This Annual Impact Report reflects on a big year for Family Lifeline as we celebrate 140 years of service to our community. In many ways the report reflects a milestone worthy of celebrating (and celebrate we continue to do), but it also reflects business as usual, the business of bringing health and hope into the home. Even in a major anniversary year, we continue to measure our progress through the success of the individuals and families we serve— their success is our success. That was true in 1877 and it remains true in 2017.

This fiscal year reflects the second year of implementation of the strategic business plan completed in 2015. That plan directs us to focus efforts on sustainability—for our programs, for our families and for the communities we serve. A key aspect of our sustainability is finding new ways to reflect the Family Lifeline story. The cover of this report highlights how we are using our building to tell our story.

The mural across the front of our Broad Street home reflects the vibrancy of Family Lifeline in 2017. It communicates—in English and Spanish—key themes of our work—Health, Hope, Home, Compassion, Family, Community and Resilience. Like so many of our programs, the mural is a collaboration, this one between local artists Mickael Broth and Andre Shank.

Throughout this report you will see examples of how our programs perform, stories of families we serve, and ways we celebrated 140 years. In FY 2017, we continued to meet the demand for our programs from across the age span, touching the lives of over ### children, moms, dads and seniors. We had a successful year of support from our friends in the community—both as volunteers and as donors, embracing new ways to engage our neighbors.

Through all this activity and throughout 140 years, our mission remains constant: partnering with individuals and families at critical points in their lives to strengthen overall wellbeing and independence. To that end, we deliver intensive home and community-based services giving people the tools they need to create a better future.

Thank you for being a part of our journey. Happy Birthday Family Lifeline!

Sincerely,

Amy L. Strite
President & CEO

Jennifer Jones Kaufman
Board Chair
BECAUSE OF YOU...

1,691 moms, dads, and babies received intensive in-home support in the City of Richmond, the City of Petersburg, Chesterfield County, Henrico County, and Dinwiddie County.

92% of home-bound seniors felt less lonely thanks to Family Lifeline's companionship services.
Mrs. Day has always been a social woman enjoying the company of others. In 2015, she moved to Richmond from North Carolina to live with her daughter. That move impacted her access to the social networks she enjoyed while living in North Carolina. She was at risk of social isolation, which can negatively impact both physical wellbeing and mental health.
Mrs. Day’s daughter, Lysa, reached out to Family Lifeline’s Visiting Volunteer program as a way to expand her mother’s social network, especially during the day, while she is at work. Visiting Volunteers allows trained friendly visitors to build meaningful relationships that promote health and wellbeing in older adults.

Soon after enrolling, Mrs. Day was introduced to Erin and Kaylin, two best friends and recent JMU graduates. It was love at first sight. The threesome meets weekly and phones each other often. They enjoy talking, looking at photo albums, playing with Mrs. Day’s dog, and even modeling Mrs. Day’s hat collection.

Lysa believes the program has been truly beneficial for her mother and Mrs. Day considers Erin and Kaylin like daughters. They make her feel happy when she is down and better when she is not feeling well. Erin and Kaylin look forward to seeing Mrs. Day just as much as Mrs. Day looks forward to their visits.
Andrea Barran has partnered with Family Lifeline’s Petersburg Early Childhood programming since she was pregnant with her 5 year-old daughter Kyana. She was referred to the program by her neighbors who also participate in the program. As a first-time mother, she was excited to engage in a program that provided hands-on interaction in her home.
She partnered with Family Lifeline to learn as much as she could about being a good parent. Andrea found the program very helpful, receiving information on proper nutrition, breastfeeding, and how to care for her baby. Our multi-disciplinary team, including a nurse and parent educator, worked with Andrea to develop a plan for success—for both mother and daughter. Together, they focused on age appropriate development—walking, talking, and healthy routines.

Through that effort, the team identified early delays in Kyana’s speech development leading to speech therapy and ultimately a diagnosis of autism. Early intervention was critical in getting Kyana the help she needed. Andrea credits her Family Lifeline team with “giving Kyana a chance for a future.”

Family Lifeline’s Early Childhood development programs provide intensive home visiting support to vulnerable families throughout greater Richmond and Petersburg. Early Childhood programming utilizes a collaborative team approach—nurse, parent educator, clinical social worker—to prepare children for success in school and life.

There are some days that are very hard. There are also some days that I don’t even think about Kyana having autism.
1877

Richmond Recovers and the City mission is Born

The five “society ladies” who founded the City Mission quickly realized that the people who needed their help could not all come to them; therefore they made it their mission to go to the people, dispensing sick rations, shoes, and clothes.

In all, City Mission visited and relived 1200 families in 1877 with the help of “charity visitors” who helped onsite and in the homes of people in need.

1905

“Lady Bountiful” Gives Way to Associated Charities

Richmond’s swelling population at the turn of the century made it impossible for a few “Lady Bountifuls” to visit all of those in need. A more organized effort with a broader scope was needed.

Thus, the City Mission and its financial supporter, the Citizens Relief Association, joined with the Baptist Council of Richmond and Manchester to form Associated Charities.

The Rev. Dr. James Buchanan became the first paid executive while the home visiting and relief work was still being performed by a cadre of volunteers.

In 1921, the cramped quarters were replaced with more spacious ones with a move to 221 Governor Street — one of three elegant townhouses known as Morson Row, built in 1853.

1928

New Name to Fit Expanding Role: Family Service Society

Leaders within the agency wishing to emphasize the service aspect of its work rather than relief, changed the name to Family Services Society since its work had shifted to helping all types of families — not just the poor — giving them all a place to turn for counseling and guidance.

During the 1930s, the need to help the unemployed was so great that the society carried on its greatest relief program in those years.
1963

Meeting of Similar Minds: Family & Children Services

Established in the 1920s, the Richmond Children’s Aid Society merged with Family Service Society to better meet the needs of both children and families.

During the 1960s, the organization developed a variety of programs that addressed family needs – senior services took root during this period and it is still going strong today.

2001

For Families Across the Lifespan: Family Lifeline

The name was changed a final time as the organization was truly becoming a lifeline for all families – serving thousands of families during all stages of life — from infancy to the senior years.

In 2011, Family Lifeline and Children’s Health Involving Parents (CHIP) merged combine resources and become the largest nonprofit provider of intensive home-based services in the Central Virginia region.

2017

Celebrating 140 Years of Impact

Family Lifeline has reinvented itself again with a mural on the front of our Broad Street office in celebration of our 140 years of service to the Richmond community.

Crafted by local muralists Andre Shank and Mickael Broth, the mural blankets the building in words and phrases that represent our mission of bringing health and hope into the home.
In its 13th year, CHOCOHOLIC remains Richmond’s sweetest cocktail party and a community favorite. This chocolate-filled fundraiser was voted #1 for Annual Benefit Gala in Style Weekly’s 2017 Best of Richmond.

Spring Give - An opportunity to celebrate and support our work of strengthening families since 1877, this inaugural luncheon brought together community leaders who are passionate about giving health and hope locally.

Danny Avula - caption: Dr. Danny Avula, Director of Richmond City Health District, featured keynote speaker.

Partnerships - celebrating partnerships that bring health and hope into the home for 140 years.

Blanchard Roasting Co.’s 140 Anniversary Release - a directly sourced single origin coffee that blends the simply enjoyment of chocolate with the subtle complexity of citrus.

Coffee label

Hardywood Park Craft Brewery’s Health, Hope & Hops - a Wallonian-style Saison created and named in recognition of Family Lifeline’s 140th anniversary of bringing health and hope to the Greater Richmond community.
**Family Lifeline Board**

**Jennifer Kaufman, Chair**  
Community Volunteer

**Jacob Kerkhoff, Vice Chair**  
Hunton & Williams, LLP

**Nathalia Artus, Secretary**  
Virginia Small Business Financing Authority

**Paige Clay, Treasurer**  
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**Andrea Kuhn**  
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**Loretta Tabb**  
Wells Fargo Advisors, LLC

**Patricia Wilkerson**  
Community Volunteer

**Carl Woodson**  
Cigna

**Sandy Woodson**  
Reading Matters

**Leslie Wyatt**  
VCUHS

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**Financial Highlights**

**Total Revenue**  
$3,494,000

**Total Expenses**  
$3,147,000

- 71.9% Program Personnel
- 13.6% Non Personnel Program
- 9.9% Administrative Overhead
- 4.5% Fund Raising
- 10% Medicaid
- 2.5% Other
- 31.2% Contributions & Grants
- 15.4% United Way
- 40.1% Government Grants

- 0.7% Client Fees
- 2.5% Other

**Client Fees**  
10%

**Medicaid**  
15.4%

**United Way**  
15.4%

**Government Grants**  
40.1%
Attendees found the intersection of passion and professional excellence at FLYP’s inaugural Talk LIVE: Growing Your Career & Community. This TED-style event engaged, informed, and inspired a sellout crowd of professionals on how to advance their careers while also harnessing their passion to influence real change.

A giving society that celebrates and supports Family Lifeline’s 140 year of service to the Greater Richmond community, FLYP’s 140 Club engaged donors in the work of empowering families to become independent and maintain healthy, safe, and stable homes.
Our Donors

**Advocates $50,000 and above**

- Brookfield Foundation
- City of Richmond
- Impact Makers, Inc.
- Jenkins Foundation
- Partnership for Families Northside, Inc.
- Pauley Family Foundation
- United Way of Greater Richmond & Petersburg
- Virginia Department of Health
- Virginia Department of Social Services

**Mission Builders $5,000 and above**

- Altria Companies Employee Community Fund
- American India Foundation
- Ms. Mary Arginteanu and Mr. Larry G. Robinson
- Bright Future Fund
- Liz and Bob Blue
- The Cameron Foundation
- The Community Foundation
- Dominion Energy
- Ms. Nina Hobcroft
- Hunton & Williams
- Jennifer and Wes Kaufman
- Patte Koval
- Memorial Foundation for Children
- Nunnally Charitable Lead Trust
- Owens & Minor
- Publix Super Market Charities
- R.E.B. Foundation
- Rosenthal Foundation
- Supreme Court of Virginia
- The RECO Foundation
- Loretta V. Tabb
- TJX Foundation
- UPS Foundation
- Wells Fargo Foundation
- Wonder Fund

**Grace Mercer Ginn Society $1,000 and above**

- Elizabeth and Chris Accashian
- Nathalia and Rick Artus
- Board for Women’s Health
- Kristin and Michael Bolton
- Bonfire
- CarMax Foundation
- Karen Kay and Robert Chappell
- Cigna Foundation
- Paige and Gregg Clay
- Mr. and Mrs. Alan Colker
- Mrs. Frederick Conley
- Sheri and Tom Crowell
- Susan and John Davenport
- Mr. and Mrs. John D. Dawson
- The Overton and Katherine Dennis Fund
- Mr. and Mrs. Albert D. Farrell III
- Mr. and Mrs. Larry D. Dawson
- The Overton and Katherine Dennis Fund
- Mr. and Mrs. John R. Nester II
- Beena Parekh
- Pauline Simon Memorial Fund
- Mr. and Mrs. E. Bryson Powell
- Marc Purinton and Van Baskins
- Mr. and Mrs. James G. Rose, Jr.
- Mr. and Mrs. Henry S. Savedge, Jr.
- Ms. Cynthia S. Schmitz
- Mr. and Mrs. E. Lee Showalter
- Natalie and Mark Smith
- Jennifer and Brian Snodgrass
- St. Edward Catholic Church
- St. James’s Episcopal Church
- Ms. Amy L. Strite
- Mr. and Mrs. John Stuckey, III
- Mr. and Mrs. Carl P. Woodson
- Mr. and Mrs. Donald C. Wyatt

**Lifeliners up to $999**

- Ms. Rebecca W. Adams
- Ms. Nupa Agarwal
- Mr. and Mrs. Charles D. Aiken Jr.
- Ms. Gigi Amateau
- Mr. Thomas Anderson
- Mr. Scott Andrews
- Anthem Blue Cross Blue Shield
- Mr. and Mrs. Rick Arenstein
- Ms. Tami F. Carsillo
- Mrs. Jennifer Case
- Dr. Alan W. Dow and Ms. Tara Louise Casey, Esq.
- Mrs. Anne Marie Casey
- Ms. Deborah Cassidy
- Ms. Rose Castelli
- Ms. Ruth M. Caul
- Anne and Corey Chamberlain
- Mr. Paulin Cheatham
- Dan Cherkis
- Mr. Fred R. Wunderlich and Mrs. Beth Lynn Baron
- Mrs. Eva Bates-Sherman
- Ms. Laura Baxter
- Ms. Andrea Carpenter
- Kaitlyn Carr
- Mr. and Mrs. James F. Carreras, Jr.
- Ms. Lianne E. Carroll
- Ms. Tycsala Armstrong
- Ms. Edwina Linares
- Ms. Carol McCoy
- Ms. Andrea Carpenter
- Ms. Lianne E. Carroll
- Ms. Tami F. Carsillo
- Mrs. Jennifer Case
- Dr. Alan W. Dow and Ms. Tara Louise Casey, Esq.
- Mrs. Anne Marie Casey
- Ms. Deborah Cassidy
- Ms. Rose Castelli
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- Anne and Corey Chamberlain
- Mr. Paulin Cheatham
- Dan Cherkis
Please know that we have made every effort to ensure the accuracy of this listing. However, if you observe an error or omission, please accept our apology and kindly notify our Development Office at 804-249-5424.
The mural on our Broad Street home reflects the vibrancy of Family Lifeline in 2017 and communicates—in English and Spanish—key themes of our work like health, hope, home, compassion, family, community and resilience.

www.familylifeline.org