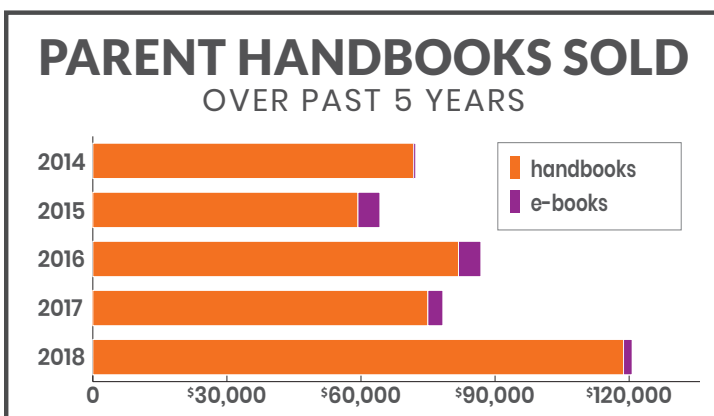



**A Note from our President:** 2018 was a game changing year for Operation Parent! With grants exceeding \$100,000 from generous donors including the Cralle Foundation, the Oldham County Community Foundation, Southeast Christian Church and others we were able to rebrand, redesign our website and develop an innovative prevention program designed to reach parents on their cellphones. We're now producing short, educational videos (narrated by celebrity parents) to reinforce our initiatives and reach more parents online. Our webinars are attracting a national audience exceeding 600 registrants per webinar. Our parent handbooks are being distributed locally by 20 Norton pediatric offices in Louisville (funded by a grant from CVS), school districts, and nationally through drug-free coalitions. Given our nation's current drug epidemic, it continues to be imperative to engage parents in prevention efforts. *– Jean Schumm, Operation Parent President*



## REACHING PARENTS ONLINE



### NEW WEBSITE

Redesigned our website to accommodate a national audience, funded by The Cralle Foundation.

## 18 WEBINARS

**3600** FROM **49 U.S. STATES**  
**REGISTRANTS** **3 CANADIAN PROVINCES**

Topics for these webinars included bullying, dating, drug trends, vaping, teen addiction, resiliency and more.



- ## BOARD OF DIRECTORS
- ROB HOUCHENS** – CHAIRMAN
  - JEAN SCHUMM** – PRESIDENT AND CEO
  - DAVID DEYER** – TREASURER
  - BERRY BAXTER** – SECRETARY
  - BILL HOWARD** – MEMBER
  - DENISE JEROME** – MEMBER
  - DAN JOSS** – MEMBER
  - KIM PEABODY** – MEMBER
  - JOHN WALSH** – MEMBER
  - GLENN WHITE** – MEMBER
  - DOUG STEGNER** – HONORARY MEMBER

# 2018 HIGHLIGHTS

**21<sup>ST</sup> CENTURY PREVENTION** - launched in Oldham and Jefferson County School Districts.

**9000**  
Elementary  
Handbooks  
Distributed

Through this program we distributed over 9000 FREE elementary handbooks to all 4th grade families and will provide them access to five videos that will reinforce the information in the handbooks.

**5**  
VIDEOS  
PRODUCED

This program is being generously supported by grants secured by The Oldham County Community Foundation.

Premier Sponsors include: Baptist Health La Grange, Norton Healthcare, and Oldham County Fiscal Court. The Gannett Foundation also funded two videos.



Partnered with the Kentucky Baptist Convention to develop and implement state-wide conferences focused on equipping the church to address addiction and provide resources to their community families.



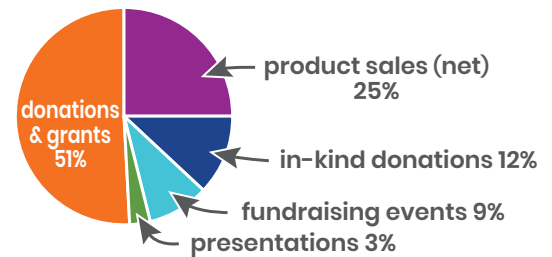
Released a new Spanish edition of our Elementary handbook.



# 2018 FINANCIALS

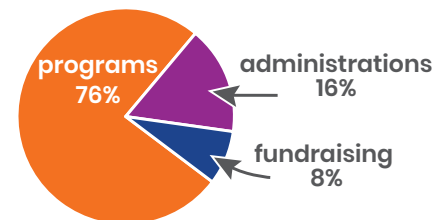
## INCOME

Donations and Grants	\$173,543	51%
In Kind Donations	\$40,913	12%
Fundraising Events	\$28,902	9%
Net Income from Product Sales	\$85,574	25%
Presentation Fees	\$10,372	3%
<b>TOTAL INCOME</b>	<b>\$339,304</b>	<b>100%</b>



## EXPENSE

Programs	\$191,489	76%
Administrations	\$39,862	16%
Fundraising	\$20,708	8%
<b>TOTAL EXPENSE</b>	<b>\$252,059</b>	<b>100%</b>



**NET INCOME** \$87,245\* \*\$36,121 is donor restricted

## Looking Forward:

Our two year strategic plan includes adding e-books and podcasts to our products and services, developing and implementing a multi-media marketing plan that includes professional marketing and PR support, and expanding our board and staff.



It's personal to us.