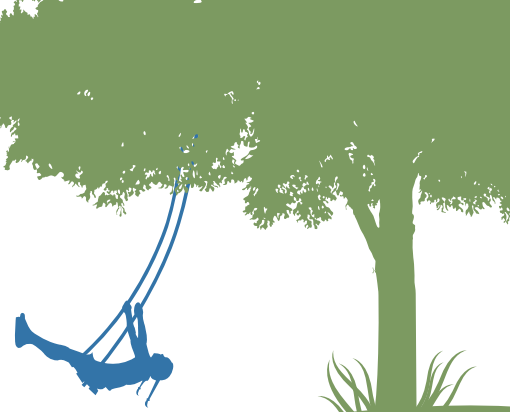




# family PATHWAYS



Sharing Innovative Pathways with our Friends and Supporters

ANNUAL REPORT 2015

**Family Paths' hard work is paying off. This year we've extended our visibility and intensified our collaboration within the community. We embrace the new opportunities that walk hand-in-hand with transition and growth.**

With the sponsorship from Oakland Rotary 3, we were able to place prominent signage on our Oakland building—including a billboard with information about our 24-hour Parent Support Hotline. At our official ceremony, we were thrilled to have Oakland Rotary President, **Linda Chew**, former Assembly Member, **Nancy Skinner**, and former City of Oakland Auditor, **Courtney Ruby**, join us to celebrate over 30 years as proud Oakland residents and more than 40 years serving all of Alameda County.

Hotline staff member, **Misty Finney**, poignantly described the experience of receiving a call from a distressed dad who, having seen our billboard pulled over his car and got the support he needed dealing with a parenting challenge; and **Erica Terry Derryck**, Director of Communications from Mayor Schaff's office, read an official Proclamation acknowledging Family Paths' contribution to the community.

As a stakeholder amidst the booming transition of downtown Oakland, we are pleased to collaborate with city council members, the mayor's office and other policy leaders representing a voice of some of Oakland's most vulnerable citizens. We advocate for all of Oakland to prosper and thrive while retaining its diversity and unique spirit.

We know that representing a diverse region such as ours is a responsibility and a privilege. We want to communicate with our community the best way possible, and in this tech savvy age we knew we needed to update our online presence. That means an exciting new website (see page 7) and making frequent Facebook and Twitter posts about the issues that matter to us most. Please follow and friend us, to be in-the-know about Family Paths, and our partners.



**LEFT:** from left to right Hon. Nancy Skinner (former California State Assembly), Linda Chew (president, Oakland Rotary 3), Erica Terry Derryck, (Oakland Mayor's Office, Director of Communications), Hon. Courtney Ruby (former Oakland City Auditor).  
**RIGHT:** New signage, MLK side entrance.

Lastly, I want to acknowledge the transition in leadership at Family Paths as a result of the medical leave and resignation of long time Executive Director, Marcella Reeves. We fully support Marcella's decision to take care of her health and wish her a full recovery. During the past 23 years, she has been a passionate champion of our work and our staff and has helped create and sustain the culture of support we all value. We will miss her dearly and will carry on her strong legacy (see Words of Appreciation page 5). In the meantime, I will be serving as Interim Executive Director as the Board conducts a search for our next ED, and will continue supporting the amazing work of our dedicated staff as we move forward.

Barbra Silver, MFT

INTERIM EXECUTIVE DIRECTOR/CLINICAL DIRECTOR

*More than \$115,000 provided in pro bono services 2014–2015!*

# Leveraging the Playing Field for Survivors of Domestic Violence

**Family Paths' fourth Annual Women's Leadership Luncheon** was held on October 14 at the Lakeside Garden Center at Lake Merritt, Oakland. The sold-out crowd of more than 100 women, allied men and honored guests grossed more than \$13,000 for Family Paths! This was an exciting year because in addition to raising unrestricted funds, we also introduced two new traditions: holding the event in the East Bay and the induction of our first honorary chairwoman.

The decision to move the event to the East Bay was not easy. We are grateful to our founder, **Mary Brooks**, for her sponsorship that allowed for such prior success at the beautiful San Francisco City Club.



**Sudha Shetty**, keynote speaker.

In order to further our mission to serve this community and increase agency visibility, it made sense to move closer to home. To this end, we are ecstatic that we engaged more local sponsorship than ever (see sidebar), and that several local dignitaries enhanced the event with their presence and thoughtful input.

State Assembly Member, **Tony Thurmond** inspired us with opening day remarks that reminded us of Oakland's inherent beauty and strength and of the potential we each have to contribute in various and generous ways. To encourage positive growth and sustainability, Thurmond advocated increased awareness and nurturance of children—especially today's girls who will become future women leaders. Other honored guests who offered their time and generous support included the Honorable City Council members **Annie Campbell Washington** (Dist. 4) and **Abel Guillen** (Dist. 2), BART Director, Honorable **Robert Rayburn** (Dist. 4), and Oakland's City Auditor, Honorable **Brenda Roberts**. We appreciated the attendance of former Mayor, the Honorable **Jean Quan** and her thoughtful comments regarding Family Paths' dedication and service to Alameda County foster youth. We salute our public leaders for their continued service and thank them for their support.

We are grateful to **Donna Gianoulis** for returning as emcee for the second year in a row. Donna's insightful commentary complimented the inspiring keynote by **Sudha Shetty**, JD, of the Goldman School of Public Policy at UC Berkeley. Sudha's moving speech, "Leveraging the Playing Field: A Personal Journey," addressed her influences growing up in rural India, her move to the US and subsequent unwavering commitment to study law and set policy on behalf of all women, especially mothers who are survivors of domestic violence.

**LEFT: Barbra Silver**, Interim Executive Director and **Tony Thurmond**, California State Assembly member. **RIGHT: Courtney Ruby**, Honorary Chairwoman and **Donna Gianoulis**, emcee.

Internationally and in the US, she has researched and championed the protection of women and children and instituted career-path programs for women survivors striving for economic self-sufficiency. Our thanks to Sudha and her colleagues at the GSPP for supporting our event and their larger contributions in line with Family Paths' vision of **a safe home for every child**.

Additionally, The Honorable **Courtney Ruby**, Oakland's former two-term City Auditor, held a special role as this year's inaugural honorary chairwoman. We created and presented this award to Ms. Ruby for voluntarily approaching Family Paths' earlier this year and asking, "How can I help?" What ensued has become a fruitful friendship wherein Ms. Ruby has stepped up to advise, consult and make public appearances on our behalf. During her moving acceptance speech, she personally thanked Family Paths for the hotline support our staff provided when she and her two adopted boys "became a family overnight." We honor her commitment to her chosen family and to this community, as we thank her for her courage, transparency, leadership and public support in service of Family Paths.

And lastly, but certainly not least, Family Paths extends our heartfelt thanks to our sponsors, in-kind donors and those of you who attended our luncheon—many as repeat supporters! We look forward to continued partnerships in 2016 and we are already taking suggestions for an engaging woman leader to be our next Keynote.

If you can recommend someone who would be a great addition to the Family Paths' Women's Leadership Luncheon series, kindly contact **Kimberly Cohn** at [kcohn@familypaths.org](mailto:kcohn@familypaths.org).



# Women's Leadership Luncheon Special Report: The VIP Garden Tour

By Michael Valva

**The recent Family Paths 4th Annual Women's Leadership Luncheon was a lovely affair. The sold-out event was illuminating and inspiring to all in attendance.**

**As an added benefit, those who had purchased VIP tickets were treated to a personal, guided tour of the Lakeside Park Garden along the shore of Lake Merritt near Children's Fairyland. Not one, but three different guides—including Oakland City Parks Supervisor Victoria Rocha and President of Friends of the Gardens at Lake Merritt, Donald Cooper—showed us through the beautiful grounds of the Lakeside Garden. The guides took the invitees through the various parts of the park including the Mediterranean Garden, the Japanese Garden, the Bonsai Garden, the Palm Garden, the Pollinator Garden, the Edible Garden, as well as a visit to the Bee Hotel and the kids' play area.**

**The highlights included a tiny yet fully mature Redwood Tree growing in a small pot, a 1600-year old native plant from the Mohave Desert, and a small tree once presented to Abraham Lincoln at the White House, although he was a bit too busy with the war to accept it. These are just a few examples of the many treasures waiting there for all to see and appreciate. As Mr. Cooper mentioned at the start, it is indeed a hidden treasure of which even native Oaklanders remain unaware. Obviously having a guided tour was a special treat and the VIP guests of Family Paths were most appreciative of the invitation and experience.**



## Words of Appreciation for Marcella Reeves

Executive Director from 2007–2015

Upon hearing of Marcella's resignation due to health issues, I have reflected on how many years of service she has given Family Paths, how many relationships she has cultivated, and how lucky I have been to have had her as a mentor.

Marcella has always been deeply committed to the clinical work, the employees, the board and the families that Family Paths serves. She has been willing to make necessary changes to programs to increase sustainability and find ways to keep up with trends in the industry while complying with county and state requirements. Consistently, she has gone to bat for Family Paths employees to have solid salaries and benefits and has looked for the right fit for every position in the agency.

I have always been impressed by Marcella's thoughtful management style, her strong commitment to diversity and cultural competency, and her ability to negotiate challenges with dignity and respect.

After all the years of dedicated service, the Board of Directors fully supports her prioritizing her health and well-being and wishes her a complete recovery.

Maya Hart, MFT  
Vice President  
Family Paths Board of Directors

## Thank You to Our Sponsors!

A.C.T.

ABC Security Services, Inc.

Anne Spanier

Children's Fairyland

Friends of the Gardens at Lake Merritt

Goldman School of Public Policy

Kimbo Prichard

KUME Foot Spa & Tea Bar

Martha Winnacker

Oakland Public Works

Organic Bliss Spa

Steven Mack

Sweet Bar Bakery

KAISER PERMANENTE® thrive

L A N E PARTNERS





# 2014-2015 ANNUAL REPORT

## 2015 FINANCIAL OVERVIEW

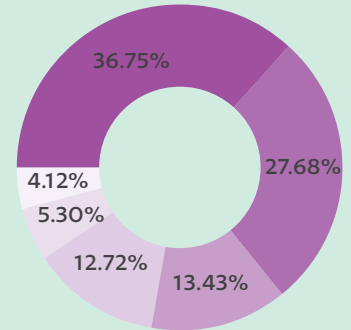
| SUPPORT AND REVENUE       |                    |
|---------------------------|--------------------|
| Contract Revenue          | \$4,960,256        |
| Program Revenue           | \$49,283           |
| Grants Revenue            | \$36,845           |
| Donations And Fundraising | \$36,506           |
| In-Kind Service Revenue   | \$197,737          |
| Building Income           | \$49,899           |
| Remainder Trust           | \$46,481           |
| <b>Total Revenue</b>      | <b>\$5,377,007</b> |

| EXPENSES                       |                    |
|--------------------------------|--------------------|
| Salaries And Benefits          | \$4,228,295        |
| Operating Expenses             | \$910,736          |
| Building Operations            | \$129,704          |
| <b>Total Ordinary Expenses</b> | <b>\$5,268,736</b> |

| CHANGE IN NET ASSETS            |             |
|---------------------------------|-------------|
| Net Assets At Beginning Of Year | \$2,399,603 |
| Net Assets At End Of Period     | \$2,507,874 |

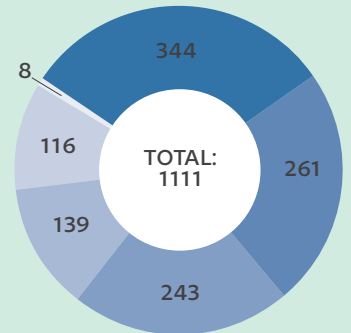
## DEMOGRAPHICS

|                         |        |
|-------------------------|--------|
| African American        | 36.75% |
| Hispanic/Latino         | 27.68% |
| Multiracial or Biracial | 13.43% |
| White                   | 12.72% |
| Asian/Pacific Islander  | 5.30%  |
| Other                   | 4.12%  |



## TOTAL CLIENTS BY PROGRAM

|  |             |
|--|-------------|
| FIT + ECMH                             | 344         |
| Parent Education                       | 261         |
| Head Start - FP only                   | 243         |
| TIPS                                   | 139         |
| CalWORKS                               | 116         |
| Family Support                         | 8           |
| <b>TOTAL (excluding hotline calls)</b> | <b>1111</b> |



LEFT: Dad and son in Family Yoga class. RIGHT: Family Paths' Staff at new signage Ribbon Cutting

We received a total of 6022 hotline calls in 2014!

## 2015 CLIENT SURVEY FEEDBACK

89%

Eighty-nine percent of youth surveyed learned new ways to help calm down when they get upset.

71%

Seventy-one percent of youth reported they were doing better in school.

80%

Eighty percent of youth reported feeling more supported by their caregivers.

81%

Eighty-one percent of caregivers reported seeing improvement in their child's mood or behavior.

84%

Eighty-four percent of caregivers felt better able to handle the challenges of parenting.

88%

Eighty-eight percent of caregivers reported having a better relationship with their child/children.

*"[Family Paths] has helped in my healing process. Very helpful, insightful and caring therapists. I would recommend these services to friends and family. Thank you."*

*"Me gusta que la consejera de mi hijo trabaja con toda la familia. (I like that my child counselor works with the whole family)."*

*"I am glad to have found Family Paths. My son has definitely benefited from the services provided and I recommend Family Paths to every family that needs help. Great people and work. Thanks."*



## Board of Directors

Willard Ogan  
PRESIDENT

Maya Hart  
VICE PRESIDENT

Martha K. Winnacker  
SECRETARY

Anne Dixon  
TREASURER

LaToya Bradford  
MEMBER

Katie Fisher  
MEMBER

Yvette Renteria  
MEMBER

Wanda Thrower  
MEMBER

### SENIOR LEADERS

Barbra Silver, MFT  
INTERIM EXECUTIVE DIRECTOR  
& CLINICAL DIRECTOR

Lyda Mata  
CHIEF FINANCIAL OFFICER

Christopher Palmer  
DIRECTOR OF TECHNOLOGY

# Thank you to our Donors!

## July 2014–June 2015

### Diamond ±\$15,000

The San Francisco  
Foundation

### Gold \$5,000–\$10,000

Children's Support  
League of the  
East Bay

East Bay Gives  
Raymond James

Ruth Arnhold  
Endowment Fund  
(via The East Bay  
Community Foundation)  
Yoga Dana Foundation

### Silver \$1,000–\$4,999

Ann & Jack McCarthy  
Bill Graham  
Memorial Foundation  
(via Jewish Community  
Federation)

HKIT Architects  
KPMG

Lynette Pang &  
Michael Man

Martha Winnacker  
Osten Colbert

The Bergen Chilcott  
Family Foundation

The Rotary Club of  
Oakland #3

Van Huisse Family  
Charitable Fund

### Bronze \$500–\$999

ABC Security  
Service, Inc.

Anne Dixon  
Anne Spanier &  
Theodore Frey

Brad Peters  
Danielle Sellers  
Joyce LaMar  
Kimbo Prichard

LaToya Bradford  
Laura Milner

Marcella Reeves  
Nike Inc.

The Prudential  
Foundation

Wells Fargo Community  
Giving Campaign

Yuri Damitz

### Partners \$250–\$499

Catharine Moran  
Cynthia &

Michael Attiyeh  
Dara Youngdale &

Steven Lovell  
Gail & Rick

Stephens Fund  
Heidi Giordano &

Helen Ortiz  
Jack & Mary Reaugh

Jim & Janet Van Huisse  
Katie Fisher

Kitty Bernick  
Lorraine Mann &

Victor Silverman  
Minhdung Ta

Phyllis Lorenz  
The Mann Family Trust

Willard Ogan  
Yvette Renteria

### Friends \$25–\$250

Al & Barbara Peters  
Alexis Azzam

Andrew Park  
Andy Hawkey

Angela Dant  
Angela King  
Annette Hart  
Arnold Mammarella

Aubrey Carrier  
Barbara Lewis  
Barbara West

Barbra Silver  
Beth Dickson  
Beyond Efficiency

Briana Moore  
Celeste & Brian Stanley

Christopher Palmer  
Cindy Brown

David Mayeri  
Debbi Sack  
Debora Roca

Dennis Clark &  
Karin Peterson  
Diana & Mitchell Shiver

Donald Cohn  
Donna Kaplan  
Donna Potter

Donna Gianoulis  
Elizabeth Fair  
Elizabeth Pentecost

Ellen Auriti  
Erica Pagels  
Erin Thompson

Gail Block  
Hannah Jacobs  
Health Concerns

Shayn Ho  
Hugo Roca  
J. Beth Macisaac

James Appel  
Janet Beaty  
Janis McNair

Jean Zoch  
Jeanie Morrow  
Jenny Mountjoy

Jill Boyce

Jill Silver  
John Lockhart McCarthy  
Judith Erickson  
Julianne Rositas

Karin Alvarado  
Kathlee Carlson  
Kerstin Fischer

Kim Harley  
Kimberly Cohn  
KP Financial Services

Lesley Sternin  
Lois Gray  
Lorraine Allen

Lyda Mata  
Madeleine Marcus  
Martin Gregory

Mary Brooks  
Mary Ciofalo  
Mary Louise Flynn

Maya Hart  
Melanie Hunter  
Michael Smith

Michael Valva  
Michael Hollinger  
Michele Tarkington

Mike Gardner  
Misa Trotman  
Monique Devost

Mr. & Mrs.  
Charles Cardwell  
Naima Hart

Nancy Morosohk  
Nannette Wilkinson  
Nora Privitera &

Mike Banister  
Pamela Zaid  
Patricia Cochran

Patricia Malone  
Paula Swiatkowski  
Peter Brooks

Rachael Nusbaum  
Rebecca O'Brien

Rene D'Valery  
Renie Bartolini  
Robert Fox  
Roger Siderman

Rose Schweig  
Rosemary Darden  
Roslyn Cole

Sabrina Estell  
Sarah Beaudin  
Sarah Brekke

Sarah Eeles  
Scott Hawkins  
Shay (James) Black

Shimmy Mob  
Shirley Taylor  
Stephan Hein

Susan Campodonico  
Susan Hughes  
Susan Stoffel

Teresa Dixon  
Teresita &  
Antonio Atienza

Tesser Call  
The Living Trust Helen  
Hinke Heron, TTE

The Permanent  
Medical Group  
Theodora Hamilton

Thomas & Karen Pico  
Todd Soderberg  
Toni Linden &

Robert Pursel  
Triss Henderson  
Vincenza Baldino

Wanda Thrower  
Wilma Gardner  
Zonia &

Richard Banegas

Please contact Family Paths' Development Department to update your information or to confirm a financial gift.



## Congratulations to Lois Gray!

We would like to take this opportunity to give a warm goodbye to Lois Gray as she retires with 20 years of dedicated service to Family Paths. She started as an intern fresh out of graduate school and worked several positions until she became a Program Manager in our Families in Transition (FIT) program, a post she held for more than 15 years. In addition to her many years of clinical wisdom and management experience, Lois offered so many of her talents making

Family Paths a more fun, tasty and beautiful place to work. A talented quilter, Lois has made many beautiful gifts for baby showers, weddings and farewells. She has also lent her design aesthetic to our parties and celebrations—those extra touches that make us feel a little happier and the table a little brighter. We will truly miss her humor and supportive presence that has made Family Paths an extra special place.

# THANK YOU to our interns, staff, volunteers, and partners!

## Volunteers

Alyia Freeman  
Anabel Garcia  
Bari Johnson—Glass  
Bhavani Bindiganavile  
Brian Lim  
Carla Pegues  
Darren Gonzalez  
Davis Gerrard  
Dorrell Moncrease  
Elena Fleury  
Faith Liggins  
Giovanni Jones  
Jasmine Villanueva  
Jill Pettigrew  
John Lewin  
Kailey Kowolics  
Katherine Schoolland  
Katie Perez  
Kim San Gabriel  
Laurie Misra  
Manya Tan  
Margarita Rodriguez  
Marie Corwin  
Marjory Keenan  
Michelle Sicula  
Miriam Geiger  
Nora Privitera  
Paula Avezruz  
Paulina Montes  
Rachel Jaffe  
Rebecca Crump  
Ten-year anniversary as a hotline volunteer  
Roxas Tumeneng  
Ruben Coria  
Shannell Roberts  
Susie Oryzak  
Teresa Miller  
Vidur Malik  
Yuhan Lu  
Zeana Bey

## In-kind Donors

14 Karats Fine Jewelry  
Adiamor  
Belly Uptown  
Blue Heron Catering  
Bombshell Baking  
Duende  
Golden State Warriors  
Holistic Restoration—Massage  
Kathy Bryant  
Manifesta Salon  
Maple Street Denim  
Marion and Rose's Workshop  
Ratto's Catering  
Roots of Touch—Massage  
Rudy's Can't Fail Café  
Sacred Wheel Cheese  
Sugah Puddin'  
The Wine Mine

## Community Partners

Children's Fairyland  
East Bay Community Foundation  
Holy Names University  
Jack and Jill Oakland Bay Area Chapter  
The Oakland Rotary Club 3  
The Sweet Bar Bakery

## Government Partners

Alameda County Behavioral Health Care Social Services Agency  
Alameda County Social Services Agency  
City of Fremont  
Oakland Fund for Children and Youth  
Oakland Head Start



Debora Roca

On August 5, 2015

Abriendo Puertas/Opening Doors awarded Family Paths a full scholarship to attend a three-day Abriendo Puertas/Opening Doors Training Institute in Santa Rosa, California.

**As a result, Family Paths is currently the only agency in Alameda County certified to provide Abriendo Puertas/Opening Doors Parent Education Program.**

Abriendo Puertas/Opening Doors is a nationally recognized, evidence-based school readiness program that strengthens the leadership and advocacy skills of parents with children ages zero to five.

The curriculum, available in Spanish and English, promotes: [1] school readiness; [2] family well-being; [3] advocacy (by addressing best practices in brain development); [4] key aspects of early childhood development (cognitive, language, physical, and social/emotional); [5] early literacy, numeracy, bilingualism; [6] health;

[7] attendance; [8] civic engagement; [9] parent leadership; [10] goal setting and planning for family success.

The ten-session curriculum is designed to help Latino parents understand their important role in the development of, and long-term impact on, their children's educational outcomes (*childTrends.org*).

**Debora Roca**, who has been with Family Paths for sixteen years, is the only Certified Abriendo Puertas/Opening Doors Facilitator in Alameda County. **Congratulations Debora!**

Additionally, the Family Paths' Parent Education program provides specialized workshops to the community. We are currently expanding our partnerships in local schools and community centers.

If you are interested in learning more about our customized trainings in your community or parenting group, please contact:

Juli Rositas, MPA, MSed  
FAMILY SUPPORT PROGRAM MANAGER  
**JRositas@familypaths.org**  
**510.893.9230 x234**

Abriendo Puertas/Opening Doors  
**ap-od.org**



## New Website!

**Family Paths' new website launched on November 16**, after nearly a year of development and design!

With extensive input in the planning stages from management and staff, and the team of Designer **Cathy Barragan** and Executive Assistant **Angela Dant** leading the project to fruition, we are proud to have a beautiful, client- and user-friendly website we can't wait to show off.

With in-house content management now possible, this site will be dynamic with new information and navigation. Find out the latest about our events, classes and trainings and read our regularly updated Parenting Tips. Our homepage is now equipped with our live Twitter feed for the very latest about Family Paths and general mental health news.

We are also very proud that our new site has photos of real people from our community—foster youth and case managers, teens and therapists, parents and families

from our classes, our staff at trainings, and local adults and youth representing the diverse families we help here at Family Paths. Our heartfelt thanks go to our main photographer **Lauren Rosenbaum** for donating her immense talents in capturing beautiful images. We could not be more thrilled with what she's already captured and look forward to sharing more as we update our site photos on a regular basis.

Our appreciation goes to **Maiya Holliday** at Mangrove Web Development (*mangrove-web.com*) for all her work in the final stage of development. A big thank you to our clients and staff who allowed photography during our classes, trainings and on Hotline shifts. And last but not least, our gratitude to all of our **models** for your time and allowing us to use you as the faces of Family Paths. We love the results and think you will too.





1727 Martin Luther  
King Jr. Way, Suite 109  
Oakland CA 94612

**RETURN SERVICE REQUESTED**



#### **OAKLAND OFFICE**

1727 Martin Luther  
King Jr. Way, Suite 109  
Oakland CA 94612

**T** 510.893.9230

**F** 510.893.2074

#### **HAYWARD OFFICE**

22455 Maple Court, Suite 402  
Hayward CA 94541

**T** 510.893.9230

**F** 510.582.8460

**[www.familypaths.org](http://www.familypaths.org)**

#### **Mission Statement**

Family Paths strengthens family relationships by providing mental health treatment and supportive services with respect, integrity, compassion, and hope.

#### **Family Support Services**

The Parent Support Hotline is staffed 24 hours every day by professional and volunteer counselors to assist parents and caregivers with over-the-phone counseling, crisis intervention, assistance in finding community resources, and referrals to Family Paths' services.

*For more information please call:*

24 hour Parent Support Hotline and Foster Parent Advice Line  
**1-800-829-3777**

*Thank  
you!*

Thank you to **Farley's East Café in Uptown** for designating Family Paths as their non-profit of the month this past October! Farley's graciously hosted a fundraising event on Thursday, October 1st as part of Domestic Violence Prevention and Awareness Month. We were delighted to have former City of Oakland Auditor, the Honorable Courtney Ruby, serve as the MC for the evening, which included a presentation on Trauma and the Brain by **Phyllis Lorenz, MFT**, a clinician from our TIPS team, raffle giveaways and a specially arranged visit from an Engine Co. from Oakland Fire Department's Station 15!

A big thank you to **Harper Greer, Ike's Sandwich Shop, Luka's Taproom, Owl N' Wood** and **Torpedo Sushi**— all local Uptown businesses'—whose donated prizes made for a most exciting, hyper-local raffle giveaway.