



Joyce A. Felker

Executive Director

Building on lessons learned throughout the pandemic, we found that our outdated technology and way of doing business needed a restart. As such, Board Members came together to develop a strategic plan focusing on infrastructure and “quick wins”. Our first step was to purchase a membership with a cloud-based marketing and CRM software solution that helps to manage interactions with clients, run marketing campaigns with email marketing and manage activities on various social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and Google+.

The next step was to create a series of informational videos along with a redesign of our website. More recently we were able to complete the transition from an archaic phone system to Microsoft Teams allowing staff to answer calls on either their laptop or cell phone. This type of work is not typically funded through program specific grants, but rather donations by friends, family, and corporate donors. We could not efficiently provide services without your support. As always, I am truly grateful for those who see the need to strengthen families and support our mission, To Strengthen Parenting and To Prevent Child Abuse.



Richard Ferrari Traner

2021 Board President Elect

Firstly, I want to say, “Hello, hello.” My name is Ricky Ferrari (like the car) Traner. I was born and raised in Milwaukee, and am a Veteran (Army) and Returned Peace Corps Volunteer (Republic of Vanuatu). I served on the Board of Directors since 2018, and was elected to the role of President of our Board this year. I am currently the Section Manager of the Prevention

& Early Intervention Section with WI Department of Children and Families. My wife (Leia), our “plant babies” and I live in Bay View, where I grew up with my large, mixed family.

As the pandemic rolls on for another year, TPN remains strong and vigilant in our mission to support the families of our Milwaukee community. As the rest of the country looks to put families first in community support services, TPN is ahead of the rest. Whether through the established legacy of our Parent Helpline or our cutting-edge family support programming, TPN continues to provide essential support and resources to our Milwaukee parents and their families.

Also, with Joyce taking the lead as grant writer extraordinaire, TPN is in a strong financial position with several grants and sponsorships coming in from local, state and federal funders. This, and our top-notch programing, result in TPN being sought after to create partnerships with key stakeholders of our Milwaukee community like Community Advocates, United Way and the WI Child Abuse & Neglect Prevention Board. These partnerships and investment will mean TPN can have a greater impact on the future well-being of our Milwaukee community. Together with Joyce and the Directors, we will use the expertise and experience from our different fields to build a better support network for TPN and the families we serve. At the same time, we will look to TPN staff and stakeholders for ideas on how to best adapt TPN’s scope and influence in the community. In this way, together, we will rise above the tragic losses of the past couple years.

Thank you for helping to keep our Milwaukee families strong.

*We offer parents and caregivers a variety of programs, classes, and resources that address their concerns and help them to increase their skills as parents.*

*We continue to develop and grow our programs for fathers, males, youth, grandparents and professionals based on community needs.*

Annual Report 2021



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Building on

Lessons Learned



arenting



Vision – All children are nurtured.  
Mission – To Strengthen Parenting and To Prevent Child Abuse.

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www.theparentingnetwork.org

BOARD OF DIRECTORS

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7516 W. Burleigh Street, Milwaukee, WI 53210



Parent Helpline  
414-671-0566





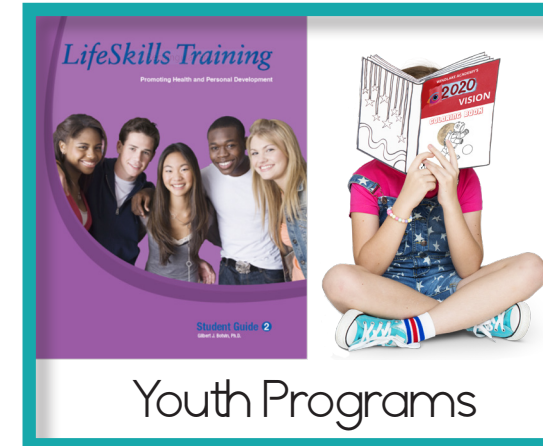
## 2021 Highlights

A second loan through the Payroll Protection Program allowed The Parenting Network to continue building on the success of 2020 and finish the year financially strong as well as sustain all staff and program services. TPN was chosen as one of the pilot sites across Wisconsin to strengthen quality standards and implement an accreditation process for Family Resource Centers (FRCs). The Parenting Network received Family Emergency Funds through the Wisconsin Child Abuse and Neglect Prevention Board to provide concrete emergency supports to parents, including assistance with rent, utilities, diapers, formula, food, and children's winter clothing, among other critically needed supplies for families who were affected economically by the pandemic.

In November 2021, TPN, in collaboration with Community Advocates and Neu-Life Community Development, submitted a grant to the Wisconsin Department of Children and Families to provide services to parents at the highest risk of child welfare involvement. The consortium was awarded a five-year contract which will begin in April 2022. We believe these extra supports and services for children and families will strengthen prevention efforts in Milwaukee and help to prevent many problems at home from ever occurring.

Because of the uncertainties related to Covid, youth were experiencing higher levels of anxiety and depression. During 2021, they needed support, encouragement and the tools for coping with their life at home and in school. Fortunately, TPN has trained youth facilitators to present 2 evidence-based programs: LifeSkills and Making Proud Choices+RELATE, which is a comprehensive sexual education curriculum combined with information about developing positive relationships. Along with the LifeSkills program, TPN offered students the opportunity to express the vision they have for their future by helping them create their own coloring book.

750 coloring books were printed and distributed to the 3 participating LifeSkills schools and over 100 youth took part in the Stay Strong coloring book project during the summer. We served 213 students from 3 partner schools (6 classes of 7th graders and 2 classes of 8th graders) with the LifeSkills curriculum, and 299 students from 5 schools with the Making Proud Choices+RELATE curriculum to help them stay safe and healthy.



## Youth Programs



## Parent Programs

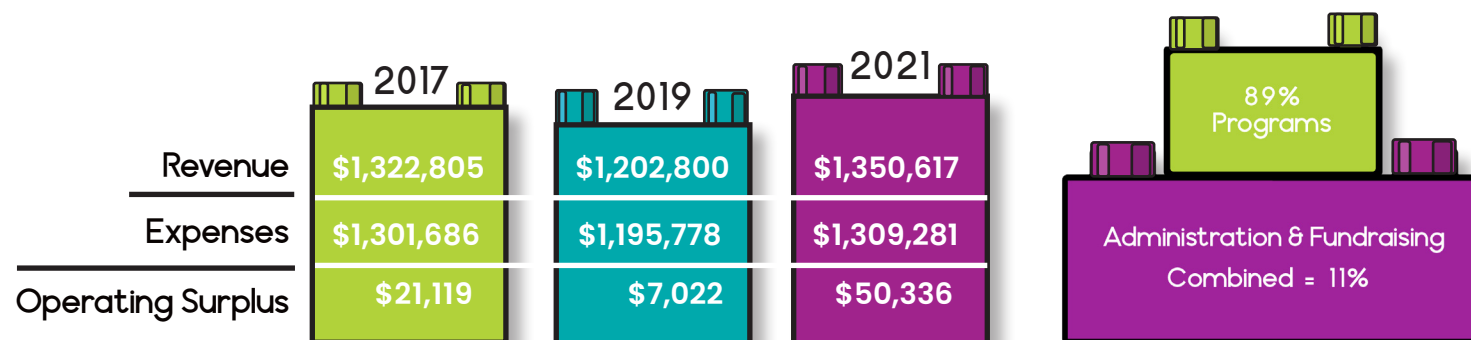
Parents love our classes on "I Statements" and helping children manage their feelings. As one parent said, *"I have learned how to communicate more effectively with my child and I have changed the way I discipline my child. Instead of ignoring and throwing her in a time out, I learned to talk about feelings along with using I statements and feeling cube!"*

In 2021, we offered our classes in English and Spanish, with Birth to 3 in Milwaukee County as well as school partners like Starns and St. Anthony Middle School. Our success lead to invitations to lead training in using "I Statements" and the Feeling Cube to 75 parents in the Treatment Foster Care Collaborative and 75 professionals working in the Tri-State region with the Salvation Army. We have also partnered with the Milwaukee Health Department, UWM, and the Boys and Girl's Clubs on other issues to better support families in our community.

Parent Programs include: Positive Parenting, Strengthening Families 10-14, Stewards of Children, Relax: Alternatives to Anger, Parent Connections, Triple P, Fatherhood, S.T.A.R.T., Effective Black Parenting, and the Parent Helpline. For parents wanting one-on-one parent coaching sessions or who are interested in attending a 90 minute or 2 hour workshop, The Parenting Network has a suite of programs for them. TPN offered a Triple P Program each week throughout the year for a total of 41 programs. This past year, 225 parents attended Triple P Positive Parenting Programs for a total of 766 sessions.

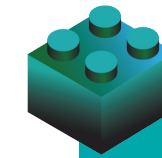
We also expanded our reach to Spanish speaking parents by offering one monthly program in Spanish. A teen discussion group was offered quarterly. Parents wanting more intensive programming met with Triple P accredited providers weekly 4-10 sessions, depending on need.

Grandparents who are raising their grandchildren, faced unique challenges due to the impact of Covid 19 on older adults. Grandparents needed to prioritize their health by remaining at home, but told us they felt disconnected from their support systems. With funding from Bader Philanthropies, Inc., TPN developed a program designed to reduce their stress and reconnect to program services. We partnered with professional caterers and provided weekly meal deliveries for the entire family. This level of nurturing support lead us to create new programs for grandparents which will be implemented in 2022. Grandparents are relied upon as the foundation for their families; it was a privilege to honor their strength throughout this pandemic.



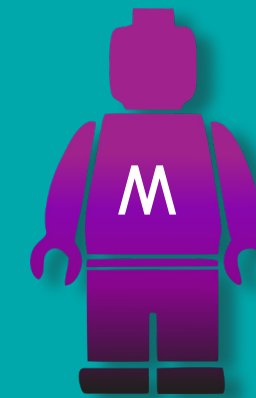
## THANK YOU!

To all who supported us in 2021. We look forward to strong collaborations and impactful programming in the future.

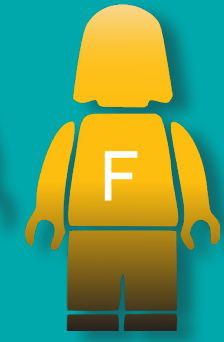


# PARENT HELPLINE

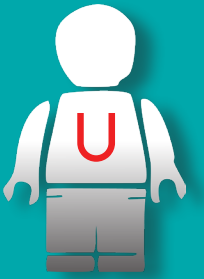
## Caller Contacts: 2,469



33 %



63 %



4 %

## Unknown

## Top 5 Zip Codes



53206



53215



53208



53210



53204

## Ethnicity

57%



African American

25%



Caucasian

12%



Hispanic

3%



Hmong/Asian

1%



Multi-Racial  
Native American  
Other



Of the 404 adults who were served and who reported their income, 51% fell below the national poverty line.

