

Hope & Healing Start Here!



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MESSAGE FROM THE PRESIDENT



2021 has been a year filled with a range of feelings from fear, anger, and worry to happy and hopeful. Maybe you experienced these feelings also. And while many of us are feeling this way because of the pandemic, victims of violence and abuse likely feel these all the time. The trauma caused from abuse is deep and complex, sometime taking years to overcome. For 40 years, the Family Sunshine Center has provided hope and healing to victims/survivors. In the beginning our focus was solely on domestic violence and its victims. Over time, to reflect the issues facing our community, our program has expanded to include services for sexual assault victims and survivors of sex and labor trafficking.

For Family Sunshine Center, the beginning of the pandemic was fraught with questions like "how will victims escape" and "will there be more people who need our services". Fiscal year 2021 was a year full of pandemic operations and the numbers of clients seen in 2021 compared to 2020 were about the same. The big difference was the deeper need of the clients that we served. This was evidenced by the fact that we saw only 65 more clients yet provided 5,000 more hours of service.

The team members at Family Sunshine Center really listened to their clients and responded to their needs. And they continue to provide services in the environment best suited for the client, whether in-person, over the phone, or through tele-counseling.

Fostering Hope and Healing is not just our slogan; it is the commitment of each and every member of our team from our board of directors, to our volunteers, and our staff. This work is life-saving. On behalf of the board of directors, thank you for your support and dedication to our mission.

Sincerely,

A handwritten signature in blue ink that reads "Joyce Vaughn".

Joyce Vaughn

2020-2021 President of the Board of Directors

FSC's Mission

To end family violence, sexual assault, and human trafficking

To foster hope and healing

To offer immediate response and a safe haven in crisis

To provide advocacy, counseling, and support for victims

To empower them to lead safe, violence-free lives

To promote community awareness through education & training

Management Team

Tay Knight
Executive Director

Catherine Watts
Deputy Director

Stephen Holdren
Director of Residential Programs

Brittany Lunsford
Business and Human Resources Director

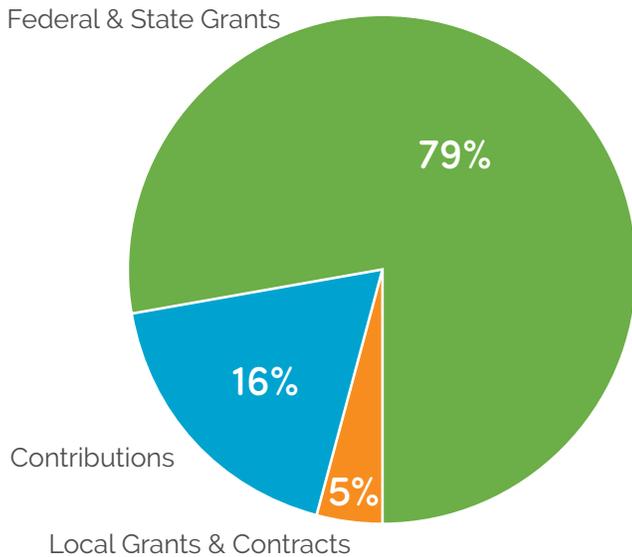
Evania Norman, MS, LPC
Director of Counseling Programs

Julie Young
Financial Director

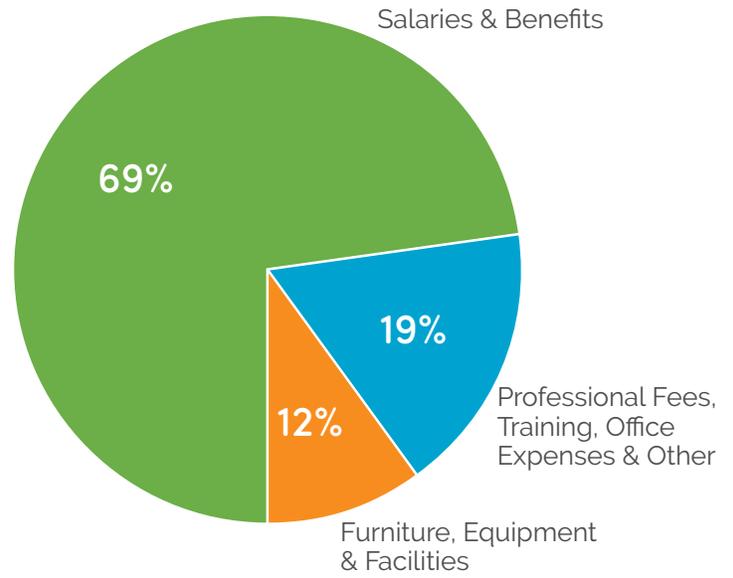
FINANCIALS

Fiscal year ended September 30, 2021 – unaudited

Revenue by type



Expenditures by type



ASSETS

Cash & investments	\$1,354,710
Grants & accounts receivable	792,705
Property & equipment (net)	<u>2,288,988</u>
Total Assets	<u><u>\$4,436,403</u></u>

LIABILITIES

Accounts payable, accrued expenses, and other liabilities	<u>\$264,151</u>
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NET ASSETS

Without donor restrictions	\$3,720,374
With donor restrictions	<u>451,878</u>
	<u>4,172,252</u>
Total Liabilities & Net Assets	<u><u>\$4,436,403</u></u>

Foundation Board News

The Family Sunshine Center did not require funding during the 2020-2021 year. At the end of the fiscal year, the assets of the Foundation totaled \$2,257,658 and are divided 58% equity and 42% fixed income, real assets, and cash. The asset mix performed well with capital gains and dividends reinvested at the same mix by the board and investment advisor Wells Fargo Bank. Together, we routinely review the investment strategy.

Connecting Clients and Services

Family Sunshine Center's 2021 Client Services by the Numbers



CRISIS RESPONSE AND INTERVENTION

Immediate, emergency-oriented services are provided, including a 24-hour resource and information hotline, assessment for services, referrals for needed services, and access to emergency shelter for those who fear for their safety.

1,344 Calls to our 24-Hour Resource Hotline

534 Hours of personalized, non-judgmental support



COUNSELING, ADVOCACY, AND SUPPORTIVE SERVICES

FSC provides ongoing support services for adults, children, and adolescents. These services include individual, family, and/or group counseling, and emotional support services for primary and secondary victims. We offer evidence-based, trauma-focused therapy for victims and their families and provide training in efforts to foster a trauma-informed community. Other supportive services include case management, violence assessment, safety planning, community resources, legal, and court advocacy.

4,495

Hours of Adult Counseling & Advocacy Services provided



370
Clients

24,245
Participants

583 Outreach and Prevention Presentations



1,800

Hours of Legal Services provided

Legal services include subpoena response, protection from abuse, custody, child support, divorce, eviction, debt collection, public benefits, and health care matters.



81 Clients
in **91** Cases

Provided non-litigation assistance to **261** victims

3,395

Hours of Child & Adolescent Counseling & Advocacy Services provided



315
Clients

625
Participants
Trauma Training



All of our services are designed to empower victims in reclaiming their rights, and to provide tools individuals and families need on the road to safety and recovery.



RESIDENTIAL SERVICES

Everyone deserves to have a safe place to sleep, eat, and live. Our residential facilities are specifically designed for those seeking refuge and comprehensive services are offered to help them overcome the impacts of violence.

275

Clients sought safety in our **Emergency Shelters**; one, a 24-bed facility for domestic violence and sexual assault victims and the other, a 7-bed facility for human trafficking victims. Both shelters provide 24 hour support with trained staff available around the clock. When individuals or families enter these facilities, the initial focus is on their physical needs for safety, serenity, clothing, emotional support, and food. Shelter staff then works with them to find stable, secure, long term housing.

133

Clients moved to FSC owned **Transitional Housing**. Designed to provide ongoing safety and security for clients, these facilities provide ongoing access to needed support services including case management, advocacy, transportation, access to community resources, and help in building life skills.

13,765

Nights of stay were recorded in all of our residential facilities



CLOTHING & PERSONAL CARE ITEMS

FSC helps to meet victims/survivors' immediate physical needs by supplying clothing, hygiene, and other personal care items to clients who escaped violence with little more than the clothes on their back.



TRANSPORTATION

Transportation assistance is provided to help to victim/survivors mitigate issues stemming from their victimization, including providing increased access to mainstream resources, traveling to necessary appointments, and commuting to and from work. 437 transportation trips were recorded this year.



FOOD ASSISTANCE

FSC provided 42,000 meals and/or financial support for those struggling with food insecurity.



MEDICAL SERVICES

Through a partnership with Baptist Health, the Montgomery Family Medicine Residency Program provides in-shelter medical care designed to meet the primary health care needs of victim/survivors and their families.



CHILDREN'S SERVICES

FSC provides therapeutic childcare, educational services for victims and/or their children, parenting classes, and child-focused advocacy to help families heal from the trauma inflicted as a result of their victimization.



LIFE SKILLS & FINANCIAL EMPOWERMENT EDUCATION

FSC staff works to empower clients to take control of their lives, including helping them access needed educational opportunities; increasing their financial knowledge; improving their professional skill set; preparing resumes; and conducting mock interviews, to aid clients in fostering a sense of confidence and ultimately to encourage self-sufficiency.



HOUSING ASSISTANCE & RAPID REHOUSING

FSC assists clients in locating and obtaining safe and secure permanent housing. Rental assistance, furnishings, and access to community resources are all examples of the support provided to residential clients preparing to transition back into the community. 82 adults and children obtained housing in the community through our Rapid Rehousing program.

10,407

Hours of Case Management & Advocacy

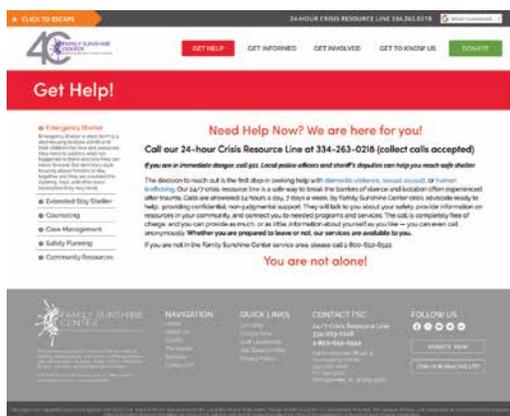
Once a residential client's immediate needs are met, they are assessed for appropriate ongoing service needs. Case managers meet with adult victims to develop a case plan for the related assistance they may need.

Improving User Experience on the Family Sunshine Center Website

Our website is a critical tool for victim/survivors searching for information on our services as well as community members and donors seeking to better understand our programs and needs. This summer, we redesigned our website to be a more user friendly, victim focused website.

A key issue with the original site was the speed and ease that victims could safely access needed information.

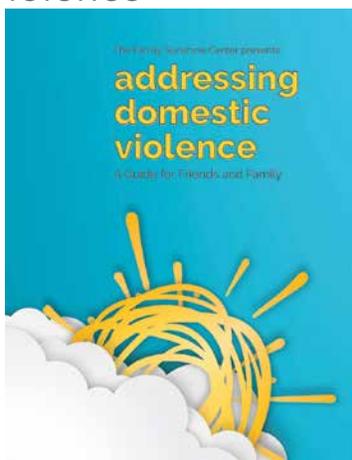
We addressed this by adding a prominent GET HELP button on our home page linked to a one-stop page for anyone in need of a concise overview of FSC services as well as how to get in touch in a time of need. Additionally, we updated all of our content to be ADA compliant and made the site accessible for non-English speaking visitors with the addition of Google Translate. Please visit our newly launched website at (www.familysunshine.org).



FSC website Get Help Page.

Partnering with Friends and Family to address domestic violence

This year afforded us the opportunity to create additional resources for victims, family members, and our community. The creation of "Addressing Domestic Violence: A Guide for Friends and Family" has been a long-time goal. This document was created to give individuals the tools they need to safely support someone who is struggling with abuse. This 12-page guide included information on how to recognize abuse, how to make a difference in a victim's life and answers painful questions like "They denied the abuse, now what do I do?" and "How do I get them to leave?". This tool is not meant to be a standalone resource, but a tool used in conjunction with support from an agency like FSC.



Addressing Domestic Violence is a free guide for friends and family providing tools to safely support someone struggling with abuse.

Partnering with Realtors to create "Homes for Hope"

We seek to create partnerships with individuals and organizations that expand our outreach and foster a "Give Back" mindset, providing much needed funds to support and expand our programs. A *Hope for Hope* was created to deepen and expand the culture of personal philanthropy by inspiring Alabama's Real Estate Agents to invest in our community.

When an agent signs up with this program, they pledge to donate a percentage of their commission or an annual flat amount. In return, we provide a series of tools for them to use to promote giving as a positive aspect of their brand while we message their donations through our social media tools.



A Home for Hope branded push card



Through this partnership, agents can leverage their involvement to increase their community presence and open doors to expand their business network.

Combining Theater and Outreach to raise awareness of Domestic Violence

Theater has long been used as a tool to bring about insight and conversations on social issues. This year, as part of our Season of Celebration, we were able to merge awareness and fundraising through our digital screening of "The Shot". Written by Robin Gerber, "The Shot" tells the story of Washington Post publisher Katharine Graham who secretly endured years of domestic abuse from her husband.



Tay Knight was joined by actress Sharon Lawrence and producer Laurie Bernhard for a panel discussion after the digital screening of "The Shot".

Following the screening of "The Shot" we presented a live panel discussion with award-winning actor Sharon Lawrence who played Katharine Graham along with producer Laurie Bernhard.

Outreach and Prevention continues successful online training model

With the onset of the COVID 19 pandemic, we moved all of our outreach and prevention trainings online to great success. As opportunities for live presentations reopened, we continued the online model for some of our trainings. Our Facebook Live trainings have continued to be very popular as they allow our audiences the opportunity to not only view these trainings live but also at a time that best suits them. This year **7,718 participants** viewed our **30 Facebook Live trainings**. This model has also allowed us to create a library of video resources on our website.

Topics this year included *Domestic Violence and the Church*, *How to help a friend in an abusive relationship*, *How to Spot Human Trafficking*, *Sexual Assault: How you talk about it matters*, *Online Safety: from Toddlers to Teens*, *Financial Abuse is Domestic Abuse* and *How to Spot the Signs of a Child Predator*. To see the catalog of our trainings, visit our website or YouTube page.



New Collaboration to Combat Human Trafficking

FSC officially joined the world of anti-human trafficking work in 2020, with the opening of our emergency shelter. Through collaboration with other service providers and law enforcement agencies, we believe survivors have a better chance at a violence-free life and Alabama can truly be a trafficking free state.

Strong partnerships with law enforcement, victim service providers, and community resources are essential to the success of the Alliance.

In January 2021, the Family Sunshine Center and Office of the Alabama Attorney General joined forces to combat trafficking statewide. Through a joint grant awarded by the Office of Victims of Crime, the new multidisciplinary task force is expected to implement a victim-centered, collaborative, and sustainable

approach to this problem in Alabama. That means, the needs, feelings, and interests of a victim are front and center, we work together, and the work of the task force should continue even after the grant ends in September 2023.



Message Focused Outreach projects target needed audiences

This year we set out to expand outreach and communication efforts by creating more targeted and message focused campaigns and projects.

During April 2021, we directed our messages to a high school and college aged audience. The theme "If You Didn't Say Yes, It's Rape" encompassed many of the



Still from Sexual Assault Awareness Month Video Ad

issues that keep victims from reporting or acknowledging the sexual violence/assault they have endured. We shared information about FSC's services, resource line and website as well as the reassurance that no matter when the assault happened, FSC is still here to help. Tools for this campaign included billboards, SnapChat posts, and a hard-hitting 30 second ad running on all of our social media channels. This campaign far surpassed our goals

and gave us much needed insight into best practices for targeted messaging.



Still from Know the Signs Tech Abuse Video Ad

This summer we released our "Know the Signs" campaign. This campaign exposed lesser known forms of abuse. Visually, the campaign used the image of a caution sign to capture a reader's

attention, followed with a bold phrase and information of how to access services.

The "Know the Signs" campaign was our most ambitious campaign to date and utilized far more outreach opportunities than we have ever used before. Billboards were not only placed all around our service areas, but we also had digital "billboards" seen in doctor's offices, restaurants, the airport, and other businesses in the area. The use of 15 second videos allowed us to place them on YouTube, SnapChat, Instagram, Facebook, and a variety of streaming services.

To see the videos created for these campaigns, please visit our YouTube page.



Know the Signs Human Trafficking Billboard



24-hour Crisis Resource Hot Line
334-263-0218

www.family sunshine.org

 @familysunshinecenter

 @familysunshinecenter

 @FSCGivesHope

 @FamilySunshineCtr

