



TRUE

CENTER

Annual Report Fiscal Year 2022

(July 2021-June 2022)

Trauma | Resilience | Understanding | Education

TRUETraumaCenter.org

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A Note from Our Board Chair

What a year of growth and opportunity this has been for TRUE Center! We have taken many exciting and foundational steps that are essential to fulfilling the Center's mission of increasing access to trauma-focused, evidence-based care and prevention services for DC-area children and families. Among these exciting accomplishments is TRUE Center being awarded federal tax-exempt status as a 501(c)(3) charitable organization in December 2021. With this status, we were able to start raising crucial funds necessary to jumpstart the organization and advance our mission.

As part of this foundational journey, the Board of Directors has devoted time to identifying the essential pieces of TRUE Center's identity: we developed a mission and vision, as well as a set of values that focus on anti-racism, honesty, equity, and accountability. Awareness of these guiding values will help us partner with the community and go about this work in a way that is intentional, honoring, and respectful. With these key pieces established, the Board was positioned to develop foundational and guiding policies and procedures, leverage a variety of pro-bono resources, and form community partnerships that will help TRUE Center be a strong, viable organization that will increase access to trauma-based care for years to come.

With our first full year in operation behind us, the TRUE Center Board of Directors is already moving forward in a number of different areas. First, we are thrilled for the upcoming launch of clinical services. So far in FY23, we have recruited and hired a Mental Health Director to spearhead clinical services and already have a number of volunteer therapists ready to deliver services soon after this hire is onboarded. Second, we have made progress on the goal of building out TRUE Center's educational programming by offering our first community presentation in November 2022. Third, to reach these goals and be not just a viable, but a truly sustainable organization, we are continuing to lay a strong foundation. We are focused on building our volunteer corps and Board of Directors, cultivating collaborative relationships with stakeholders and community partners, continuing to consult with legal experts on policies and procedures, and working towards identifying an Executive Director to spearhead our vision.

Thank you for your ongoing support. Your partnership, financial contributions, and belief in TRUE Center's mission have allowed us to arrive at this exciting juncture. We are excited for you to continue with us on this journey!

Sincerely,



Renee DeBoard-Lucas

YEAR *in* REVIEW

FY22 was a year of formation and development for TRUE Center.

We built infrastructure and raised the funds to get us off the ground in preparation for providing services.

In FY22, TRUE Center...

YEAR *in* REVIEW

Established an Organizational Identity

Our **mission** is to increase access to trauma-focused, evidence-based care and prevention services for D.C.-area children and families.

Our approach includes culturally competent mental health services, training and support for child-serving systems, and promoting public understanding of trauma and prevention.

OUR VALUES

Acceptance	Honesty
Accountability	Partnership
Anti-Racism	Science
Education	Sustainability

YEAR *in* REVIEW

Earned Federal Tax-Exempt Status

Shortly after incorporating, TRUE Center sought out pro bono services from the Nonprofit Legal Assistance Program, a program that matches community-based nonprofits with pro bono legal counsel through the DC Bar Pro Bono Center. We were matched with a reputable, global law firm whose values center on quality, unity, and integrity. Throughout the year, the firm provided us with valuable legal support around the submission of our application for federal tax-exempt status, the development of essential governance and business policies, and other legal questions and concerns. In FY22, the firm provided approximately **250 hours** – more than **\$140,000** worth of services – free of charge.

Through these efforts, TRUE Center was awarded federal tax-exempt status as a 501(c)(3) charitable organization in December 2021.

YEAR *in* REVIEW

Developed a Communications and Outreach Strategy

Our Communications and Public Outreach Strategy was developed, which includes market research and recommendations for building relationships with local agencies and for promoting TRUE Center through a social media presence. The market research was conducted with local agencies and with the following goals: understand the current landscape of treatment for children who have experienced trauma, identify focus areas for the Center's communications efforts, and highlight strategic themes for increasing awareness of TRUE Center and its offerings.

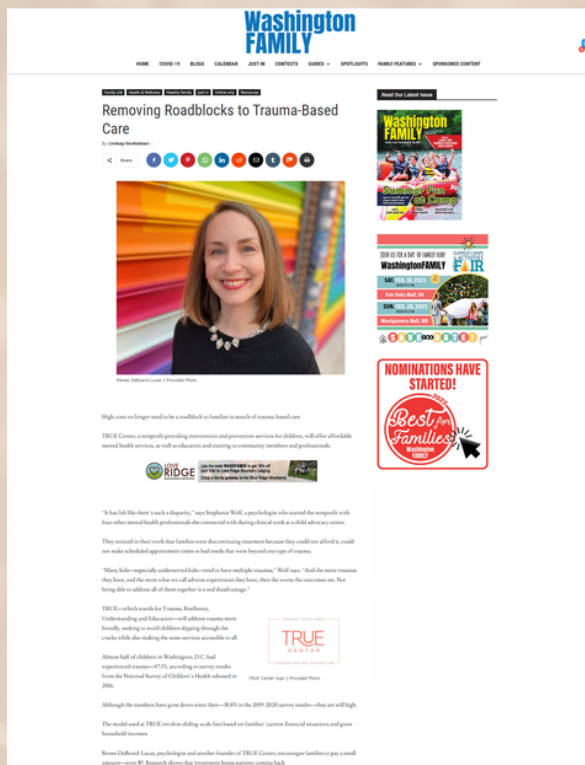
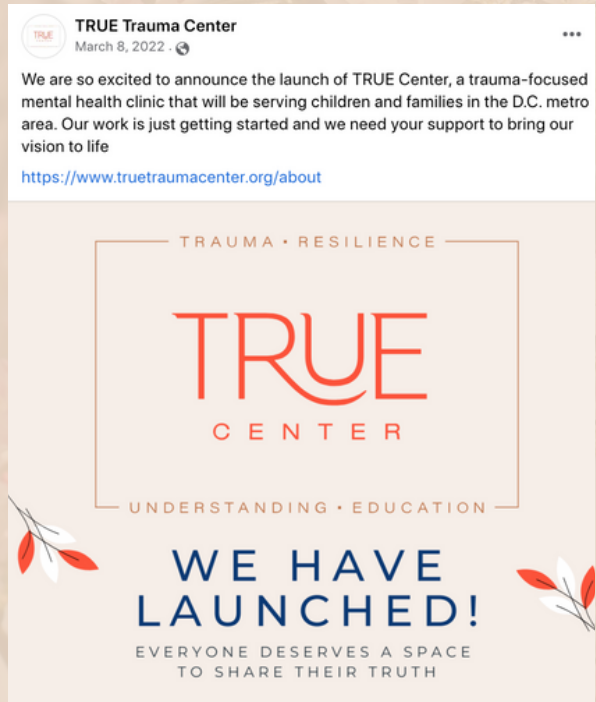
We have been fortunate to receive the invaluable support of a woman- and minority-owned strategic communications firm that values fairness, effective communication, and good storytelling. They have provided TRUE Center with media training, market research, website analysis, and support for launching the agency. In FY22, they generously gifted approximately **150 hours** of professional time, worth over **\$18,000**.

YEAR *in* REVIEW

Put Our Communications Strategy to Use

Public Launch!

On March 8, 2022, we announced to family and friends and through social media that TRUE Center will be opening its doors

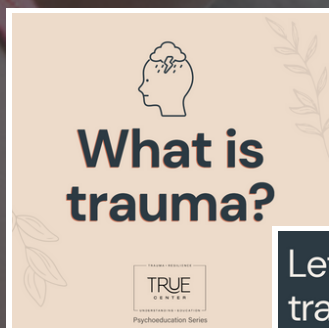


In April 2022, we were excited to be featured in Washington Family Magazine, in an article highlighting how TRUE Center will work to reduce roadblocks to accessing affordable and evidence-based trauma care.

YEAR *in* REVIEW

Started Community Services

In conjunction with our public launch in March, we put out a series of educational posts on social media to help inform the public about what trauma is, how traumatic stress manifests in children, and ways to support children in the aftermath of traumatic events. We paid special attention to promoting facts about the experience and impact of trauma on marginalized youth. We partnered with internal and external subject matter experts to provide information that would be most useful and digestible for the public.



YEAR *in* REVIEW

Developed Organizational Structure and Processes

Building a robust infrastructure is an essential task for a young non-profit organization. To build a strong foundation for sustainable, ethical, high-quality trauma care, TRUE Center accomplished the following goals this year:

- TRUE Center was one of seven groups accepted for the Fall 2021 cohort for financial strategy support by an organization based at Georgetown University. This student-run nonprofit consulting group focuses on DC-based and international nonprofits, with a mission to “ignite social change.” They provided us with more than 300 hours of strategy support and recommendations for a substantially-reduced fee.
- TRUE Center partnered with Your Part-Time Controller, experts in non-profit financial management, to ensure fiscal compliance, responsibility and transparency.
- Throughout the year, we met with many other professionals who generously provided no-cost consultation regarding business strategy, nonprofit development, and board governance.

Progress Toward Strategic Goals

FY22 Strategic Priorities	Notable Successes
Build organizational capacity	<p>The TRUE Center Board of Directors defined its own role as both a working and governing board. The Board established officers, committees, and essential policies and procedures related to ethics and accountability, risk management, and operations.</p> <p>With the help of volunteers and pro bono consultants, TRUE Center laid the groundwork for programs, financial and accounting infrastructure, fundraising and communications strategies, and effective board governance and oversight.</p>
Strengthen Board governance	<p>Through recruitment efforts and fostering relationships with volunteers, TRUE Center recruited and oriented four new directors who would join the board in FY2023.</p>
Implement a development plan	<p>Initial fundraising efforts starting in March 2022 surpassed our wildest expectations, raising more than \$120,000 from more than 100 individual donors.</p>
Diversity, Equity, and Inclusion (DEI)	<p>Directors actively participated in DEI-related trainings and crafted a board-recruitment strategy that focused on expanding board diversity and representation from the community served.</p>
Initiate and sustain programming	<p>We posted helpful information on social media to help educate the public about what trauma is, how traumatic stress manifests in children, and ways to support children in the aftermath of traumatic events. We researched and identified resources needed to begin services and began addressing resource gaps (e.g., began recruitment of volunteer therapists).</p>

Thank You to Our Volunteers

We are immensely appreciative of our volunteers who give their time, energy, and passion to TRUE Center and its mission. Last year, volunteers provided countless hours of support on website development, policy research, document development, community outreach, and conversations on diversity, equity, and inclusion (DEI) goals. Through tasks big and small, TRUE Center has grown from an idea into a reality, and it would not have been possible without our generous and fantastic volunteers. Thank you for everything you have done and continue to do!

Brian Gardner

Krishtine Rosenthal

Joe Guidi

Lisa Wagner

Alex Lucas

Deonte White

Dylan Rosenthal

To our additional volunteers who opted
out of public recognition:

We appreciate you!

A photograph of a person from behind, carrying a young child in a baby carrier. Two other children are walking alongside them on a paved path. The image is overlaid with a semi-transparent orange filter.

Thank You to Our Donors

With your help, this was a year of tremendous growth and opportunity for TRUE Center! We are truly grateful for the generous support from our individual donors, family foundations, and businesses offering pro bono professional services. You have been critical to building TRUE Center's foundation so that in this coming year, children and families in the D.C. area will have increased access to trauma focused, evidence-based intervention and prevention services!

Thank you for investing in TRUE Center!

Our Donors

\$100,000

Milberg Family Fund

\$10,000–\$99,000

Dwayne Calton

\$1,000–\$9,999

*Laura Cartwright
James Kramer
Christopher Richardson*

\$500–\$999

*Jenna Calton
Renee DeBoard–Lucas
Sandy and Lyne Genser
Barbara and Joseph Guidi
Charitable Giving
Denicia Holley
Masaharu Shimizu
Drs. Sheila and Michael Siegel
Donor–Advised Fund *
Tracey Thayer
Lisa Wagner*

** Donations made in honor of Vicky Wolf*

Our Donors

\$100-\$499

Maria Alzate	Kathleen Kuhn
Lindsey Bean	Elizabeth Leighton
Kelly Carroll	Nancy Levesque
Jamie Crowne	Christine Lindmark
Jennifer Crowne	Allyson Livingstone
Bernadette Curtis	Alexis Loyd
William and Mary DeBoard	Susan Mallonee
Celine DeCarlo	JP McAveney
Tera Barski Feldman	Claire Oxtoby
Thomas Flood	Nathan Pedder
Mike Fried	Emily Picon
Victoria Gariffo	David Quay
Julie Geyer	Katherine Richardson and Jeffrey Pierpoint
Barbara and Marc Glucksman *	Zachery Rizik and Family
Kathy Gold *	Amanda Roberts
Jeffrey I Goldberg	Teresa Rothermel
Michael Goncharsky	Lindsay Scharfstein
Melissa Grillo	Edowa Shimizu
Jake Haselswerdt	Kenneth J Shimizu
Caitriona Hayes	Kenneth Shults
Deborah Heath	Rachel Singer
Matthew Hollosy	Colleen Soriano
Lucie Holmgreen	Ellen & Tim Sosinski
Maureen Kane	Tamil Sriram
Anna Kiesnowski	Gordon Waggoner
Cary Kountoupes	Stephanie Wolf
Alison Kramer-Kuhn	Jessica Yarbro
Alison Kuhn	

* Donations made in honor of Vicky Wolf

Our Donors

\$1-\$99

Gary Alejandro	Robyn and Zam Loomstein *
Cara Anderson-Boiler	Alexander Lucas
Peter Bonet	Patti Lynn
Janet Cox	Stephanie Mace
Jess Driscoll	Jeff Marsten
Linda Ehrlich *	Kristina Michelle
Serena Forbes	Rylee Montgomery
Florence Frenkel	Heather Wong
Noah Gaspar	Sharif Nassr
Liz Gleich	Lorri Nelson
Perri Gordon	Maureen Parsley
Patrick Gunderson	Cathy Ryba
Erin Hunter	Diane Shafer
Richard Jaeger	Lauren Siev
Sage Jessee	Carlene Stenson
Katilyn Krepela (<i>our very first donor!</i>)	Kelly Thomas
Mary Ann Leighton	Abbey Valvano
Rion Ley	Amanda Wurzbach
Katherine Luu	

** Donations made in honor of Vicky Wolf*

Words of Support

Best of luck for this much needed service. (Teresa R.)

Beautiful work! (Allyson L.)

Kudos —great work!! (Jeffrey G.)

This is truly a wonderful and much needed idea! (Carlene S.)

We're so proud of what the TRUE Trauma Center represents. The need for such centers is indeed widespread. (William and Mary D.)

Congratulations! You are doing good work. (Christine L.)

Wishing you all the best!!! (Florence F) Love this! Xoxoxo (Lauren S.)

Best of luck to this wonderful venture. Ellen S.

Our Donors

Recurring Monthly Donors:

Maria Alzate	Michael Goncharsky
Jamie Crowne	Caitriona Hayes
Mike Fried	Lindsay Scharfstein

Peer-to-Peer Fundraising Superstars

Renee DeBoard-Lucas	Amanda Roberts
Jess Driscoll	Lindsay Scharfstein

In-Kind Donors of Professional Services

 **NORTON ROSE FULBRIGHT**

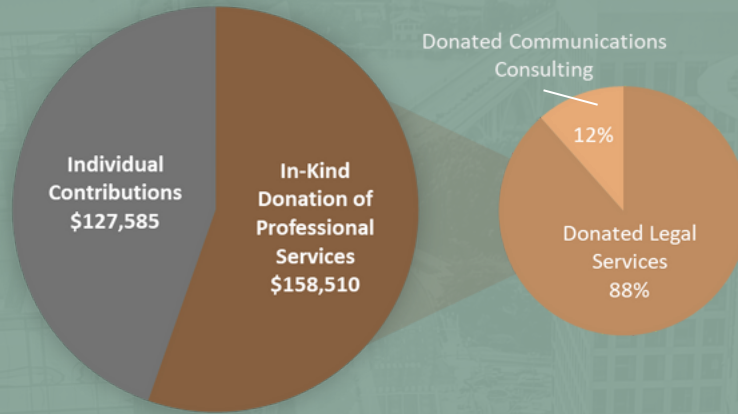
**avid
core**

 DESIGNSCOUT

Financial Overview

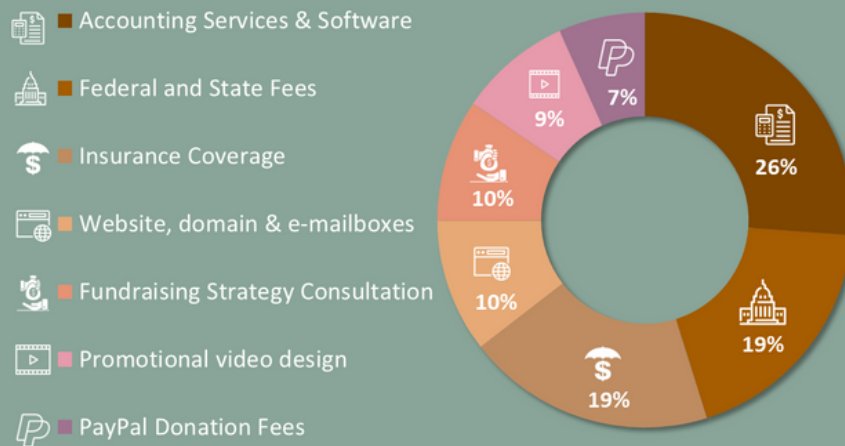
TOTAL REVENUE: \$286,095

TRUE Center Revenue Sources in FY22



TOTAL "OUT-OF-POCKET" EXPENSES: \$6,806

How Individual Contributions Were Spent in FY22



Where did your contributions go in FY22?

In FY22, TRUE Center spent what was needed to build our operational infrastructure and invest in our organizational sustainability. Wisely utilizing pro bono and reduced-cost resources, TRUE Center was able to save 95% of cash contributions received this year for upcoming big expenses. Because of your incredible generosity, TRUE Center is in the financial position to focus on preparing to launch services and hire program staff in FY23.

TOTAL EXPENSES: \$165,316*

*including those offset by in-kind donations of professional legal and communications services

For more detailed financial statements,
please contact us at info@TRUETraumaCenter.org

Board of Directors

FY 2022



Renee DeBoard-Lucas, PhD
Director and Chair



Jenna Calton, PhD
Director and Vice Chair



Emily Picon, LCSW-C
Director and Treasurer



Alison Kramer-Kuhn, PhD
Director and Secretary



Stephanie Wolf, PhD
Director

Current Board of Directors

FY 2023



Renee DeBoard-Lucas, PhD
Director and Chair



Brian Gardner
Director and Vice Chair



Emily Picon, LCSW-C
Director and Treasurer



Alison Kramer-Kuhn, PhD
Director and Secretary



Kristine Rosenthal, PhD
Director



Joe Guidi, M.S.
Director



Zachery Rizik
Director



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