

# 2023

the  
*family*  
conservancy<sup>SM</sup>

# IMPACT REPORT

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*Maximizing Kansas City's Greatest Opportunity*



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SEE HOW YOUR SUPPORT HELPS BUILD HEALTHY BRAINS



# Kansas City's Greatest Opportunity

The Family Conservancy believes that every child can reach their full potential when we invest in them and those who care for them. The first five years of a child's life can determine emotional resilience, health outcomes, school readiness, and future career success.

Our services create opportunities for children, families, caregivers, and educators to thrive so that every child can experience well-being throughout their life. We embrace the definition of equity that ensures everyone has access to the resources, opportunities, power, and responsibility they need to reach their full potential. We acknowledge the history of systematic racism that is still perpetuated in today's systems and we are committed to disrupting that reality.

TFC has been helping children and families achieve a lifetime of success for 143 years, thanks to you. Let's continue to work together to raise happy, healthy, and school-ready children in Kansas City.

**Our Intended Impact is that children grow up in thriving families and healthy communities and experience well-being throughout their lives.**

## MISSION

Helping Children and Families  
Achieve a Lifetime of Success

## VISION

Bright Futures for Children and  
Families



# Message from Our President & CEO



**PAULA NETH**  
PRESIDENT & CEO

Dear Friends,

As I reflect on 2023, I am filled with gratitude for the transformative work our team has accomplished in strengthening Kansas City's early education system and expanding mental health services for families in our community.

This year marked a pivotal moment in our organization's journey. We significantly expanded our impact in early childhood education through multiple channels. Our Start Young program received \$2 million in federal funding to address the child care crisis in Wyandotte County, enabling us to support teacher compensation, facility improvements, and quality enhancements. We launched an innovative Family Child Care Network in partnership with GreenLight Fund, providing crucial support to home-based educators who are the backbone of our early education system. Additionally, our Early Childhood Fall Symposium and Early Childhood Enrichment Festival supported and celebrated our early education professionals, fostering creativity, collaboration and professional development that directly benefits our community's children.

A particularly exciting milestone was the opening of our new Family Mental Health Center on Minnesota Avenue, adjacent to our administrative office in the Children's Campus of Kansas City in the heart of Kansas City, Kansas. This beautiful facility represents our continued commitment to expanding access to mental health services for Kansas families. The center will allow us to serve more clients and provide our dedicated mental health professionals with a modern, welcoming space to support families on their journey to wholeness and resilience.

We were deeply honored to be selected as a 2023-2024 Parade of Hearts beneficiary from among 90 applicants. This recognition not only provides valuable funding for our programs but also highlights the essential role we play in strengthening families across the Kansas City metro area. As Jenn Nussbeck, executive director for Parade of Hearts, noted, "The Family Conservancy checked every box and I can't think of a more deserving organization for Parade of Hearts to support."

These achievements reflect our unwavering commitment to creating lasting, positive change in our community. But numbers and milestones tell only part of the story. The real measure of our success lies in the thousands of families who are stronger, the children who are better prepared for success, and the early educators who are better equipped to nurture our next generation.

None of this would be possible without the generous support of our donors, partners, and dedicated staff. As we look ahead to 2024, we remain committed to our vision of a community where all children and families have the opportunity to thrive. Thank you for being part of our journey.

With gratitude,

Paula Neth  
President & CEO  
The Family Conservancy



**Nick Nash**  
Board Chair 2021-2023

**Paula Neth**  
President & CEO



# Our Impact



## A MOTHER'S JOURNEY: HOW CHILD CARE CHANGES LIVES

"The math was not mathing," Perla remembers, describing her desperate search for child care for her two-year-old daughter, Valeria. Like many parents, Perla had a clear vision of what she wanted: a high-quality, bilingual program that would nurture her daughter's development, with hours that accommodated both work and school. But everywhere she looked, she found the same barriers – long waiting lists or costs far beyond her reach.

On the day Perla reluctantly submitted her resignation letter at work, unable to find affordable care, everything changed. A call came from El Centro Academy for Children, a Family Conservancy partner. Not only did they have an opening for Valeria, but through philanthropic support, TFC and El Centro could cover the tuition gap that had seemed insurmountable just hours earlier.

That single phone call transformed two lives. Perla withdrew her resignation, and Valeria found a second home at El Centro. Two years later, the impact is clear in ways that go far beyond basic child care. "This has made the biggest impact of my life – after giving birth to my daughter, of course!" Perla beams. "She's now prepared for kindergarten, but not just academically. She knows how to detect people's feelings... She really looks up to how the teachers treat others, and that is how she treats them too. She's mature beyond her years. She is a mentor."

The ripple effects of this support extend across generations. While Valeria develops the social-emotional and academic skills that will serve her throughout life, Perla continues working full-time and pursuing her dream of becoming a mental health therapist. "It gives me the time to work full time, but also go to school so I can be more successful," she explains. "And my daughter is learning from me – if you want to do it, you can do it."

Perla and Valeria's story represents just one of the 180 families who received tuition assistance from The Family Conservancy last year, making quality early education accessible to children who would otherwise miss out. Each scholarship represents not just a child gaining access to quality education, but a family empowered to build a stronger future.

Their story exemplifies the transformative power of early childhood education – not just in preparing children for academic success, but in strengthening entire families and communities. It's a testament to how strategic investment in early childhood education can break down barriers and create opportunities that span generations.



MEET PERLA

## BUILDING CONNECTIONS HOW MENTAL HEALTH SUPPORT TRANSFORMS CLASSROOMS

Every day in early learning classrooms across Kansas City, teachers face the delicate challenge of supporting children's emotional needs while managing classroom dynamics. Through The Family Conservancy's Early Childhood Mental Health (ECMH) team, these educators receive the tools and training they need to create nurturing environments where children can thrive.

For Ms. M, a lead teacher in a preschool classroom, a professional development session titled "Brain States, Safety, and Connection" became a turning point in her classroom management approach. Funded by the Children's Services Fund of Jackson County, this training offered more than just techniques – it provided a new perspective on children's fundamental need for connection.



# Our Impact

## BUILDING CONNECTIONS (CONT.)

The impact was immediate and profound. Shortly after the December 2023 training, Ms. M encountered a challenging moment with a struggling student. Rather than viewing the behavior as disruptive, she remembered her training and took a different approach. "I asked him if he needed connection, and he said yes," she shared. "I did the Twinkle Twinkle Little Star song with the connection tips you taught me, and he climbed into my lap. It really worked!"

But the transformation didn't stop there. When her classroom faced difficulties during mealtimes, Ms. M applied another insight from her training: challenging behaviors often signal that children need help navigating transitions. Armed with this understanding, she introduced a new book in a playful, engaging way to help children understand mealtime expectations. The result? Smoother transitions and happier children.

These moments of breakthrough – a child finding comfort through connection, a potentially chaotic mealtime transformed into a peaceful routine – illustrate the ripple effect of investing in teacher support. For Ms. M, these successes have sparked an enthusiasm to learn even more ways to nurture her students' social-emotional development.

Through professional development and ongoing consultation, TFC's ECMH team helps create classrooms where every child's emotional needs are understood and supported – one connection at a time.



## FINDING STRENGTH A MOTHER'S TRIUMPH OVER DEPRESSION

When Candace first connected with The Family Conservancy's Moving Beyond Depression program, the weight of her struggles was overwhelming. As a single mother of two children, she found herself caught in depression's familiar grip – sleepless nights, depleted energy, and a diminishing appetite. The simple joys that once brightened her days had faded, replaced by persistent feelings of hopelessness and failure.

Like many mothers facing depression, Candace was initially skeptical about the program's approach. The ideas of self-compassion and self-care seemed distant from her daily reality. But with the support of TFC's in-home therapy program, she began taking small but significant steps: learning to identify negative thought patterns, rediscovering activities that brought her joy, and most importantly, developing compassion for herself.

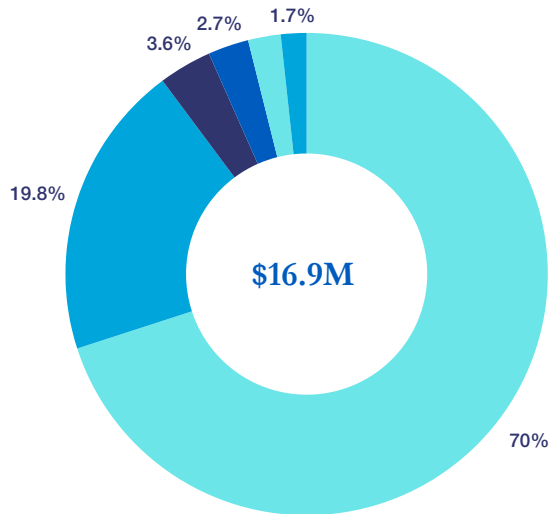
The transformation wasn't immediate, but it was profound. As weeks passed, Candace began to see herself in a new light. The oppressive feelings of failure that had once clouded her days began to lift. Her self-esteem grew stronger, and she developed tools to challenge and reshape negative thoughts that had long held her back. By the end of her treatment, Candace had rewritten her story. No longer did she see herself as hopeless or failing. Instead, she had discovered an inner strength and resilience she didn't know she possessed. Her progress went beyond merely reducing depressive symptoms – she had built a foundation of self-confidence and emotional skills that would serve both her and her children well into the future.

Candace's journey exemplifies the power of Moving Beyond Depression™, an evidence-based program that The Family Conservancy has proudly offered since 2013. Developed by researchers at Every Child Succeeds® and Cincinnati Children's Hospital Medical Center, it stands as the only proven in-home therapy program specifically designed for mothers in home visiting programs. Through this structured, compassionate approach, mothers like Candace find not just relief from depression, but a path to renewed hope and joy in parenting.



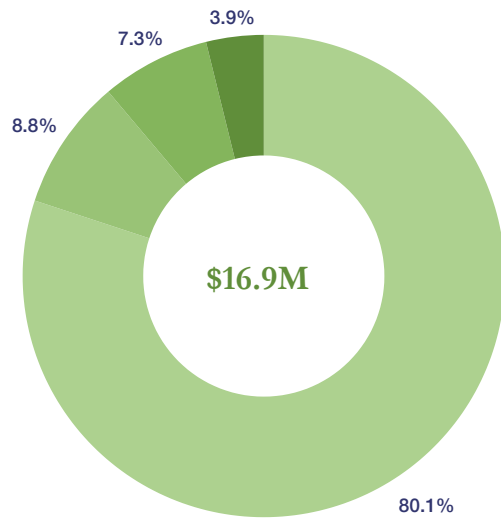
# Annual Financials

## 2023 Revenue



- Government Grants
- Trusts & Foundations
- Investment Income
- Fundraising
- United Way
- Fee Income

## 2023 Expenses



- Program Expenses
- Net Asset Gain
- General & Admin
- Advancement / Fundraising

Thank you for a wonderful year!



# Thank you Major Supporters

*All of the amazing things outlined in this report are made possible by the generous support of donors, funders and supporters like you. Thank you to the following individuals and organizations for their significant financial contributions in 2023.*

American Rescue Plan Act Wyandotte County  
Kansas Children's Cabinet  
Clay County Children's Service Fund  
Greater Kansas City Community Foundation  
Ewing Marion Kauffman Foundation  
Jackson County Community Mental Health  
Fund  
Hall Family Foundation  
Child Care Aware of Eastern Kansas  
Stanley H. Durwood Foundation  
United Way of Greater Kansas City  
Gourley Family Fund  
Health Forward Foundation  
Sherman Family Foundation  
Governor's Grants Program (Victims of Crime  
Act VOCA)  
Bloch Family Foundation  
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United Community Services of Johnson County  
Alcohol Tax Fund

Oppenstein Brothers Foundation  
United Methodist Church of the Resurrection  
Child Care Aware of America  
Greek Orthodox Ladies Philoptochos Society  
Children's Medical Fund  
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