

MOVING FORWARD

Purpose • Passion • Perseverance



WOMEN'S RESOURCE CENTER
OF NORTHERN MICHIGAN, INC.

ANNUAL REPORT 2019-20



MOVING FORWARD

Women's Resource Center of Northern Michigan (WRCNM) began the year with renewed energy to create pathways to possibilities for women, children and families who reach out for our services. The COVID pandemic deepened our commitment to move forward to establish new practices and avenues for community members to find support, safety, advocacy and counseling. We worked creatively and collaboratively to remain focused on WRCNM's commitment to equality, justice and the well-being of women and children.

Many WRCNM programs and services continued uninterrupted during the past year. Others saw only temporary closures due to state and health department directives. Most importantly, WRCNM continued to provide quality programs and services

to women, children and families this past year. We faced adversity and adapted to keep moving forward. In doing so, we learned some new ways to accomplish our work and new paths to explore.

During this unprecedented time, we turned toward obstacles and found the untapped energy to keep moving forward; to be a light in someone's life when they need it most.

Gail Kloss,
Gail Kloss
Executive Director





*"You go above and
beyond. You are saving
lives one compassionate
moment at a time."
~Survivor*

Executive Director, Gail Kloss
(right) and Jennifer Eis are
interviewed by 9 and 10
News prior to Ward and Eis
Gallery's benefit to support
WRCNM services.

PEOPLE

The strength and resilience of survivors came shining through as they, too, found a new level of resilience and strength during these unusual times.

Despite the added stress and concern created by the worldwide health crisis, survivors who reached out for life-saving, life-improving WRCNM services continued to move forward in uncharted territory toward healing and hope.

We were reminded, this year, that together we can accomplish so much.

“There is no power for change greater than a community discovering what it cares about.” – Margaret J. Wheatley

532

people reached out
for domestic abuse
services

692

callers supported on
the 24-Hour Help
and Information
Line

171

people reached out
for sexual assault
services

146

people utilized
Children's Advocacy
Center services

"I'm grateful for the support I've received, it has been life changing! I have hope and joy, again. Please continue your good work!"
~ Survivor

WRCNM therapist (from left) Jensen Tchorzynski and counselor/advocate Stephanie Bollman touch base prior to the start of the day at the agency's Gaylord office.



PROGRAMS & SERVICES

Most WRCNM programs and services continued uninterrupted during the past year. Others saw only temporary closures due to state and health department directives. Women, children and families were able to utilize quality programs and services, such as the 24-Hour Help and Information Line, Safe Home emergency shelter, Counseling and Advocacy, Children's Learning Center, Project Free Preschool, Educational and Employment Services, Children's Advocacy Center, Violence Prevention programming and Gold Mine Resale Shops.

SAFE HOME

2,099

nights of safe housing provided to survivors and 13,682 of transitional housing nights

COUNSELING SERVICES

100%

of people utilizing Counseling Services learned their rights and felt believed and supported

CHILDREN'S EDUCATIONAL PROGRAMS

79

students enrolled in Children's Learning Center and Project Free preschool

CLC retained a Great Start to Quality five-star rating!

GOLD MINE RESALE SHOP

\$5,058

Gold Mine Shop vouchers provided to survivors and those experiencing hardship

VIOLENCE PREVENTION

634

people attended violence prevention presentations

"Thank you for your kindness in funding a scholarship through the WRCNM. It has been difficult returning to college in my thirties, while also trying to juggle kids, work and life. This scholarship made it possible to get my books and classes covered when money is tight. I'm hoping to complete my studies and one day open and run a business of my own." ~Student

EDUCATIONAL AND EMPLOYMENT SERVICES

\$96,381

in educational
scholarships
facilitated



WRCNM Therapist, Annette Beer who works with Counseling and Advocacy Services clients is pictured pre-pandemic.

PANDEMIC

During the past year, WRCNM pivoted toward new and creative uses of technology to connect with survivors through various confidential and safe options. Even our community Playgroups for families with young children migrated and continued to meet via live Facebook sessions.

Staff, board and volunteer committee members worked diligently to identify new funding sources during a time of uncertainty and physical distancing. Fueled by purpose, passion and perseverance, the vital work of supporting women, children and families in northern Michigan continued uninterrupted.

"If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do you have to keep moving forward." - Martin Luther King Jr.

NEW

technology to compassionately and securely respond to those who reach out to us on their healing journey

NEW

funding sources to help ensure the continuation of essential WRCNM survivor services

NEW

safety practices and procedures to ensure the health of families at the Safe Home, clients, donors and staff

NEW

methods to protect the financial well-being of the organization as a whole



"It's been helpful having someone neutral to talk to. Getting out what's been locked deep inside for years. I felt a weight lifted and my compass is pointing me in the correct direction, now. My life will be safer, happier and healthier because of you."
~Survivor

WRCNM Executive Director Gail Kloss, one of thousands who participated in the nationwide Women's March in solidarity for women's rights and liberties.

PHILANTHROPY

This past year was an uncertain and challenging time for all of us. It changed how we work and interact. Traditional WRCNM events such as the Spring FUNdraiser and Women Can/Women Do luncheons were cancelled to protect the health and safety of staff, volunteers and donors.

These in-person events were replaced by an online auction and direct appeals which helped replace some lost revenue, though we greatly missed being together with friends from near and far. We missed catching up. We missed the smiles and warm-hearted conversations.

Still, we feel grateful for the strong response from donors which enabled us to continue our work with individuals

and families who reach out for WRCNM services. Your words of encouragement help keep the WRCNM's mission flame burning brightly:

"Thanks for all the good work you do for the women and children in our area."

"I appreciate your efforts and the important work that you do. Thank you."

"Your work is important, don't ever feel discouraged because what you do matters."

"Fight the good fight, sisters."

"My counselor encouraged and guided me through some very uncomfortable and stressful situations. Without her help and support I don't know if I would have made it through. She is my saving angel." ~ Survivor

McLean and Eakin Booksellers' Giving Tree benefit gathered book donations for children utilizing the Safe Home and other WRCNM services. This pre-pandemic photo was taken December 2019.



IMPACT

"Everyone has been so amazing and kind. I don't know where I would be right now without you all."

"You've all made a huge impact on me and helped me heal by listening and talking with me."

"I can't thank you enough for everything you have done to help my family. We are so grateful!"

"This program and my counselor have helped me more than I can express. My counselor is knowledgeable and has empathy. Without her in my life I wouldn't be where I am today. Thank you!"

"The encouragement and support are key in helping me be stronger for my kids and helping me to see myself better than I was. Thank you so much for all you do; you are so appreciated."

"I thank you for being here for women to talk to. I feel blessed to have such a wonderful, supportive place where I can learn and discuss everything. Safe, safe, safe place."

"We value the Children's Learning Center's structured daily schedule, great reinforcement of manners, kindness and so much outdoor time! The staff are ALL wonderful!"



WRCNM Board of Directors 2019-20

Linda Burnham
Annette Eustice
Marjaree Forbes
Kristy Fralick, Treasurer
Ruthann Galbraith
Robin Jordan
Maggie Kromm, Vice President
Melanie LaFave
Katie Potts
William Santos
Beth Simmons, President
Mary Wieter-Hord, Secretary

Project Free preschool students tour an ambulance during a learning segment on community helpers.



INCOME & EXPENSE

statement

Income	2019	2020	
Fees for Services	\$244,799	\$117,757	3.25%
Grants & Contracts	1,462,781	1,720,886	47.43%
Contributions & Fundraising	690,945	781,547	21.54%
Sales, Gold Mine Resale Shops	1,066,788	863,891	23.80%
Investment Income	14,557	101,836	2.81%
Other Revenues	7,913	42,409	1.17%
Total Revenues and Support	\$3,487,783	\$3,628,326	

Period ending September 30, 2020



Children's Learning Center students

Condensed financial information has been derived from audited financial statements. A complete set of financial statements is available for review at the WRCNM Main Office, 423 Porter Street, Petoskey, Michigan.

Expenses	2019	2020	
Domestic Violence Services	\$1,212,689	\$1,326,681	38.91%
Counseling & Prevention Services	612,900	609,194	17.86%
Children's, Educational & Care Services	423,720	420,650	12.34%
Gold Mine Resale Shops	890,757	808,932	23.72%
Management & General Operations	266,106	223,577	6.56%
Fundraising	64,184	20,763	0.61%
Total Expenses	\$3,470,356	\$3,409,797	
Change in Net Assets	\$17,427	\$218,529	



Project Free preschool students



WOMEN'S RESOURCE CENTER OF NORTHERN MICHIGAN, INC.

MISSION

The Women's Resource Center of Northern Michigan is committed to equality, justice and the well-being of women. To that end, we will engage our community and encourage all to work with us toward those goals.

VISION

To be recognized as leaders for social change and respected as a strong voice for women, children and families. Our community will see us as an inclusive organization known for excellent services, effective programs and a dedicated staff. We will be responsible stewards and operate a fiscally sound organization, encouraging others to see us as a worthy investment and valuable community asset.

VALUES

Eliminating the culture of violence
Quality programs and services
Understanding and respecting our diversity
Advocacy for those in need
Leadership in our community
Integrity in all we do
Taking action for social change
Yielding positive results

Main Office: 423 Porter Street, Petoskey, MI 49770 • (231) 347-0067 • info@wrcnm.org • wrcnm.org

Satellite Offices: Cheboygan • Gaylord • Mancelona • North Central Michigan College

24-Hour Help and Information Line: (231) 347-0082 or (800) 275-1995