

2019-2020 Annual Report
Meeting the Moment



ForkKids

Last year, ForKids touched the lives of nearly 70,000 individuals.



2020 was a year unlike any other. ForKids was more than ready to meet the once-in-a-century moment.

With many community services shrinking because of COVID, ForKids disinfected, socially distanced and doubled down to help more people. As schools closed, ForKids brought meals and educational services to children and families who count on school support. The Housing Crisis Hotline fielded an unprecedented number of calls (3000 in a single week). In a matter of weeks, ForKids added COVID-19 rent and mortgage assistance to its roster of life-changing programs and provided rent assistance to more than 1100 households. Simultaneously, we hustled to keep resources flowing, moving our all-important Children's Art Auction from a ballroom to donor living rooms.

All of this happened while we are building *The Landmark Center for Children and Families*, scheduled to open March 2021. The Landmark Center will triple our shelter capacity and dramatically expand academic opportunities for homeless and unstably housed children. This new facility can't come fast enough to help us meet the deluge of need brought on by COVID-19.

With your support, ForKids stood firm on the front lines when our families needed us most. Thank you!

Kelly Sokol
Kelly Sokol
Chair, Board of Directors

Thaler McCormick
Thaler McCormick
Chief Executive Officer



*The Housing Crisis
Hotline received 55,314 calls
for assistance.*



The Housing Crisis
Hotline increased call intake
by 47% since 2017.

Life on the Edge.

In 2018, when Allison first called the ForKids Housing Crisis Hotline, the mother of four was working as a hair stylist, holding a second job to make ends meet. Having recently made the decision to leave an unhealthy relationship, Allison found an apartment where she and her children could start over. ForKids helped with the deposit.

For the next two years, the single mom was surviving month-to-month, walking dangerously close to the edge of a financial disaster should just one thing go wrong.

Then, in March 2020, the global pandemic hit, devastating the service industry. Overnight Allison was unemployed, furloughed by both her jobs.

In April, Allison called the Hotline needing rent assistance. She qualified for unemployment, but the weekly benefits ran out after 15 weeks. Through a state Covid relief grant, ForKids was able to pay Allison's rent and the family stayed in their home.

Allison went back to styling hair this summer, earning less than half of what she earned pre-pandemic. As a low-wage worker paying over 80% of her income for housing, Allison continues to be one illness away from losing her home. Her life on the edge has become infinitely more precarious.

93% of ForKids children
are promoted to the next grade.

ForKids' services span across
14 localities and 3,000 square miles.

On average,
88% of ForKids families
attain permanent housing.

Through core programs, we assist
approximately 290 families each day.

- STAFF SPOTLIGHT -

Juanita Dowdy, CoC Program Manager, has been with ForKids for 20 years. She has seen a lot of change and worn many hats, including Bookkeeper, Finance Coordinator, Grants & Research Manager, and Senior Director of Development Operations.

Juanita is a behind-the-scenes powerhouse and the holder of vast amounts of ForKids knowledge, from agency trivia (never throw out the CEO's carrot soup) to important historical data (what grants funded the foundation repairs on Haven House in 2002).

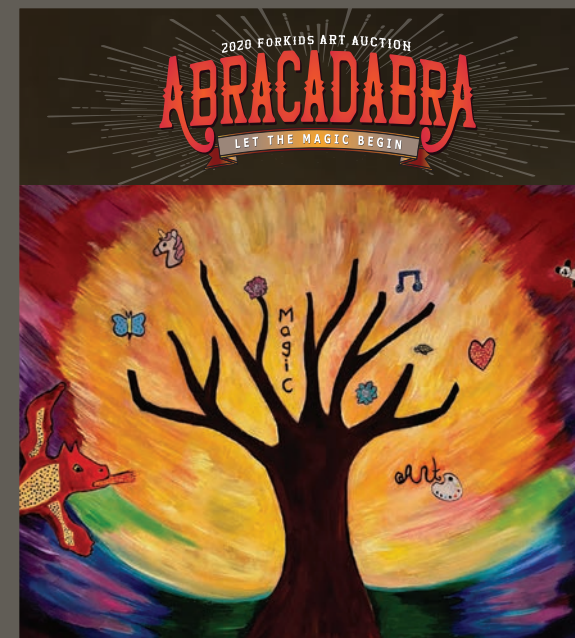


"Getting funding, holding on to funding, finding ways to make our dollars go the furthest, and representing ForKids in our community is what I love to do," says Juanita.

Juanita married husband Charles 37 years ago. They have three daughters and five grandchildren. She looks forward to the end of the pandemic so they can enjoy time together in Juanita and Charles' new home in Smithfield.



With a pandemic bearing down on the country, the 650-person ForKids Art Auction pivoted to a virtual event in two weeks.



The 2020 Auction That Almost Wasn't

The 2020 ForKids Art Auction was scheduled for March 28th. On March 13th, the Governor prohibited large gatherings in Virginia.

Historically an event bringing together 650 ForKids supporters at a “black tie or costume” gala, over \$1 million, one-third of our community contributions, is raised on this one night. Cancelling it simply wasn't an option.

With no experience in virtual events, the ForKids staff sequestered themselves in their homes to build a virtual auction environment. Board members and supporters created social media influencer videos promoting the online event.

A makeshift studio was set up by the staff at the ForKids headquarters with a MacBook Pro, two P.C.'s, a webcam, a stack of books for elevation, a microphone and two speakers. The adjacent Housing Crisis Hotline converted to an auction call center to give technical support to bidders.

At 7pm on Saturday, April 4th, with 10 people on site, including John Marshall, auctioneer, and ForKids CEO Thaler McCormick dressed in an elaborate unicorn costume, ForKids' 19th annual art auction,

“Abracadabra, Calling All Magical Beings”, went live on Facebook.

The audience bid competitively from their computers and smart phones, as ForKids staff oversaw the online chat stream made up of bidders as close as a mile away and as far as California. Two hours later, our first virtual auction was in the books. The 2020 ForKids Art Auction raised \$980,744 to keep our services flowing.



1,974 volunteers logged 17,611 hours last year.

Volunteers

200+ hours

Brandi Bailey

Sarai Bumba

Dawn Garrigus

Alex Hall

Marleise Knill

Jeffrey Martin

NPS Transition Group

Avahne Singleton

Benjamin Vaughn

Laurie Warren

Amanda Ripley

Monica Smith

Cheyenne Swope

50-99 hours

Artur Amaryan

Leslie Belton

Heather Berry

James Brown

Kristal Cherry

Jordan Clarke

Jeremy Gomez

Shavaughn Gordon

Darrius Holman

Amy Johnson

Ebony Mason-Mitchell

Tiffany Massey

Ella McCormick

Savannah Quanty

Angelo Robinson

Idalis Rodriguez

Finnan Tecleab

Steven Teel

Meghan Thayer

Eleise Theurer

Akatzrine Tsutsos

Linda Williams

ForKids served 423 children from 212 families in our education programs and 195 students in our after school tutoring program.

From March through June, the Education Team and volunteers delivered over 8000 meals to families who lost access to free breakfasts and lunches when schools closed.

Unequally Disconnected

On the afternoon of Friday, March 13, 2020, the three oldest Wilson brothers walked out the front doors of their Chesapeake elementary school, looking forward to the weekend.

As they were boarding their school bus, the Virginia Governor was issuing an executive order closing Virginia's public schools for two weeks in response to COVID-19. Two weeks later, Governor Northam announced that schools would not reopen for the remainder of the school year.

The school closing brought many challenges to the Wilson family, who had come to ForKids through our homeless shelter in 2018. They had no transportation, which meant the boys – 3rd, 4th and 5th graders - lost access to free school lunches and were unable to pick up classroom work packets. The family had no internet access at home or devices to access online learning.

ForKids Education Advocate Mary Ann Pool quickly came alongside the family to help. She delivered frozen meals and school packets to their home each week and worked with the family to obtain internet service at a reduced cost. With the help of a generous donor, ForKids provided a Google Chromebook so the boys could participate in their school's virtual learning activities and video tutoring with Mary Ann twice a week.

School buildings are the gateway to crucial assistance for families. Their closings have created a

disconnect for all students, but that separation looks very different to a financially stable family with access to needed resources than to a family of six, fresh out of homelessness, doing their best to simply survive.



-VOLUNTEER SPOTLIGHT-

NPS TRANSITION PROGRAM

During the 2019-2020 school year, if you visited Good Mojo on any Tuesday or Thursday between 10:00 am and 2:00 pm, you probably recognize these smiles.

This delightful group of high school graduates volunteered with us through Norfolk Public Schools' post-graduate program for students with intellectual disabilities. The goal of the program is to successfully transition students out of high school and into society by providing them an environment where they can learn essential every-day tasks. A partnership with Good Mojo set the scene for just that opportunity.

Our young friends arrived at Mojo twice a week prepared to work and learn. They sorted, folded, zipped, buttoned and displayed hundreds of pounds of donated clothing and household wares. While taming those piles of donations, the students experienced the comradery of working on a team and reporting to a supervisor in a retail work environment. "With Good Mojo at our side, allowing us to volunteer, there is no doubt that our students have had an enriching, educational experience that leaves them with vital information they will carry with them throughout their life," wrote NPS Transition Teacher Peggy V. Karl.

The Campaign ForKids



The Campaign ForKids goal is \$25 million. Here's where the funds will go.



The Landmark Center ~ \$17.25 million

The Birdsong Center ~ \$2.25 million

Grow Campaign ~ \$5.5 million

The Landmark Center for Children and Families, our new regional headquarters on Poindexter Street in South Norfolk, is on track for completion in early 2021.

In September 2019, despite a hurricane in the Gulf and a last-minute reschedule, nearly 150 ForKids friends came together for a Groundbreaking

Celebration. We hosted a Beam Signing Ceremony in March 2020 where ForKids kids and leaders left colorful handprints and names on a beam visible in our new building.

We have great hope that when we open the doors to the new Center, we will also celebrate the successful completion of the \$25M Campaign ForKids, which

also funded TheBirdsong Center in Suffolk and includes the Grow Campaign to support services and operating infrastructure. With \$1M remaining to reach our goal at the time of publication, we invite you to support the future of ForKids and our work.

Visit forkids.org/campaign-forkids to learn more.

When The Landmark Center for Children and Families is complete, we will triple our shelter capacity.



Diversity, equity, and inclusion

While it's tempting to look at the tragic death of George Floyd, Breonna Taylor, and many others as isolated, tragic events, ForKids witnesses daily the impact systemic racial biases have on children and families in our community. Stunning disparities in educational opportunities, access to financial services, housing choices, eviction rates, and income are just a few of the many barriers that trap families of color in poverty.

ForKids' mission of "breaking the cycle of homelessness and poverty" is founded in equity and justice. Yet this moment requires every organization to reexamine their operations to identify barriers, inequities, and biases. In May 2020, our team committed to act. ForKids partnered with the Virginia Center for

Inclusive Communities (VCIC) to administer a diversity, equity, and inclusion (DEI) survey assessing our organizational culture, biases, and disparities. Staff members participated in focus groups to identify and explore areas where we need to make changes.

How we can change and make change

From this work, we identified important first steps:

1. Train staff and board members in diversity, equity and inclusion. These aren't just buzz words to throw around. Our organization, top to bottom, must thoroughly understand how inequality is fed by conscious and unconscious biases. More importantly, we need to understand how we can change and make change.

2. Shore up our internal grievance processes to ensure staff and clients feel safe in expressing concerns and confident their concerns will be acted upon.

3. Take a fresh look at how we deliver programs and services. 85% of our families identify as people of color, and too often we speak on their behalf. How do we find ways to lift their voices?

As we learn and listen, we will identify new ways to effect racial equity. This work, like all big societal challenges, will be a marathon, not a sprint. Our commitment to racial justice must extend beyond this moment to the next, until differences no longer define our children's future.



- STAFF SPOTLIGHTS -

Louie Latu came to ForKids by way of Australia, where he was born, raised and married his wife, Desiree. Louie joined the ForKids team in 2015 when the couple moved to the States. He initially served as Family Case Manager, followed by 2.5 years as Senior Family Case Manager at Haven House shelter. These days, Louie encourages the professional growth and well-being of our staff in his role as Staff Development Specialist. "I like to help create and cultivate a working environment where people can thrive and be their best." Louie's role is critical to an organization whose frontline workers jump feet first, every day, into the challenges and stress of advocating for families living in poverty and homelessness.

Louie's time working in the shelter and seeing families move out with few or no household items led to late night conversations with Desiree and the birth of "Moms on a Mission," a group of community-minded moms who collect needed items for families coming out of shelter.

Louis and Desiree have four children and just added a new puppy, Ruby, to their family.

Stacy Moran Emergency Shelter Program Manager knows firsthand about starting over. As a child, her family experienced periods of homelessness. As an adult, she lived out of her vehicle for six months. Stacy feels her experience helps her help families. "I recognize that they can make positive life changes when they are indeed ready."

She says it is her drive to serve others that led her to an undergraduate degree in Human Services and a master's in Human Services Counseling. What's up next for Stacy? Doctor of Education in Community Care and Counseling: Traumatology. "I am two semesters away from becoming an EdD candidate!"

Before coming to ForKids, Stacy was a prison guard. Her husband, a police officer, is an Army Veteran and 9/11 first responder. She has five children, ages 23 to 4.



-PARTNER SPOTLIGHT- BIRDSONG PEANUTS

When we embarked on our campaign to fund a new Suffolk services center, George Birdsong, CEO and General Counsel for Birdsong Peanuts, came on board as Suffolk Campaign Chair. George's belief in the need for our services in Western Tidewater was fundamental to the success of the Suffolk campaign.



In FY20, Birdsong Peanuts continues to be our valued partner and community advocate for ForKids families. The family-owned business has sponsored the ForKids Art Auction for many years and was one of the first to sponsor the ForKids Field Day fundraising event held in Suffolk this year. The Birdsong Peanuts staff, along with George, spent Day of Caring laying a sea of mulch on the playground of our Suffolk Center.

Birdsong Peanuts has played an integral role in the Suffolk community for over a century and improved the lives of all who live there. We are grateful for their partnership!

STATEMENT OF FINANCIAL POSITION
YEAR-END JUNE 2020

Assets

Cash & Cash Equivalents	\$ 11,527,037
Other Assets	1,499,713
Pledges Receivable	2,528,546
Property & Equipment	11,900,627
Investments	2,112,695
Total Assets	\$ 29,568,618

Liabilities

Current Liabilities	\$ 2,075,129
Total Liabilities	\$ 2,075,129

Total Net Assets	\$ 27,493,489
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Total Liabilities & Net Assets	\$ 29,568,618 *
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Use of Funds

FY20

Management & General	\$605,224
Fundraising	732,465
Program & Services	6,403,631
Total	\$ 7,741,320

Fundraising, Management and General	17%
Program & Services	83%
Total	100%

*** Includes \$9,646,030 for The Campaign ForKids**

Financial Summary

ForKids had another extraordinary year, and I am delighted to share we received our 29th consecutive clean audit opinion.

Despite the pandemic and its challenges, ForKids never stopped providing services to the region's most vulnerable families. We creatively maintained and reimagined services in a safe environment through a hybrid of live and virtual services. As the pandemic has continued into fiscal year 2021, we are administering funding from the Rent Mortgage Relief Program assisting over a thousand families and counting that were behind on their rent or mortgage due to Covid-19.

Our fundraising efforts evolved in response to the pandemic. The annual Children's Art Auction was held virtually, and we reinvented our Golf Tournament as a socially distanced Field Day. We raised another \$3.7 million towards The Campaign ForKids, bringing the capital campaign closer to its successful conclusion. In this challenging environment, ForKids continues to be an effective and efficient steward of these funds, as demonstrated by the accompanying financial statements.

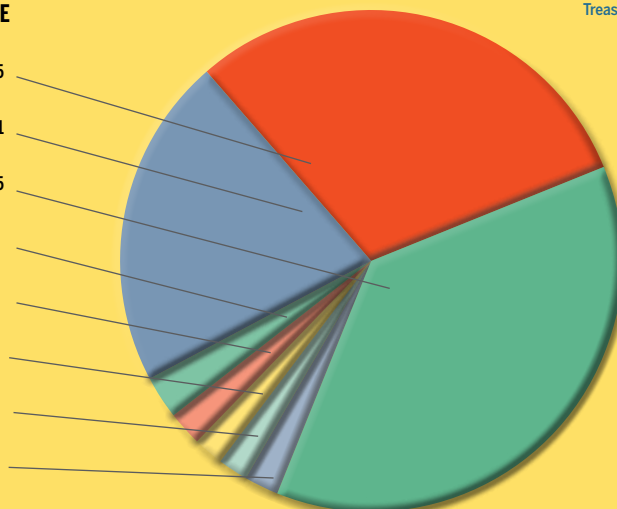
As we look ahead to 2021, we are excited for the opening of The Landmark Center for Children and Families slated for early spring. The new facility will increase our capacity for shelter, education and the Housing Crisis Hotline.

While we pray 2021 brings positive change, we know ForKids will continue to provide quality individualized client-focused solutions designed to achieve stability for families and a lifetime of success for children.

OPERATING SUPPORT AND REVENUE

Contributions & Fundraising	3,211,285
Federal Government	2,601,471
State & Local Government	1,821,695
United Way	297,107
Other Income	210,514
Contributed Property	196,451
Thrift Store	173,169
Rent & Program Fees	141,065
Total Support & Revenue	8,652,757

Jennifer Pfitzner, CPA
Treasurer



Board of Directors 2019 - 2020

Kelly Sokol, Chair
Randy Guiler, Vice-Chair
Jenn Pfitzner, CPA, Treasurer
Thaler McCormick, CEO
Nick Baum
Stuart Birkel
Terry Blevins
Jill Broome
Laura F. Calvert
Anthony "Tony" Cetrone, MD
Lisa F. Chandler
Rick Clarke
Yolanda Cooper
Lee Cross
Roland Davis
Marie Finch
Paul Gibney, MD
Keith P. Grant
Owen Griffin
Anne-Randolph B. Harrell
Nita Jain
Charles "Chuck" Monroe
Kim Austin-Peterman
Cline Reasor
Jane Short
John Stein
G. Randolph Webb, Jr

Newly Elected Directors 2020 - 2021

Jennifer Bivins
Eley Duke III
Jai Essenmacher
George Faatz
Suzan Kaufman
Blythe Scott
Mike Cummings

Outgoing Board Members

Lisa Chandler
Randy Webb
Owen Griffin
Jane Short
Randy Guiler
Keith Grant
Roland Davis

ForKids Foundation

Lloyd Taliaferro, Chair
Marie Finch
Howard Gordon
Carter Hotchkiss
Tommy Leeman
Thaler McCormick
Chuck Saunders

Campaign ForKids

Frank Batten, Jr., Honorary Co-Chair
George Y. Birdsong, Honorary Co-Chair
Helen Dragas, Campaign Champion
Paul Hirschbiel, Campaign Champion
Marie Finch, Chair
Lisa Chandler
Rick Clarke
Harry Lee Cross
Lee Cross
Martin Einhorn
Kim Simon Fink
Ray Gromelski
Anne-Randolph Harrell
Nicole Harrell
Carter Hotchkiss
Howard Gordon
Thaler McCormick
Chuck Saunders
Jane Short
Kelly Sokol
Thomas Steffens

Investment Committee

Lloyd Taliaferro, Chair
Richard Barry
Terry Blevins
Thaler McCormick

1001 Poindexter Street, Chesapeake VA 23324
757.622.6400
ForKids.org @ForKidsVa

ForKids