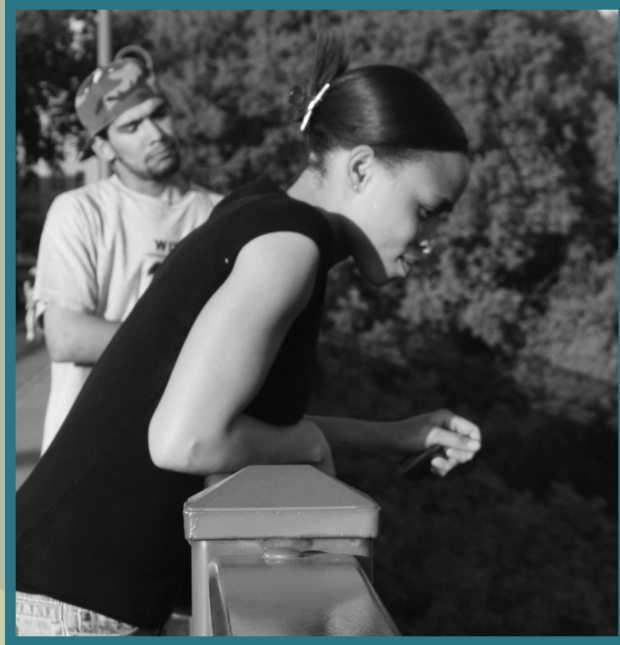


# GENESIS II FOR FAMILIES

ANNUAL REPORT



TRANSFORMATION

INNOVATION

DYNAMIC LEADERSHIP



GENESIS II  
FOR FAMILIES

# MISSION | GOALS

**GENESIS II'S MISSION** is to promote social change by strengthening families and the community through programs that encourage self-determination, self-sufficiency, and healthy family lifestyles. Our focus is on helping families break free from cycles of violence through intensive and comprehensive parent education and life skills training.

## GENESIS II'S OVERARCHING PROGRAM GOALS ARE TO:

- ▶ Eliminate child abuse and neglect by parent(s);
- ▶ Help children reach age-appropriate developmental levels;
- ▶ Improve parenting by providing parents with the knowledge and skills they need to provide a stable home environment;
- ▶ Reunify children with their parents, when safe and possible; and
- ▶ Help youth successfully transition to adulthood from out-of-home care.

## DEAR PARTNERS

As we look back on 2008 and forward to 2009, we are humbled and excited.

One of our most significant developments was the hiring in mid-2008 of our new Executive Director, Michelle Basham, who brings to our organization more than 15 years of leadership experience, including having started the first shelter for homeless youth in Minneapolis.

2008 also saw an aggressive effort to build the infrastructure of our organization. This included efforts to streamline our programs, grow our Board of Directors, and build stronger Board participation, particularly around fundraising efforts.



We also decided to merge our financial management functions with other nonprofit organizations. By joining the MACC Alliance of Connected Communities and the MACC Commonwealth, we have increased the sophistication of our financial management functions while reducing expenses and freeing up staff time to commit to fund raising.

These aggressive efforts are already bearing fruit with reduced expenses, increased fundraising success, and referrals from our major partners, including Hennepin County. Looking to 2009/2010, we know there will be challenges with the economic downturn but we are confident we have the right mission, systems, and people in place to become stronger, better, and more effective in serving families and youth in crisis in our communities.

Thank you for your continued support,

Michelle Basham  
*Executive Director*

Dan Ness  
*Board Chair*

## TRANSFORMATION, INNOVATION, DYNAMIC LEADERSHIP

With these themes Genesis II emerged from 2008 stronger than ever.

## TRANSFORMATION

Every aspect of Genesis II's mission and work leads to positive transformation in peoples' lives breaking cycles of poverty and abuse to the benefit of all concerned – parents and children alike. Here are just a few examples of the power of the transformation Genesis II's programs and staff bring to lives every day.



Youth Life Coach Alex Hermida with clients.

- *Bright Beginnings Teen mentoring Program:* Overwhelmed 18-year-old teen mom of two under two is now committed to her mentor, staying in school and planning for a bright future including college with a degree in culinary arts.
- *Next Phase Teen Parenting Program:* Disinterested, emotionally shut-down, abused 15-year-old single mother in foster care has stabilized her life, is displaying growth in her ability to express positive emotion to her son and to respond to his needs. In turn, her son is now meeting age appropriate goals for physical activity.

- *Parent-Child Interaction In-Home Therapy (PCIT):* Single father of a grieving, traumatized, 3-year-old daughter whose mother died from a drug overdose, now by understanding his child's development, has built a securely attached, loving and trusting bond with his daughter and has applied to the Goodwill Easter Seal's Fathers Project to continue his growth as a new single father.

## INNOVATION

Doing more with less. That is what the “new economy” is demanding. Innovation as seen in a new unpaid intern program is the key success story. As one non-profit chose to discontinue some of its services, Genesis II took over their in-home parenting education program with an innovative approach achieving cost savings while maintaining the services:

- By year end 2008 alone this innovation helped over 35 families get services that would otherwise have disappeared.
- Partnering with highly skilled and respected Clinical Director, George Kressin, Genesis II established a graduate and post-graduate intern program for its supervised parenting and in-home parenting programs.
- Careful, thoughtful and well-managed on-boarding resulted in a highly successful program.



- As of May 2009, the program is helping over 60 families with a waiting list of 15 families AND is providing hands-on training to the next generation of therapists.
- In addition to delivering high touch, high impact services and critical training, the program established a new cost structure that will allow the services to continue even as state and federal funding sources continue to be cut. This creative innovation drives efficiency and effectiveness in pursuit of transforming lives for the better.

## DYNAMIC LEADERSHIP

The leadership of interim Director Bernell Buchanan and the Executive Committee of the Board kept Genesis II from losing its way during a time of significant transition and search for a new Executive Director. The new leadership of Executive Director Michelle Basham promises a thriving future.

- Successfully acquiring the in-home services of another agency;
- Increasing fundraising capacity;
- Formation of an Advisory Committee to improve overall agency infrastructure and program policies;
- Building an operating reserve and improving financial stability;
- Reorganizing the agency to better meet future needs and emerging economic trends; and
- Building the Board with a focus on fundraising and financial stability.

The dynamic leadership of more than 25 staff, and 45 interns and 200 volunteers ensures every day excellence of the services provided.

## MACC/MACC COMMONWEALTH

In 2008, Genesis II joined the MACC Alliance of Connected Communities (MACC Alliance) a strategic partnership of 27 community organizations that have joined together to leverage their collective resources and voices. Joining this valuable alliance allows Genesis II to share best practices with other nonprofit organizations, to develop shared solutions for responding to emerging trends and challenges and to contract for financial services.

## TRANSFORMATION

Mother of multiple children, including a son with attention deficit hyperactivity disorder, ADHD, struggling with her unrecognized anger management issues NOW is in therapy, going to school at night, communicating well with her kids, finding more time to be with them, seeing her son excel in school, and experiencing a life totally changed for the better. All through Genesis' parenting classes and the Parent-Child Interaction Therapy Program.

## PROGRAMS

### PARENT EDUCATION:

*Family Focus, In-Home, and Next Phase* parenting programs serve 200 teen and adult parents each year with comprehensive day, evening, and in-home parent education and support. The goal is to help families at-risk for experiencing child abuse/neglect learn

positive parenting skills from the ground up, as well as how to provide a safe and stable home for their children.

Parenting programs include an extensive therapy/counseling component, intensive case management, parent education, and life skills training. Teen parent programming is targeted towards teen mothers and even some fathers who have a history of out-of-home placement and/or juvenile justice system involvement and focuses on preventing further pregnancies.



### MENTORING:

*Bright Beginnings* helps approximately 50 teens per year receive one-on-one mentoring with an adult mentor helping them adjust to their new roles as parents. Because teen parents often experience isolation putting them at high risk for child abuse/neglect they need safe and caring guides for the first critical year of their child's life.

### INDEPENDENT LIVING SKILLS:

Approximately 90 youth each year participate in comprehensive independent living skills training.

This program provides youth transitioning from out-of-home placement including foster care and correctional settings training in employment, education, housing, transportation, and medical and mental health. The focus is on preparing youth for a healthy transition to self-sufficient adulthood and on maintaining stable housing to avoid episodes of homelessness.

### THERAPY/COUNSELING:

*Genesis II's Behavioral Health Department* provides a variety of behavioral health services to more than 600 families each year. Before they can meet the physical and emotional needs of their children, parents who have experienced childhood trauma (sexual and physical abuse or neglect) need to work through their own anger, guilt, shame, or hurt about their past. The *Parent-Child Interaction Therapy (PCIT)* is a hands-on, therapeutic program to help parents and children build positive relationships, replacing the old, negative bond. In PCIT, parents learn about providing consistency and structure in their children's lives, making appropriate choices, how to nurture their child's development through play, and set realistic expectations of their child's behavior based on developmental stages.

Genesis II also provides individual, family, couples, and group therapy, and conducts psychological testing and parenting assessments for our program participants, as well as the community at-large.

### SUPERVISED PARENTING AND SAFE EXCHANGE:

An average of 250 families utilize supervised parenting and safe exchange services annually.

In cases of family separation where the well being of the child is in question, Genesis II provides on-site and in-home supervised parenting between non-custodial parents and their children in a safe, caring, and sensitive environment.

### DEVELOPMENTAL CHILDCARE:

An estimated 100 children a year participate in Genesis II's on-site, developmental childcare for clients attending other programs. Children from four weeks to five years old participate in activities that stimulate their physical, social/emotional, cognitive, and language development with the goal of preparing them to enter Kindergarten at an age-appropriate level. In addition, Genesis II operates *Buzzy Beehive*, a licensed, affordable childcare that is open to the public.



## 2008 OUTCOMES

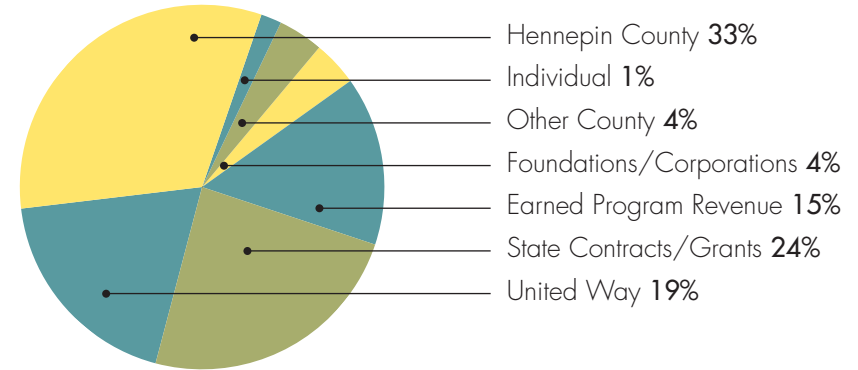
Genesis II served over 1600 individuals in 2008 from across the Twin Cities, primarily Hennepin County, throughout all its various programs.



Family Focus Case Manager Felicia Harris with client.

- ▶ 83% of clients completing one of our programs are employed, completing educational degrees, or continue in work readiness training.
- ▶ 83% of parents participating in parenting education demonstrated increased parenting skills in discipline, attending behaviors, and basic health care.
- ▶ 86% of clients completing our programs achieve a stable, non-abusive, drug-free home.
- ▶ 97% of children remained in their parents care while in programming and for two years following participation for at least three months in one of our parenting programs.
- ▶ 57% of children living in out-of-home care are safely returned to their mother's care after completing at least eight months of treatment and parenting education.
- ▶ 80% of children in our developmental childcare reach age appropriate social/emotional and literacy and literacy development

## 2008 FUNDING SOURCES



## FINANCIAL REPORT SUMMARY OF 2008 EXPENSES

Program Expenses	
Adult Parent Education	402,259
Youth Services	322,948
Supervised Parenting	173,709
Behavioral Health	108,168
Parent Assessment	86,409
Buzzy Beehive Childcare	96,449
Total Program Expenses	\$1,189,942
Management and General	108,068
Fundraising	75,045
<b>Total Expenses</b>	<b>\$1,373,055</b>

## GENESIS II COMMUNITY PARTNER OF THE YEAR AWARD WINNER

Fredrikson & Byron, P.A.,  
Attorneys Teresa M. Thompson  
and Norah E. Olson Bluvstein



# THANK YOU TO OUR 2008 DONORS AND SUPPORTERS

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Hugh J. Andersen Foundation  
Ecolab Foundation  
McKnight Foundation  
Hugh J. Andersen Foundation  
– The Next Generation Fund  
James R. Thorpe Foundation  
Target Corporation

## CORPORATIONS

Blue Cross Blue Shield –  
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RJ Ahmann

## INDIVIDUALS

Alex Hermida  
Andrea Specht  
Angela C. Schultz  
Arlene Nystuen  
Barbara Mahr  
Bart and Gwen Johnson  
Ben Sherwood  
Bernell Buchanan  
Brenda and Tom Guyer  
Brenna Healy  
Brianna Hartman  
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## GIFTS IN HONOR OF:

Kelly Chirhart by  
Katie Chirhart  
Caroline Sevachko by  
Jessica Dieseldorff  
Ken Losso by Andrea Spech

## COMMUNITY AND GOVERNMENT PARTNERS

Greater Twin Cities  
United Way  
Hennepin County  
State of Minnesota –  
Department of Human Services  
State of Minnesota –  
Department of Health  
Anoka County  
Ramsey County  
Minnesota Office of Justice

## THANK YOU ALSO TO OUR IN-KIND CONTRIBUTORS

## ADMINISTRATIVE DEPARTMENT

Michelle Basham	Executive Director
Bernell Buchanan	Associate Director
Yvonne Brown	Office Coordinator
Sajin Kwok	Development Associate

## CLINICAL AND EDUCATIONAL SERVICES

Ann Gaasch	Director
George Kressin	Contracted Clinical Supervisor
Reena Pathak	Clinical Psychologist
Angela Eischens	Mental Health Practitioner
Felica Harris	Family Focus CaseManager
Brianna Hartman	Licensed Parent Educator
Mugesi Ogongi	In Home Parent Educator
Taylor Wilcox	Teen Parenting Coordinator
Alex Hermida	Youth Life Coach

## CHILDRENS SERVICES

### Includes Genesis Program Child Care and Buzzy Beehive

Bea Pfeiffer	Manager
Sarah Delzer	Child Development Specialist
Amy Montantes	Child Development Teacher
Mackenzie Buffington	Child Development Teacher
Lynell Williams	Child Development Teacher
Takayla Pfeiffer-Parker	Child Development Teacher
Emma Siebold	Child Development Teacher

## SUPERVISED PARENTING

Jill Helgemoe	Manager
Andrea D'Amato	Supervised Parenting Specialist
Emily Peterson	Supervised Parenting Specialist
Erin Lindsey	Supervised Parenting Specialist
Sean Lewin	Supervised Parenting Specialist

## GENESIS II VOLUNTEER OF THE YEAR AWARD WINNER



Dan Ness  
Board President,  
Marketing Director  
UCare

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Community Member, Adult Educator  
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**Jada Lewis – Law Student**

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