

2010 Basic Needs Funding Application

APPLICATION IS BY INVITATION ONLY

Contact Information

Organization Name: Birth To Three

Mailing Address: 86 Centennial Loop 97401

City/State: Eugene, Oregon **Zip:** 97401

Contact Name: Mika Singer **Title:** Managing Director

Phone: 541-349-7783 **Email:** msinger@birthto3.org

Website www.birthto3.org **Fax #:** 541-484-1449

Organizational Information

Mission Statement: To strengthen families and promote the well being of children through parent education and support.

No. of Employees: 46 **FTE:** 22.57

No. of Volunteers (annually)/Volunteer hours (annually): 200+

Name of Executive Director: Minalee Saks

Name of Board President: Elizabeth Gill

Number of Members on Board of Directors: 16

Total Agency Budget: \$1,390,936 **Fiscal Year End:** June 30

Geographic Service: Direct service in Lane County; support service throughout Oregon

Unduplicated Lane County Residents Served Last Year: ?

Has Your Organization Previously Been Funded By UWLC: No Yes **Years:** ?

Proposed Services

Basic Needs Services: (check primary use of funds)	Geographic Service Area within Lane County
<input type="checkbox"/> Food (hunger relief and nutrition)	_____
<input type="checkbox"/> Shelter (emergency housing and homelessness intervention)	_____
<input type="checkbox"/> Healthcare (emergency and basic health services)	_____
<input type="checkbox"/> Safety (domestic violence and child abuse intervention)	_____
<input checked="" type="checkbox"/> Access to Basic Needs (information & referral; transportation; advocacy)	<u>All of Lane County</u>
Annual Funds Requested: <u>\$15,000-2010, \$30,000-2011, \$30,000-2012</u>	

1. Proposed Services Summary:

Birth To Three's Parent HelpLine Partnership Project is an integral part of United Way of Lane County's Success By 6 Initiative, helping address the initiative's overall goals of reducing the incidence of child abuse and neglect, increasing effective parenting practices, and improving community norms related to positive parenting in Lane County.

The Parent HelpLine is an early response system that ensures parents easy, fast, and familiar access to parenting education and support—proven strategies in combating child abuse and neglect. The Parent HelpLine helps keep Lane County's children safe and healthy. Referrals and information through the Parent HelpLine also help parents address other basic needs, including food, clothing and shelter.

The Parent HelpLine Partnership Project was designed to deliver critical services to Lane County families in order to meet the following objectives:

- Increase the number of families receiving appropriate information in a timely manner.
- Increase the effective links between referral sources and services.
- Increase citizen knowledge about this single access point for help and linkage to resources.
- Increase the volume of telephone inquiries regarding parenting issues.
- Increase the utilization of all human service providers serving children and families.

To meet these objectives, the project provides Lane County families with on-phone counseling and advice, information and referral. Additionally, Parent HelpLine staff offer peri-natal mood disorder screenings to first time mothers identified by Healthy Start, and will soon commence offering mental health screenings for infants through support from LaneCare.

The Parent HelpLine Call Center is housed at Birth To Three and staffed by Birth To Three Parent Educators. The call center is in operation Sunday through Friday from 9 a.m. to 4 p.m. Four trained and experienced professionals with advanced degrees in child development and related fields staff the center, providing callers with parenting information, diffusing potential crises, and offering support and encouragement for parents who are anxious, stressed, or isolated or who feel out of control in their role as a parent. Parent Educators identify families who are at-risk, and offer to link them to the most appropriate community services.

Callers can request immediate intervention and be directly connected (during office hours) with staff in other human service agencies. Additionally, Parent Educators can immediately connect callers to schedule home visits by a response worker from Relief Nursery, the Crisis Response Program or the Catholic Community Service's Family Support and Connection Program. The Parent HelpLine Partnership Project supports all Lane County parents and caregivers, with emphasis on those with limited support networks.

2. Target Population: Describe your target population. Basic Needs investments should focus primarily on families and individuals with income 250% or below the federal poverty level.

Lane County parents, grandparents, community professionals and other parties concerned about family issues use the Parent HelpLine. No statistics are kept on the income levels of callers, but it is likely that a significant majority of callers are parents from families below 250% of FPL. As of 2008, the National Center for Children in Poverty estimated that 44% of young children in Oregon lived with families who were at or below 200% of FPL. This number would likely exceed 50% if it included families up to 250% of FPL. In fact, since economic conditions deteriorated significantly in 2009, it is likely that far more than 50% of families in Lane County live at or below 250% of FPL.

Moreover, the reasons most callers contact the Parent HelpLine are related to poverty. For example, in 2009, the most common reasons for calls were:

- Parenting Education/Support
- Mental Health
- Behavior & Discipline Issues
- Financial/Emergency Services
- Health and Medical Issues

Our Parent HelpLine responders make it very clear that calls concerning mental health, financial/emergency services and health and medical issues often stem from parents' inability to locate services they can afford. Our Parent HelpLine responders further report that many of this year's calls for parent education/support and behavioral and discipline issues were related to stresses brought on by the recent economic downturn.

3. Need: Describe briefly the need or problem these services address. Include the number and percentage of population affected, metro, rural, and multi-cultural. Describe how these services are aligned with the community needs assessment or other local studies.

The Parent HelpLine furthers the Success By Six Initiative's overall goals of reducing the incidence of child abuse and neglect by increasing effective parenting practices and improving community norms related to positive parenting in Lane County. Parenting for many Lane County families was an overwhelming task in 2007 as evidenced by the rate of child abuse and neglect (11.2 out of 1000 children). This was during a period of relative economic prosperity. Given that Lane County has since entered one of its worst economic downturns in the past century, it is probable that this rate has increased. Findings from the *Summary of the Third National Incidence Study of Child Abuse and Neglect* prepared for the United States Department of Health and Human Services indicate that as income levels drop, the rate of child maltreatment increases substantially.

The early years of life are full of both opportunities for growth and vulnerability to harm. This can be a period of remarkable development, but development is dependent on parents' ability to nurture their children. Unfortunately, as pointed out in the landmark Carnegie Corporation report (April 1994) *Starting Points: Meeting the Needs of Our Youngest Children*, "even in the best of circumstances, the newness of the parental role,

coupled with the child's rapid development, make the parents' job demanding and at times overwhelming." The Parent HelpLine provides immediate counseling, advice, information and referral services to overwhelmed parents and others concerned for the welfare of children. Since its inception six years ago, responders for the Parent HelpLine have answered 18,345 calls. In its most recent year of operation, over 7% of callers lived in rural locations and over 2% of callers were Spanish-speakers.

4. Service Goals: Describe your service goals and how you will measure achievement of those goals. You will report the outputs and outcomes in progress reports.

Birth To Three defines service goals for the Parent HelpLine both in terms of quantity of calls received and quality of service provided. Between July 2008 and June 2009, the Parent HelpLine received 2,597 calls. Although caller satisfaction data is not yet available for this timeframe, during the past five years, surveys have indicated that between 97% and 99% of callers have been satisfied with the service received from the Parent HelpLine. Given this data, Birth To Three intends to meet the following service goals over the next three years:

- Serve a minimum of 1,250 callers in the last six months of 2010;
- Serve a minimum of 2,500 callers in 2011 and 2012;
- Satisfy between 97-99% of callers during the entire funding period.

We survey every fifth Parent HelpLine caller to gather information about caller satisfaction with the assistance received, language preferred, and whether previous calls were made to the Parent HelpLine. Survey questions are worded to maintain caller confidentiality, and our Parent Educators are trained to be culturally sensitive in their interactions with callers. The database is maintained and monitored through an agreement between United Way of Lane County and Lane Council of Governments, and overseen by United Way's project staff.

5. Community Return on Investment: Describe the return on United Way investment. Include such factors as demonstrated cost-effectiveness and efficiency of delivery; leveraging of other financial investments; methods to avoid problems that would cost more later. How does your agency's work improve the effectiveness of the human services network in Lane County?

The Parent HelpLine is key to integrating the work of human service providers throughout Lane County. The Parent HelpLine's professional responders enable callers to receive immediate assistance with issues that, if left unattended, might otherwise manifest as much more serious and expensive problems, including child abuse and neglect and peri-natal mood disorders.

A 2007 report prepared for the Pew Charitable Trust indicates that children who have been abused or neglected are more likely to experience adverse outcomes throughout their life span in a number of areas:

- Poor physical health (e.g., chronic fatigue, altered immune function, hypertension, sexually transmitted diseases, obesity);
- Poor emotional and mental health (e.g., depression, anxiety, eating disorders, suicidal thoughts and attempts, post-traumatic stress disorder);
- Social difficulties (e.g., insecure attachments with caregivers, which may lead to difficulties in developing trusting relationships with peers and adults later in life);
- Cognitive dysfunction (e.g., deficits in attention, abstract reasoning, language development, and problem-solving skills, which ultimately affect academic achievement and school performance);
- High-risk health behaviors (e.g., a higher number of lifetime sexual partners, younger age at first voluntary intercourse, teen pregnancy, alcohol and substance abuse); and
- Behavioral problems (e.g., aggression, juvenile delinquency, adult criminality, abusive or violent behavior) (Child Welfare Information Gateway, 2006; Goldman, Salus, Wolcott, & Kennedy, 2003; Hagele, 2005).

Beyond the devastating loss of human capacity, child abuse and neglect places a great financial cost on society. A number of studies indicate that the total cost for services provided to address the long-term affects of child abuse and neglect in the United States is over \$1 billion. On an individual level, the State of Oregon pays \$23,692 a year to place one child in foster care. The Department of Oregon Corrections reports that the annual cost to house an inmate is \$28,389. The cost of effective prevention programs is far less, both to our children and to our society.

6. Organizational Capacity: Describe the ability of your organization to carry out services successfully and efficiently based on current resources, i.e., expertise of staff, diversity of funding streams, board composition and involvement, fiscal and governance systems, and facilities.

Since its inception, Birth To Three has provided parenting education and support to more than 87,000 Lane County parents and children. During its 31 years of direct service to Lane County families, Birth To Three has become one of the nation's premier parenting organizations. Its curricula have been widely disseminated and are now being used at more than 800 sites in 45 states and 13 countries.

Birth To Three's Parent HelpLine responders are highly qualified, professional Parent Educators with years of experience operating the call center. Birth To Three has a committed board, with sixteen directors who bring a wide array of talents and represent many different constituencies within Lane County. The board of directors is heavily involved in both the fiscal operations and fundraising efforts of Birth To Three and, together with management, oversees fiscal operations governed by best practice principles (see Attachment A for more details).

Success By Six, serving as fiscal agent for this program, works to raise funds for the Parent HelpLine through a number of avenues, including corporations, donors and

foundations. In addition, Birth To Three has recently received a commitment to extend Parent HelpLine services to citizens of Marion County in exchange for \$44,000 for the first year of service. Birth To Three is near obtaining a similar commitment from Yamhill County for \$7,000, and is working to enter into agreements with Polk, Multnomah and Washington Counties. In addition to expanding the scope of the Parent HelpLine's impact, these funds will also help support operation of the Parent HelpLine in Lane County.

7. Goal Alignment: Describe how the proposed project aligns with United Way's Basic Needs goals.

The Parent HelpLine is an exemplary provider of information and referral services used to address basic needs. By reducing the incidence of child abuse and neglect, the Parent HelpLine directly addresses two of the needs indicated in the Request For Proposal for Basic Needs: child health and safety. As indicated earlier, not only do child abuse and neglect endanger the lives of children, they also impact both the short-term and long-term health of impacted children. Because the Parent HelpLine also connects callers with human service providers throughout in Lane County, it addresses other basic needs such as the need for food, clothing and shelter.

8. Collaborations: Describe collaborative or innovative aspects of this service. Considerations may include partnerships that meet the holistic needs of clients; how your approach demonstrates systems thinking; how you enable clients to access a broad range of services; how these services leverage existing community resources and access new resources.

The Parent HelpLine provides an efficient, one-stop portal to human service providers for Lane County families and others concerned with the health and well being of children. Parent HelpLine staff can immediately connect callers to any Lane County service provider, and can respond to crises immediately by connecting callers with qualified response workers. Because the Parent HelpLine is available free county-wide, it provides Lane County residents with one of the best methods for access to services.

9. Alignment of Services with Values: Describe how services align with United Way of Lane County's values (See the overview).

The Parent HelpLine aligns with a number of United Way of Lane County's values:

- Integrity: The Parent HelpLine operators work with the utmost care to ensure that callers are treated in a confidential, respectful and culturally appropriate manner.
- Impact: The Parent HelpLine has a tremendous impact on the efficient provision of human services in Lane County by directly connecting callers to the human service agency that can best address their concerns.
- Diversity/Inclusiveness: Parent HelpLine staff are able to work with Spanish-speaking individuals contacting the Parent HelpLine.
- Community Leadership: As the entry point for thousands of families to Lane County's full array of human service providers, the Parent HelpLine brings people together in ways that help solve community concerns promptly.

Basic Needs Application

Proposed Services BUDGET

(fill in the green cells)

Agency Name:

Birth To Three

Proposed Services:

Parent HelpLine

	Prior 12 Months	Future 12 Months
REVENUE/SUPPORT		
United Way Funding/Request (do NOT include Donor Designations)	\$29,022.00	\$30,000.00
Public Support: Contributions/Fundraising Events (include Donor Designations)	\$31,022.00	\$17,397.92
Government Funding - LaneCare Foundation/Corporation/Other Grants or Major Gifts	\$10,000.00	
Program Service Fees or Membership Dues		
Other Revenue: Marion and Yamhill Counties for Future 12 months		\$44,100.00
Total Revenue	\$70,044.00	\$91,497.92
	Actual	Anticipated
EXPENSES		
Personnel Related	\$59,360.00	\$77,540.92
Client Assistance		
Other Direct Program Expenses		
Administrative Overhead	\$10,684.00	\$13,957.00
Total Expenses	\$70,044.00	\$91,497.92
NET (should be zero)	\$0.00	\$0.00

What percent of your agency budget do these proposed services represent?	6%	7%
What percent of your agency revenue is the United Way request?	2%	2%
Number of employee FTE's (full-time equivalents) in proposed services?	1.41	2.26
Percentage United Way request to overall proposed services revenue	41%	33%
Administrative overhead percentage applied to proposed services	18%	18%

Completed by:

Mika Singer, Managing Director