



FamilyMeans

BETTER IS POSSIBLE

2020 Annual Report



CAREGIVING & AGING



YOUTH DEVELOPMENT



FINANCIAL SOLUTIONS



COUNSELING & THERAPY



CENTER FOR GRIEF & LOSS



EMPLOYEE ASSISTANCE PROGRAM

A LETTER FROM FamilyMeans' President & CEO

As I write my first annual report letter as President & CEO, I can't help but feel an immense amount of gratitude for my colleagues, the community, and the opportunity to lead this wonderful organization.

Recently, I celebrated twenty-nine years with FamilyMeans. Over that time, I have worked diligently alongside my colleagues in advancing the agency's mission to strengthen communities by helping individuals and families through challenges in all life stages. I am passionate about the work we do, and energized to move the agency forward.

In early 2020, my mentor and former FamilyMeans President, Arba-Della Beck announced her retirement. I felt ready for this leadership opportunity and had a vision for the agency. I am thankful for the board succession committee's work to run a thorough national search, and even more honored that I rose to the top of their list. I began my new role as President & CEO last June.

When envisioning my time at the helm, never did I imagine a year like 2020. The challenges of the Covid-19 pandemic, civil unrest, and daily reminders of divisiveness in our country shaped my first year. It was not a bustling agency filled with staff and clients. Rather, virtual communications replaced in-person counseling, meetings, and events. The Board of Directors and staff amazed me with their flexibility, creativity, and dedication to keep programming accessible amid the fluidity of the public health directives.

I am deeply humbled by the outpouring of community support—donations, encouraging words, referrals, and volunteer inquiries. It is clear you need FamilyMeans to be a strong resource for the St. Croix Valley and beyond. That is exactly what we will strive to be. I look forward to seeing everyone in our facilities again in the near future.

Sincerely,



James Kroening
President & CEO



Get to Know Jim

He and his wife Amy are Stillwater natives who share their home with two labs.

They have three adult children and enjoy their families.

Jim spends his free time outdoors—camping, golfing, and running marathons.

He is a member of the Lions Club and on the board of Standing Cedars Community Land Conservancy.

FamilyMeans Leadership 2020 - 2021

Board of Directors

Brian Gunderson, Chair
Cary Stewart, Treasurer
Susannah Torseth, Secretary
James Kroening, President & CEO

Charles Bransford, MD
Melissa Harris
Heidi Hubbard, MD
Marissa Lucio
Michael Lyner

Elizabeth McGinley
Jessica Meletiyou
Rajean Moone, PhD
Linda Skoglund
Josh Zignego

Management Team

James Kroening
President & CEO

Kelly Hansen
Director of Financial Solutions

Lisa Holsten
Director of Finance

Katie McNulty
Director of Development & Communications

Erin Rowson, LMFT
Clinical Director of Counseling & Therapy

Beth Wiggins, LISW
Director of Caregiving & Aging

Tom Yuska, MA
Director of Youth Development



Mission

FamilyMeans strengthens communities by helping individuals and families* through challenges in all life stages.

Vision

FamilyMeans envisions vibrant and resilient communities where everyone lives to their fullest potential.

**A family consists of people, whether living together or apart, related by blood, marriage, adoption, or the commitment to care for or about one another.*

To save money and resources the FamilyMeans Annual Report is online
Donor, staff, and volunteer lists can be found at FamilyMeans.org/2020annualreport

Serving our communities since 1963.

FamilyMeans is a multi-service, nonprofit organization, headquartered in Stillwater, Minnesota. With satellite locations in Saint Paul, Rochester, Eau Claire, and Hudson, and by the use of virtual appointments, we serve clients throughout all of Minnesota and Wisconsin.

**IN 2020,
WE SERVED 11,960**

**ANNUAL OPERATING BUDGET
\$4.7 MILLION**

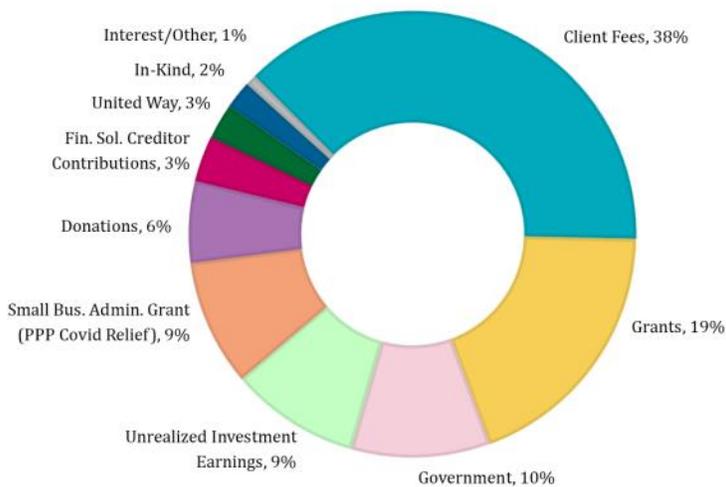
61 EMPLOYEES/CONTRACTORS

**119 VOLUNTEERS PERFORMED
5,512 SERVICE HOURS**

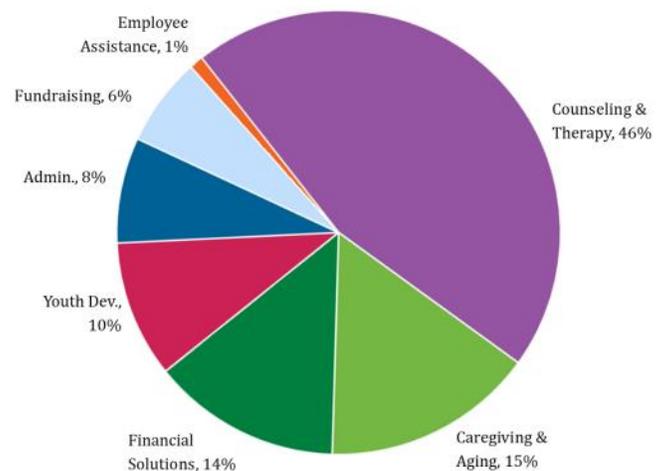


Financial Report Audited

Revenue & Support - Operations
\$6,098,430.93



Expenses - Operations
\$4,660,507.73



FamilyMeans Programs



CAREGIVING & AGING

2,361 SERVED

In-Home & Group Respite

1,034 volunteer hours of relief provided to 161 caregivers.

162 Doorstep Respite visits brought self-care items and diversions to clients.

Education

84 education sessions supporting over 2,000 individuals through caregiving or aging topics.

96% of education session participants report improved ability to provide care.



Support Groups & Memory Cafes

39 memory cafes.

438 hours of caregiver support group sessions.

Offered in virtual format through Covid-19 pandemic.

Coaching & Consultation

Provided 967 hours to over 260 caregivers.

Additional Covid-19 Supports

Bridging digital divide: 15 iPads to loan.

340 hours of telephone reassurance.

Shared memory minder kits and animated companion pets.

"FamilyMeans has always kept me one step ahead of the transitions my mom has gone through. I really appreciate how the social worker explains, uses technology, and references materials and stories to help me understand my mom." - Caregiver Coaching Client



YOUTH DEVELOPMENT

172 SERVED

In 2020, our activities shifted away from in-person enrichment and social development to meeting basic needs of our youth and their families, while also supporting youth in their abrupt transition to virtual schooling.

92% of families responded that the support and resources provided by FamilyMeans made it less stressful to deal with life during Covid-19.



Food Distribution Sites

Covid Testing

Community Resource Support

At-Home Activity Kits

Virtual Homework Help

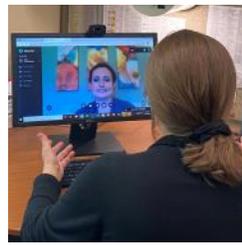
Photo Club & Podcasting

Tech Access & Devices (Partnership with ConnectedMN)

"The best part about participating in the Cimarron Teen Center this year was getting help for school and being able to talk with someone." - Youth Development Participant



COUNSELING & THERAPY
1,461 SERVED



In March 2020, we conducted our first-ever telehealth counseling sessions in response to Covid-19 restrictions. Therapists provided essential mental health support to individuals, students, couples, and families from across the screen.

**Outpatient Clinics:
Stillwater, Hudson, and Saint Paul**

Over 8,000 sessions.
8% increase in clients served.
15% increase in total number of sessions.

School-Based Mental Health

Provided services for students in 23 schools in 5 districts on both sides of the St. Croix River.

Additional Covid-19 Supports

Hosted 16 “Building Resilience” sessions for students, parents, and school faculty to provide outlet for discussion of mental health challenges and support.

Created 100 self-care baskets for youth that included mindfulness activities, fidget items, yoga practice guides, and more.

88% of clients report that the switch to telehealth was a smooth transition.

72% of clients report that telehealth has been an effective way to engage in therapy.

“[Our Counselor] has been an absolute blessing to my 9 year old son. We noticed a major change at home and his teachers noticed it at school. [Our Counselor] is awesome at working with my son while keeping us, as parents, informed.” - Counseling & Therapy Client



CENTER FOR GRIEF & LOSS
426 SERVED



Specialty Outpatient Clinic

12 therapists specialized in providing therapy for complicated grief, trauma, and life transitions.

Over 6,300 sessions.

91% of clients report that since starting CGL counseling their symptoms are improving.

Events

Over 60 guests joined us virtually for the 12th annual Memorial Walk for Hope & Healing.

Nature Immersion session which focused on healing through grief by connecting with nature.

Began monthly virtual Yoga Nidra for Grief sessions.

“I never would have come through grief without [my counselor]. She has heart, compassion, and wisdom without measure. I owe my emotional wellbeing to all that she has helped me with in my journey from loss to finding new meaning in it.” - Center for Grief & Loss Client



FINANCIAL SOLUTIONS

4,370 SERVED

Budget & Debt Counseling

Certified Credit Counselors conducted 1,178 financial counseling sessions.

Debt Management Program (DMP)

Managed over \$9 million of debt for 1,004 clients.

Paid off over \$5.6 million of clients' debt in 2020.

100% of clients report that the DMP has helped them to reduce stress in their life.

94% of clients report that since joining the DMP they are better able to manage their money.



Education

Presented over 100 financial education sessions to over 2,000 individuals.

Top workshops: Budgeting/Money Management and Credit Education.

98% of class participants report that their presentation should help them to manage their finances better.

Additional Covid-19 Supports

Pivot to virtual sessions for all services.

Launched easy-to-use debt repayment calculator on agency website. Helping potential clients realize the benefits of the DMP in a matter of minutes.

"I wanted to pay our creditors, but had no hope that I would be able to accomplish that. We were sinking fast. Your program was a lifesaver for us." - Debt Management Program Client



EMPLOYEE ASSISTANCE (EAP)

3,170 SERVED

FamilyMeans contracts with school districts, manufacturing companies, healthcare agencies, and municipalities to help employers facilitate this employee benefit.

Covid-19 has brought even more stress to employees' lives. Our EAP is here to improve work-life balance and consequently make productive, healthier staff.



Additional Covid-19 Supports

All services moved to virtual formats.

Resource support, including self-care reminders, tips for supporting family members, and information regarding EAP benefit services.

Trainings and in-services to support employees during Covid-19 crisis.

"I appreciate that I was able to address the work related issues and also explore issues outside of work. I was encouraged to dream as I consider my future. That is a gift to be encouraged! Thank you." - EAP Counseling & Therapy Client



FamilyMeans

1875 Northwestern Ave. S.
Stillwater, MN 55082

For address corrections or to be added to our electronic mailing,
please contact our communications team at 651-789-4029 or communications@familymeans.org

**FamilyMeans, a place where people can get help and
emerge stronger from life's challenges.**



FamilyMeans is accredited by the Council On Accreditation (COA) and is licensed to do mental health counseling, financial counseling, and debt repayment in MN and WI.



FamilyMeans.org | 651-439-4840

**1875 Northwestern Ave. S.
Stillwater, MN 55082**

Minnesota Locations: Cimarron, Landfall,
Rochester, Saint Paul, and Stillwater

Wisconsin Locations: Eau Claire, Hudson