



the center for
family resources

2019

ANNUAL REPORT



FOOD

HOUSING

HOPE

**Since 1960, the CFR has helped
thousands of families move away from
homelessness and poverty and into
SELF-SUFFICIENCY**

INTRODUCTION

After 35 years of serving at the helm of the Center for Family Resources, Jeri Barr retired in 2019. Under her leadership, we grew from a staff of 11 and a budget of \$350,000 to a staff of 20 and a budget of nearly \$3.5 million. Jeri took the organization from 3,000 square feet of office space in Kennestone Hospital to owning and operating the 60,000 square foot Mansour Conference Center, built to provide tenant offices as well as event and training space for local non-profits and companies. Effective July 15, 2019, Melanie Kagan took the role of CEO for the CFR. In her newly penned series, "Love Letter from the CEO," Melanie took an opportunity to reflect on her new position.

Dear Cobb County,

Since moving here in July of 2017, my family and I have been blessed beyond measure. We have had so many opportunities placed in front of us and have been gifted with little blessings in the form of colleagues, community leaders, neighbors, school teachers and mentors, many of whom we are fortunate to now call friends. When one of those little blessings suggested that I consider the CEO opportunity at the Center for Family Resources, I knew I had to consider it. The legacy of the organization, its brand, mission, and leadership were well known to me. The idea that I could be involved in the next chapter of this great organization was one I did not want to pass up.

When I accepted the position six months ago, I went through the run of emotions that I think most people do with these types of career changes. It is a humbling experience to have other professionals recognize your talent and ability and entrust you with a role like this. If accepting the position was a moment of clarity, I would be remiss not to acknowledge the moments of cloudiness that followed. I think there were a few days of pure panic as I talked myself off my self-made ledge, but as I settled into the reality of my new role, I knew the best thing to do was show up, listen, learn and commit to giving nothing but my best.

For six months, I've poured myself into the Center for Family Resources, honoring those who came before me, discovering what we do well and listening. I have also been seeking out areas of opportunity and being humbly put in my place once or twice (ok maybe three or four times) by the experts that consistently carry out our mission in their day-to-day work.

Here are some of the things I've learned in those six months:

- ◆ Becoming a CEO means that your signature is on A LOT of important documents—read them.
- ◆ Your employees are your greatest assets—treat them well, give them tools and let them do what they do best.
- ◆ Your board members want to see you succeed—let them guide and support you.
- ◆ Every day looks different—show up anyway.
- ◆ You can learn something from everyone if you're paying close enough attention.
- ◆ You set the tone in the office—leave your bad day in the car and never pass up a chance to celebrate.
- ◆ Sixty years are worth celebrating—so is the vision for the next sixty.
- ◆ What's best for the organization isn't always what is easiest or what is comfortable—do it anyway.
- ◆ You have more friends and cheerleaders than you think—lean into them.
- ◆ A non-profit is a business like any other—treat it like one.
- ◆ You can't do everything on your own, and you are not an expert at all things—learn when to lead, when to follow and when to get out of the way.

So many more lessons have been learned and I know there will be many more. One thing I do know; I am exactly where I should be. I am grateful for the opportunity to help lead this incredible organization, and I am excited for what our future holds.

As we begin the next chapter, I can't help but feel like we are on the edge of something remarkable. Something that will change the fundamental way we serve people in this community. Something that will require new ideas, new agreements, a new understanding of what it means to put people on a path to self-sufficiency. I know that I want to be part of whatever is coming. I'd love it if you joined us.

Melanie Kagan

SERVICES OVERVIEW

The Center for Family Resources is on a mission to move people to self-sufficiency through financial stabilization, housing, and education. We believe in providing tailored, long-term supportive services to our clients. We aim to ensure that once they leave our program, they will have all the necessary skills, tools, and resources to be self-sufficient enough to never again need us, or any organization like us. Poverty comes in many forms, with many different causes, and we do our best to address every aspect of the whole person to help build a better future. We want families in our community to be equipped with all the resources, support, and self-esteem they need to be successful. We serve low-income Cobb County residents through programs and services offered in three focus areas:



Homeless Prevention and Direct Services:

Providing financial assistance for rent and utility payments for families at risk of becoming homeless. Additional assistance is provided to address challenges and stabilize families including food, prescriptions, transportation (bus tickets), and holiday programs. Case management is provided for each family receiving financial assistance to help them assess their circumstances and address the issues leading to their crisis.



Housing Services:

Offering short-term (30 day) and rapid re-housing programs for homeless families. Clients work intensely with a case manager on a housing plan to return to permanent, stable housing. Supportive services, including assistance with childcare, employment and education programs, food and life skills classes, help develop housing stability and greater self-sufficiency.

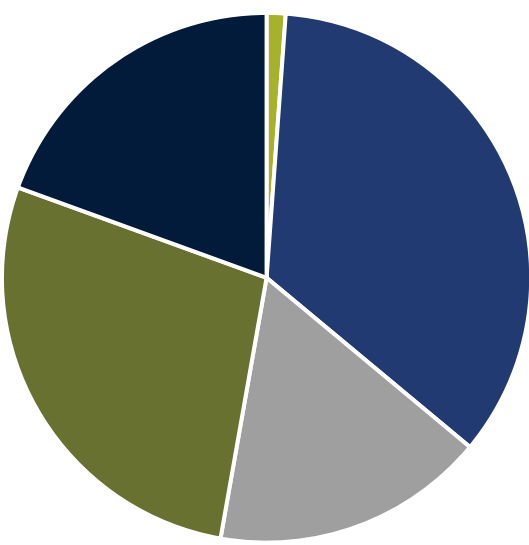


Employment & Education:

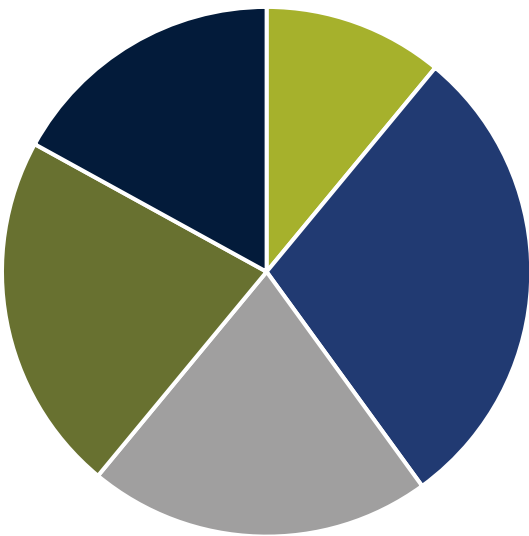
Providing supportive services with the goal of increasing economic capacity through multiple services: job readiness and employment training, GED prep classes, financial counseling, budgeting, and life skills classes.

FINANCIAL RESULTS

SOURCES OF REVENUE



SOURCE	AMOUNT
United Way	\$33,928
Individual/Corporate/Foundation Giving	\$1,024,102
Special Events	\$491,565
Government Grants	\$814,665
Earned Income	\$571,285
\$2,935,545	



PROGRAM EXPENSES

PROGRAM	PERCENTAGE
Direct Services / Employment & Education	11%
Housing Assistance	29%
Case Management	21%
Community Services	22%
Food Assistance	17%

2019 IMPACT

10,800 individuals served

12,000 calls for assistance answered

2,150 individuals directly helped in our offices

PREVENTION

262 parents and their children averted homelessness through rental assistance

170 families stabilized through emergency financial assistance

HOUSING

392 parents and children escaped homelessness

EMPLOYMENT & EDUCATION

62% of adults served increased their income by more than \$900

75 adults gained knowledge through our life skill classes

89 students enrolled in GED classes

FOOD

5,033 individuals fed

49,610 pounds of food distributed

3,610 hours of volunteer services

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2019 CFR AWARD WINNERS

- Founders Award**
Henssler Financial
- F.I.R.S.T**
Publix Super Market Charities
- Helping Hand, Volunteer of the Year**
St. James Episcopal Church
- So Kind, In-Kind Giving**
West Annex Post Office
- Save the Day**
Centerview Terrace Apartments
- Count on Me**
John Delves
- Meet the Need**
Penske Truck Leasing
- CFR Champion**
Mark Chastain
- Board of Director's Chairman Award**
Christal McNair
- Board of Director's Rookie of the Year Award**
Mary Smith Judd



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