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Message from the Board Leadership

Rob Krieghoff and I are in our fourth year of serving on the Board of The Parenting Network and happy to partner in 2020 as Co-Presidents. In October of 2019, the Board had a Strategic Planning retreat and spent an afternoon discussing why we are so passionate about our mission and planning how to increase our impact in 2020.

Here are some of the amazing reasons WHY we support The Parenting Network (TPN). Nobody else is tackling the issues of child abuse prevention and parenting head on, like TPN. There are many programs that address abuse AFTER it happens, our goal is to PREVENT it from ever happening. PREVENTION is ALL we do. We are laser focused on this issue! We help to break generational patterns. Our work doesn't just impact children today, but it changes the trajectory of a family and makes life better for the grandchildren and great grandchildren of the parents we help.

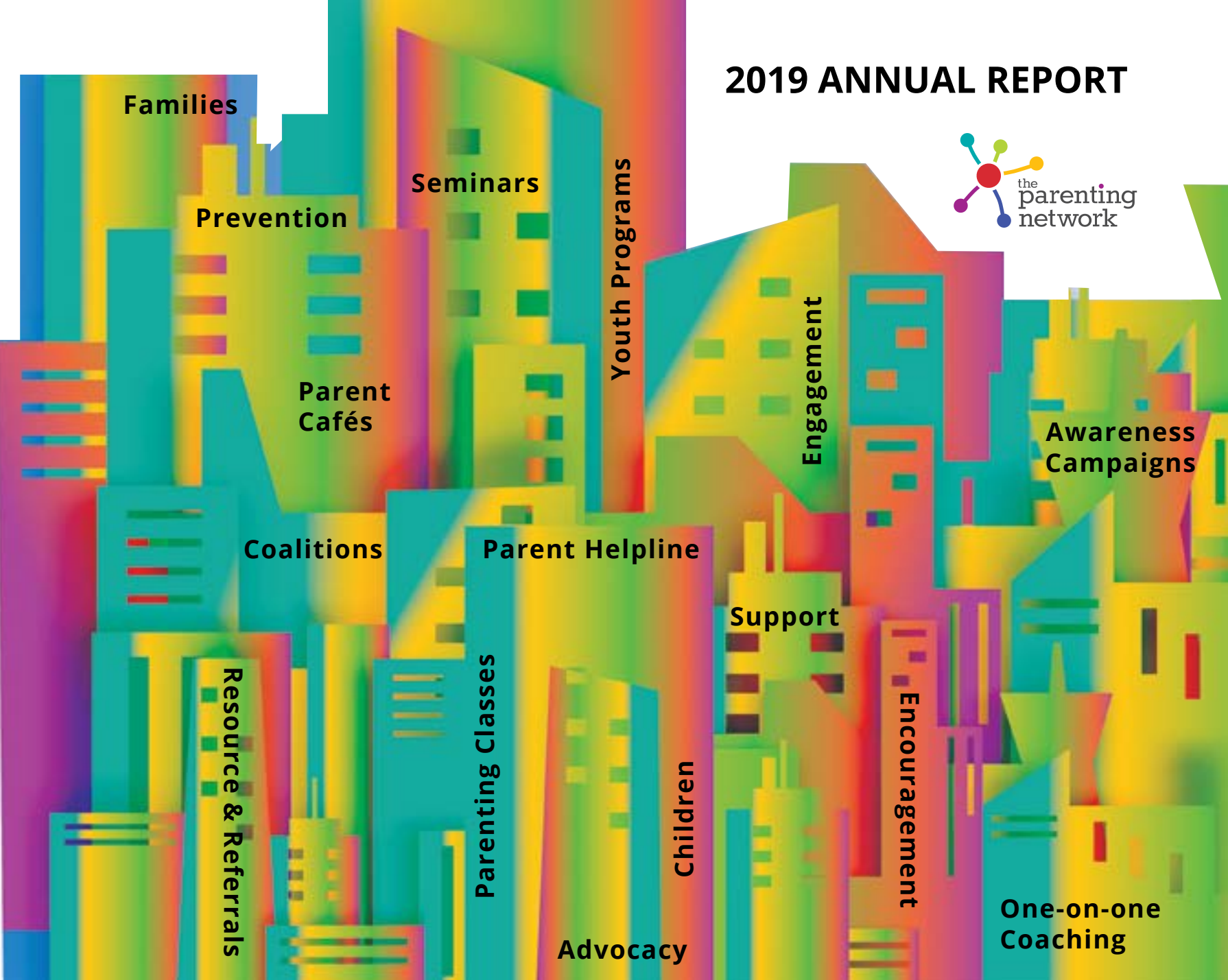
Our work has a RIPPLE EFFECT - It is an investment in the FUTURE. It is cheaper to intervene than react. It prevents future spending on prisons, poor health outcomes, and other social problems. As you read through our Annual Report, we believe you will be amazed and encouraged by our strong programs led by a very talented and community focused team. We want to continue to expand our reach and ensure that every child in the Greater Milwaukee area can grow and thrive in a safe and healthy environment.

Message from the Executive Director

TPN was founded in 1976 with a mission To Strengthen Parenting and To Prevent Child Abuse. Although our mission has remained constant, our programs and services have evolved over the years to meet the ever-changing needs of our community. Our focus is prevention, which means working up-stream to be proactive rather than reactive. We are proud of our services, reaching nearly 8,000 parents, youth, and children. In order to meet the needs of the increasing number of parents and caregivers asking for support, our vision is to scale-up our service and delivery capabilities in future years.

Parenting is hard! We believe that all parents and caregivers need support to raise their children in a stable and nurturing environment. We are grateful for the continued contributions of our friends, family and Board of Directors to our mission.

2019 ANNUAL REPORT



7516 W. Burleigh Street • Milwaukee, WI 53210 • Parent Helpline • 414-671-0566

VISION  
All children are nurtured.

MISSION  
To strengthen parenting  
and to prevent child abuse.

Thank you to all who supported us in 2019.  
Your support ensures that we can continue to  
bring successful programs and services to the  
families and youth in our community.

[www.theparentingnetwork.org](http://www.theparentingnetwork.org)





3,203  
Parent Helpline  
Contacts

## PARENT HELPLINE

### TOP 5 ZIP CODES: Parent Helpline Callers

53209 53218 53210 53208 53206

### WHO ARE THE CALLERS? 63% Females 36% Males 1% Other

58% African American 22% Caucasian 12% Latino/Hispanic 4% Multi-Racial

The Parenting Network is proud to announce a 2019 Community Impact Grant award "Parenting Support Is Public Health: Reducing Health Disparities in the Child Welfare System" in the amount of \$1 million. Funding for this project was provided by the UW School of Medicine and Public Health from the Wisconsin Partnership Program. The project will implement the Triple P (Positive Parenting Program) in targeted neighborhoods throughout the

city of Milwaukee that show the highest number of confirmed cases of child abuse and neglect. This project will address disproportionate rates of African American families being referred to Child Protective Services (CPS) in Milwaukee, contributing to family stress and instability in some communities. The over representation of African-American children in the child welfare system is a troubling and complex phenomenon. According to the publication, "Racial Disproportionality in Wisconsin's Child Welfare System" from the Robert M. LaFollette School of Public Affairs, African-American children are disproportionately represented in Wisconsin's foster care system.

## GRANT AWARD

## HIGHLIGHTS

We worked diligently over the years to build up a reserve to sustain programming. Our 2019 audit showed we have built a 6 month defensive interval operating cash reserve.

With the expansion of our Parent Café program, we are now serving families in the Amani, Harambee, and Muskego Way neighborhoods. We also offer a new Baby Café, which focuses on support for parents of little ones 0-3 years old.

New to our program roster: RELAX: Alternatives to Anger. This class helps teens, adults, parents and caregivers understand and manage anger and stress, and develop the communication and problem solving skills needed for healthy relationships.

	2014	2016	2019
Revenue	\$902,801	\$1,091,824	\$1,202,800
Expenses	\$878,504	\$1,031,572	\$1,195,778



## OUR IMPACT

"The agency has impacted me in a lot of ways. It has kept me motivated, helped me to stay focused on the future, helped me get ready for [the arrival of] my newborn, and helped me to know how to take care of my other kids." *Parent*

"The program allowed me to become vulnerable for my children, so they could see the truth of parenting and the transparency that can be developed within it." *SFP 10-14 Participant*

"I really enjoy working with all of them (youth team) because they are so responsible, kind, funny, and really know their material...this is such an important topic for the kids to know and understand and I truly believe this is the best group to do it." *MPS teacher*

"I really appreciate how you all made the sex ed class a very comfortable space to talk about something that others may believe to be awkward." *Middle school student referring to the MPC+RELATE program*



Making Proud Choices  
LifeSkills  
Path to Success

## YOUTH PROGRAMS

The Youth Department had a busy year: we served five Milwaukee Public Middle Schools and one charter high school, reaching 349 students with a comprehensive sex education program called *Making Proud Choices + RELATE*. We also recruited three schools for the *Botvin LifeSkills* curriculum and successfully engaged 442 students in the three schools with 10-15 lessons filled with information, discussions and activities to prevent substance use and abuse. Finally, we had 1,205 contact hours with youth at the Vel Phillips Juvenile Justice Center presenting the evidence-informed, "Path to Success" curriculum specifically designed to meet the needs of incarcerated youth.

## PARENT EDUCATION

Parent Education and Support served more than 962 unique parents in 2019. While our first contact with parents usually begins with a call to our Parent Helpline, parents are directed toward more than 10 distinct programs based on their interests and needs. One size does not fit all when it comes to parent education! 2019 Programs included Positive Parenting classes, RELAX Alternatives to Anger classes, Triple P seminars, discussion groups, Level 4 classes and individualized coaching, Co-Operative Co-Parenting, Stewards of Children (Child Sexual Abuse Prevention), START, Inten-Dad (focused on Healthy Birth Outcomes), Dad Matters, Empowerment (for men in the re-entry process), Welcome Baby, Strengthening Families 10-14 and Parent Cafés. We also continued our collaboration with the WI Department of Children and Families in the Family Links program to offer special support to families at risk.

