



Family Service Madison

2014 Annual Report

Family Service Madison is a community-based non-profit organization that has been serving and celebrating families in our communities since 1910. In 2014, Family Service Madison directly touched more than 23,000 lives and indirectly reached another 32,000 – about 23,000 families – and 70% of those lives were of children.

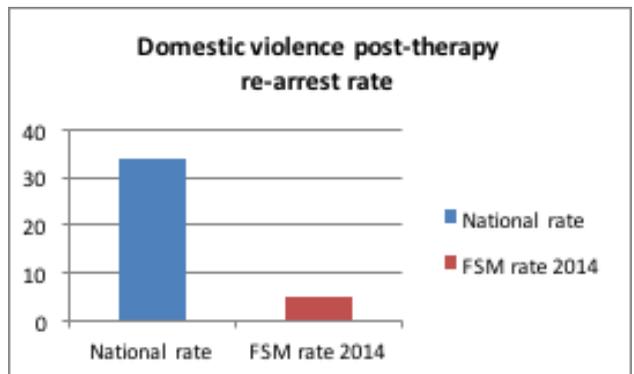
2014 ANNUAL REPORT

Family Service Madison is:

- Dane County's most comprehensive mental wellness and behavioral health provider, working with individuals, couples, families and groups, and serving all ages from birth to death, starting with infant trauma and reaching all the way to the "golden years" with our WISE Star program
- Dane County's largest non-profit provider of autism services to children
- Dane County's only provider of day treatment for kids ages 11 through 14
- Dane County's most comprehensive anti-violence providers, embracing the entire family — children and adults, abusers, victims and witnesses
- Growing provider of employee assistance programs
- Increasing source of support and service to other non-profit agencies
- Dane County's largest treatment provider for batterers, and one of the largest in Wisconsin

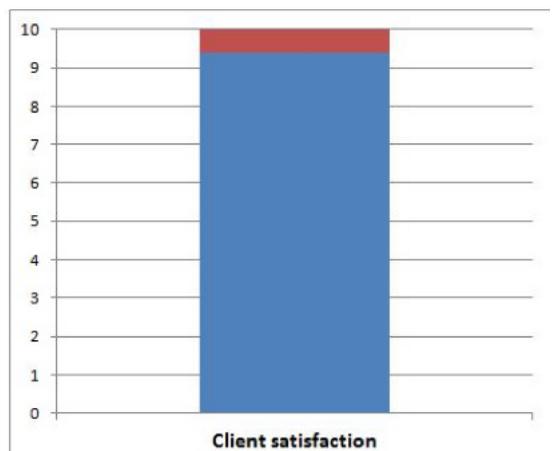
Family Service Madison's current menu of services includes:

- Mental wellness and behavioral health therapy for individuals of all ages, couples and families
- Anti-violence training for men and women, children and groups
- Workplace-related employee assistance services and training for employees and employers
- Therapy, training and education for and about children and adults on the autism spectrum or living with a developmental disability, including consultation with school districts, schools and daycare centers
- Alcohol and other drug abuse awareness and training for children and adults
- Services to non-profits through low-cost management consulting, fundraising consulting, bookkeeping and other financial services, and, when available, office space.



Annually, Dane County averages one incident of domestic abuse for every 150 people and one child abuse report for every 43 children in our county, so the services and special talents of FSM are vital to the safety of our neighborhoods and the strength and health of our families.

Our therapies and training don't just help with the healing, don't just rebuild families torn apart, they also prevent future violence and abuse. While anti-violence programs nationally typically see about 35% of their clients re-arrested, FSM's 2014 rate was less than 5%. The people who complete our therapy programs give us an average satisfaction score of 9.04 out of 10.

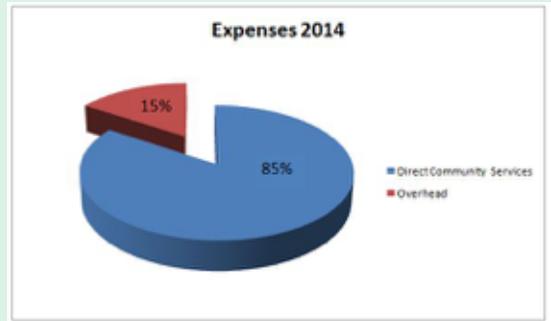


2014 IN THE REAR VIEW MIRROR

During 2014, Family Service Madison continued its orderly transition, developing a succession plan for its retiring CEO, Dave Johnson, and building on its 2013 fund-raising initiative.

The second annual We Are Family event was held at the Brink Lounge, continuing to build awareness and support for FSM's important work. Other awareness-raising and fund-raising events included:

- Staff participation in the Madison Downtown Rotary Club's "Summerpalooza" parade and receipt of a Rotary grant;
- Staff participation in a Mallards Fun at the Park, complete with an information booth and a 50/50 raffle
- "Healthy Minds, Healthy Bodies" event sponsored by Aramark, during which volunteers packed 250 and distributed healthy snack bags to our clients through the front desk.



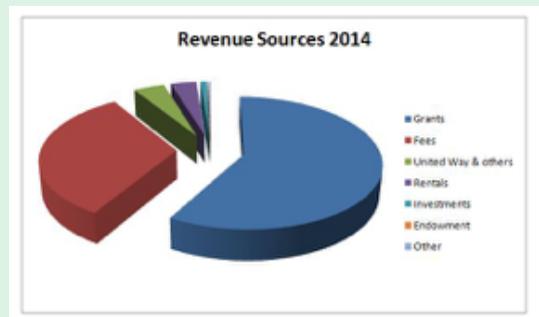
Other Notable Events in 2014

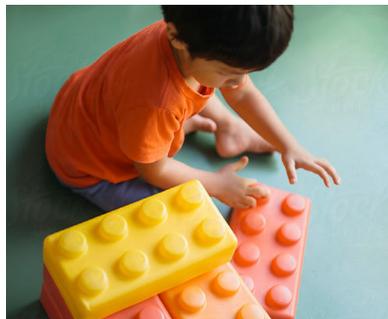
- FSM's Bridges for Families: Birth to 3 program achieved 100% compliance on all 14 federal compliance indicators and approved for funding through 2019
- Six FSM staff were recognized for at least 10 years of service
- The Steps to Success day program received a beautiful remodeling donated by Zebradog

Family Service Madison maintained its track record of frugal stewardship, as approximately 85 cents of every dollar in the FSM operating budget was spent on services to individuals, couples, families and groups in our community. Administration of the programs cost just over 15 percent. On average, directly touching one life costs FSM \$178 per year. **FSM finished 2014 with net assets of more than \$1.6 million.**

On the revenue side:

- Grant funding, accounted for 58% of FSM's income
- Fees came in at just under 33%
- Contributions from United Way and others, 4%
- Rental income, 3.5%
- Return on investments and all other sources, 11.9%





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Brenda Vicen, Director of Bridges for Families: Birth to Three
Dave Johnson, Director of Nonprofit Assistance Services



**Family Service
Madison**

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