Dear Friends,

Reflecting on our service to the Greater Richmond Community this year, we found ourselves focusing on three important components of the work we do:

- supporting resilient families and communities
- encouraging families to connect to the resources, people and community around them
- working as a person centered organization as we provide critical services to families across the age span

Resilient, connected and person centered are important qualities we apply to our work in the community and to Family Lifeline as an organization. Throughout our 142 years, Family Lifeline has proven to be a resilient organization - able to face challenges and build upon opportunities. 2019 presented ample opportunities to do both.

We are aware that for the families we serve and for Family Lifeline as an organization, success when encountering challenges and opportunities is dependent on our connections to others. In the same way we encourage families to make connections with resources, people and community, we at Family Lifeline are always engaged in looking for better ways to improve our connections, especially with you, our friends.

A person centered approach is not new nor is it unique to Family Lifeline, it is, however, at the heart of what we do and how we do it.

We are committed to respecting the dignity of each family and person we serve keeping their hopes, dreams and plans at the center of everything we do together. Our success is based on the success of the families we serve. Inside, you will see the results.

Each day at Family Lifeline, our team of committed professionals and dedicated volunteers are engaged with people who are among the most vulnerable in our community. Some may be working with a young mom affected by substance use disorder as a result of the opioid epidemic while others are at the home of a house-bound older adult with little or no family support. Our intensive home-based programs support family members who are also impacted. Working with multiple generations is important to our shared success.

This year, we met the demand for our programs from across the age span touching the lives of over 1,981 children, parents, caregivers and older adults. We were able to do so thanks in large measure to our friends in the community, both as volunteers and as donors.

As we continue on our path as a resilient, connected, person centered organization, we understand that our work is only possible when we partner with families, with other providers, with local government and with you - our supporters.

Thank you for joining us on the journey to a stronger, healthier, more equitable community.

Sincerely yours,

Jacob Kerkhoff
Board Chair

Amy L. Strite
President & CEO
Today more than ever, social isolation and loneliness are significant issues. With Long Term Support Services, Family Lifeline works with older adults, people with disabilities and their caregivers to help individuals remain safely in their own homes for as long as possible.

With Long Term Care, Family Lifeline combines its Visiting Volunteer program with a professionally staffed program supporting home care services and a newly launched Care Coordination program.

Together, these intensive home based programs, delivered by home care professionals and trained volunteers, allow individuals and families to remain socially engaged and maintain their health, safety and dignity.

Melvin Redford talks about looking forward to having weekly company and support when he needs to go to the doctor. Some weeks, that’s the only time he gets out of the house. Andre Johnson and Christina Owens, his Visiting Volunteers are just that, good company and an extra pair of hands.

Melvin is not the only person enjoying the relationship developed through Visiting Volunteers. Andre and Christina talk about how much they get from their friendship with Melvin and that “they forget they are volunteering as it has become an important part of their lives.”

Melvin is legally blind and has hearing difficulties. He says “the world can be a scary place, but it sure is nice to know I have friends come to visit.”

He continues, “if I were younger, I would volunteer for a program like this.” Christina tells him, “…you are volunteering, you visit with us!”

Combined together, Family Lifeline’s Home Care and Care Coordination programs are instrumental in helping seniors feel less isolated and stay in their homes longer.

“The world can be a scary place, but it sure is nice to know I have friends come to visit.”
With Early Childhood Home Visiting programming, Family Lifeline’s premise is simple and straightforward—

Strengthening families provides a foundation for success two generations at a time. We partner with families with young children to ensure those children are healthy, safe and ready to succeed in school, work and life. We work to prevent adverse childhood experiences by increasing family resilience by focusing on both the parent and child.

Ashley Venable and her family are real-life examples of the powerful partnership formed between Family Lifeline’s home visiting team and a family. Ashley lives in Henrico County with her 3 children—her 10 year-old son Nick, her 3 year-old daughter Khadija and her newborn daughter, Sofia. She was initially referred by our partners at Sentara Health over three years ago after several visits to the emergency room during her second pregnancy.

Ashley has lived with seizures since she was in her early 20s, a condition that made her pregnancy high risk.

Ashley and her team of professionals from Family Lifeline’s early childhood programming have been working together since before the birth of her first baby. Ashley has developed an especially close relationship with her nurse and her parent educator. Ashley talks about feeling better equipped as a parent thanks to the support that comes from her team at Family Lifeline.

The parent, nurse, parent educator partnership is a key component in helping young families to overcome adverse childhood issues and build resiliency for life’s future potential challenges.

With the recent birth of Sofia, Ashley is feeling more secure as a mom but is happy to have her Family Lifeline family nearby and ready to help.
In the unassuming light of an early Tuesday morning, Cheryl is drawing a bath. After the bath she will brush hair, pick out clothes, and make breakfast.

However, this everyday routine isn’t being done for Cheryl—it’s for a Family Lifeline home care client. As a Family Lifeline care provider, Cheryl, like her colleagues, performs vital and personal tasks for people in their homes every day of every week.

Cheryl is not alone. She is part of a growing workforce all across the Richmond region, Virginia and the nation—a workforce whose labors are physical, relational and necessary to maintaining the health of multiple generations and critical to economic growth. Direct care providers comprise 30% of the US health care workforce. In Virginia, they are 94% female, 59% people of color and 27% are age 50+.

Despite the impact of direct care providers on families, households and the economy, few people really understand the role.

“People don’t know what we do, and it’s important,” says Cheryl. “We get to know people. We listen; we care. Sometimes, we are the only ones they have.”

Their work is rarely highlighted; their stories, rarely told. Until now.

To help upraise those stories, Gigi Amateau and Penelope Carrington will use their shared gift for storytelling, one with words and the other through photographs as part of the HEArts Project funded through a Richmond Memorial Health Foundation grant. This unique partnership offers the perfect channel to lift the voices of Cheryl and eight other women working for Family Lifeline who have been serving others for a combined total of 174 years.

Theirs are stories of beauty and courage, adversity and triumph.

Most of all, these stories of resilience are theirs, and this project is for them.

Lead by Family Lifeline staff member Allison Watkins, each time the group gathers, they visit with a community leader and discuss health equity issues, and they participate in wellness and narrative practices focusing on their own wellbeing. This photo-narrative project gives us an opportunity to celebrate nine amazing women and the incredible work they do every day. On December 5th, their portraits will be revealed to the community through the HEArts Project on display at the Virginia Museum of History and Culture.

For nine women so devoted to others, it is past time to share their stories. But this is only the start. The conversation will continue through a traveling art exhibit and a website that aims to engage a broader community conversation around issues of equity and care. In the meantime, each woman will continue to serve the community in others’ homes, and thanks to their work with each other and with Gigi and Penelope, the light will now shine on them.

Thursday, December 5th
Virginia Museum of History & Culture

Opening Reception
Impact Highlights

- percent of enrolled children were connected to a medical home ensuring consistent quality healthcare. 98.2%
- percent of enrolled families remained free from child abuse and neglect suggesting a break in generational cycle violence. 99.5%
- percent of care recipients remained free of falls and fall-related injuries while enrolled in our Long Term Support Services. 100%
- percent of all care recipients reported feeling less lonely and more socially connected. 100%

Financial Highlights

- Total Revenue: $3,135,000
  - Government Grants: 43.5%
  - Grants & Contributions: 27%
  - United Way: 14.7%
  - Medicaid: 11%
  - Client Fees & Other: 1.8%

- Total Expenses: $3,096,000
  - Fundraising: 4.4%
  - Administrative Overhead: 9.5%
  - Non Program Personnel: 12.9%
  - Program Personnel: 73.2%

Thank You!

Family Lifeline thanks the over 430 donors who support our work as we take health and hope into the homes of some of Greater Richmond’s most vulnerable families. To see a full listing of Family Lifeline donors, please visit familylifeline.org.

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