



# ANNUAL REPORT 2021

## Greenleaf Family Center

580 Grant Street  
Akron, OH 44311  
Website: <https://www.greenleafctr.org/>  
Phone: 330-376-9494 VP: 234-376-4525



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# TO OUR STAKEHOLDERS

## A message from Dawn Glenny, CEO

Sitting down and reflecting back to 2021 is certainly difficult, 8 months into the next calendar year. So much has changed, yet so much remains the same! COVID, of course continued to be a challenge in 2021, and now, in August of 2022 when I sit down to prepare this letter to our community, we are seeing another increase and spike to begin the new school year.



The demand for behavioral health services, both drug and alcohol and mental health continues to increase as we also see a decline in those pursuing careers in these fields. Suicide Prevention services are also front and center in everyone's minds in the country, and Summit County is no different. Thanks to the entire Suicide Prevention Coalition in Summit County for their continued work to reduce suicide attempts and completed suicides in our community!

In 2021, at Greenleaf, Behavioral Health services were provided both in person and through telehealth visits. The Medicaid rules were permanently changed in 2021 to allow for telehealth services and most private insurance companies also made telehealth an option. Most certainly there was an increased demand for behavioral health services, as individuals and families have struggled with stress and anxiety through COVID.

I continue to be so proud of how our program staff adapted to these challenges and how our administrative staff pulled together daily to support our program staff and keep the administrative functions moving smoothly in 2021! Through our strategic planning, held in the summer of 2021, we made some strategic administrative position changes which will allow our administrative team to support our programs in a more efficient and effective way!

I continue to be thankful to our Federal, State, and local governments, local foundations, and the Summit County ADM Board for recognizing relief had to be passed quickly for families to survive and thrive and for non-profits such as Greenleaf to be around to provide the vital services we are privileged to provide to this community.

While maintaining all the services we already provided, we had also had the opportunity to add 4 new programs which you'll read about on the following pages. Thank you to Summit County Job and Family Services for the additional assistance to families living in poverty and to the Juvenile Court for allowing us to participate in an innovative program to provide parent mentoring to families at risk of losing permanent custody of their child(ren)!

And finally, American Sign Language (ASL) interpreting picked up significantly and Greenleaf offered free ASL classes to individuals and families in our community. Over 800 people signed up for these classes. We continue to expand our ASL menu and hope to expand ASL classes to anyone who is non-verbal in 2022/23.

I know at Greenleaf we love the work we do here and every day we strive to help our community be a better and healthier place. I am privileged to help this wonderful team in any way I can as their CEO.

*Dawn Glenny*

CEO

## Greenleaf Family Center Mission

Greenleaf Family Center strengthens families in our community through counseling, education, and support.

## Core Values

We believe that Greenleaf Family Center is the agency in which the community chooses to invest because of our leadership, quality, and responsiveness. We fulfill our mission of strengthening families in our community through counseling, education, and support by staying true to our Core Values:

**Family** – The family, however defined, is the essential source of strength and support.

**Respect** – Every person is recognized as having inherent worth and is always accorded the highest degree of respect.

**Integrity** – All actions are undertaken in an ethical manner, faithful to our Mission.

**Interdependency** – All (clients, staff, board of directors, and volunteers) are mutually dependent in fulfillment of our Mission.

**Excellence** – Only our best effort is acceptable in the achievement of quality.

## Strategic Planning

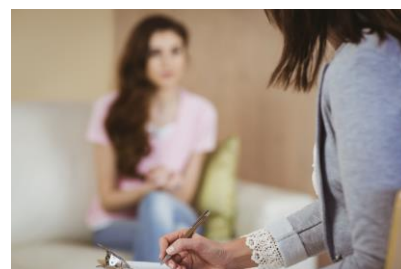
The Greenleaf Family Center Board and staff embarked on a strategic planning process in 2021 with the intention of developing a plan that would identify strategic priorities and align the efforts of all those involved in supporting the organization's mission.

This strategic plan sets the overall direction for Greenleaf for 2022 – 2024. The plan was developed in support of our organization's mission and reflects our values. The strategic priorities identified in this plan reflect our commitment to growth and improvement—in service quality, in visibility and awareness, in leadership capacity, and in financial strength and stability.

The critical issues that were considered during the development of this plan included:

- What operational changes made as a result of the COVID-19 pandemic should be continued?
- What are the key opportunities facing Greenleaf and which should be pursued?
- What, if any, program expansion should be considered?
- What new skills and/or resources does Greenleaf need to move forward on existing and/or new projects?
- Are there any internal barriers that could keep Greenleaf from achieving its goals?
- Are there any metrics not currently being tracked that should be used to ensure that Greenleaf is working effectively toward its goals?

The duration of this strategic plan is expected to be three years, depending on shifting internal priorities, external factors and the pace and success of implementation. Successful implementation of the strategies described in this plan will be challenging but will have a positive impact on Greenleaf and on the community. Each strategic priority will be supported by goals and objectives. We will develop operations plans to guide the implementation of the strategic plan and will monitor key indicators that reflect our progress toward meeting specific performance targets.



## INDIVIDUALS SERVED

In 2021, Greenleaf provided services to 12,420 unduplicated individuals which was up 36% from 2020. Part of this increase is due to four new programs and American Sign Language (ASL) trainings provided by our Community Services for the Deaf and Hard of Hearing (CSD) program. We expect our numbers will continue to grow to exceed our pre-pandemic numbers due to the increased need for services in the community and the gradual shift back to in person services.



# KEY HIGHLIGHTS

- We were grateful to have the opportunity to bring on 4 new programs to our robust services in 2021 including the **KISSS** (Kids and Infants Safety Supports and Supplies), **ARMI** (Automobile Repair and Maintenance Initiative) in cooperation with Summit County Job and Family Services' NEXT program and community partners, **SUPER** (Substance Use Prevention Education Resource) funded by the ADM Board, and the **Multidisciplinary Representation Team (MRT)** pilot program at the Summit County Juvenile Court.
- Our PEERS (Parent Education Empowerment Resources and Support) program also entered a new partnership with Portage DD to support their families.
- We began providing counseling services to students in the Revere Local School District.
- The COVID 19 pandemic and its effects have created a growing mental health crisis. We adapted to meet this need through telehealth services and in 2021, our behavioral health department provided 5,805 telehealth sessions. Additionally, we provided 526 counseling/family sessions to families in need.
- Suicide awareness and prevention have become increasingly significant in the community as individuals and families are challenged by COVID and the isolation COVID has caused for many. The new **Sources of Strength** program which started in the Fall of 2021 enhances prevention efforts in the schools by actively engaging students in the process.
- Our CSD partnered with Advocates for Kids and hosted 8 American Sign Language (ASL) classes both live and recorded for over 800 individuals!
- CSD partnered with the Deaf Service Center in Columbus, OH and the Cleveland Hearing and Speech Center to deliver Deaf and Hard of Hearing training for the Ohio Department of Mental Health.
- Exceeded our annual fundraising goal despite COVID. Our donors stepped up and truly made a difference. We are forever grateful!

# 2021 AGENCY OUTCOMES

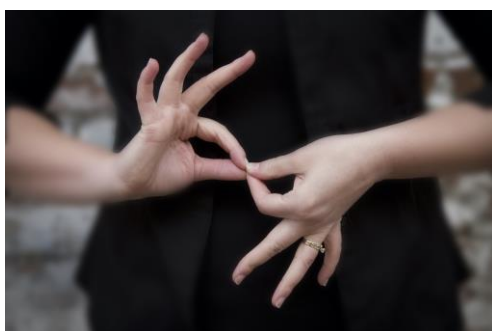
– [click here for the report](#)

## CLIENT TESTIMONIALS

*I had been in 12-step recovery for more than ten years before I had the opportunity to try EMDR (Eye Movement Rapid Desensitization). I had persistent emotional triggers and trauma around my family of origin that prevented me from forgiving my parents and having a relationship with them. I worked the steps, I did CBT therapy, and while those things eased the discomfort somewhat, I thought those triggers would always be with me. EMDR changed all of that for me. I never pictured life without these emotional scars, but today is different. Today I have relationships with them and I can care for them as they are aging with none of the old emotions at all. It's so clear what is theirs and what is mine, I've moved on from that past. ~Anonymous*

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*The OCTF (Ohio Children's Trust Fund) Program has not only helped my family financially by providing much needed items such as a carseat, fire escape ladder, and safety locks, but through getting these items it has helped boost my sense of worth. Before the pandemic hit I was a teacher but lost my job because of it. Shortly after I found out I was pregnant. My spouse takes good care of our family but I've always been an independent person. Seeing my personal savings dry up since getting pregnant and becoming a stay at home mom has been very challenging as I can't contribute to our family financially. Finding this program to provide resources we were struggling to obtain has been incredibly helpful and much appreciated. Thank you! ~Anonymous*



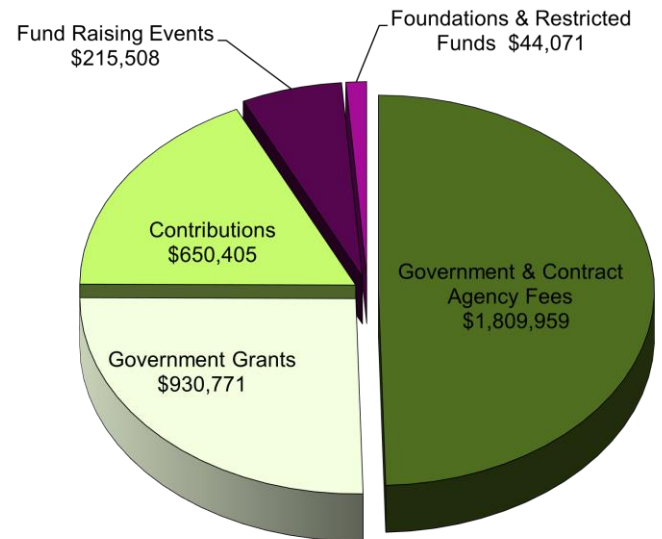


# FINANCIAL REPORT

## REVENUES

|                                   |                    |
|-----------------------------------|--------------------|
| Government & Contract Agency Fees | \$1,809,959        |
| Government Grants                 | \$930,771          |
| Contributions                     | \$650,405          |
| Fund Raising Events               | \$215,508          |
| Restricted Funds                  | \$44,071           |
|                                   | <u>\$3,650,714</u> |

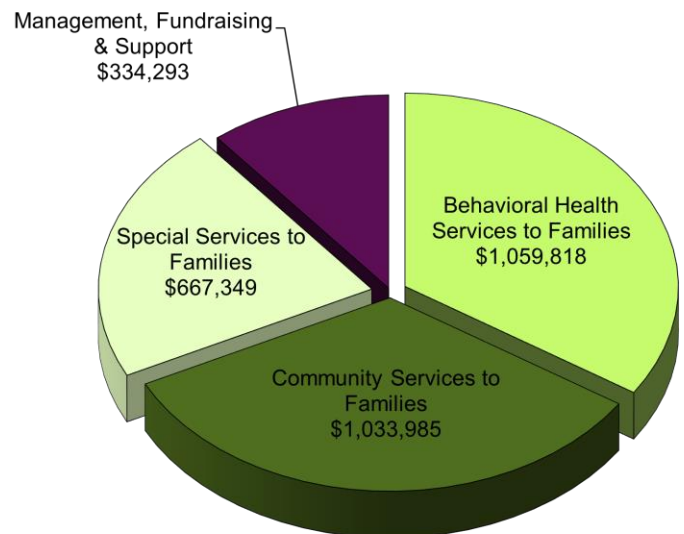
## REVENUES 2021



## EXPENSES

|                                        |                    |
|----------------------------------------|--------------------|
| Behavioral Health Services to Families | \$1,059,818        |
| Community Services to Families         | \$1,033,985        |
| Special Services to Families           | \$667,349          |
| Management, Fundraising & Support      | \$334,293          |
|                                        | <u>\$3,095,445</u> |

## EXPENSES 2021



# FINANCIAL STATEMENT

## Statement of Financial Position

### Assets

|                      |                           |
|----------------------|---------------------------|
| Cash                 | \$690,885                 |
| Other Current Assets | \$529,132                 |
| Noncurrent Assets    | <u>\$1,219,361</u>        |
| Total Assets         | <u><u>\$2,439,378</u></u> |

### Liabilities and Net Assets

|                                       |                           |
|---------------------------------------|---------------------------|
| Current Liabilities                   | \$281,019                 |
| Noncurrent Liabilities                | <u>\$0</u>                |
| Total Liabilities                     | \$281,019                 |
| Net Assets Without Donor Restrictions | \$2,001,227               |
| Net Assets With Donor Restrictions    | <u>\$157,132</u>          |
| Total Net Assets                      | <u><u>\$2,158,359</u></u> |
| Total Liabilities and Net Assets      | <u><u>\$2,439,378</u></u> |

# BOARD OF DIRECTORS

Terry Finn – President

Jennifer Hanzlicek – President Elect

Mark Valentine – Treasurer

Laura Brelin - Secretary

Christian Duckworth

Julie Falter

Daniel Glass

Elisa Hill

Lakisha Miller-Barclay

Cindy Mitchell

Jennifer Oberg

Joseph Siegferth

Mark Valentine

Audrey Houseman

Dr. Sheldon Wrice

Kevin Youngblood

## Greenleaf Family Center Leadership

Dawn Glenny – CEO

Scott Wilson – Controller

Angela Richmond-Rossiter – Director of Behavioral Health

April Brewer – Director of Prevention and Community Services

Samantha Taylor – Director of Community Services for the Deaf and Hard of Hearing

Michelle Watkins – Director of Moms and Babies First

