

2021 Annual Report

Wellpoint Care Network



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ANN LEINFELDER GROVE
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IMPRESSIVE HISTORY, PROMISING FUTURE

Wellpoint Care Network is a community-facing, human-serving organization with deep roots in Milwaukee and Wisconsin. For more than 170 years, we have continually evolved our service offerings to meet the changing needs of the community.

2021 was one of the most significant years in our history:

- We celebrated the **170th Anniversary** of our organization.
- We won the renewal of a **multi-year contract** to continue our trauma-informed Child and Family Well-Being services.
- We were recognized as a Top Workplace by the **Milwaukee Journal Sentinel** and Nonprofit of the Year by **BizTimes**.
- And, we partnered with multiple local organizations to begin creating a true **network of care** for the people we serve.

Though the name has changed, our mission remains the same: we help children and families *thrive* by restoring connections that promote equity, learning, healing and *wellness*.



BILL HARRIGAN
Board Chair

Wellness is the Point of All We Do

In 2021, we also launched our organization's new brand — from **SaintA** to **Wellpoint Care Network** — to better reflect who we've become, honor our rich past and focus on shaping our future.

As we move forward, Wellpoint will energetically focus on the **hopes and dreams** of our neighbors by listening to them.

Becoming a Hub for the Community

We will engage in public discourse with both governmental and community leaders. We will temper our expertise with authenticity and be genuine in our efforts to know and serve our neighbors. And, when we make mistakes, we promise to be **humble** enough to apologize and reset.

As we emerge from the isolation of COVID lockdown and open our doors once more, we commit to turning our Capitol Drive campus into a **place of healing**.

And, we hope you'll join us on that journey, as well!



About Us /

2021 WAS A YEAR OF CHANGE

WHY WELLPOINT?

A brand is more than just a name or a logo. It's the personality that identifies an organization — and, how it relates to its audience to build a reputation.

For more than 170 years, we've partnered with children and families as they work to overcome the effects of their adversity. But we needed a brand that reflected who we had evolved to become as an organization.

This is why in 2021, we began the process of rebranding to become a more recognizable organization whose identity supported our mission, represented our values and inspired people to get involved in our vital work.

Building for Future Growth

As we focused on distilling our mission down to its most basic parts, we found ourselves returning to the word **wellness**. Every service we offered had wellness at its core. Wellness truly was the point of it all.

But, we don't do anything in a vacuum. Every person we serve comes from a family and community that can help support their needs. Every human services agency or medical professional, every vendor, donor or volunteer also play a vital role in this ever-growing and expanding network of care.

That's why we became **Wellpoint Care Network**. Because wellness is the point of all we do.

Making Our Mark

The Wellpoint logomark, created by **Reginald Baylor Studios**, symbolizes the vibrant, optimistic nature of our work and brand.

It features a colorful, dynamic **Windsail**, which lifts upwards toward the future, its visual gap suggesting two hands coming together in unity — a theme reinforced by the color choices.

"I am proud of how we've rebranded ourselves to reflect the organization we've become — honoring our rich past, but focusing on the future."

ANN LEINFELDER GROVE



CENTRAL TO ALL HEALING IS EQUITY

At Wellpoint, **Diversity, Equity** and **Inclusion** aren't a slogan — it has become a core piece of our organizational culture, informed by our understanding of historical and generational trauma and our commitment to the communities where we serve.

We offer a vibrant committee and workgroup structure, and all employees are invited to participate. **Advancing Women of Color**, the **Historical Trauma Workgroup**, the **Diversity Committee** and many others allow staff voices and beliefs to shape what we as an organization stand for, and also what we do to act on those beliefs.

We are also offering more training and crucial conversations as we move forward. Inclusion is essential to promote and support change. People **have** to be included. They have to feel engaged and welcomed to be with us on their healing journey.



About Us /

BECOMING A NETWORK OF CARE

For 170+ years, we've stayed true to one purpose: we help people overcome barriers and **thrive**. From crisis care and stabilization to preventing future trauma, we're here when you need us.

SOME OF THE YEAR'S HIGHLIGHTS:

5.7K
Community Members Served in 2021

2K+
Trained in Trauma Informed Care

39
Counties Currently Served Statewide

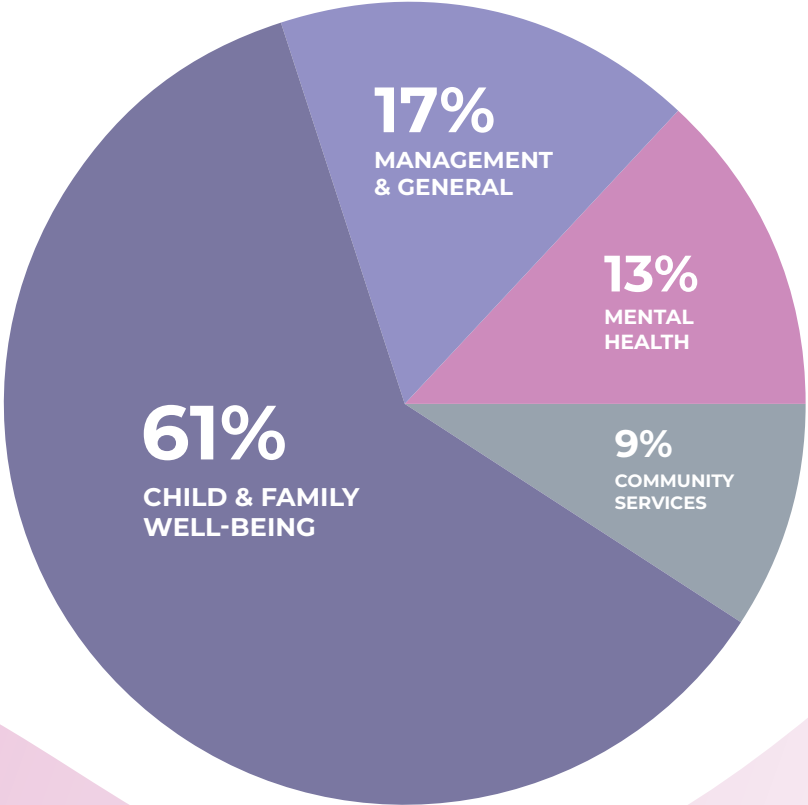
331%
Total Increase in School Based Mental Health Referrals

300+
Active Employees Across All Services

\$2M
Grant from SAMHSA for Project Thrive

Our priority moving forward is to continue engaging the community in ways that strengthen children and families — **building on 170+ years of experience, but with an energized focus on what that means.**

ANN LEINFELDER GROVE



2021 Financials

Total Revenue: \$28,672,685
Total Expenses: \$29,118,527
Net Loss: \$(445,842)



THANKS TO OUR MAJOR DONORS!

- American Family Insurance Dreams Foundation
- Bader Philanthropies
- Greater Milwaukee Foundation — Locke A. Sprague Fund
- Greater Milwaukee Foundation — MKE Responds Fund
- Melitta S. and Joan M. Pick Charitable Trust
- Upswing Fund for Adolescent Mental Health

For a more complete listing of our Donors, visit [wellpoint.org/about-us/annual-report](https://www.wellpoint.org/about-us/annual-report).



About Us /

2021: THE YEAR IN REVIEW

COVID changed the way we worked and the way we met the needs of our community. Necessary innovations are now standard practice, and we return to our campus with a renewed vision.

HELP THAT MEETS YOU WHERE YOU ARE

Because the need for quality mental health services is so vast, our approach is to provide healing services that are far-reaching and in-depth. These include:

Outpatient Mental Health

Wellpoint's skilled, compassionate therapists focus on a range of mood and anxiety disorders and specialize in trauma-based therapies and related services.

School-Based Mental Health Services

Our school-based mental health therapists work directly with students ages 3–15 to provide engaging therapy services. Goals include creating healthy learners and promoting a thriving school culture.

Occupational Therapy

We work with children to build motor skills, behavioral/emotional skills and executive function skills — all of which may have been impacted by trauma or other developmental delays.

NMT Consultation

Our clinical therapists are able to deliver the right interventions by conducting trauma assessments and making recommendations using the Neurosequential Model of Therapeutics framework.

Comprehensive Community Services

Wellpoint partners with **25 counties** across **15 offices** statewide to provide individual and family therapy, school service planning and facilitation and individual skills development.



SOME OF THE YEAR'S HIGHLIGHTS:

- Referrals for **School Based Mental Health** services **increased 331%**. Wellpoint now has school-based clinic branch locations in **44 schools** across **14 districts**.
- Our **Outpatient Mental Health Clinic** referrals **increased by 42%**.
- Awarded **\$2 million dollar grant** from **SAMHSA** to partner with Boys and Girls Clubs (*see next page*).

TEAMING UP TO SUPPORT MENTAL HEALTH

This year, Wellpoint has teamed with **Boys & Girls Clubs of Greater Milwaukee** and the **Medical College of Wisconsin** to bring evidence-based, trauma-informed assessments and treatments directly to the neighborhoods we serve through an initiative called **Project Thrive**.

Thanks to a **\$2 million grant** from the federal **Substance Abuse and Mental Health Services Administration (SAMHSA)**, this innovative partnership is providing increased access to customized mental health support services to children and families throughout the Greater Milwaukee area.

Over the next four years, Project Thrive locations will be added at Boys & Girls Club sites around Milwaukee to provide easy and accessible care in a trusted community setting.



Our Services /

MENTAL HEALTH SERVICES

Wellpoint delivers a range of therapeutic services in home, school, clinic or community settings. Our team has a diverse range of experience, but all have **trauma-informed expertise** in common.

PROMOTING SAFETY AND STABILITY IN FAMILIES

Through our partnerships with Wisconsin's **Department of Children and Families**, the Division of Milwaukee **Child Protective Services**, the Milwaukee County Behavioral Health Division's **Wraparound Milwaukee** program and a broad network of **community partners and organizations**, we are committed to helping children and families move from safety to stability and ultimately thrive.

Foster Parenting

Wellpoint has been licensing and supporting safe, nurturing foster homes since 1984. These include kinship care providers (*see next page*) and specialized training for children in Treatment Foster Care.

Care Coordination

We work to support families' mental health and emotional needs to keep young people from placement in residential treatment, juvenile correctional facilities or psychiatric hospitals.

Child Welfare

Since 2009, we've provided case management services to approximately 1,300 children annually. In 2021, we were proud to be granted a renewal of our contract for the next seven years.

Youth Transitioning to Adulthood

Since 2007, we've been supporting former foster youth as they begin to navigate life on their own. This includes assistance with applying to college, maintaining a job and finding their first apartment.



SOME OF THE YEAR'S HIGHLIGHTS:

- We launched **SafeCare**, a weekly, home-based training curriculum that improves parents' skills in home safety, health care and child interaction.
- Our **After Hours Staffing Team** launched to support emergency case needs, ensure child safety and minimize placement disruptions with 24-hour availability year-round, including holidays.
- The **Youth Transitioning to Adulthood** independent living program provided services to **214 youth and young adults**, which included assistance in applying for COVID-related federal grants.

KEEPING KIDS IN THEIR COMMUNITY

Even if necessary, being separated from a parent can be very difficult. That's why whenever possible, Wellpoint places children with relatives (or "like-kin" adults, such as family friends) or foster parents who live in the same community.

Children in these placements experience significantly less stress and destabilization than their peers. They're more likely to remain with their siblings, continue going to the same school and maintain and restore connections with their families and communities.

In 2021, **51% of the children we placed in out-of-home care** were with **kinship caregivers**, allowing them to maintain the supportive and stabilizing factors that help them thrive.



Our Services /

CHILD AND FAMILY WELL-BEING

Safe, stable and healthy families are the core of a thriving community. Wellpoint provides case management services to nearly **1,900 children annually** to ensure their safety and well-being.

TRAUMA INFORMED CARE IN THEORY AND PRACTICE

Wellpoint's training and consulting program provides schools, private businesses and other human services organizations with the tools, resources and best practices to implement trauma-informed practice rooted in the **Seven Essential Ingredients** (see next page).

Training for K-12 Schools

With our grounding in the impact of adversity on the developing brain, we've taken educational innovation one step further with our Trauma Sensitive Schools approach to ensure all learners thrive.

Training for Child & Family Serving Organizations

Wellpoint's substantial direct experience in case management, youth residential treatment, family preservation and mental health services can help transform your organization's practice and culture.

Training for Early Childhood Education

Children's brains, bodies and behaviors change quickly from birth to age three, so it's crucial their educators understand the science of adversity and can provide support to help them learn and grow.

Training for Law Enforcement

Law enforcement professionals are often called to be social workers, psychologists, teachers, doctors and lawyers, in addition to police officers. That's a heavy load, but it can be lightened by learning tools that can help them diffuse potentially difficult situations.

SOME OF THE YEAR'S HIGHLIGHTS:

- Wellpoint partnered with **MKE Responds** and **COA's** Home Instruction for Parents of Preschool Youngsters (HIPPY) program to bring regulation training (including classroom resources and strategy kits) to **200 families** from **St. Joseph's Academy** and the **Malaika Early Learning Center**.
- We also partnered with the **American Family Dreams Foundation** to develop a pilot program that certified **15 educators** who will train Trauma Informed Care content in the community.
- The **Milwaukee Mental Health Consultants** and the **Irving H. Raffe Fund** asked Wellpoint to provide Compassion Curve training to 50 participants at the **Greater Milwaukee Foundation's Pathways to Quality Conference**.



THE SEVEN ESSENTIAL INGREDIENTS

Wellpoint has been at the forefront of the Trauma Informed Care movement for 15 years, and at the center of our approach are the **Seven Essential Ingredients**.

This simple framework helps explain the realities of trauma — that it is more common than most people think, and that its impact is lasting — and also provides the keys to overcoming trauma-related barriers.

So many meaningful results have been proven over the years that we began to train and provide consultation using this model. In 2021, Wellpoint trained **more than 2,400 people** in the Seven Essential Ingredients, including **265 early childhood educators**.



Our Services /

TRAINING AND CONSULTING

Wellpoint has been on the cutting edge of Trauma Informed Care for more than a decade. Our team has trained more than **62,000 individuals** across the country since 2008.



Inset: Capitol Drive campus, 1950s. Above: Architect's rendering of the Main Entrance of the Wellpoint redevelopment site.

MAKING ROOM FOR EVERYONE

With our stronger emphasis on preventing future adversity and promoting resilience comes the need for long-term engagement with those we serve — and with it, the right space to do so.

Our upcoming **Capitol Drive Renovation** is part of a concerted shift from formalized programming to more organic and ongoing partnerships, both on Milwaukee's northwest side and beyond.

Now, more than ever, it's important for our physical space to reflect our mission of equity, learning, healing and wellness for all.

ANN LEINFELDER GROVE

We envision our campus as a community center — a place to come for care, but also to share a coffee in our social hall, or participate in a community meeting hosted by one of our partners.

As we continue to form this network of partners, we pledge to fully deploy every resource we can to restore the connections that help children and families thrive. And, we hope you'll consider becoming an important part of our network of care!

Plans Include:

- Flexible, accessible and comfortable meeting and conversation spaces for groups large and small.
- Informal gathering spaces, like a coffee shop, where people can connect and find warmth.
- Recreational walking paths to get people outside and provide them with a safe place to exercise.
- Community garden plots to connect people to the earth and help them get to know their neighbors.
- Spaces for our health and human services partners to bring crucial services to the community.



Above: A ground-level view of the more-accessible Main Entrance shows off gathering space and greenery.

Below: The revamped Employee Entrance (accessible from 88th Street) faces the current parking lot.



HOW TO HELP

If you're interested in learning more about Wellpoint's campus transformation, or would like a tour of our current campus, please contact us at **414-463-1880**.



About Us /

GROWING INTO THE FUTURE

When you have a big task in front of you, it's best to start where you are. We're starting at the corner of 89th and Capitol. But, we aren't going far — unless you count the 18 acres of room we have to grow.



**Wellness is the Point
of All We Do.**

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