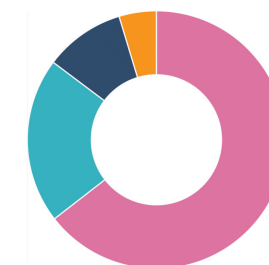
Maria says that it's Family Lifeline's strengths-based philosophy, evidence-based programming, and commitment to its values that keeps her connected. "It's a privilege to be affiliated with the people who do this work and the leaders who make it happen." Although Maria will complete her ninth and final year of board service next year, her partnership with Family Lifeline and her dedication to the community continue on.

Total Revenue
\$2,691,300



- CONTRIBUTIONS & GRANTS: 36.11%
- GOVERNMENT GRANTS: 35.89%
- UNITED WAY: 8.90%
- MEDICAID: 10.02%
- CLIENT FEES: 3.48%
- OTHER: 5.60%

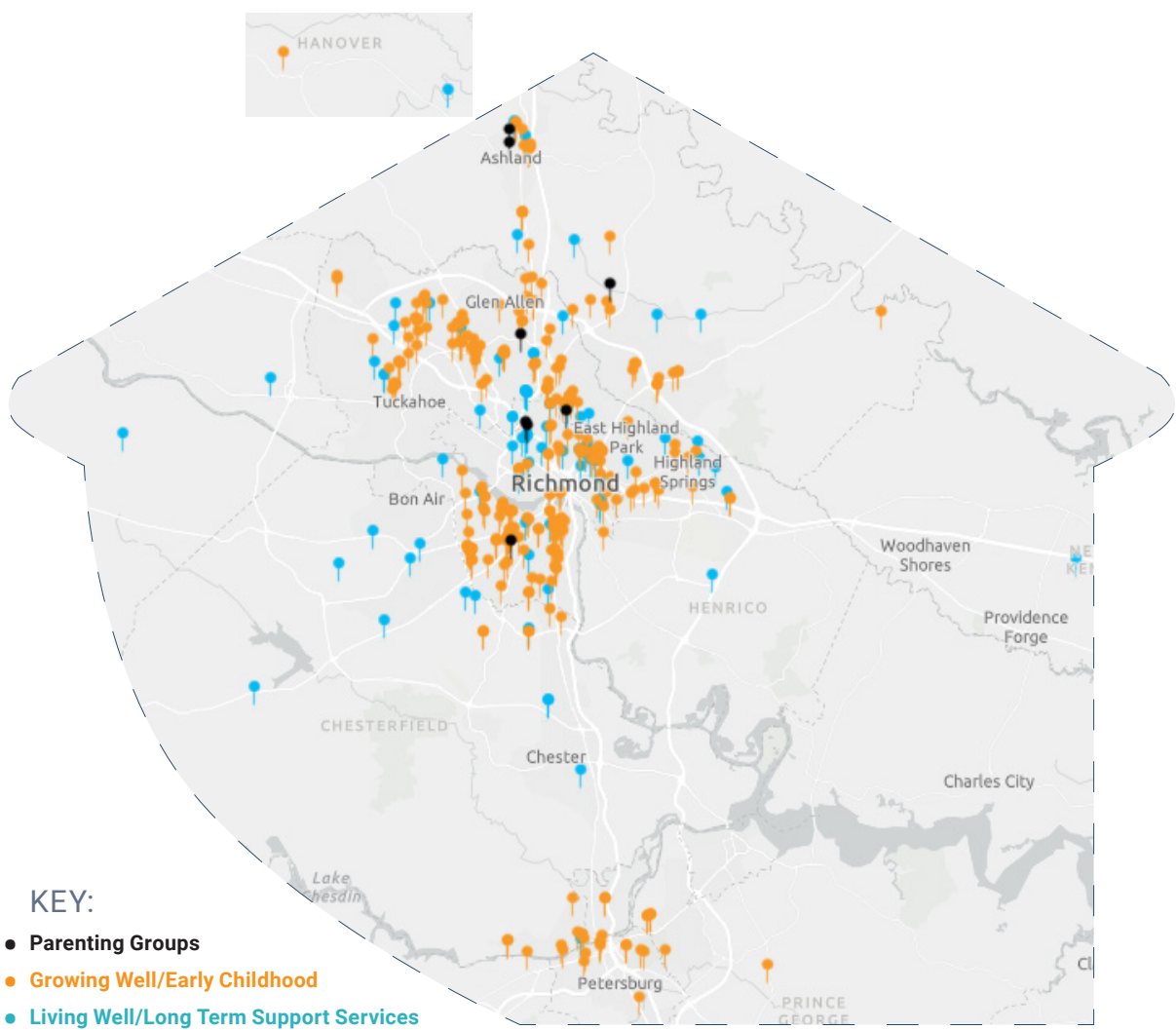
Total Expenses
\$2,945,400



- PROGRAM PERSONNEL: 64.49%
- NON-PERSONNEL PROGRAM: 20.77%
- ADMINISTRATIVE OVERHEAD: 10.06%
- FUNDRAISING: 4.68%

We are meeting families where they live, work, and play across greater Richmond and Petersburg.

5,713 HOME VISITS CONDUCTED
95% of visits occurred in person



2325 West Broad Street, Richmond, VA 23220 | 804.282.4255 | familylifeline.org