

## Marketing and Branding



Here are the results of the TEAM's fundraising and marketing efforts:

- Twelve grants with combined budgets of \$4 million and more than \$100,000 in other monies brought in.
- 28th Pennies from Heaven campaign raised more than \$20,000 from area children with another \$15,000 in in-kind services.
- The 2017 Service to Children Award was given to David Graley of the Hoops Family Children's Hospital at Cabell Huntington Hospital. Donors gave us \$37,650 to attend a fun-filled carnival night.
- We received and used \$12,000 in Neighborhood Investment Program (NIP) credits. We have \$14,000 in credits to offer donors in the coming year.
- We have 127 donors with 28 new donors.
- Creation and implementation of new logo.



1002

enue, PO Box 1653  
Huntington, WV 25717  
(304) 523-9587 team@teamwv.org  
www.teamwv.org

Third Av-



Report  
Card

Fiscal Year 2017

## TEAM for West Virginia Children

The TEAM envisions West Virginia as a state where all children can grow and thrive in safe, stable, nurturing relationships, free from abuse and neglect, so they will achieve their maximum potential as adults.

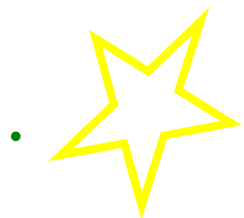
We believe (and research backs us up) that by providing children and families with information, support and resources, and by building family-friendly communities, our children will thrive.

Fiscal Year 2017 has been a busy one for the TEAM. In addition to the work we do with children and families, we moved our main office! We are in downtown Huntington in the Campbell Woods Building on the Third Floor. (1002 3rd Avenue, Huntington, WV.) Stop in and say hi; we love showing off our new space!



TEAM. The first step in this process was to develop a logo. The next step is a comprehensive overhaul of our websites.

We've given ourselves gold stars for what we accomplished in the last year. We hope you agree —here are the outcomes for our five primary programs.



We are also in the midst of a branding project. Over the years, it has become clear that more people know about our programs, than know about the

## West Virginia Infant/Toddler Mental Health Association

One of the most important influences on a young child's growth and development is his or her relationship with a nurturing adult beginning at birth. All infants and toddlers need strong families and positive early experiences in order to form secure attachments that will impact lifelong emotional and physical well-being.



West Virginia Infant/Toddler  
Mental Health Association  
*Supporting the social and emotional well-being of children*

The Association promotes collaboration among multiple disciplines that work with young children and families. There are three components to our work—promotion of infant mental health, integration of infant mental health specific core competencies, and facilitation of a national Endorsement. During 2017, our membership around the state increased by 50 percent.

We provided statewide presentations on the importance of secure attachments for children; hosted two, weeklong webinar series that had 150 participants each day with 43 counties represented; launched a social media campaign to celebrate Infant Mental Health Week; and collaborated with other state programs and initiatives.

Through a nationally recognized set of competencies, those working with and for children use a shared framework focusing on relationship practices to address the social emotional needs of all children. Work has centered around introducing these competencies to different service delivery systems and explaining how these competencies can be integrated into everyday work with children and families.

## A+ Partners in Community Outreach (PICO)

Partners in Community Outreach (PICO) is the coalition of In-Home Family Education (IHFE) providers. In-Home Family Education is available to nearly 2,000 families in all 55 West Virginia counties.

We've hired a Training Specialist. One of her first projects is to institutionalize basic trainings to enhance Early Head Start, Healthy Families America, Maternal Infant Health Outreach Workers and Parents As Teachers trainings that new home visitors complete prior to going into families' homes. The Training Specialist is also coordinating quarterly regional trainings for Early Childhood Professionals and training for Supervisors of Home Visitors.

***We're all in it together – We have the same goals.***  
— comment made during  
PICO Strategic Planning

The inaugural online *Making a Difference: Mandate to Report, Responsibility to Prevent Child Abuse & Neglect* training was completed by 28 professionals affiliated with a West Virginia home visiting program.



**Partners in Community Outreach**

*Education Begins at Home*

## A+ Western Regional CASA

The Western Regional CASA program works with children who have been removed from their homes by the court due to abuse. Victims of child maltreatment are at high risk for a host of adverse short and long-term outcomes, including shorter life expectancy, chronic health problems, mental health issues, developmental delays, poor educational well-being, and future involvement with the criminal justice system.



***I was so nervous waiting for my court hearing to start and then I looked up and saw my CASA Volunteer walk in. I knew he had my back. — CASA Youth***

The goal of our CASA program is for our CASA children to be permanently placed in a timely manner. We believe that every child deserves a safe, permanent and loving home.

In 2016, 55 CASA volunteers with the TEAM's Western Regional CASA program advocated for 258 children with an additional 591 children monitored by CASA staff. CASA volunteers donated more than 1900 hours of advocacy.

## Mountain State Healthy Families (MSHF)

**A+** MSHF provides voluntary in-home family education to new parents during pregnancy and up until the child's fifth birthday. During home visits, parents receive information about pregnancy and childbirth, child development, positive parenting, and community resources. Home visitors promote healthy parent-child relationships, build on family strengths, and remain sensitive of each family's unique culture.

MSHF is an accredited affiliate of Healthy Families America (HFA). The heart of the model is the importance of the first years of life, with nurturing relationships laying the foundation for a child's healthy development.

The goals of HFA include,

- Improving parent-child interactions
- Increasing school readiness
- Promoting healthy child development
- Promoting self-sufficiency in families
- Increasing families' access to community resources

Last year, over 3800 home visits were completed with 350 families and 310 children.



***One mom, after receiving mental health support said, I have learned to extend grace to myself in my work and parenting, which has allowed me to move ahead at my own pace.***

## Prevent Child Abuse West Virginia

**A+** The State Chapter supports safe and strong families by promoting effective programs, advocating for sound public policy, and building the public will for child abuse prevention. Through *Partners in Prevention*, the TEAM has been awarding mini grants to communities. In fiscal year 2017, 44 grants of \$5,000 were awarded to community teams that are making a difference in their communities to help kids thrive.

***We are working with a single mother with a severe drug addiction. She came to our food pantry and didn't even have running water in her home. We worked with our DHHR office to help her get into the WV Works Program and start volunteering her time at our Family Center for over 6 months. We were able to work with local churches, and organizations to get her into a better home, get her water turned back on, and get clothing vouchers for her and her daughter. She has been drug free for the last 6 months! Pocahontas Co. Partners in Prevention TEAM***

We also provided:

- Public Education and Services to 83,456 individuals
- Facilitated training to 3,875 individuals
- 68,141 pieces of educational material distributed
- Coordinated 388 public events
- Provided matching in-kind funds for their grants totaling \$145,742

