

2019

***Annual Report
to the Board of Directors***



one story. one time. one place

New Hope's 2019 Objectives and Measures of Success Annual Report Summary

November 21, 2019

What an exciting year! As outlined in the attached report, there is much to celebrate due to the focused dedication of our staff, board and volunteers. We are incredibly blessed in many ways.

I am excited to share that after years of hard work, we have reached our goal with the Stewards of Children program by reaching 5% of the Blount County population! It was an honor to announce that over 5,400 adults have been trained! What an amazing accomplishment that only a few across our country have achieved. Blount County is one of only six counties in Tennessee to reach this goal. This is a key metric in creating a safer community and it makes Blount County an even more wonderful place for children to grow up!

In addition to this, our much-anticipated new facility is well under way. After years of talking, exploring options and setting a course, it is incredible to see this come to life. As I write this, walls are being framed to house the important programs that we provide. This facility will finally allow us to implement the full model of the children's advocacy center! We are so grateful to our generous community for making this possible and I can't wait to invite you to our open house next year.

Our staff and our board continue to work hard to ensure the overall success of this agency. In addition to what I have included above, we have also:

- Written grants to obtain all new computer equipment and state of the art medical equipment;
- Provided cutting edge training to our staff;
- Created new partnerships to provide more resources to our clients;
- Obtained additional United Way funding to support our Stewards of Children Prevention program, and
- Introduced countless people to our center via tours to see firsthand the important work we do.

There is so much more to read in the full report. I hope that you will take the time to see all that has been accomplished by our wonderful staff and board of directors. We could not do this work without the generous support from our community. This report clearly emphasizes that our collective efforts are making a difference, moving us forward as an organization and positively impacting countless lives both now and into the future.

My sincerest thanks,

Tabitha Damron, LCSW

Executive Director

To provide an accredited child friendly place for forensic interviews, medical exams, advocacy and counseling services

Rating Based on Actual Outcomes: Exceeds

2019 Objectives:

- Complete construction and transfer operations to the new facility.
- Complete Community Campaign.
- Maintain all equipment as needed.
- Begin to update policies and procedures as they pertain to the new facility.
- Assess equipment, security and furniture needs for new facility.

Actual Outcomes as of December 31, 2019:

Our New Facility

We certainly met our share of challenges this year. One of the wettest winters on record prevented us from moving forward as quickly with this project as we would have liked. The perception of our progress was further impacted by the fact that we held our ceremonial groundbreaking in April of last year, prior to completing our contract and budget with our contractor. Subsequently, construction did not begin until November. It was at this point when the rain began, hampering our project as well as many others in our area.



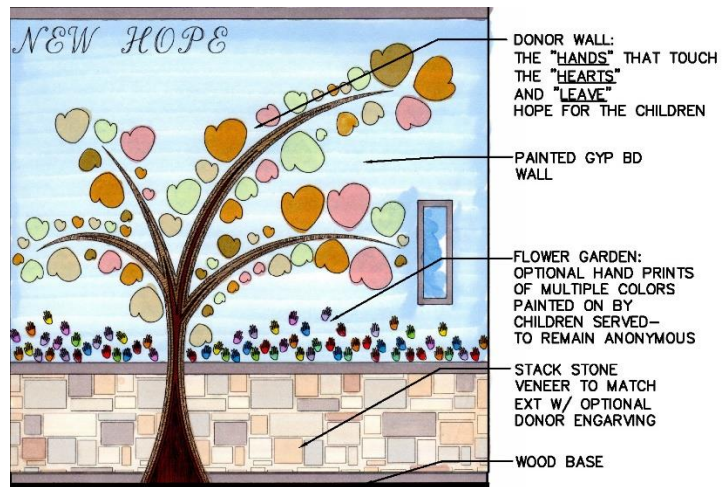
The critical first step was that our lot had to be raised two feet before we could proceed. Our contractor was able to secure the dirt for this effort with us only having to pay the transportation cost. Due to the wet weather, this resulted in us dealing with two very muddy sites. Even still, we passed the compaction test. The storm water system was also completed, the footers built, and then the slab began to be poured in September. Framing is now underway with trusses being set, and our building is starting to take shape. We have certainly been blessed with a contractor and architect

that are flexible and focused. The result will be a facility that we will be proud of for years to come!

Community Campaign

The Steering Committee has continued to work on the Capital Campaign. Decisions have been made regarding the Donor Wall and how it will be constructed. The remaining amount needed is just under \$164,000. Many donors have advised that because of the many stops and starts regarding discussion of a new building over the past 15 years, that they are waiting to see walls on this project. We believe that as the building becomes more visible that the community's excitement around this project will lead to a very successful finish to our campaign.

A beautiful tree design was created by the architect which will be constructed for our donor wall. This tree will grow with New Hope and demonstrate both the founding gifts to the building as well as the cumulative giving that supports New Hope. A brick campaign will begin before the end of the year.



Policies and Procedures Update

Because of the delay in construction, the policies and procedures related to the new facility will be reviewed by the Internal Committee next spring. This will help us to prepare for our reaccreditation process in 2021.

Equipment Maintenance, Security and Furniture

We continue to assess equipment, security and furniture needs for the new facility. We were able to receive a VOCA Enhancement Grant in January of this year that allowed us to purchase a new server and all new computers for our staff. This was made possible due to PCS providing an in-kind match of their time for the installation. They also began providing off-site monitoring of our network and training of our staff. Due to the nature of the work we do and the confidentiality of the information, this added security and monitoring is priceless for us.

We also identified the need for better long-term storage solutions for our files. We were able to make great strides toward this and began off-site and cloud storage to ensure the sustainability of the information entrusted to us. The cloud storage was made possible due to a grant from the National Children's Alliance. This will be an area we will continue to evaluate as we ensure the continuity of our files and operations.

Other security needs and furniture for the new building are currently being evaluated and priced.

To continue to develop and strengthen the human capacity to fulfill our mission and goals.

Rating Based on Actual Outcomes: Exceeds

2019 Objectives:

- That all staff will have identified and completed at least one professional development opportunity during the year.
- On a bi-annual basis conduct a staff capacity evaluation based on established metrics, current and historical demand in an effort to adjust capacity during the current year and/or plan for future years.
- Continue to develop a diverse board of New Hope, identifying key skills needed as they relate to the strategic plan of the organization.

Actual Outcomes as of December 31, 2019:

Professional Development

17 of our Child Protective Investigative Team and all our staff attended Everyday Heroes United Training (pictured left). Our staff also completed Title VI training and computer training, as well as multiple professional development opportunities during the year. We applied for scholarships for three members of the District Attorney General's Office to attend the Connecting for Children's Justice training this year as well.

See below for trainings attended by each staff member:



Tabitha Damron: Fit. Green. Happy: Ethical Consideration for things you already know; Connecting for Children's Justice Conference; Victims of Child Pornography & Human Trafficking

Danielle Reggio: About the Recession: What Nonprofits can and should do to prepare

Renee Poole: Marketing training; E-Myth- Why Businesses Fail through Pinnacle Bank; Leadership Blount; Various Fund Development/Marketing Webinars.

Diane Darby: Fit. Green. Happy: Ethical Consideration for Things you already Know; EMDR – Sand tray Protocol; Child & Adolescent Complex Trauma Conference; Regulate- Relate- Reason Conference.

Shannon Follett: EMDR Sand tray Protocol; Fit. Green. Happy: Ethical Consideration for Things You Already know; Child & Adolescent Complex Trauma Conference: Helping Generations Heal

Becki Garland: Fit. Green. Happy: Ethical Consideration for Things you already Know; Connecting for Children's Justice Conference; EMDR – Sand tray Protocol; Child & Adolescent Complex Trauma Conference

Christina Copland: 35th International Symposium on Child Abuse; Child Sex Trafficking Forensic Interview Training; Connecting for Children's Justice Conference; Predict and Prepare Evidence Presentation

Becky Rials: Navigating in the Digital World; Darkness to Light Ignite Conference

Challye Hays: Ten Steps Training by Tom Lyons; National Symposium on Child Sexual Abuse; Navigating the Digital World; Sex Offenders: What Judges, Lawyers, Investigators, and Child Advocates Should Know; Selection, Engagement, and Seduction of Children and Adults by Child Molesters; Protecting Our Children: “Advice from Child Molesters” A Child Safety and Crime Prevention Program; What Sex Offenders Can Teach Us About Interviewing; Part 1: Interviewing Children with Disabilities; Part 2: Child Interview Strategies; Child Pornography Collecting and the Relationship to Contact Offending; Victims of Child Pornography & Human Trafficking.

Sarah Cruze: Counter Trafficking Training and Awareness Summit; Victims of Child Pornography & Human Trafficking; Connecting for Children’s Justice; Regulate- Relate- Reason Conference

Hannah Grant: Counter Trafficking Training and Awareness Summit; Victims of Child Pornography & Human Trafficking; Connecting for Children’s Justice.

Staff Capacity

Last year we were able to hire a 2nd forensic interviewer. As of spring this year, she was trained and ready to conduct interviews on her own. Having a second interviewer has made a wonderful difference. Now, our team has access to an interviewer at all times. Our interviewers also have more ability to attend ongoing training and take much deserved time off.

We continue to struggle to meet the demand for therapy and hope that funding will be available, once we have the space, to hire an additional full-time therapist. The additional space in our new building will allow for us to implement other therapeutic activities for our clients such as support groups and groups for children.

Our advocates have been providing 24 hour on-call to make our space available for children in foster care for many years. However, with the possibility of Isaiah 117 House coming to Blount County, we are hoping that our advocates can return to their primary focus of assisting with interviews and therapy. We are working with DCS and Isaiah House to ensure that this is a good transition and that the needs of the children always remain the primary focus.

Finally, regarding staff capacity, we achieved a long-time goal of providing much needed health benefits to our staff, this year. Thanks to a grant from United Way and a discounted price from Cate Russell Insurance, we began with implementing a Teledoc program. This was much appreciated by our staff. For 2020, we have committed to increasing our offerings to provide a limited health care plan. We hope this will allow us to maintain our highly skilled staff and make us more appealing to future hires.

Board Development

Our governance committee did a great job this year identifying the strengths of our board and where we still have gaps. Several prospective members were given tours and provided more information about New Hope. We have three new board members for 2020, and others slated for future years when their schedules will better allow for the time commitment required by our board.

Create and maintain a sustainable financial model that allows for growth, top tier services, a healing environment, and competitive compensation.

Rating Based on Actual Outcomes: Exceeds

2019 Objectives:

- Create a development plan with specific action targets that includes the following:
 - Annual fund: produce 3 annual fund appeal letters (March, August, November).
 - Major gifts: in 2019 we will re-engage past board members and, with the help of the board, identify new prospective donors for New Hope, continue to develop specific solicitation strategies for each, and add a targeted amount of \$10,000 to the 2019 income.
 - Private Foundations: during 2019 identify, contact new foundations to bring in an additional \$5,000 toward operating expenses.
 - Implement a planned giving program.
 - Continue to build relationships with local businesses and corporations.

Actual Outcomes as of December 31, 2019:

Annual Fund

We have produced a spring mailout, summer email solicitation, and end of the year letter, with income totaling \$10,645.

Major Gifts

The Development Director, in conjunction with the Executive Director, and under the direction of Bill Pope, has continued to build relationships with a targeted audience. This audience includes 11 prospective/former donors, 22 current donors whose gifts we are working to grow, and 9 corporate donors whom we wish to re-engage, grow their giving, or introduce to New Hope. You will find a spreadsheet attached detailing those interactions.

Private Foundations

The Development Director has sent out letters of inquiry to The Danner Foundation and Appalachian Community Fund in hopes of securing additional funds toward the operating budget. At this time, we have not received funds specifically designated to operating from new foundations. We have, however, completed our budgetary goal for grant income toward operating expenses and we obtained a new United Way grant this year to support the Stewards of Children program. Other grant funds received in 2019 include East TN Foundation, Elgin Children's Foundation, First TN Bank (First Horizon Bank), National Christian Foundation, National Children's Alliance, The Department of Children's Services, Victims of Crime Act (VOCA), and others whom choose to remain anonymous.

(Pictured left to right:
Tabitha Damron, Trudy Hughes – Vice
President of Regional Advancement at
East Tennessee Foundation, and Renee
Poole)



Planned Giving

The Planned Giving program, The Harmon Legacy Society, was launched on November 16th at The Black Tie and Blue Jeans Gala. We will begin with 3 basic options: Bequest, IRA Designations, and Life Insurance. With the help of Chad Hampton, New Hope will continue to fine-tune and, in time, expand our giving options. William “Ed” Harmon has agreed to be our founding member; the program is named in his honor.



Relationships with Local Businesses

The Development Director and Executive Director worked together to maintain and grow several business relationships this year. We continue to maintain strong relationships with Clayton, who grew their BlackTie gift by \$3,000 this year, Blackberry Farm, Newell Brands, who nominated us for their annual grant this year (status pending), and many others. We are proud to have built a solid relationship with Altar’d State; one that has taken more than 2 years of work. To date, they have partnered with us on April Child Abuse Prevention Month, auction gifts, and will be partnering with us to provide 100 Thanksgiving dinners to the families we serve this year. We hope to continue to grow this sponsorship and have confirmed their volunteer involvement and use of their property for registration of our new 5K

event in 2020. In addition, we are proud to have built new relationships with SmartBank, KaTom, Maryville Monument, and Smoky Mountain Harley-Davidson.

New Hope is fortunate to have ongoing relationships with several organizations that help us raise funds. Tennessee Winter Beer Fest (TNWBF) hosted their 8th annual event in February to a sold-out crowd. This dedicated group has raised more than \$100,000 for New Hope! The Blount British Car Club held their annual British Car Show in May and invited us to attend for the 5th year as a recipient. They have raised nearly \$10,000 for New Hope and spread awareness of our mission all over East Tennessee.



(Pictured left: The Blount British Car Club. Pictured right: The Tennessee Winter Beer Fest board of directors and volunteers)

Other local supporters instrumental in raising funds for New Hope in 2019 include the Blount County Newcomers Club, Chilhowee Club, Junior Service League of Maryville, William's Cleaners, Treasure's Jewelers, Heritage High School Beta Club, K12, Yoga Shala, and Knox Brew Tours.

Finally, New Hope has received support from many local churches and other religious organizations. These organizations include First United Methodist Church Maryville, New Providence Presbyterian Church, The Church of the Good Samaritan, Ekklesia, First United Methodist Church Alcoa, and First Baptist Maryville. We are grateful for the ongoing support of so many in East Tennessee.

Relationships - Events

Our events are one important way that we involve local businesses and corporations in our mission. This year we were able to partner with several as new sponsors. All of the events received wonderful reviews from our attendees. Hops for Hope was held at the beautiful Barn at Wildwood Springs. It was a lovely evening, with great food from the Lily Barn, more brewers than ever before, and music provided by Humble Bob and the Engineers. For the 2nd year in a row we surpassed our goal for the silent auction! With 163 guests and multiple sponsors, our net income for the event was just over \$14,000 (72% of our budgetary goal). Due to this event being held during such a busy time of year and the saturation of craft brew events in our area, we have decided that this will be the final year for Hops for Hope. Our plan to replace this revenue, is to host a more family oriented 5K event called Heroes for Hope. We are excited about this new opportunity.

Bacon at the Bear was held for the 4th year. This year's event was, without a doubt, our best one yet! Dancing Bear added an Artisans Cove with local artists and craftsmen and created an exciting calendar full of food related activities. Using a generous donation from Benton's Bacon, Shelley and 10 other area chefs created an outstanding culinary experience. We had 170 attendees and a net income of just over \$25,000 (80% of our budgetary goal). We are grateful that Mark and Sharon Oldham are committed to continuing to grow this event. We believe, as they do, this event has great potential in the coming years. Community partners Roger Wilhoite and Amy Campbell donated their time and talents to create a special experience. Our goal is to make this event the premier "Foodie" event for East Tennessee!



(left to right: Roger Wilhoite, Tabitha Damron, Renee Poole, Mark Oldham, Amy Campbell, Shelley Cooper, and Sharon Oldham)

Finally, Black Tie and Blue Jeans was celebrated for the 17th year. This event was sold out in early summer, however due to Garth Brook's concert being scheduled the same night, several long-time guests were unable to attend. This made room for new sponsors and attendees, with a total of 165 guests. It was so exciting to see so many new faces and to introduce them to the mission of New Hope. Although we experienced a decrease in overall revenue, we believe that we have added new members to the New Hope family whose involvement and support will grow over the coming years. Final numbers are still being determined, the net income for this event is estimated at \$65,000 (89% of our budgetary goal).

To educate Blount County to identify and prevent child abuse.

Rating Based on Actual Outcomes: Exceeds

2019 Objectives:

- To educate 500 Blount County residents through Stewards of Children (~42 people per month). We trained 1,023 adults so far and have more trainings scheduled!
 - 5 programs through area churches or church affiliate groups- **9 completed**,
 - 4 programs to local colleges for students, staff, and faculty- **5 completed**,
 - 1 Spanish-speaking workshop- **1 completed**,
 - 4 programs to Blount County businesses- **9 completed**,
 - 4 programs to Blount County school or pre-school faculty & staff- **15 completed**, and
 - 4 programs at local restaurants, coffee shops, civic organizations- **9 completed**.
- To have 5 organizations/businesses become a Partner in Prevention- **2 new and 5 renewal applications completed**.



Actual Outcomes as of December 31, 2019:

In addition to the record number of people trained as noted above, our Prevention Coordinator, Becky Rials, with the help of her facilitators and volunteers, has accomplished so much more this year! She held a Hispanic Stewards of Children Training, placed 2 billboards up promoting Child Abuse Awareness (one in Spanish), and continued to add more agencies as Partner in Prevention. As she is always thinking of ways to increase reporting awareness, she realized that bus drivers are typically the first people to see children when they start to school in the morning or may see or hear things during their job. She worked with the schools to provide Mandated Reporter Signs to go on the sun visor for the bus drivers. She was able to provide **148 signs** to Blount County School System, Maryville City School System, Alcoa School System, Douglas-Cherokee Head Start, and Boys & Girls Club of Blount County.



Becky also engaged Tori and Sam Thomas to assist with a Stewards of Children video that would help to convey the impact that the training has on those who attend. The Blount County Stewards of Children Information Video was presented at Black Tie/Blue Jean on Saturday, November 16, 2019 as the tipping appointment announcement was celebrated. We are so thankful to all of those who contributed their stories for this video and Tori and Sam for donating their time and talents to make this happen.

This April, for Child Abuse Prevention Month, Becky organized amazing activities for the entire month. She engaged schools and new children and families through the 4 Children’s Art Shows and Receptions that she hosted. This involved 3 school districts where children were tasked with completing art around the theme of what a healthy, happy childhood looks like. The award was judged by area local artists and awards were given. Several of these pieces were gifted to the TNWBF Board for their continued support of New Hope.

She also worked with the facilitators to place **1500** blue pinwheels for the Pinwheels for Prevention campaign and hosted **3** Information Sessions on “Human Trafficking in East Tennessee”, “Navigating the Digital World”, and Coffee Talk – “Digital Natives, Digital Safety”. New Hope partnered with The Young Fables for a 2nd year for a benefit concert and shared about our prevention activities at our booth at The Kite Festival. At least 192 people were reached as a result of these additional outreach activities.



To increase awareness within our community of the goals, mission and successes of New Hope.

Rating Based on Actual Outcomes: Meets

2019 Objectives:

- Quarterly print ad
- Weekly social media posts
- Increase social media followers by 5% on all platforms
- Monthly YouTube channel posting
- Quarterly newsletter
- Increase legislative advocacy of board members.

Actual Outcomes as of December 31, 2019:

- New Hope was featured in VIP Knoxville for their May edition and September edition. We were featured in The Daily Times on 11/18, 10/1, 7/22, 7/8, 6/6, 4/2, 2/21, & 1/5.
- New Hope was highlighted on WBIR's news cast and featured as their cover story for hitting the 5% Tipping Point for Stewards of Children. In addition, we were given coverage on several local news stations to promote events including: Child Abuse Prevention Month, TNWBF, Hops for Hope, and Bacon at the Bear.



(VIP Knoxville above – pictured left to right, Dr. Jenny Smith, Nediva Award Recipient – Steve Fillmore, Renee Poole, and Tabitha Damron)

- On Facebook, we are averaging 4 posts per week. On Instagram, we are averaging 1.5 posts per week. On Twitter, we are averaging 1 post per week. The Development Director and the External Committee worked together to implement a #ThankfulThursday Instagram campaign this year to increase followers and engagement in our social media. This further benefitted New Hope in strengthening relationships with many of the people and local businesses featured.
- YouTube and Facebook followers have increased by 15%. Twitter followers have increased by 5%. Instagram followers have increased by 6.5%.
- YouTube postings to date have occurred in January, March, April, May, July, & July.
- Quarterly newsletters were sent in January, May, and August, with the last letter scheduled for November in conjunction with a Black Tie and Blue Jean recap.
- The External Committee has been tasked with identifying and reaching out to local legislators. We have identified Jerome Moon, Bob Ramsey, Tim Burchett, & Art Swann. We plan to assign External Members to reach out to them. As Tim Burchett was the only legislator not previously affiliated with New Hope, the Development Director attended an event to introduce New Hope to Mr. Burchett and is coordinating a tour of New Hope.

