

# Impact Report

2023



WithinReach™

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# MESSAGE FROM OUR CEO & BOARD PRESIDENT

## To Our Friends and Supporters,

It is with both gratitude and optimism that we look back on this year of transition and growth. We said a heartfelt goodbye to Kay Knox, who stepped down as CEO after 24 years with the organization. It has been a privilege to work with Kay, and we will work hard to carry on her legacy.

As we plan for the future, we recognize the opportunity and potential in front of us. Through recent and extensive stakeholder engagement, we gleaned important feedback that will support an update of our mission statement in the coming year. We learned from our partners and stakeholders that we should increase the visibility of our work in co-designing systems-level supports for families and coalition-building for statewide health initiatives.

In bringing our vision to reality, we will stay foundationally grounded in our commitment to social justice. We believe everyone should have access to health and social service resources. We also understand that in order to ensure all have this access, we need to implement targeted strategies for those currently and historically affected by disparities. In the coming year, we will share more about how we are innovating and activating around these vital strategies.

With these exciting updates, we also want to celebrate this year's accomplishments. At the heart of our Help Me Grow work, we are helping to build a system that is stronger and more impactful. Our growing work in this area, particularly in pregnancy and early childhood development, along with our community- and systems-building efforts and legislative work, are truly making a difference. You can read more in this report.

As we move forward, we are committed to fostering a culture of continuous learning and improvement, inclusion, and communication. Thank you for your support of and dedication to our work. We are honored to have you by our side, and are excited about what's to come.



**Sharon Silver**  
Chief Executive  
Officer



**Eric Tatsuno**  
Board President

# SYSTEMS BUILDING

WithinReach has been a longtime leader in convening groups of people to learn, share about, and find important ways to promote the health of families through Medicaid and Basic Food outreach, vaccine promotion, and more. Our work in prenatal-to-three systems building is gaining momentum and engagement across early childhood partners in our state.

WithinReach is the lead convener of the Washington Prenatal-to-Three (PN3) Coalition, which brings leaders and state system partners together to develop and align statewide strategies and policies that center families with young children. Focus areas include food security, access to pediatric and prenatal care, family stability, and developmental screening. The goal of the work is to increase the number of infants, toddlers, and their families receiving high quality services by 50 percent by 2025.

To help continue the momentum in reaching this substantial goal, the coalition formed three strategic sub-committees and purpose statements as part of the new coalition structure:

**1 Family Voice:** To deepen understanding of Washington families' top priorities in the ecosystem of supports across the PN3 areas of focus. To integrate authentic family voice in PN3 systems planning.

**2 Policy & Advocacy:** Bring together partners who work on state legislative efforts to develop a shared agenda to amplify the legislative work being done on PN3 priorities.

**3 Targeted Universalism:** Through examining data, detect what factors are contributing to inequitable access across and within the PN3 focus areas. Informed by the Family Voice and Policy & Advocacy strategic workgroups, identify targeted strategies and key partnerships to support our universal goal around services.

**WithinReach hosted two important events this year. Here is a snapshot of their impact:**

**Our April 2023 Learning Series, "Early Support is Community Care,"** helped us deeply explore topics we care about, lift up important voices in the community, and engage our partners and stakeholders. This free, weeklong virtual event resulted in **866 total registrations** – more than double last year – and a total of **586 attendees** – more than triple the attendance from last year.

**The May "Immunization Summit"** provided an opportunity for industry members to learn about emerging and ongoing immunization best practices to apply to their communities, and tools, skills, and knowledge to be successful in improving vaccination rates. It was our first hybrid event, and was a huge success with **213 in-person attendees and 146 virtual attendees.**

# BY THE NUMBERS

WithinReach breaks down barriers and builds up healthy families, one connection at a time. See what **impactful connections and milestones** we accomplished in 2022-2023:



**356,074**

families served across Washington State online or over the phone



**79%**

of callers WithinReach served were low-income



**64%**

of callers WithinReach served identify as Black, Indigenous or People of Color (BIPOC)



**1 in 6**

callers preferred a language other than English (we connected with these callers in 25 different languages)



**2,989**

families quarantined at home received resources and support through our COVID Care work



**75%**

of callers received basic needs resources and support, including food; WIC; financial, housing or utility assistance; clothing; diapers; and transportation

# BUILDING PATHWAYS FOR FAMILIES

This year we've worked closely with our partners to build helpful referral pathways so that we can expand resource and wraparound service connection for Washington families in need of support.

Through our **Temporary Assistance for Needy Families (TANF)** work, we connect families with low income to tailored resources and services, such as in-home support, parenting classes, and early learning resources. Initially supporting TANF in select regions, we expanded statewide in January. In the first month, we experienced a **180% increase in referrals** throughout the state; in the first three months, we served nearly 600 families with this important support.

In other expanding work, our team conducted listening sessions with several birthing hospitals to help increase the utilization of the **Plan of Safe Care (POSC)** Help Me Grow referral pathway through updated training and outreach materials. POSC is a family-centered prevention plan designed to promote the safety and well-being of birthing parents and their infants with prenatal substance exposure. We work to connect parents to resources in their community such as baby supplies, free or low-cost health insurance, and child development, parenting, and mental and behavioral health support.

In addition, the team worked to develop a referral pathway to our Mental and Behavioral Health team for the **King County substance use disorder (SUD) pilot**, supporting those who are pregnant and experiencing SUD. Referrals involving unborn children currently screen out for Child Protective Services investigation. Instead, they will be redirected to WithinReach as a community-based provider for preventive services, including all Help Me Grow services and additional inpatient/outpatient SUD and mental health support.

We are preparing to expand the pilot statewide so that we can serve as a hub for partners supporting pregnant people experiencing SUD. This will be a multi-year process that involves both system co-design leadership as well as sub-contracting with local partner agencies, yet we know it is a strategy that will have an incredible ripple effect in the lives of families.





# ADVOCATING FOR CHILDREN AND FAMILIES

For the first time since 2020, the legislature convened in person to do the hard work of considering policy bills and writing the two-year (biennial) operating, capital, and transportation budgets. Our team was also busy advocating for WithinReach's top priorities, which are

- Requesting funding to build capacity for Help Me Grow at the state and local level.
- Dismantling systemic racism and advancing diversity, equity, and inclusion.
- Investing in physical health, behavioral health, food security, and other basic needs so families can thrive.

Despite the economic downturn, there were several great legislative wins. With support from our champions, we secured \$500,000 in the operating budget for Help Me Grow, which weaves together state and community systems, providers, and resources to offer a full spectrum of support to all families with young children in Washington state. This powerful work requires deep partnerships at the community, regional, and state levels who share our vision for families.

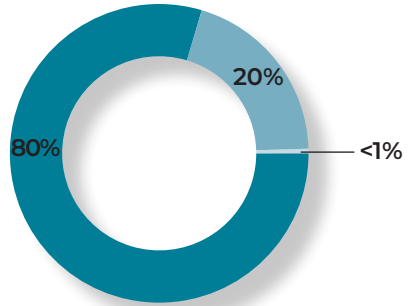
We also supported several important bills that passed around hunger relief and free school meals, increasing access to child care programs, improving maternal health outcomes, substance use disorder prevention for families, and behavioral health crisis response.

With your support, we will continue the hard work to ensure essential resources are available and accessible to young children and their caregivers.

# 2022-2023 FINANCIALS



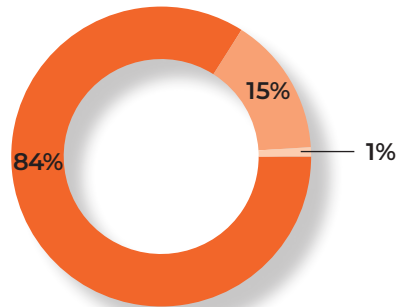
**Total Support & Revenue**



- Government Grants: \$7,610,832
- Private Grants & Contributions: \$1,855,667
- Other Revenue: \$36,749



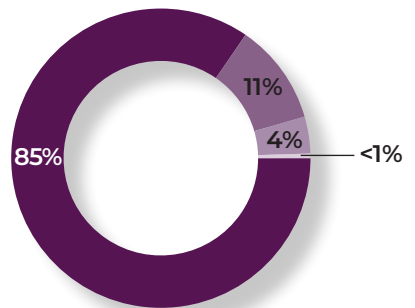
**Total Functional Expenses**



- Program Services: \$8,343,990
- Management & General: \$1,469,735
- Fundraising: \$119,296



**Total Program Expenses**



- Food & Health: \$7,073,635
- Help Me Grow: \$918,005
- Immunization: \$308,812
- Workforce Development: \$43,538

## Statement of Financial Position

Total Assets:	\$5,280,145
Total Liabilities:	\$2,278,267
Total Net Assets:	\$3,001,878

# DONORS & PARTNERS (JULY 2022 - JUNE 2023)

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◆ = Family Champion  
during our *Opening Doors,  
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The Cynthia Circle represents our most generous donors and honors our founding mother, Cynthia Shurtleff. We thank them for their strong commitment to the health of all families in Washington State.

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These donors  
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for future non-profit  
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outgoing-CEO Kay  
Knox's 24 years at  
WithinReach.

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# WHY WITHINREACH?

*“Over 35 years ago Cynthia Fuguet Shurtleff’s vision of fostering brighter futures for the most vulnerable among us led my mother to start the regional Healthy Mothers Healthy Babies coalition that became WithinReach.*

*She would be delighted to see this vision continue to flourish, as WithinReach grows and adapts to serve even more of our neighbors in Washington and to provide an essential, inclusive safety-net for hundreds of thousands every year. My family is proud to continue to support WithinReach’s work connecting families to opportunity while forging strong community partnerships that aim to reverse the systemic conditions that create inequalities for so many.”*

**Hillary Shurtleff, PhD, ABPP**  
Daughter of Cynthia Shurtleff

*“Coordinated Care is proud to partner with WithinReach to help realize our commitment to whole-person care, which includes making healthy food more accessible, affordable housing, reliable transportation, and other basic needs. WithinReach helps bridge the gap by connecting families and individuals to needed community programs and services across the state.”*

**Beth Johnson**  
President and CEO, Coordinated Care



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