



New Hope's 2021 Objectives and Measures of Success
Annual Report Summary

December 31, 2021

We are so incredibly grateful this year! We finally moved into our new building, and it has truly served as an additional tool for the healing of our clients. It could not have come together at our better time for our clients, our staff, and this community. As we came out of 2020, we saw our referrals begin to climb. Children were back in school, back in sports and other activities, and had access to trusted adults outside of their home. As a result, we performed more forensic interviews than ever before. The demand for our specialized therapy also grew to numbers we had never seen. We were so thankful that, this new building, allowed us the space we needed to expand to meet this growing need and serve more children than ever before.

This past year was extremely busy, but it did not stop us from doing many other wonderful things such as:

- Introduce a new brand and a new logo;
- Create new partnerships and exceed sponsorship goals for our events; and
- Introduce many new people to our services via our “Through Jamie’s Eyes” Tours to experience our programs through the eyes of a child.

There is so much more included in the full report. I hope that you will take the time to see all that has been accomplished by our staff and board. We feel so fortunate to be a part of a community that truly has a heart for children and understands the importance of investing in their healing. This report shows how we are doing just that and making Blount County a wonderful place to live now and in the future.

My sincerest thanks,

Tabitha Damron, LCSW

Chief Executive Officer

In Loving Memory

This report is dedicated in loving memory to our dear friend Kahren White. Kahren served on our board for many years and created our former tag-line of “One Story. One Time. One Place.” We are honored that her family chose us to receive donations in lieu of flowers and we will be working with them to create a beautiful tribute to her in our garden. Kahren, you will continue to make a difference in the lives of the children we serve!

In loving memory of Kahren White



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

Rating Based on Actual Outcomes: Exceeds

2021 Objectives:

- Complete construction and transfer operations to the new facility while minimizing downtime.
- Staff and team will prepare for move and clients for transition to new location.
- To re-implement the parent groups in the new facility to further support and educate the caregivers of the children that we serve.
- Continue Community Campaign.
- Maintain all equipment as needed.
- Begin to update policies and procedures as they pertain to the new facility.

Actual Outcomes as of December 31, 2021:

New Facility Update

After nearly 3 years of construction, we moved into our new facility and transferred operations in March of this year. Our staff did a fabulous job of boxing up everything in the old building and preparing for the move. We had several board members that pitched in to help us find new homes for our old furnishings and complete our landscaping at the new building to receive final approval from the City.



Because we were still in the pandemic, we continued to use teleforensics and teletherapy, which made for an easy transition. We had previously received a grant from United Way that allowed us to purchase mobile equipment to use for off-site forensic interviews. This equipment was instrumental in making a smooth transition and ensuring that our services were always available to our team.

The feedback we have received from clients and caregivers related to the building has been wonderful. They have commented that it still feels home-like and inviting, and one lady even stated, “I can feel the love and respect that went into designing this building for us.” Our team is grateful for the additional space to observe forensic interviews, and our staff have stated that the space, atmosphere, and layout designed for our unique programs has lessened their overall stress levels.



Because of the additional space, we have been able to re-implement our Parent Support Groups. Our advocates began these groups in September of this year. The group meets every Thursday at noon for one-hour sessions. The curriculum is 6 weeks long and called Positive Solutions for Families. It is an evidence-based training program designed to promote positive and effective parenting behaviors, teach parents how to promote children’s social and emotional skills, understand their problem behaviors, and use positive approaches to help children learn appropriate behavior. Our first group consisted of six

participants, and we have received great feedback from them. We plan to continue offering this series as well as explore other curriculums to use for next year.

Our community campaign is ongoing as we continue to sell bricks through our “Paver of Hope” campaign, and we intend to continue to build our reserve through planned giving.

All of our equipment has been updated with the move and our wonderful friends at PCS continue to take great care of us. Our policy and procedures, related to the new building, have all been updated.

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

Rating Based on Actual Outcomes: Exceeds

2021 Objectives:

- Continue to develop a diverse board, identifying key skills needed as they relate to the strategic plan of the organization.
- 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.
 - This year we will specifically focus on therapy and determine if A) the need exists to add an additional therapist and if so, B) determine if there is VOCA funding (or other) available to support such an addition.
- As part of the therapy evaluation above, evaluate the role of the Executive Director and determine if the creation of another director level role (such as Director of Programs) would allow further development and growth of the organization.

Actual Outcomes as of December 31, 2021:

Our board

We added three new board members that began their three-year terms this year. They have been wonderful additions to our team.

Our board has worked this year to obtain information on how to continue to improve the function and engagement of our board. Our governance committee surveyed the board on several key areas and is working to make recommendation for the upcoming year.



Staff Training

We were so excited to hold our Everyday Heroes United Conference in person at Park Vista, in Gatlinburg this year. This was the first year that **all** our Child Protective Service Workers were able to attend. We had great training and were able to have some fun team-building time, as well. We are thankful that the East Tennessee Foundation funds this training for the Smoky Mountain Region each year. It allows us to meet our annual team training requirement and interact with other teams in our region.

Our staff continue to prioritize continuing education within their busy schedules and ensure that they are always using the best techniques for the children we serve. Below is a listing of our staff and the trainings that they each received:

Tabitha Damron, CEO- Applying Positive Psychology to Leadership Strategies, Everyday Heroes, Connecting for Children's Justice, Stewards of Children; Mission and Operations; Financial Management; Leadership and Human Resources Part 1; Leadership and Human Resources Part 3

Danielle Reggio, Director of Finance & Administration - Stewards of Children Facilitator Training; Subrecipient Monitoring Under the Revised Uniform Grant Guidance; Leadership and Human Resources; Keys to Effective Communication; Everyday Heroes United Conference; Financial Management.



Vanessa Painter, Development Director - Planned Giving ABN Training; Grant Writing Ethics, & Budgets; Everyday Heroes; Stewards of Children; Inspired Fundraising Training

Ashley Fontenot, Director of Marketing & Events – Stewards of Children; Elevating Your Pitch with StoryBrand.

Christina Copland, Forensic Interviewer - Criminal Injuries Compensation; A Picture is Worth a Thousand Words: Foundational and Advanced Evidence Presentation in the Forensic Interview; Everyday Heroes; Stewards of Children

Challye Nun, Forensic Interviewer/CPIT Coordinator - Child Sex Trafficking From Suspicion to Disclosure; Presenting Evidence in the Forensic Interview; We're Just going to Talk: Presenting Your Case in Opening Statements and Closing Arguments; Supporting LGBTQIA+ Survivors and Families; When the Child Abuser Carries A Bible Part 1; Anatomical Diagrams and Dolls: Guidelines for their Usage in Forensic Interviews and Courts of Law; MDT Response to Technology Facilitated Crimes; Duck, Duck, Grey Duck: Conducting Suspect Lineup Identifications with Children; Panel Discussion: The Color of Child Protection: Racial Bias and the MDT; Stewards of Children; Interviewing Children with Disabilities; Defending the Forensic Interview in Court; Assessing Children's Statements; The Use of Interpreters in the Forensic Interview; NCAttrak Custom Reports; Preparing for Commercial Sexual Exploitation Forensic Interviews; FIT Dynamic of CST Victim interviews; Extended Forensic Interviewing

Hannah Grant, Child and Family Advocate - NOVA: National Organization for Victim Assistance, Stewards of Children

Lindsey Preskenis, Clinical Director - Field Instructor Orientation Training, University of Tennessee; Supervision Strategies for TF-CBT; Developmentally Appropriate Ways of Using EMDR with Children and Adolescents: Part 1; Developmentally Appropriate Ways of Using EMDR with Children and Adolescents: Part 2; Developmentally Appropriate Ways of Using EMDR with Children and Adolescents: Part 3; Helping Advocates Rebound from Trauma; Eating Disorder Crash Course; Everyday Heroes United; Implementing TF-CBT for Pre-School and School-Aged Children with Problematic Sexual Behavior; Sensory Motor Arousal Regulation Treatment Foundation Course; Clinical Supervision: A Person-Centered Approach.

Liza Varlan, Therapist - Foundations of Sensory motor arousal regulation treatment (SMART) Training; TraumaPlay foundational training; Helping advocates rebound from trauma (HART) training; Sexual Development: Behaviors, Identity, Trauma Across Ages 0-18; Child Sexual Abuse 101; Everyday Heroes United Conference

Hailey Schorsch, Therapist - Trauma Focused Cognitive Behavioral Therapy (TF-CBT); Integrative Parenting: Strategies for Raising Children Affected by Attachment Trauma; Eye Movement Desensitization and Reprocessing (EMDR); TraumaPlay Foundational Training; Foundations of Sensory Motor Arousal Regulation Treatment (SMART).

Cydney Cudzillo, Therapist – Stewards of Children; SMART

Sarah Cruze, Child & Family Advocate - Youth & Technology; Race-Based Traumatic Stress; The Danish Way of Parenting; Rest, Play, Grow; The Predator that Lurks-Keeping Children Safe Online; Talking to Children & Teens about Sex & Consent; Everyday Heroes United Conference.

Becky Rials, Prevention Coordinator - IGNITE; NCA Virtual Leadership Conference; Child Sexual Abuse
101

Our growing needs

This year, as we looked at our staffing needs, the board felt that our most pressing need was to move our Marketing & Events Coordinator position to a full-time Director of Marketing & Events. This would allow us to increase continuity of our events and to increase community engagement. We hired Ashley Fontenot in July of this year and she has been instrumental in coordinating our events and our rebranding efforts. Her marketing experience will allow us to maximize our return on fundraising events and assist our Development Director in growing our audience and donors.



In addition, as the board looked at the increased referrals for our services this year, they also felt it important to respond to the growing need for mental health services. Our waitlist for therapy had grown to nearly 50 clients which, although in keeping with other CAC's and local mental health agencies waitlists, was not a number we could be comfortable with. A part-time therapist was hired in August, and we are looking for ways to increase this position to full-time in 2022.

With these additions, we were not able to consider a program director, but will continue to evaluate the need and funding ability for that position in the coming year.

To increase awareness and giving within our community.

Rating Based on Actual Outcomes: [Meets/Exceeds](#)

2021 Objectives:

- To educate @600 Blount County residents through Stewards of Children.
- To have 5 organizations/businesses become a Partner in Prevention.
- Increase legislative advocacy of board members.
 - Meet with local and state legislators to discuss needs for New Hope.
- Maintain a sustainable financial model that allows for growth, top tier services, and competitive compensation.
 - Create a development plan for the year with specific targets for private foundations and increasing individual donors and major gifts.
- Create a communications plan that emphasizes brand establishment, a consistent message, and targets for the year.

Stewards of Children & Partners for Prevention Update

We have educated, thus far, **416** Blount County adults. **3** organization have become new Partners in Prevention, **5** have re-applied and been approved and **1** other prospect is awaiting approval. Nationwide there are 31 Partners in Prevention, and we are proud to say that Blount County has acquired 11 of those!

We are always in need of new facilitators for the Stewards of Children training. This year, Danielle Reggio and Melanie Sparks were trained. We have two other scheduled to receive training before the end of the year to work with us next year.

Our prevention coordinator was also instrumental in getting several groups in for our “Through Jamie’s Eyes “ Tour. Some of these groups included: Child Abuse Coordinators from Blount County Schools, Maryville City Schools, and Alcoa City Schools, First United Methodist GoDo members, and Girl Scout moms.



Legislative advocacy Update

- Thanks to the legislative advocacy efforts of our board and community, the Blount County Commission approved funding for a designated Detective for child abuse cases. Detective Doug Folmar was assigned this position and began working in this role from our new facility in July of this year. We can already see the difference this is making in coordination of cases, increased attendance at forensic interviews, and increased prosecutions. We have, however, also experienced a huge surge in child abuse referrals this year and will need to continue to advocate for at least one other detective to assist with these cases.



In addition, two of our board members, Jane Groff and Rhonda Stinnett met with Representative Bob Ramsey this year to discuss New Hope and ways that we can partner together in the future. Representative Bob Ramsey attended our Grand Opening event, and we plan to host he and several others for a legislative day next year.

Our board also participated in other legislative efforts related to the VOCA Fix bill in partnership with CAC’s and boards all over the

country. This led to the unanimous passing of the VOCA Fix Act by the Senate. Fundamentally, this is about ensuring that children get the services they need and deserve. The Crime Victims Fund that provides for our federal VOCA funding and supports three of our full-time positions was dangerously low. It will now be replenished making those facing deferred prosecution and non-prosecution agreements pay for the needs of the victims. This puts CAC services across the nation on a sustainable path for the future.



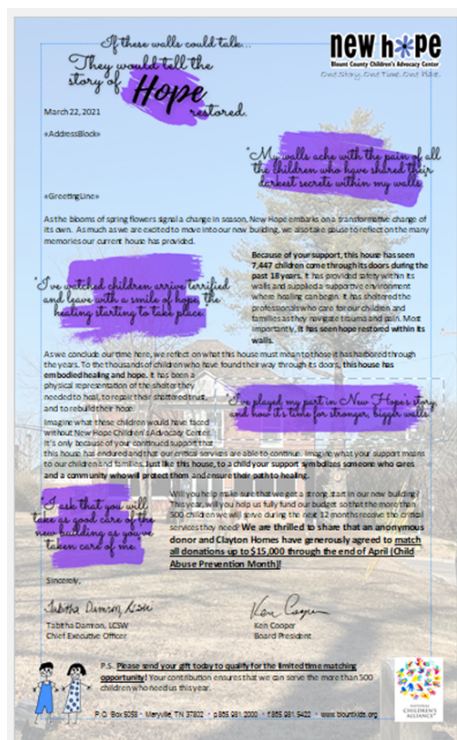
Development Plan Update

This year we were so fortunate to add Vanessa Painter to our team as our new Development Director. She has been an amazing addition and has helped to grow our funding with wonderful new ideas throughout the year. She, along with our Development Committee, created an Annual Fundraising Plan which set forth specific targets for the areas below.



Annual Fund-

This year we sent a Spring letter to donors who have given during the last 5 years. The letter focused on the transition from our Cates Street house to our brand-new facility and was formatted with photos and rich conversational text which included quotes from the perspective of the Cate Street house. These quotes were extracted with permission from Hannah Rials moving story, *If Hallowed Halls Could Speak*. The mail appeal was followed with an eblast appeal which served as a reminder of the limited time matching funds provided by a special group of donors, including Clayton. The appeal generated \$16,981 in funds in addition to the \$3,000 matching gift from Clayton. This exceeded our budget for the entire year! In addition, we have a second mailing scheduled for Thanksgiving week, which is another photo rich storytelling piece highlighting the mural in our therapy office and the lanterns that have been incorporated into our therapy discharge process.



Major Gifts-

We began the year with a wonderful bank of prospects generated by our board. Ongoing interactions with our top prospects have been continued and several solicitations made. At this time two new major gifts have generated \$7,500 and several regularly occurring major gifts are expected to be repeated as the year draws to a close.

The board created a list of new perspective donors and several members have engaged those prospects by attending a “Through Jamie’s Eyes Tour”. Follow up is being made based on the survey results of those attendees. Already this activity has generated an interested planned gift candidate. We will continue to encourage board members to invite their prospects to our tours so that we can continue relationship deepening efforts to engage these prospects in support of our mission.

Private Foundations-

We have submitted 7 grant requests to private foundations this year and have received funding for all 7 of those grants. These included Thompson Charitable Foundation, First Horizon Foundation, Ronald McDonald House Charities (twice this year), US Bank/Elavon Make a Difference, Hutcheson Foundation, and Elgin Children’s Foundation. In addition, we received payment for a grant from Variety Children’s Charity that was awarded in 2020 and we were awarded a mini-grant from United Way. Our private grant funds for 2021 totals \$44,405. These grants are in addition to grant funds received by United way of Blount County, TN Community Cares, State of Tennessee, and VOCA.



Planned Giving-

Our planned giving webpage has been updated, along with the re-brand, and the Development Committee is assessing the best approach to growing this area that funds our building reserve fund. We

have added checkboxes to both our tour surveys and annual fund response cards indicating a donors interest in a planned gift. This has already generated some interest.

Sponsorship-

Our Development Committee has developed a new sponsorship model for 2022 which includes a concerted approach to event sponsorships as well as opportunities for non-event sponsorships and in-kind equivalent sponsorships. We expect this to yield additional sponsorship funding in future years. In 2020 our events were all very well sponsored with Heroes totaling \$16,600 in sponsorship which was 95% of budget, Bacon at the Bear was sponsored at 230% of budget with \$34,300 total sponsorship, and Black Tie & Blue Jeans is sponsored at 106% of budget at \$37,000 in sponsorship. Our grand total in event sponsorship for 2020 is \$87,900 or 109% of budget.



Individual Giving-

Our individual giving has grown this year with the addition of many new donors through multiple sources including annual fund mailing and eblast, the MHS homecoming fundraiser, and new event attendees who have been added to our contacts list. We are in the final stages of implementing a new donor management system which will much more efficiently track donor relationships and provide necessary analytics to our development team. Additionally, we have added 65+ new members to our digital newsletter list in the last 6 months. Our tours have provided a wonderful opportunity to collect new donor prospects allowing us to begin to cultivate those relationships and resulting in new donors.



Communications Plan Update

Despite having an unexpected change related to our Marketing & Events Coordinator position, we were able to hire a full-time Marketing and Events director that has been able to elevate our marketing and branding to a new level. We were so excited to add Ashley Fontenot to our staff in July of this year. She was instrumental in creating a wonderful Grand Opening and Ribbon Cutting Event for our donors, ensuring the success of our Black Tie and Blue Jeans Gala, and updating everything with our new look and feel. See below for all that she and our marketing committee have been able to accomplish this year.

Rebranding

This year, with the help of Visual Voice and our Marketing Committee, we updated our brand by rolling out a new logo and tagline ("Helping & Healing Our Children") to coincide with the opening of our new building. The new look gives us a fresh, clean, updated appearance and allows us to continue growing and expanding brand awareness throughout the Blount County community. (More on this under "Grand Opening & Ribbon Cutting.")

Social Media

We currently post 3-5 times per week (typically once every business day), with stories incorporated where and when appropriate. Our content ranges from educational "Did You Know" posts, volunteer shout-outs, and *Through Jamie's Eyes* tour promotions to specific program highlights, staff happenings, and other engaging information. All photos and graphics have a consistent look, and post copy reflects a consistent voice and tone throughout our platforms. Since July 26 and as of October 19:

- Our Facebook following has increased by 93 new accounts, or appx. 3.57%. This puts us at over 1% growth each month. If the trend continues, it will put us on track to beat a 12% increase within a full 12 months.

- Our Instagram following has increased by 75 new accounts, or appx. 12.02%. This puts us at a 4% growth each month.
- Our Twitter account has increased by 5 new accounts, or appx. 2.24%. This puts us at a little less than 1% growth each month.
- Our YouTube channel has a total of 1,886 views and 27 subscribers. Currently, videos are posted to this platform on an as-needed basis in order to archive or create a permalink.
- We have implemented a Pinterest account. This platform largely inspires action and advocacy. Our educational graphics (ex – “Did You Know” social posts) is stored on this account and clicking them takes the user directly to our website. Since beginning to track, our monthly views average about 250.
- Our Google Business Page has been viewed 3,565 times over the past quarter, with 1,475 of those being in the month of September alone. Over the past month after updating the page with our new logo and photos of the new building, our Google Business Page photos have gotten 51.3% more views than “similar businesses,” and 27.9% more over the past quarter.
- Our newsletter has increased by 38 subscribers, or appx. 6.12%.
- Facebook vs Instagram reach change:

Facebook Page Reach ⓘ

20.7K ↑26.6%



Instagram Reach ⓘ

1,140 ↑150%



Cross-Promoted Event: TN Winter Beer Fest

Despite not being able to host an in-person event, the folks from the Tennessee Winter Beer Fest board were still able to raise \$25,000 to support our programs! This was accomplished through an online silent auction and “Beer for Hope.” Beer for Hope invited our incredible Tennessee brewers to brew a beer to raise funds for New Hope that could only be found in their tap rooms. This allowed additional funds to be raised while encouraging people to support these local breweries. These brewers have such a heart for the children we serve, and we are grateful for this new way to partner.

Child Abuse Prevention Month

During the month of April, we hosted various activities all over the Blount County community to spread awareness. 2500 pinwheels were distributed for the Pinwheels for Prevention gardens! That is an increase of 1,000 pinwheels. This year we did the gardens a bit differently. We wanted to highlight the statistic of 1 in 10 children being abused before the age of 18. Therefore, for every 9 blue pinwheels that were planted, we added 1 silver. We also did a new event called Ice Cream for Prevention that was hosted by Capitol Theater. We set up an informational booth and told attendees about the Stewards of Children training. Children aged 12 and under were given a free cone of ice cream. We had 179 adults and children participate. It was a



lot of fun! We also did #newhoperocks, where students at Clayton Bradley Academy and our Therapy clients painted rocks and the rocks were placed throughout the Greenbelt. This was a way to get parents and children involved in being outside and looking for our rocks. They could then keep them or re-hide them. Hopefully this helped to spark conversations between the parent and child about what New Hope does and why. We also did an educational session on digital safety presented by Street Hope TN as well as wonderful benefit concert by the Young Fables. All in all, it was a big month of awareness and more people learned about New Hope. We also hosted our Heroes for Hope 5k during this month. (More on that below.)



Heroes for Hope 5k & Fun Run

Heroes for Hope was a huge success this year. This event raised just over \$21,000. The event combined virtual with live and had 103 participants this year. It was a fun-filled day with our superheroes!



Bacon at the Bear

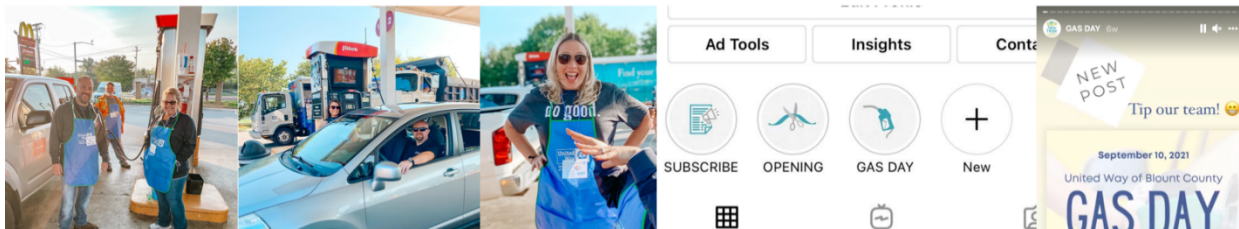
This event was a huge success this year, selling out beforehand and raising over \$14,000 *more* than anticipated. Including an artisan tent, bourbon tastings, and 6 chef stations, the event garnered the attention of at least 4 media outlets (including The Daily Times, WBIR Channel 10 News, WATE Channel 6 News, and VIP Knoxville Magazine) and received positive feedback from attendees. During the VIP reception, Artie Yarlett was presented with the Nediva Award and Chef Danielle McGinnis spoke about her love of cooking and her passion for New Hope. Attendees enjoyed live music from CatsAway Band, fine food and beverage, and lively conversation throughout the evening. Our social media reach hit about 7,000 accounts over the course of 5 days after the event.



Cross-Promoted Event: United Way Gas Day

United Way Gas Day took place on Friday, September 10th. After coordinating marketing efforts with our partners at PCS, Inc., we took 5th place in total donations. Since we (New Hope) served in a virtual capacity this year, our efforts were largely targeted toward social media. Our plan consisted of a

strategic mix of posts, shares, and stories. Our “Gas Day” Story Highlight on Instagram gives an all-encompassing look into this year’s promotional efforts.



Grand Opening & Ribbon Cutting

We hosted a Grand Opening and Ribbon Cutting in September to celebrate with our community supporters and Capital Campaign donors including Clayton Homes, Mr. William Ed Harmon, Blackberry Farm Foundation, and several others. What a wonderful turnout it was, with over 175 people in attendance. During the program, we heard from our CEO Tabitha Damron, Bill Pope, Mary Celeste Beall, and Visual Voice. We unveiled our new building sign with a tethered balloon reveal and gathered to cut our New Hope-logoed ribbon. Staff-led tours and various swag items were offered at the conclusion of the program. During the tour, the attendees were able to see our one-of-a-kind donor tree. This beautiful tree created by artist, Thomas Memminger, colorfully displays the donors that gave to our building fund and their cumulative giving to New Hope over the years. The three major donors, Clayton, Blackberry Farm, and Ed Harmon form the limbs with the other levels on different sized and colored leaves. This tree will continue to grow with new donors and serve as a fundraising tool for years to come. At least 3 media outlets covered the event, and social engagement was high with our total following increasing by a total of 50 new accounts and over 40 new newsletter subscribers over the following week alone.



Black Tie & Blue Jeans

Our Black Tie and Blue Jean event is our signature event, held at RT Lodge. This was our 19th year and we are excited to say that we set a new record this year! This event raised nearly \$140,000. This included three anonymous donors that contributed matching gifts for the “fund a need” section of our live auction. Our guests were given the red-carpet treatment. They were

able to pose for pictures in front of our new logo back drop. They then mingled and enjoyed tasty hors-d'oeuvres and champagne as they bid on the silent auction item. Gary Stinnett was our wonderful Master of Ceremonies for the evening and Judge Robert Headrick spoke to the attendees about the important work of New Hope. CatsAway played as we finished out the evening with smores and cider around the outdoor firepit. It was truly a magical evening! We are so grateful for everyone that came out to support us.

