

FFCH Year-End Report 2021

The Foundation for Family and Community Healing, incorporated in October 2018, has made significant progress since its inception in the areas of education, social media, and outreach. We have also expanded the number of board members, volunteers, and interns, and are growing in every part of our organization. Susanna Wu-Pong Calvert, MAPP, PhD, Founder and Convener for Mission and Vision, continues to be responsible for the operation of the organization.

Foundation Family

FFCH has enjoyed a robust array of interns and volunteers in 2020 and 2022. At our peak we had 9 interns during our market research efforts during the summer of 2021. Currently we employ 3 interns, 4 staff members, and 4 active volunteers in addition to Susanna. There are also a number of active friends (~10) who are either engaged content providers or consultants.

FFCH has shifted to grow the leadership in the organization as FFCH's scope has grown. The following individuals were hired: Allison Fisher as Convener of Communications, Sarah Norton as Convener for Education, and Shakim Craft as Convener for Community Outreach. This leadership team, along with volunteers Tim Bowring and Jackie Johnson, act as FFCH's Support Circle to ensure the operations of FFCH are in line with its mission and optimum strategy.

We have also recently grown our board from four (including Dr. Calvert) to nine exemplary members!

Education

After 2.5 years of preparation and development, FFCH launched its educational platform on Earth Day, April 22, 2021! The initial slate has both Basic Skill (Level 1) as well as a few sample lessons. As of end of 2021, we offer six Basic Skill modules on topics ranging from Happiness 101 to Implementing Zero Waste Strategies, along with our flagship modules, Relationship Wellbeing (Youth or Adult versions). Several other modules are slated to be released winter, 2022 and beyond, including Race Through Storytelling (3 modules), Reducing Your Carbon Footprint, Hearing 4 Healing, and Nurture Nature.

We anticipate offering our modules for teacher continuing education

sometime in Spring 2022.

The Education Committee is led by Sarah Norton and an instructional design consultant, and a volunteer who ensures quality and helps speed module development.

Communications and Outreach

With the launch of our platform, we evolved our website from an organizational “place-holder” to our virtual home. FFCH enlisted Fireside Digital who used a learning management system to embed our beautiful, interactive modules (Articulate Rise) and to set up the sliding scale payment system for our modules. We added an Offerings page where FFCH family can offer their wisdom, services, and support to the community. The blog page was re-organized and re-tagged, and a new logo was adopted which offers a cleaner depiction of FFCH’s mission.

Social media underwent a major revision in Fall 2020 because of the graduation and loss of both of our former interns (1 we eventually rehired as digital designer) and with the addition of Ally Fisher as group lead. Leslie Strickler of Etre Communications, Rebecca Michel of CEMS, and Kai Tai Kevin Qui, MD, a social media influencer, helped the reorganization, launch and growth.

Sarah Norton leads newsletter creation and dissemination, which was launched in summer, 2021.

Board member Dee Warmath, PhD, led the market research effort this summer with the help of two interns from UGA. Josh Dare of the Hodges Group is providing pro bono public relations consulting services. Bottleneck Consulting is providing grantwriting services.

We’ve had several public relations successes so far including a letter to the editor and feature article published in the Richmond Times Dispatch, a press release in Richmond Family Magazine, a cover story on North of the James Magazine, a quote in Richmond Magazine, start of a radio show on WRWK93.9 FM called Finding Our Fit, several interviews including Raising Vibrations Radio and several podcasts, most of which have pending release dates.

Dr. Calvert has also had several speaking engagements, including Western Henrico Rotary Club, Lions Club, Grace E Harris Leadership Institute’s Higher Ground Conference, Chesterfield Chamber Women’s Business Council, and Pari Center Community Call (Tuscany Italy). She published an article in The Rose in the World digital magazine and starting writing for Psychology Today blog and Brainz Magazine. She was one of the recipients of the Brainz Magazine Top 500 Global Award. Several speaking engagements are pending, including to Amazon and the Chesterfield

Social Media

Instagram

2020 Reach: 9,255

2021 Reach: 88,183

852.8%

2020 Profile Visits: 706

2021 Profile Visits: 1,185

67.8%

LinkedIn

Reach is up 214% in the last six months compared to the six months prior.

Facebook

2020 Reach: 12,961

2021 Reach: 33,705

160%

2020 Profile Visits: 932

2021 Profile Visits: 945

1.4%

Website

2020 Users: 1,197

2021 Users: 4,230

253.38%

2020 Pageviews: 3,802

2021 Pageviews: 16,089

323.17%

2020 Bounce rate: 54.66%

2021 Bounce rate: 46.62%

-14.71%

Programming

FFCH initially expanded the Richmond Earth Series content in 2021 but has since discontinued the program due to declining registrations. We hosted our first Earth Day event entitled, *Eco-Grief and Healing: In Conversation with Gaia* which was a uniquely FFCH event that spanned the topic of eco-grief from scientific to spiritual.

Instead, FFCH has been focusing on smaller events and partnerships. In December, we partnered with 804 Coaches for Change and Befriend to sponsor the 804 Coaches for Change Community Classic youth basketball tournament and offered a winter workshop via zoom (by Ally) open to the community.

We have also since begun offering workshops to Richmond's Office of Community Wealth Building, which will continue monthly through June 2022. Our relationship with Amazon is also growing after our workshop for the Families@Amazon Interest Group for November Caregiver Month.

We are also now offering facilitation services to organizations and communities that feel they would benefit from the additional support. Shakim Craft was hired to help lead the facilitation effort. In addition, our relationship with VCU Office of Strategic Engagement, School of Education will enable us to offer teacher continuing education credits for module completion.

Partnerships and Alliances

FFCH has had a productive year regarding partnerships and alliances, which will enable us to reach larger audiences. Our partnership with Network2Work, Richmond's Office of Community Wealth Building, Befriend, and HandUp Community Resource Center will provide access to low-income residents in Central Virginia. HandUp is already offering module facilitation from their Veteran's Resource Center. The work with the VCU Office of Strategic Engagement will provide module access to teachers everywhere. Our partnership with Amazon will enable access to up to 1.3 million Amazonians. Emerging partnerships with Take Flight will provide access to low-income communities in the DC, Virginia, Maryland region, VCU ADVANCE program to the VCU faculty, and Millennium Campus Network to 126 campuses around the world.

Financial

FFCH's main opportunity, now that our products have been launched and market research completed, is to broaden and diversify our revenue streams, reach, and amounts. Though our income to date has primarily come from our Founder, Dr. Calvert, we are now seeing the glimmers of revenue, earned income, and philanthropy to ensure FFCH's sustainable financial future.

FY21 showed a 100% increase in gifts and philanthropy compared to FY19 (from \$52,211 to \$111,282) though most of it continued to be funded by founder, Dr. Calvert and was needed for the growth needed in FY20 and FY21. Personnel costs increased 64% compared to FY19 due to the addition of additional personnel for education, communication, and facilitation. Program costs increased substantially to fund the new website, from \$7,524 to \$30,600.

The Future

In addition to growing our repository and offerings of educational content, FFCH's main challenge and opportunity is to engage the public with our mission. To do this, we are identifying community partners who will make our content available to their students, members, clients, and/or employees and allow us to do market research on the participants. Growing the visibility and use of our modules and expanding into content areas that serve communities in need are our main priorities.

As we grow our user base, we can collect feedback and testimonials to feed our marketing, public relations, grant applications, and fundraising efforts. We will also invest in business development once the research-based marketing plan is in place.

In short, FFCH is in an exciting moment in our development. The landscape is changing rapidly, and we are launching this important phase with the right team on board! The future looks bright for our organization, and we feel privileged, humbled, and excited by the chance to co-create a better world for everyone and everything!

