



Chad Hendrickson
Harley Davidson



Joyce Felker
Executive Director

Message from the 2017 President Elect

Being a parent is one of the most important, rewarding, and challenging roles I have ever had. There are those “proud Dad” moments where one of my children kicked the winning soccer goal or helped an elderly person out because it is the right thing to do. Then there are also those “less proud” moments where I am left wondering what I could have done better to give my children the tools they needed to make the best choices. There is no owner’s manual when it comes to raising children and every child, parent, and situation is different. That’s why the work of The Parenting Network is so important. We provide practical programs that respect the different challenges that parents and families have. We provide real-life education and extended support to help parents and family members raise their children in safe and healthy ways.

I am proud of the work we do at The Parenting Network. As you read through this Annual report, I believe you will be equally encouraged by the positive impact we are making with the children and families we serve. Child abuse prevention begins with education and awareness. Let’s work together to ensure that every child in the Greater Milwaukee Area can grow and thrive in a safe and healthy environment.

On behalf of the families, youth, and children we serve, I want to say thank you to all of our staff, board officers and members, friends, and family who so generously support our work.

The Parenting Network does not follow a “one and done” rule. In 2017, we provided a total of 17,869 contact hours of service. On average, parents/caregivers and youth participating in prevention services, attend an average of six 1-2 ½ hour class sessions. Helpline callers receive an average of three phone consultations each and the call lasts as long as it takes to meet their need. At The Parenting Network, we value and respect the individual needs of those who reach out for our services.

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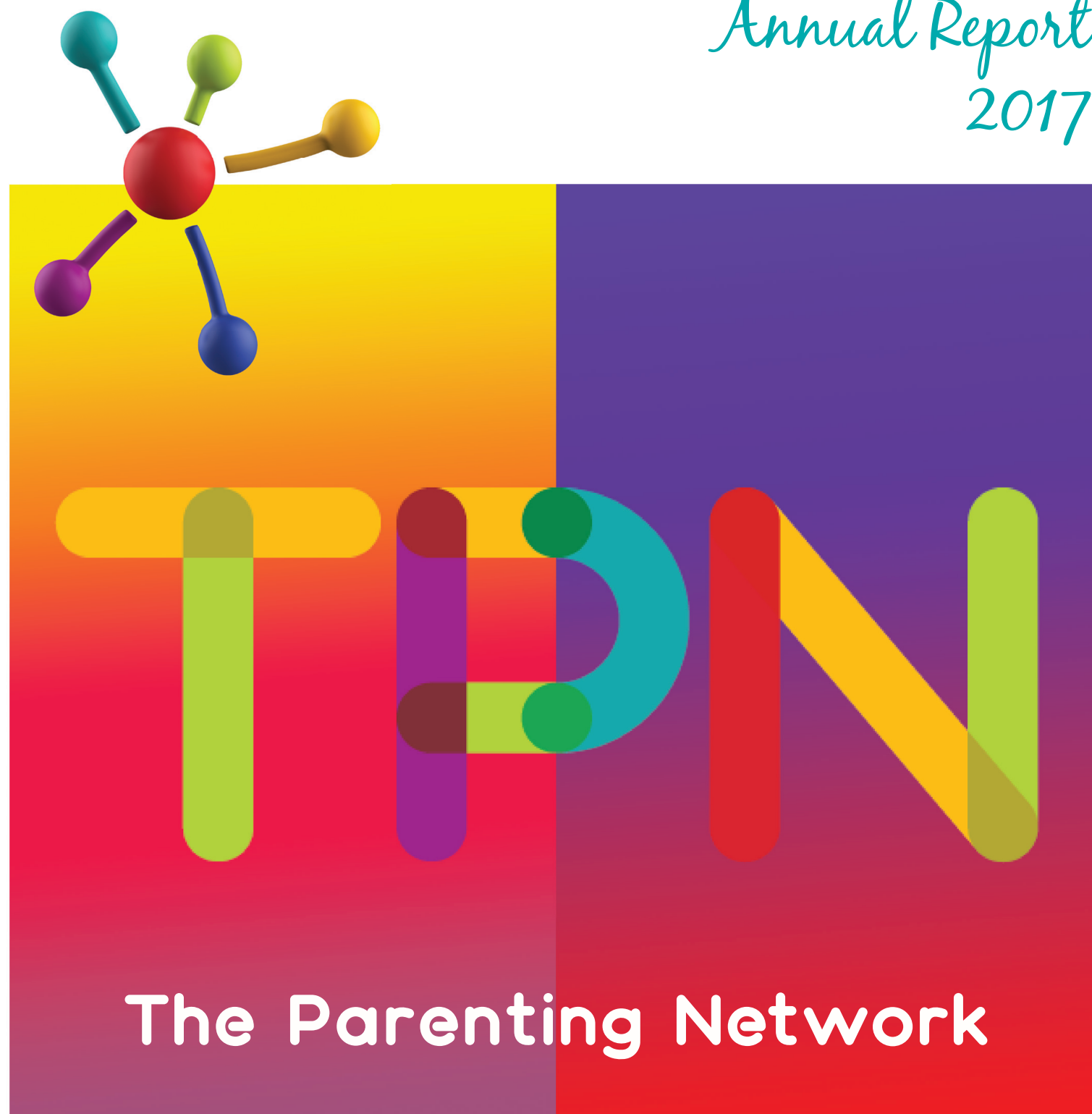
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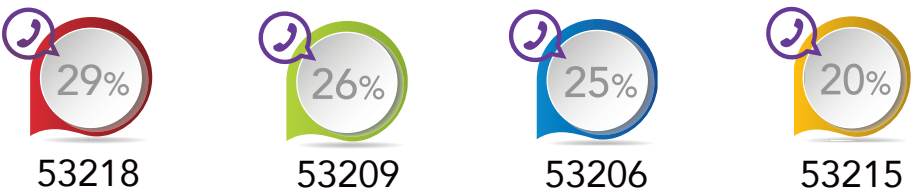
Annual Report 2017



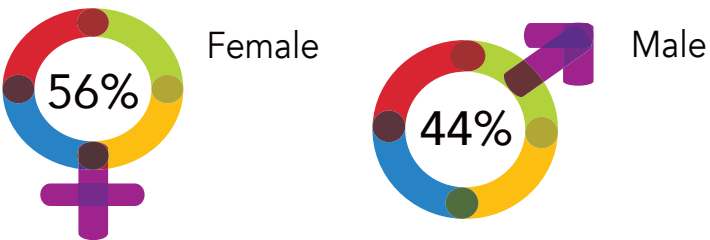
To strengthen parenting and to prevent child abuse.

2017 CONTACT SERVICE HOURS 17,869

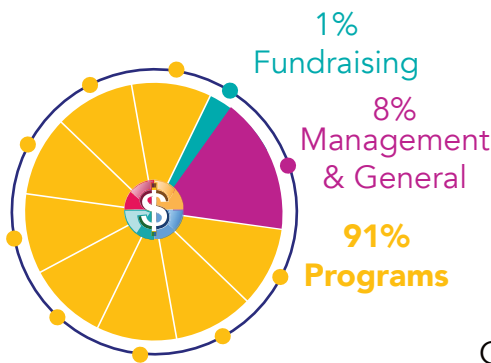
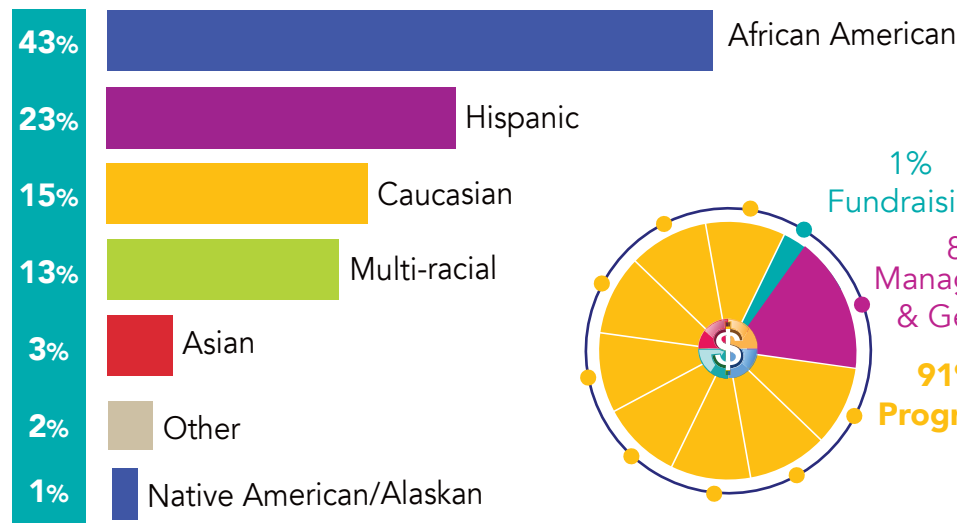
TOP 4 ZIP CODES: PARENT HELPLINE CALLERS



GENDER



ETHNICITY



GROWTH IN THE COMMUNITY

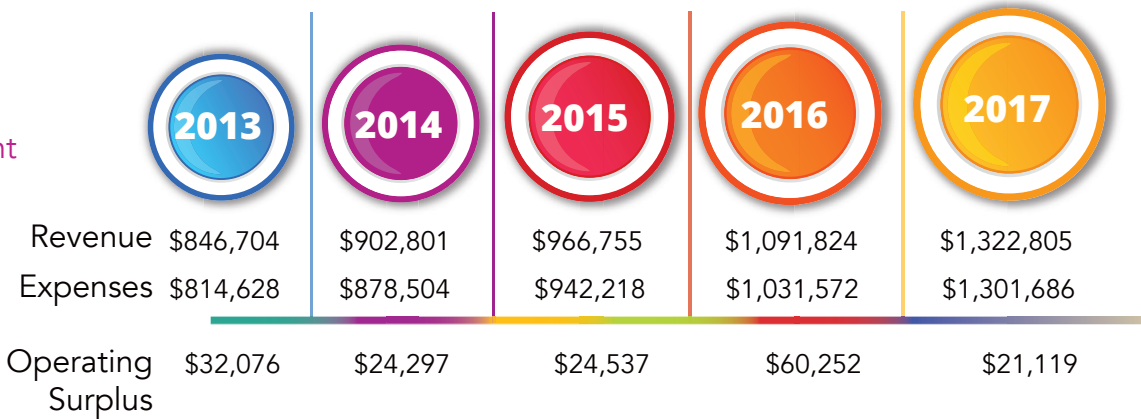
Thanks to the generous support of the Northwestern Mutual Foundation and the City of Milwaukee Office of Violence Prevention, the TPN Parent Café program continues to grow, bringing the 5 Protective Factors to parents and children in the Metcalfe Park, Harambee, and Muskego Way neighborhoods. TPN's other positive parenting programs are also reaching more parents and families because of support from individual donors and funders. *Thank you!*

Parent Cafés connected with 78 parents in 2017, with one third attending multiple Cafés. Parents build their social connections, share resources and information, and benefit from the opportunity for self-reflection. Several parents have become advocates for the 5 Protective Factors and currently serve as Parent Leaders. This program has been given the opportunity to help neighborhoods strengthen families, promote optimal child development and reduce the likelihood of child abuse and neglect.



TPN received funding from the Child Abuse and Neglect Prevention Board and United Way of Greater Milwaukee and Waukesha County to provide the Triple P Program to parents in Milwaukee County. The program offers multiple ways for parents to learn about best parenting practices through seminars, focused discussion groups, and one-on-one coaching.

Parents have remarked about the positive changes they have seen in the behavior of their child or children after having 4-6 individualized coaching sessions from an accredited Triple P coach. We are proud to say that many parents inquire about other available TPN parenting programs because they are interested in continuing to learn and grow as parents.

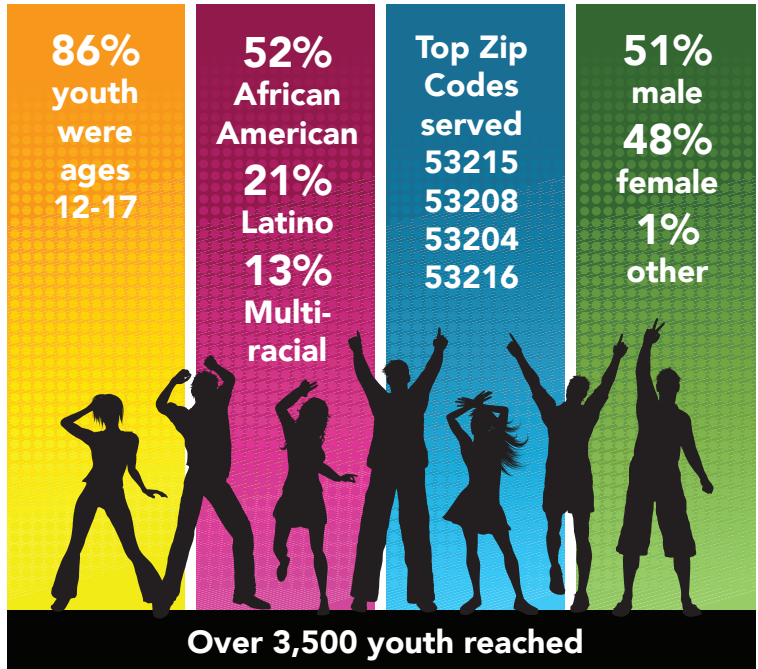


CONNECTION WITH YOUTH

The Youth Services Department conveyed important prevention messages about relationships, sexual health and life skills to students in public, private, and parochial schools in 2017, reaching over 1,500 students in 19 schools with three evidence-based programs.

During the summer, the team went into the parks, streets and schools to connect with teens and young adults with a NEW program that engaged them in conversations and encouraged them to make positive decisions. The summer campaign alone reached over 1,000 young people and will be repeated during the summer months in 2018.

Staff also touched the lives of young men and women in the Vel Phillips Juvenile Justice Center with the Paths to Success program, offering their expertise to help incarcerated youth gain the tools and skills they need to succeed.



www.theparentingnetwork.org

The Parenting Network
7516 West Burleigh St.
Milwaukee, WI 53210
Parent Helpline
414/671-0566
414/671-1750 Fax



2017 HIGHLIGHTS

- Increased from \$1M to 1.3M with continued balanced budgets and clean audits accomplished through the support of a strong board of directors, capable staff leadership, and dedicated community partners.
- Achieved a Gold Star rating on GuideStar, which is an information service specializing in reporting on U.S. nonprofit companies. As such, TPN is in the top 5% of non-profit organizations throughout the country.
- Formed a strategic partnership with the newly established City of Milwaukee Office of Violence Prevention and secured funding for the expansion of the Parent Café program to build resiliency and help people recover from trauma.
- Launched a new customized database to accurately track data and ensure data driven decision-making.

Thank you to all whose generosity helped to make 2017 a productive year for TPN. To see the many programs we offer, please visit our website. For our 2017 donor list please visit: www.theparentingnetwork.org/donors.