



Lifelines Counseling Services  
*Real Solutions for Real Problems*

2011 ANNUAL REPORT

# THANK YOU!

## FUNDERS

Bank of America  
Citibank  
Wells Fargo  
Barclaycard  
Discover  
U.S. Department of Housing and Urban Development  
United Way of Southwest Alabama  
United Way of Baldwin County  
United Way of Central Alabama  
NeighborWorks  
Housing First, Inc.  
Project Rebound – Alabama Department of Mental Health  
Regions Bank  
James T. Strickland Youth Center

Alabama Department of Economic and Community Affairs  
Alabama Department of Public Health  
Child Advocacy Center of Mobile, Inc.  
Alabama Coalition Against Sexual Violence  
The Bridge, Inc.  
DESI  
Mobile Community Action – Headstart  
GRMCA Early Childhood Directions – Early Headstart  
National Foundation for Credit Counseling  
Mental Health Association of New York

## HOME BUYER SEMINARS SPONSORS AND PRESENTERS

Nationwide Insurance – Marie Brackett  
Saraland Area Chamber of Commerce  
Mobile County DPA Program – Mobile County Commission  
State Bank & Trust – Steve Davitt  
Jon Archer Center  
Whitney Bank – Stephanie Johnson  
Regions Bank – Kay Mashburn  
Alfa Insurance – Vanessa Young  
Colonial Bank  
BB&T  
State Farm – Adrienne Fisher, Makeda Nichols, Stan Chavis  
RBC Centura Bank – Rufus Hudson  
Midtown Mortgage – Gloria Mitchell  
First Federal Mortgage – David Keenum  
A Pro Allinace Home Inspection Service – Steve Mears  
Farmers Insurance – Crystal Miller, Anthony Stutts

## COMMUNITY PARTNERS

Women's Business Center  
Community Foundation of South Alabama  
Habitat for Humanity – Mobile County  
Habitat for Humanity – Baldwin County  
Penelope House  
Sybil Smith Village  
The Shoulder  
Baldwin County Interagency Council  
NAACP  
Mobile Gas  
Mobile County Public School System  
Mobile County Health Department  
Federal Reserve Bank of Atlanta  
FDIC  
Alabama Department of Veterans Affairs  
Community Church Ministries  
DHR  
University of South Alabama  
ReMax Partners  
WKRG TV 5  
South Alabama Asset Building Coalition  
Recovery Response – Bayou La Batre

## 2011 RAPE CRISIS VOLUNTEERS

Erica Barron  
Shannon Beale  
Barbara Bell  
NaTasha Dysart  
Diane Fairly  
Kelly Fountain  
Morgan Glusman  
Rashaud Grayson  
Rachel Hoadley  
Virginia Inge  
Caitlin Jennings  
Sean Mayberry  
Phillip Norrell  
Kayla Oglesby  
Shauna Pettey  
Daniel Robinson  
Kelly Reese  
Shermica Porter  
Caroline Pratt  
Maryleigh Salter  
Carlyn Sullivan  
Ashley Thomas  
Janell Toland  
Matthew Turppa  
Richard Williams  
Caitlin Wolford  
Doressa Wright

## 2011 SPONSORS AND DONORS

Infirmary Health Systems  
Xanté  
Assistance League of Mobile, Inc.  
Mobile International Speedway – Rick Crawford and Ida Fields  
Chambliss Nationwide Insurance  
Preslar Brothers Motorsports  
Volkert  
Bob's Speed Shop  
Press Register  
Kevin Rehwinkel  
The Shed  
Buddy Noojin  
Ashland Pub  
Bubba & Pam Blanton  
Smoothie King  
Dr. Grace Pilot  
Dr. David Formwalt  
Callaghan's Irish Social Club  
Jay Wilson  
RSA Tower  
Reel Time Adventure  
Camille's Sidewalk Café  
Fresh Market  
Carpe Diem  
Crooked Martini  
Foosackley's  
Chick-fil-A  
Nadine DaLati





# Lifelines Counseling Services

*Real Solutions for Real Problems*

## EXECUTIVE MESSAGE

Since 2005, our community has dealt with continuing change – hurricanes, economic downfall, oil spill. Add to these external factors, everyday life struggles – relationship worries, financial woes, job insecurity. We are a dis-stressed community. During these difficult times, the quality of Lifelines' services are imperative to our community members.

In 2011, the board and staff approved our 5 year strategic direction. Along with our strategic plan, we also had a PROMPT Assessment through NeighborWorks which helped us define our strengths and areas of improvement as we move forward.

Our board and staff also agreed upon a new name that encompasses the vastness of who we are – Lifelines Counseling Services, Inc and a new logo. We received capacity funding through the United Way of Central Alabama and the Mental Health Association of New York to respond to those in need due to the economic downturn and the BP Oil Spill.

Finally, we received our re-accreditation from the Council on Accreditation for Children and Families through 2014. This thorough review delves into our agency's ethical practices, transparency, financial oversight, performance improvement and program services. It solidifies the hard work done by our staff on behalf of our community members. Take a moment to celebrate our achievements of this past year.

*Chandra Brown*  
Executive Director

*During 2011, Lifelines Counseling Services EMPOWERED 38,395 INDIVIDUALS TO LIVE MORE FULFILLING LIVES. By building stronger individuals and families we made great strides towards our vision of a HEALTHIER COMMUNITY.*

*By receiving Lifelines services, our community members become a change agent. Not only is that individual changed, but the lives of their families, friends, coworkers and employers are impacted. The impact creates a better community for all of us.*

## BOARD OF DIRECTORS

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JEFF ST. CLAIR

### **SECRETARY**

BESS CRESWELL

### **TREASURER**

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### **EXECUTIVE DIRECTOR**

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ED BOWRON - HONORARY

## COUNSELING

2,970 individuals/families received assistance to overcome OBSTACLES such as the ups and downs of marriage, divorce, parent-child conflicts, child behavior issues, death of a loved one, chronic illness, domestic violence, abuse and addictions.

*Joan was arrested for domestic violence. She was ordered to END (Establishing Non-Violent Directions, a 32-hour, court mandated class for women charged with Domestic Violence). While attending END, Joan began sharing her group lessons and homework with her friends. After a few more classes, Joan and her friends decided to form a weekly support group. She would distribute her work from END as handouts. They discussed domestic violence, the wheel of violence, effects of domestic violence on children, warnings signs of stress, etc. After completing END Joan returned to group and told the new participants how her life has changed because of the program. She has since divorced her husband and is living with her children. She is considering going to school and states that she hasn't engaged in any violent behaviors since she began the program. She credits her participation in the program for this change, noting that when she began she did not want to be here and even resisted being in the group. Once she realized that she needed help, she jumped in with both feet. She is very proud of her efforts to help her network of friends and family have healthier relationships.*



## ASSISTANCE

270 children and their families received assistance to begin HEALING by beginning the process of repairing lives from child sexual abuse and/or severe physical abuse by providing a safe place to express their sadness, anger and grief.

*4 year old Alli was referred to the Child Advocacy Center after being diagnosed with a STD. During an Extended Assessment with a Lifelines counselor she disclosed horrible sexual abuse by her mother's boyfriend. Alli was placed in DHR foster care because her mother chose to support her boyfriend over her daughter. She began attending counseling sessions with a Lifelines counselor. She was struggling in the home, as well as preschool, and there was concern that Alli may be developmentally delayed and depressed. After 2 foster placements, Alli was placed in the home of a very loving, nurturing foster family who began to work with her and participate in counseling with her. Alli testified before the Grand Jury after much preparation and support by Child Advocacy Center staff, including a Lifelines counselor. Her mother's boyfriend was indicted on several counts of child sexual abuse, yet her mother continued to stay with him. Alli has now been in counseling for 2 years, is making straight "A's" in school, and is a very well adjusted little girl. Alli's court date is scheduled for the Fall of 2012, and she will have to testify in front of her mother's boyfriend, and she is ready. Alli wants to do her part to keep other children safe, and feels that she can by telling the judge about her experiences. And the icing on the cake — Alli's adoption by the wonderful foster family is set to be finalized in August!*

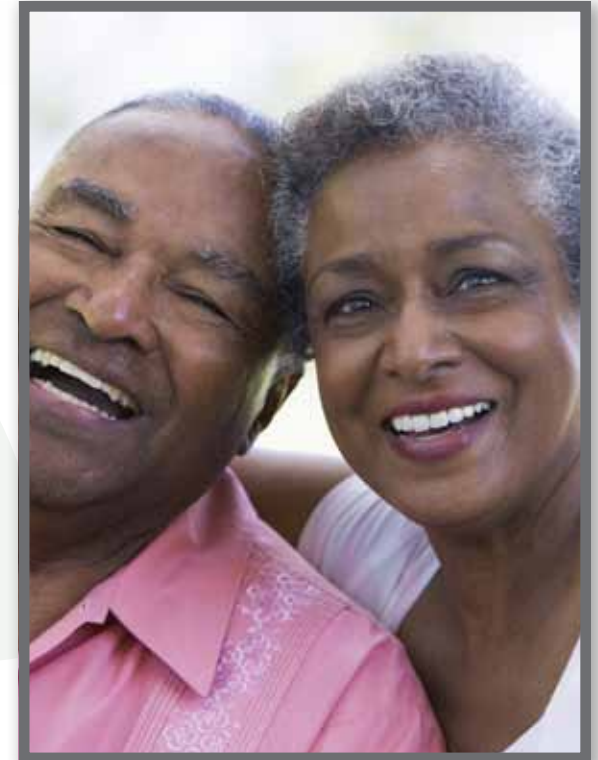
## REFERRALS

32,849 people received Compassion through community referral assistance, a listening ear for those contemplating suicide, reassurance to sexual assault victims and their families, advocating for the prevention of sexual violence.

*Mr. Jones, 77 years old, called United Way 2-1-1 needing assistance with getting eye glasses. He was recently widowed, suffers limited eyesight and has difficulty hearing. The call specialist gave Mr. Jones a referral to the Lions Club. Mr. Jones shared with the call specialist that due to his disabilities, he was unable to connect with the referral. The Call Specialist connected him with the agency via conference call and completed the application with him over the phone. While following up with Mr. Jones, the call specialist discovered that he received his new glasses 4 days later. Mr. Jones was so thankful to United Way 2-1-1 for their help and for his new glasses. He is now able to enjoy the simple pleasure of reading again.*

Often, we see community members struggling with several stressful issues simultaneously. As a multi-service agency, Lifelines is able to meet their multiple needs.

*Ms. Hart was referred to the Mental Health Consultant by the Head Start center her child attended. As she worked on behavioral issues concerning her child, she revealed a past history of rape. The mental health consultant referred Ms. Hart to the Rape Crisis Center for further support and counseling. Ms. Hart also decided that she wanted to get her finances in order to purchase a home for her family. She was referred to Consumer Credit Counseling Service for money management and financial literacy. Although Ms. Hart may have a ways to go in her healing process, she has begun to gather the tools needed to build a solid foundation.*



## EDUCATION

2,306 people received assistance to have more STABILITY by overcoming the stress of debt and building financially stable lives.

*Mr. Smith, a married senior citizen living on an extremely low fixed income, came to CCCS for assistance with his delinquent mortgage. Due to a reduction in income from his side job, he became delinquent and had sought a mortgage modification through his lender, but had been denied numerous times. The mortgage was a conventional loan with an interest rate over 10%. With the assistance of his counselor, he was approved for a loan modification which lowered his monthly payment by more than half and lowered the interest rate to 2%. The reduction will save his family over \$300 per month. He was so overwhelmed that he began to cry and was extremely grateful for his counselor's help.*

## OUR SERVICES

### Family Counseling

- Establishing Non-Violent Directions-Domestic violence group for women ..... 83
- Helping Children Cope with Divorce-educational seminar for parents ..... 562
- Rollercoasters-group for children to deal with divorce ..... 16
- Head Start/Early Head Start-mental health services provided to children, staff and families..... 1,753
- Juvenile Anger Management/Strengthening Families ..... 82
- Individual and Family Counseling ..... 474

### Consumer Credit Counseling

- Individual sessions-to gain knowledge and skills to manage household finances ..... 1,642
- Workshops-consumer education on a variety of topics ..... 664

### Child Advocacy Center

- Children/families seen for counseling/supported through criminal proceedings..... 270

### Outreach and Education

- Rape victims/families assisted ..... 158
- 211-callers given information/referrals to community resources ..... 19,681
- Prevention education in area schools ..... 13,010

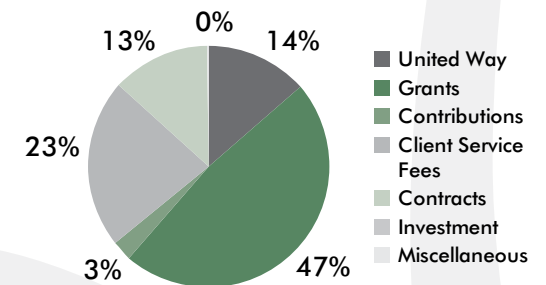
**Total Individuals/Families Serviced in 2011** ..... 38,395

## FINANCIAL REPORT

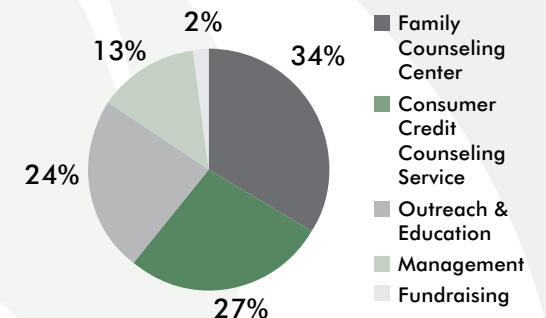
### 2011 Financial Highlights

- 18% increase in United Way allocation from 2010 to 2011
- 25% increase in federal, state and local grants from 2010 to 2011
- Received one-time grants from United Way of Central Alabama and Mental Health Association of New York to build agency and program capacity

### Income Total – \$1,528,939



### Expense Total – \$1,532,658



## OUR ACCOMPLISHMENTS

### Family Counseling Center

- Revised current clinical documentation to attain COA standards.
- Began weekly staffings for all clinical staff.
- Add additional groups for the Establishing Non-Violent Direction program and Juvenile Anger Management.
- Continued quality masters level internship program with area universities.
- Continued providing services to area Headstart programs and began providing services to Early Headstart families.

### Child Advocacy Center Therapeutic Unit

- Supported and encouraged 121 children through the court process which allows the children to become more self-sufficient and a role model to others.
- 2.5 full-time staff provided 1,633 sessions to sexually and physically abused children and their families.
- Offered Equine Therapy to clients
- Reinvigorated Court Advocacy Program with Child Advocacy Center staff where 12 volunteers were trained
- Participated and provided a presence for clients in criminal proceedings in federal court, grand jury and criminal court

### Consumer Credit Counseling Service

- With the leadership of Mel Ann Sullivan and First United Security Bank, a luncheon of area banks was convened to discuss reviving CCCS services in Clarke county.
- Through the United Way of Central Alabama, we collaborated with the Community Foundation of South Alabama to conduct the Managing Household Finances Survey. The survey showed us our community members attitudes and beliefs toward financial literacy and their readiness to receive assistance.

### Rape Crisis Center

- Continued Teen sexual assault support group in Grove Hill.
- Trained 408 Mobile Police Department officers to respond to sexual assault victims and their families
- 2nd Annual Kickball Tournament raised over \$8,000 to “Kick Out Sexual violence” in our community
- Placed 11th in the *Stay Classy* National Awards for the Most Effective Awareness Campaign by a Charity for Sexual Assault Awareness Month activities.

### United Way 211

- 16% increase in calls from 2010 to 2011
- Screened 17,000 calls in 15 months through the Homeless Prevention and Rapid Re-housing program through a contract with Housing First, Inc.
- Trained 4 volunteers through the volunteer disaster training

## *Help Lifelines Continue to Grow*

- *Tell one new person about our agency services this year.*
- *Send us a note about how involvement with Lifelines has touched your life.*
- *Consider a first-time financial gift or an increase in your giving this year.*

Our Vision  
**Build** strong  
individuals  
and families  
for a healthier  
**Community.**

Our Mission  
**Empowering**  
individuals and  
**families**  
to live more  
fulfilling lives  
through counseling,  
**assistance,**  
**referrals**  
and **education.**



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