



JOYCE FELKER
Executive Director

What a year! The Parenting Network 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.

Being flexible and nimble was the theme of 2020. TPN staff immediately rose to the challenge; answering Helpline calls from home on their personal cell phones, producing YouTube videos, designing PowerPoint presentations, and developing interactive activities to be used on ZOOM and other virtual platforms.

I continue to be grateful for all of those who rose to the challenges of 2020 and to our incredible friends and family who provided financial support and donations of technology to continue serving children, youth, and parents.

"You can do anything if you accept the challenge, rise to the occasion, try harder and drive it home."
TYLER WARD



ROB KRIEGHOFF
Co-President

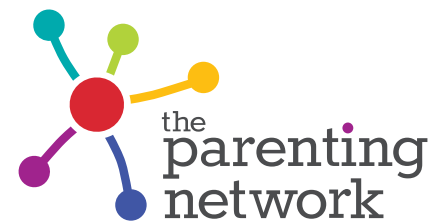


KRISTIN CARLSON
Co-President

Rob Krieghoff and I are in our fifth year of serving on the Board of The Parenting Network and teamed up in 2020 as Co-Presidents. 2020 has been a defining year and we witnessed the amazing resilience of The Parenting Network Leadership and Team as the pandemic changed the world we live in and the parents and families we support.

The team quickly adjusted their methods of mentoring, coaching and teaching from in person to fully virtual. They continued to find the silver lining and were optimistic and positive while tackling the daily surprises and challenges.

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.



ANNUAL REPORT

VISION

All Children Are Nurtured

MISSION

To Strengthen Parenting
and To Prevent
Child Abuse

BOARD OF DIRECTORS

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KRISTIN CARLSON
Co-President
Certified Business Coach

ROBERT KRIEGHOFF
Co-President
Weigel Broadcasting Co.

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Douglas Dynamics

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Health Care

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JCI

ALLYSON SCHRADER
Northwestern Mutual

RICHARD TRANER
City of Milwaukee Health
Department: Maternal
and Child Health Division



2020

a pivotal year
www.theparentingnetwork.org

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



Contacts: 2,321

Gender

Female

62%

Transgender

.5%

Male

35.5%

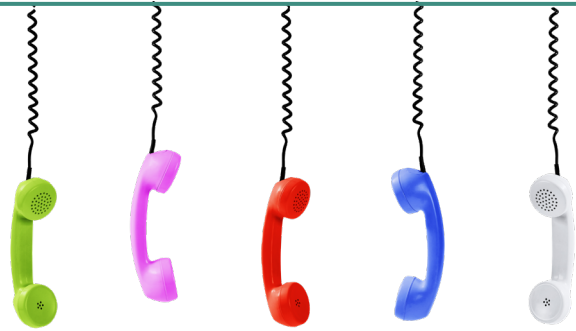
Unknown 2%



Revenue & Expenses

	2016	2018	2020
Revenue	\$1,081,824	\$1,317,146	\$1,185,154
Expenses	\$1,031,572	\$1,272,972	\$1,152,235
Surplus	\$60,252	\$44,174	\$32,919

PARENT HELPLINE



Top 5 Zip Codes

53218 53206 53210 53209 53204

Ethnicity

African American 55%

Caucasian 18%

Latino/Hispanic 9%

Multi-Racial 2%

Other 1%

Unknown 15%



THANK YOU!



HIGHLIGHTS

We were awarded a payroll protection loan which helped to offset the sudden drop in funding as programming slowed during the initial lock-down. We were able to use the loan to support staff salaries so that none of our staff lost their job as a result of the pandemic.

We are grateful for those who supported The Parenting Network through a difficult year. Monetary donations and gifts of video equipment and laptops made it possible for staff to work from home and continue providing services via ZOOM and other virtual platforms such as YouTube.

United Way of Greater Milwaukee and Waukesha County lifted funding restrictions to allow agencies to use funding as needed to maintain operations.

Bader Philanthropies Inc. provided COVID emergency funding to provide Chromebooks and hot-spots to service recipients who did not have access to technology and WiFi so that services could be delivered virtually.

Keeping a close eye on expenses and tightening our budget allowed our agency to keep services in place and once again, end the year financially strong.

PARENT PROGRAMS

2020 hasn't been easy on parents, but TPN staff found ways to model parenting without being next to the parent we were trying to support. We overcame the challenges of distance and abstraction in virtual education with teamwork. This year we served 570 unique parents with 4268 parent education or Parent Café sessions. While the number of parents is down slightly from our days of in-person services, the number of parenting events they attended is up by more than 200! We found a way to make parent education and support even more accessible than ever. Parenting can be challenging—parents don't have to do it alone!

To continue to engage with parents, after not having physical spaces to meet for our Parent Cafés, we created "Parent Connections." This virtual space was offered to families, 5 days a week, including one day presented in Spanish. We also reached out with our Porch-traits project, connecting with families in front of their homes to celebrate their strengths and present them with a professionally printed photo.

Because the youth from the Cafés missed each other, Ms. Beth used her creative skills to develop "Kid Connections." She led crafts (delivered their supplies) read stories and continued the fun they had experienced during the face-to-face Cafés.

YOUTH PROGRAMS

When schools closed, the Youth Department quickly pivoted, creating PowerPoints and videos offering schools synchronistic and asynchronistic lessons for our two programs. We presented Making Proud Choices to 4 middle schools and 1 high school and served 299 students from the 335 originally recruited.

We presented the Botvin LifeSkills curriculum to 3 schools (10 classes) reaching a total of 245 students. As a compliment to the curriculum, we designed an environmental strategy that gave students from Story and Seeds of Health Elementary School the chance to create (and have printed) their own coloring book that focused on helping students to envision a positive and healthy future.