



CARING Voices

Summer Newsletter
2009

President's Report

Mission Statement

CARING for Children, Inc. seeks to nurture hope and create safety in the lives of children and families in crisis by providing high quality care, shelter, education, and treatment.

CARING

Board of Directors 2009-2010

Officers

Bob Weiler, President
Phil Atwood, President-Elect
Lee Anne Mangone, Secretary
Danny Yelton, Treasurer

Board Members

Brenda Ball
Beirne Chisolm
Mario DiCesare
Andi Eglinton
Genevieve Fortuna
Tim Fry
Hardy Holland
Tammy Jones
Hunter Lanier
Larry Liggett
Susan Martin
Leo Monahan
Mark Stone
Jessica Tripp
Elisabeth Wharton
Phyllis Youngberg

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9 programs
funded



What a year!

This year brought both enormous challenges and opportunities to everyone involved with CARING for Children Inc.. The Staff, Administration, and Board of Directors were all asked to make difficult, time consuming, and long-term strategic decisions - in hope of keeping CARING afloat, amid the "economic tsunami" which enveloped the economy and the nation at large. The great news is, after a tremendous amount of sweat equity, CARING for Children is currently in a substantially more solid financial and administrative position than we were one year ago. This was not an easy task, and I thank each and every person who contributed to this effort, making the following accomplishments possible:

* We hired a part time Director of Development, Hamilton Fuller (who we hope to move to full time when finances allow). This position is funded by proceeds from the Lucretia Weiler Endowment.

* We contracted with a Nonprofit Financial Consultant, Bill Otto, for four months and then on an "as needed" basis, to address "CFO" responsibilities and to conduct a comprehensive financial review of CARING. These positions were added while still keeping our administrative costs under 7% - impressive by any industry standard.

* CARING received a phenomenal report and rating from the Council on Accreditation - our national accrediting body, which is our most valuable "seal of approval" when applying for funding or any other professional services or programs. Over six months of intense preparation was required, culminating with a three-day site visit from a team of peer reviewers. The results speak to the dedication and commitment of our staff, our executives, volunteers, and administration. (Kudos to John Lauterbach and Patti Sharp, in particular).

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CARING for Children, Inc., has served Buncombe County children and families since 1974

President's Report (cont. from page 1)

* We developed a protocol for weekly financial reports on each program and a tracking system for determining both utilization and costs for running each program. (Thank you Patti Sharp).

* We created the Program Champions committee, where every CARING Board Member is paired with a CARING program to act as the liaison for that program throughout the year, with particular attention to Board decisions about programs. (Thank you, Beirne Chisolm).

* We established a Past Presidents' Advisory Council, where former CARING Presidents of the Board agreed to be "on call" for advice and perspective for the current President of the Board of Directors. To date, there are seven individuals on this Council.

* We established a Marketing Committee, who secured approximately \$100,000 worth of publicity from Clear Channel, Saga Radio, and WLOS-TV, which will be allocated to a media blitz in the month of August and beyond. (Thank you, Brenda Ball).

* We activated CARING's community Speaker Series bureau, with four community presentations made, and many more in the pipeline. (Thank you Ham Fuller and John Lauterbach).

* We paid off two significant long term financial obligations totaling over \$200,000.

As President, I would like to thank Tom Finger and Mark Stone, who spent the better part of the last year examining utilization and costs for programs. These



men served terms as the last two Presidents of CARING, and both spent many hours to help CARING.

Board members Tommy Alexander, Beirne Chisolm, Lee Anne Mangone, and Danny Yelton helped most significantly in the process, as well as Executive Director John Lauterbach and Administrator Patti Sharp. And, meanwhile, the rest of the Board kept things running, including Program Chair Larry Liggett and Marketing Chair Brenda Ball. I thank every member of the Board for your extraordinary service this year.

As I write this summary, and hand over the Presidency of CARING for Children to Bob Weiler, I realize the collaborative efforts of these collective groups of people are unparalleled in my 20 years of professional work with nonprofit organizations. I believe my dear friend Lucretia Weiler would be proud of what CARING has accomplished. Throughout this year, I benefitted greatly from my memories of her commitment and dedication to this organization - and her boundless love for and support of children in crisis. It has been my privilege and honor to serve as President, and to help represent all those in Western North Carolina who support and aid us in this most important work.

Elisabeth Wharton
June 2009



CARING Welcomes our New Board President, Robert Weiler!

This past year has been one of *CHANGE*. Elisabeth and her hard working team brought two new people and strengthened the financial experts on CARING's team. They are:

1. Ham Fuller, CARING's Director of Development, was hired to "tell our story" and guide our donors in their needed financial support of CARING's valuable services for the children of Buncombe County -- over 500 children were served this year.
2. Bill Otto came to CARING as CFO to provide financial management expertise and consulting services.

There is a wise saying, "many hands make light work." These two "new hands," in addition to those hands provided by our excellent Board Members, administration, and staff, have placed CARING into an enviable position of strength in a time of national economic crisis -- CARING has a solid foundation on which to build our programs. CARING's Mission will be maximized this year, as we continue to serve more children and families in crisis by providing high quality care, shelter, education, and treatment.

There are three areas on which to focus for the upcoming year:

1. CARING is planning several special events to raise money and awareness about our services. There will be a Signature Gala Event, a golf tournament, NASCAR at Bristol events, Art from The Heart, and other opportunities are being developed.
2. Board members will be provided the opportunity to meet with members of the Executive Committee and Ham Fuller, our Development Director, to garner increased commitment, better operational transparency, and greater personal and professional contribution to the agency.
3. CARING will continue to operate with minimal administration and to direct 93 cents of every dollar directly to programs for the care of children and families.

Sara's story

Sara came to CARING for Children, Inc., 2 ½ years ago through the PERCS program. At this time, she was having lots of problems with stealing and lying, and she needed to learn personal care skills. Sara's problems resulted from her mother's long-term inability to nurture her and to provide for her well being.

Sara moved from the PERCS program to the Counterpoint Group Home program where she stayed for nearly a year. While at Counterpoint, Sara learned to trust adults, which led to great reductions in her lying and stealing behaviors. Also, she learned basic skills that are important for all children to know, like how to follow instructions, accept no as an answer, and to ask permission.

As Sara moved through the Counterpoint program, her school problems continued leading to her placement in CARING's CrossRoads Day Treatment program. At CrossRoads, Sara learned how to behave in the school classroom and to interact appropriately with teachers and her peers. She maintained her grade level standing and graduated from the program a year after admission. Sara enrolled in the public High School and finished this school year with a B average.

When Sara completed the Counterpoint program, her mother was still unable to provide a safe and nurturing home for Sara. She moved into one of CARING's foster care homes where she continues to practice the skills she learned at Counterpoint. Sara remains in foster care, doing well, and is looking forward to getting a job, graduating from High School, and perhaps attending college.

I, personally, have worked with CARING for Children for over 35 years - since the agency was born during the Central Methodist Church Sunday School Class. And I can say that CARING has never had so many Challenges, Opportunities, and "Strong Hands."

Simply put: CARING MUST CONTINUE ITS WORK FOR THE CHILDREN AND THEIR FAMILIES.

Bob Weiler, President
2009-2010



SAVE THE DATE!!!!!!!
 Saturday, February 13, 2010



VALENTINE GALA - It's All About CARING

Save the date! Saturday, February 13, 2010 for CARING's 35th Anniversary celebration. The event will be held at a special venue and will be "black-tie" optional. Plan on a fun, romantic getaway on the 13th to celebrate and support the work of CARING for Children. Email Hamilton Fuller, Development Director, at hamfuller@aol.com for more information.

Media Blitz in the Works!

How many times have you said or heard others say, "I can't believe Caring for Children has been here almost 35 years and people still don't know what they do? Who they are? How are they different from other non-profits?"

The Marketing Committee of the Board of CARING has been very actively and creatively trying to do something about this prevalent perception. Brenda Ball, Tim Fry, Hunter Lanier, and Ham Fuller are determined to get CARING'S name and programs more widely known, celebrated, and supported in the public arena.

Through a generous and charitable donation of airtime on four radio stations of Clear Channel, CARING has received approximately \$40,000 worth of free advertisements running at a variable schedule in June thru August. New ads will tell our stories and encourage community support. Voice-overs and musical settings have been graciously donated by professional friends of CARING. Please be listening for our new promotions on the radio.

Additionally, WLOS-TV has also very generously donated airtime throughout August for these ads to be viewed on a frequent basis, thus maximizing our production efforts and focusing the audience with familiar sound bytes. We will also have live interviews with John Lauterbach, Executive Director, staff, and some of our CARING children where possible.

Also, new Board member, Tammy Jones (a 96.5 radio celebrity) will be working with the Marketing Committee to develop new ways to promote CARING through the cluster of radio stations known as The Saga Group. Our first effort will be working with The Bristol Motor Speedway Children's Charities, encouraging community support for a trip for CARING kids and families to Bristol for "The Speedway in Lights," a fun experience and lots of great advertising.

Special Events like the Valentine Gala, a new golf tournament, participation in a community theater production of Asheville stories of the homeless, and many more creative activities, will further bring our name and efforts to the forefront of community awareness.

All of these new efforts and with your continued participation and supportwill help us serve the children and families who desperately need us.

CARING for Children, Inc. Management Team

John Lauterbach	Executive Director	Renaye Owen	Coordinator - Foster Care
Ham Fuller	Director of Development	Mazie Wartors	Coordinator - Cornerstone, Trinity Place
Bill Otto	Chief Financial Officer	Dawn Precour	Coordinator - Respite Scholarship
Patti Sharp	Administrator	Dan Scott	Coordinator - CrossRoads
Merry Senko	Accounting	Tim Cross	Coordinator - Project Home Base
Dawn Precour	Human Resources	Lisa Besses	Clinical Coordinator