



Kids' Turn helps children and their families through parental separation

Kids' Turn 2010 Annual Report

Kids' Turn is pleased to provide the following information as its 2010 Annual Report representing the agency's activities and accomplishments. And although this report is specific to 2010, part of the reporting will include overall outcomes of ongoing projects.

Program

- 1. Kids' Turn sustained its very specialized services in five Bay Area Counties serving 700 participants over twelve months.** Kids' Turn enrollment is down slightly, likely attributable to the economy. It is our impression families are struggling to pay our fees and we are making every effort to negotiate reasonable tuition costs based on the particular needs of each situation. We still do not charge children to attend Kids' Turn, and parents pay on a sliding fee basis depending on their income. Workshop records verify 60% of the families attending Kids' Turn are in the low- to moderate-income range.¹
- 2. Kids' Turn implemented the new curriculum, *The Kids' Turn Way*, throughout its five county service region.** At the start of 2010, we considered implementation in just two counties, but changed our minds in January and moved forward with all five communities. The material was a 'preproduction' version (prior to professional printing), essentially desk-top publishing. We offered training and ongoing support to the workshop leaders and found a positive commitment by workshop staff to the new material was an absolute necessity for successful service delivery.
- 3. Kids' Turn reduced its dependence on paper for the registration process.** Most parents register and pay online now. This is an efficient improvement in how families sign up for our services and requires less staff in the office. This overall streamlining of registration is part of Kids' Turn's commitment to reduce operating overhead costs.
- 4. Kids' Turn transitioned parent feedback to the electronic format of www.surveymonkey.com.** Again, this step reduced our dependence on paper and staff tallying of parent workshop feedback. One week before the end of each workshop,

¹ As per the Huffington Post's new DIVORCE page (www.huffingtonpost.com), families with higher incomes have a lower divorce rate, likely attributable to the supporting resources available to them to sustain their marriages (therapists, counselors, mediators).

parents are sent the electronic link to the parent survey. The following representative results definitely affirm the efficacy of Kids' Turn's 2010 services:

- 50% of Kids' Turn families are Court ordered
- 45% of Kids' Turn parents reported HIGH/OFF THE CHARTS conflict at the start of the workshop; that figure **dropped** to 23% at the end of the workshop
- 82% of the reporting parents said the material was *just what they needed* or *satisfactory*
- The reporting parents stated their children found the workshop *engaging* (21%), *likeable* (18%), or *okay* (28%)
- 66% of the reporting parents said they would recommend Kids' Turn to others
- The reporting parents rated the overall Kids' Turn experience as *terrific* (29%), *pretty good* (37%) or *satisfactory* (13%)
- The reporting parents noted their outlook for the future was *highly optimistic* (30%) or *sort of optimistic* (53%).

All of these outcomes are consistent with those intended by the Kids' Turn mission and the recent innovations.

5. **Graphic design of *The Kids' Turn Way* will be completed by 12/31/10.** The vibrant appealing material is raising the profile of Kids' Turn. The material will be printed in early January, 2011 and implemented throughout our service region. At that point, implementation of ***The Kids' Turn Way*** throughout the San Francisco Bay Area will be completed – the five year project concluded.
6. **Kids' Turn will soon complete a partnership with two charities in the United Kingdom (Relate and National Family Mediation) leading to implementation of Kids' Turn throughout Great Britain.** What follows is the content of an email sent to the Kids' Turn Board on 12/17/10 noting progress in development of this collaboration:
I just finished a phone conference with one of our UK partners and the news update is very, very positive. Here are the highlights:

- *The UK govt has pledged a new pot of funding to help families. Here is a link to an online article about it which we posted on the KT Facebook Fan Page:*
<http://www.bbc.co.uk/news/uk-politics-11970092>
- *Our partner agencies will submit funding requests in three categories, one of which is to implement Kids' Turn throughout the UK*
- *They will received the funding award notices by March, 2011 and when awarded, the funds will be in place for four years*
- *The two agencies have settled their partnership challenges and worked out their respective roles re. the implementation of Kids' Turn*

When this partnership is completed, this will be a huge accomplishment for Kids' Turn and for those of us who believed in the value of our new program direction and the possibilities it offered.

Development

Kids' Turn Development activities have been shaped and modified in order to accommodate the recent recession while simultaneously continuing projects that will help improve and develop our trade mark.

- 1. Kids' Turn launched its new logo in January, 2010.** Development of the logo was the result of a grant from the Taproot Foundation and we are very satisfied with the universal image which emphasizes the protective role of parents for the children in their families.
- 2. Kids' Turn launched its new website in December, 2010.** This project was also the result of a partnership with the Taproot Foundation. The new website is cleaner and consistent with the unstated emphasis offered by the logo.
- 3. Kids' Turn took dramatic steps to downsize and reduce event expenses.** We downsized the May, 2010 event to a cocktail party (not a sit-down dinner); all invitations were sent electronically (eliminating the need for an expensive invitation mailing). We exceeded our event net goal and will build on this success for 2011.
- 4. Kids' Turn is developing its presence on electronic social networking.** We have an active Facebook Fan page (currently 335 Fans); a Board member 'tweets' regularly and posts on our behalf on linkdn. Just recently, we began actively posting comments on the Huffington Posts' DIVORCE page. Interestingly enough, our Facebook fan count has increased exponentially since raising our profile visibility on social networking sites.
- 5. We submitted our first grant to the Administrative Office (AOC) of the Court in November, 2011.** This grant was submitted in a partnership with the Rally Project. If awarded, the AOC will fund low-income, noncustodial parents and their children to attend Kids' Turn services.
- 6. The City and County of San Francisco** initially reduced our 1011 grant award by 10%, but the amount was re-instated in September, 2010 raising our contract award to the original \$50,000. This funding is for our very specialized, Nonviolent Family Skills Program for Juveniles.
- 7. Board President Steven Kinney completed his fourth year as Board President** and Greg Abel, of Whiting Fallon Ross and Abel (Contra Costa County) is his successor. Transitioning to new Board leadership is part of the growth of the Kids' Turn organizational culture. All of the Kids' Turn Founders are now off the Board.
- 8. Kids' Turn is invited to develop services for delivery in Santa Clara County.** Initial conversations were conducted with the Santa Clara County Family Court in Fall, 2010, and the goal is to implement programs in that community in 2011.

Administration and Finance

- 1. Kids' Turn's budget is reduced by approximately 26% prior to the onset of the recession.** This proactive effort was necessitated by the economic downturn and we are currently sustaining this reduced organizational budget until our financial circumstances warrant growth. The significant operating reduction has been primarily in

administrative activities. By relying heavily on electronic functions and reducing our dependence on paper, we have implemented newer, efficient ways of conducting business. Salaries and benefits are frozen.

2. **We are carrying debt in our 1011 budget.** The debt is 5% of the overall budget and we anticipate retiring it by 6/30/11.
3. **We successfully hired an Office Manager whose position was supported for 90 days by the City's Job's Now program.** The Job's Now program was a federal hiring stimulus and we were very lucky to fill the Office Manager position with a candidate from the initiative.

Respectfully submitted,

Claire N. Barnes, MA

12/29/10

Executive Director