



FAMILY FOUNDATIONS
IMPACT
REPORT

2020



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FROM OUR BOARD CHAIR & CEO

Dear Family Foundations Friends and Supporters,

The past year was one of exciting transformation and great opportunity for Family Foundations, with the development and implementation of a new three-year strategic plan that reinforces our long-standing commitment to impactful family and individual counseling. Our plan focuses keenly on community need and the unique organizational strengths that leverage our counselors' experience and support our mission-centric work.

Family Foundations believes strongly in the potential of individuals and families in Northeast Florida to lead better lives and we strive to provide compassionate care to help our clients successfully navigate life's challenges. For more than 63 years, Family Foundations has dedicated its efforts to providing affordable, and much needed, mental health services and financial wellness training. We believe these crucial human services are on the ascendancy in terms of community need and that sadly the need often goes unmet.

This Impact Report captures stories from some of the extraordinary people who we have served. It highlights the tangible impacts of our work and the dedication and caring delivery of our services by Family Foundations' staff. Also included in this report is a financial summary, a snapshot of our core values and an overview of key strategic initiatives.

Family Foundations' team of professionals work daily to maximize the potential of the individuals and families in our care. The generous support we receive from our funders and community partners, along with invaluable leadership from our board, helps us deliver well-structured programs tailored to meet individual needs.

We are grateful for your interest and support and look forward to expanding our reach in service to our Jacksonville community!

With gratitude,



Joni Poitier
Chair, Board of Directors



William J. Haley
President & CEO

OUR BOARD OF DIRECTORS

Charles Fields,
AVP at Woodforest National Bank

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COO at The Arthur Vining Davis Foundations

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Director at Merrill Lynch

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Enterprise Relationship Consultant at Bank of America

STRATEGIC PLANNING GOALS

We Believe...

- In doing what we say and taking ownership for our actions.
- Everyone is deserving of compassion, dignity and respect.
- That giving individuals and families the tools they need to strengthen themselves leads to stronger communities.
- Guiding individuals and families toward empowerment and self-sufficiency has a positive impact on their lives and our community.
- Working collaboratively with community partners fosters relationships and optimizes outcomes.



SUSTAINABILITY

Prudent revenue and expense management to support operational excellence and long-term growth



VISIBILITY

Increase awareness and availability of program offerings to build brand recognition and reach more clients

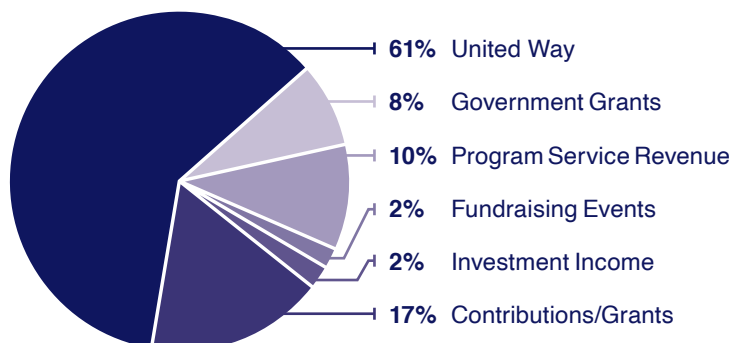


RELEVANCE

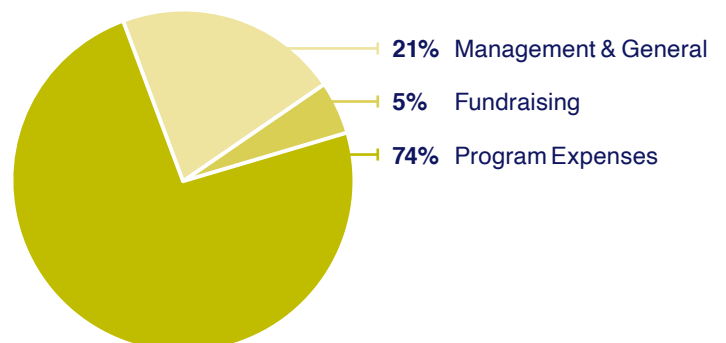
Thoughtful programming to maximize the potential of those in our community whom we serve

2018-2019 FINANCIALS

Revenue | \$1,311,347



Expenses | \$1,601,349





Jasmyne* is a tough little girl growing up in a tough part of town.

The neighborhood around her elementary school struggles with high unemployment, crime and blight.

The 12-year-old portrays herself as cool and unapproachable, but Jo Ibisagba sees something else.

"Jasmyne is like a lot of the kids I work with," said Ibisagba, a clinical counselor with Family Foundations. "They've got a very tough exterior, but they're soft on the inside. I can see it because I remember a younger version of me."

Through Family Foundations, Ibisagba works with more than 30 at-risk students, meeting with them one-on-one each week in their Duval County public schools to provide invaluable mental health counseling. Since 1993, Family Foundations has been providing counselors like Ibisagba to work with students in local schools.

The counselors work as part of the District's Full Service Schools collaboration that provides a range of services to some 3,500 students and families. Services include therapeutic, health and social services that address non-academic barriers to success in school.

Ibisagba met Jasmyne last summer after her mother asked Family Foundations for help. In their first meeting, she found Jasmyne with a hoodie over her head on a table, and in no mood to talk.

"I was one big ticking time bomb," Jasmyne recalls.

It took persistence and many snack bribes, but Ibisagba found ways to get Jasmyne to slowly open up and begin sharing. They developed a trusting relationship in which Jasmyne feels comfortable discussing very personal issues, and even joking with Ibisagba about how "pushy" the counselor can be, or

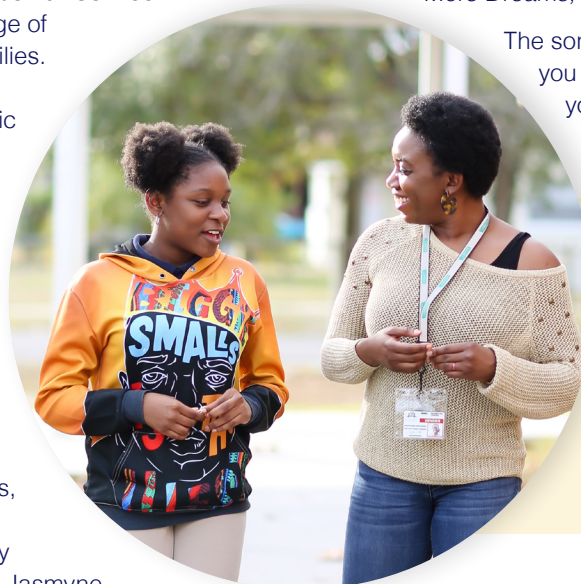
about her "weird" sense of fashion.

It's only been six months, but Jasmyne says the problems she had last year are behind her now. "I wouldn't let myself get into that situation again," she says.

Jasmyne's an honor roll student this year, thinking about colleges and careers. She's lived her whole life off 103rd Street on Jacksonville's Westside, but she dreams about going away to college, and becoming a doctor, or perhaps teaching in a foreign country.

She still maintains a hard, protective edge, but occasionally allows a wry and charming smile to betray her tough persona. It comes through perhaps most clearly when she tells you about her favorite song, *No More Dreams*, by the K-pop band BTS.

The song's lyrics include the line, "Even if you live a day that doesn't go your way, you can leave your weakness behind and to do anything."



WESTSIDE FULL SERVICE SCHOOLS

Counseled
1,260
youth

Provided
7,340
hours of counseling

* The names of minors featured in this report have been changed for privacy protection.



ABBIE

What a difference a year has made.

Abbie* spent much of last year in a downward spiral; her grades and self-esteem falling as the effects of an abusive relationship took their toll on the soft-spoken high school junior.

Now, halfway through her senior year, Abbie says she's turned the corner on the fear and anger that tormented her last year. With help from her Family Foundations counselor Cheryl Walker, Abbie says she's in control of her life again.

"I struggled a lot last year," Abbie said. "I was having nightmares. I used to just leave school. I didn't want to ask for help."

Counselors at her high school noticed her decline and connected her with Walker, a mental health counselor and Family Foundations staff member who works at her school. After about four months of working together, Walker says she has observed a remarkable change.

"Abbie progressed from being what I viewed as a scared little girl to an empowered young woman," Walker said. "There's a lot of guilt that goes with the type of abuse she suffered. It's my job to provide Abbie with tools to move forward such as assisting her in rebuilding self-esteem and understanding these situations are not her fault."

Walker is one of 10 mental health counselors who Family Foundations provides to support the United Way and Duval County Public Schools. The counselors work full-time in the schools helping as many as 100 students in individual and group therapy during a single year on a wide variety of issues that vary depending on students' ages and communities.

Some of the more prevalent concerns in high school include abuse, anger management, bullying, anxiety, depression, self-harm and suicidal ideation, Walker said. In some schools like the one where she works

counselors must deal with complex trauma issues and even become knowledgeable on the gang cultures in surrounding neighborhoods.

"Some of these kids hear gun shots every night," Walker said.

Abbie said that in order to help herself she had to learn how to get past blaming herself for the struggles she endured.



"I learned to look at my situation as a door," she said. "I had to acknowledge the door was open and then I had to convince myself to walk through it. That was the turning point for me."

Abbie knows she still has a lot of healing to do, but she's already begun helping others on their journeys. She and some friends co-founder a support group at her school for survivors of abuse. The group they call *Sisters in Sync* meets regularly to discuss issues including relationships, motivation, decision-making, inspiration and goals.

It's been less than a year since Abbie seriously wondered whether she'd even survive to graduate high school. Now, as she waits for word from the colleges she's applied to, Abbie says the biggest change she's noticed is, "I'm a happy person now."

FAMILY & INDIVIDUAL COUNSELING

Counseled
418
Clients

Provided
2,527
hours of counseling



LATESHA

Two years ago, LaTasha Jackson felt trapped. A divorced single mother with damaged credit and a job that didn't quite pay her bills, Jackson was stuck making rent payments that left her little to save for a down payment on the home she dreamed about.

She sought financial counseling, but found little help in the meetings she had with advisers at a local agency where the staff turnover was almost constant. Then she found Family Foundations.

Today, after completing courses at Family Foundations and working with the agency's counselors, Jackson is in her dream home with her savings growing and an improved credit rating. She's helping her daughter pay for college with a higher salary from her new job.

Most importantly, she now has the confidence to plan for even bigger things.

"After going through Family Foundations' program, I was so full of knowledge and confidence," Jackson said. "I knew what to expect, and I knew what questions I needed to ask. I also knew I could go back and talk to them if I was having trouble. That was very important to me."

Jackson says the changes started when she enrolled in Family Foundations' homeownership course, and when she met financial counselor Sonya Fleshman. Fleshman is one of the counselors who work with clients at Family Foundations on a range of financial issues from budgeting to interest rates.

Counselors like Fleshman work with clients who attend Family Foundation courses. They help with credit repair, savings plans and resume building. They make all the difference, according to Jackson.

"I sat down with Ms. Sonya and we went over my credit report, and there were some things on there – old stuff – that shouldn't have been on there," she said. "She helped me write dispute letters. We disputed several things on my report. She had a lot of patience with me."

Family Foundations also helped Jackson find and qualify for city programs that help first-time homebuyers. They also connected her with recommended banks and real estate professionals who specialize in first-time home buyers.

Jackson learned about interest rates, down payments, mortgage insurance, home inspections and strategies for lowering mortgage payments. The courses gave her a huge confidence boost and a real sense of accomplishment, she said.

"They really celebrate our success," she said. "They gave us a ceremony after we finished the course. It felt like an honor to know you'd completed something important."

These days Jackson is not shy about sharing with others what she's learned at Family Foundations. She's working to pay off her mortgage early, building her savings and thinking about career advancement. She says she's convinced that her finding Family Foundations was divine intervention.

"It was God's purpose," she said. "I thought I wanted something out of life, but God wanted something else for me. I'm a living example of how well this program works."



FINANCIAL WELLNESS

Financial &
Housing
Counseling
403
clients

Financial
Literacy
Education
282
clients

Homebuyer
Education
128
clients



SABRINA

Sabrina Jackson says 2018's holiday season was probably her all-time low point. Her husband had just died of cancer following a lengthy illness, she was behind on bills and taxes, and she was out of work. She called Family Foundations looking for a job, but found something much more important – a partner.

"I happened to call them looking for a job, but it turned out to be something much different," Jackson said. "I was in a very dark place. The people at Family Foundations helped me find light again."

Financial counselors at Family Foundations listened to Jackson's story about how her obligations as a caregiver to her dying husband wreaked havoc on her once-stable life, forcing her to put her education and career on hold. After he passed, she just could not pull everything together to get back in control.

"I didn't know how to recover after falling so hard," she said. "I just couldn't pull everything together and get back on my feet."

Working with Family Foundations, Jackson learned how to resolve the issues of the back taxes she owed. She took courses that showed her how to repair and manage her credit rating. She found helpful advice about how to get back on track with her college education, and she became better at managing her debt and bills.

"I had put my life on the back burner for others," Jackson said. "Really, what Family Foundations gave me was the confidence and courage to fight again. They helped me connect the dots and set small goals that I could accomplish."

Jackson became skilled at monitoring and managing her credit. She learned how each financial decision she made – from spending on car repairs to the timing of her bill payments – impacted her credit score. And,

she learned how her score either cost or saved her money.

At Family Foundations, Jackson said she found a team of advisers who helped guide her in decisions ranging from how best to get back into college to how to pursue promotions at her new job.

"They gave me a launching pad that helped me fly," she said.

As 2019's holiday season approached, Jackson was proud to have completed her degree, she's working as a branch support specialist with Merrill Lynch, and she's planning new goals in her career. She still checks in with the counselors who helped her at Family Foundations, although much less frequently than she used to.

She says that what she learned at Family Foundations has made her more prepared to handle whatever problems may come her way in the future.

"I make wiser choices now," she said. "I'm more protective of my life, and I'm very excited about the direction I'm headed. It's awesome."



FINANCIAL OPPORTUNITY CENTER

62

Clients completed the Steps2Success program last year

DONORS

Gregg Achatz
Arthur & Cindy Adams
Sharon Baris
Peggy Baxter
Catherine Blalock
Joseph Carnley
Steve & Liz Caspi
Steve & Betsy Crosby
Arthur Dobosiewicz
Erin DuPristle
Derek Emerson
Warren Faircloth
Charles Fields
Andrew Glassman
Doreen Gross
William & Laura Haley
Staci Hall
William & Barbara Harrell
Michael Howland
James & Paula Liang

Andrew Marsh
Paul McMillan
Ryan & Crissy Nakahara
Joni Poitier
Neil Powell
Taylor Rowe
Jennifer Ryan
Predrag Samardzic
Tiara Russell
Matthew Shank
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Alicia Somers
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Jamesha Turner
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The Community Foundation for Northeast Florida, Inc.
Dillard's Department Store
Florida Blue Foundation
Jessie Ball duPont Fund
LISC Jacksonville

Lucy Gooding Trust
Morgan Stanley Foundation
Partnership for Child Health
PGA Tour Charities, Inc.
Ponte Vedra Beach Rotary
Regions Bank
Salesforce
SunTrust Foundation
TIAA Bank
United Way of Northeast Florida, Inc.
US Connect
Walmart
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Wells Fargo Foundation
Woodforest National Bank



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