



# Operation Parent

## Our 2019 Year in Review

As I write this letter in the thick of COVID19, I'm thankful we started to focus on "going digital" in 2019 by investing our resources into producing webinars and videos. Now that parents are quarantined at home with their children, we are experiencing unprecedented growth on-line so we are expanding our platforms to accommodate more parents.

COVID19 reminds all of us of our dependence on God so I am most grateful for my board who unanimously approved our new vision, mission and core values that reflect our faith in Jesus Christ and our commitment to sharing parenting information that is always consistent with biblical principles. We believe supporting parents during these uncertain times is what we are called to do. What a blessing and what a privilege!

– Jean Schumm, President

# Board of Directors

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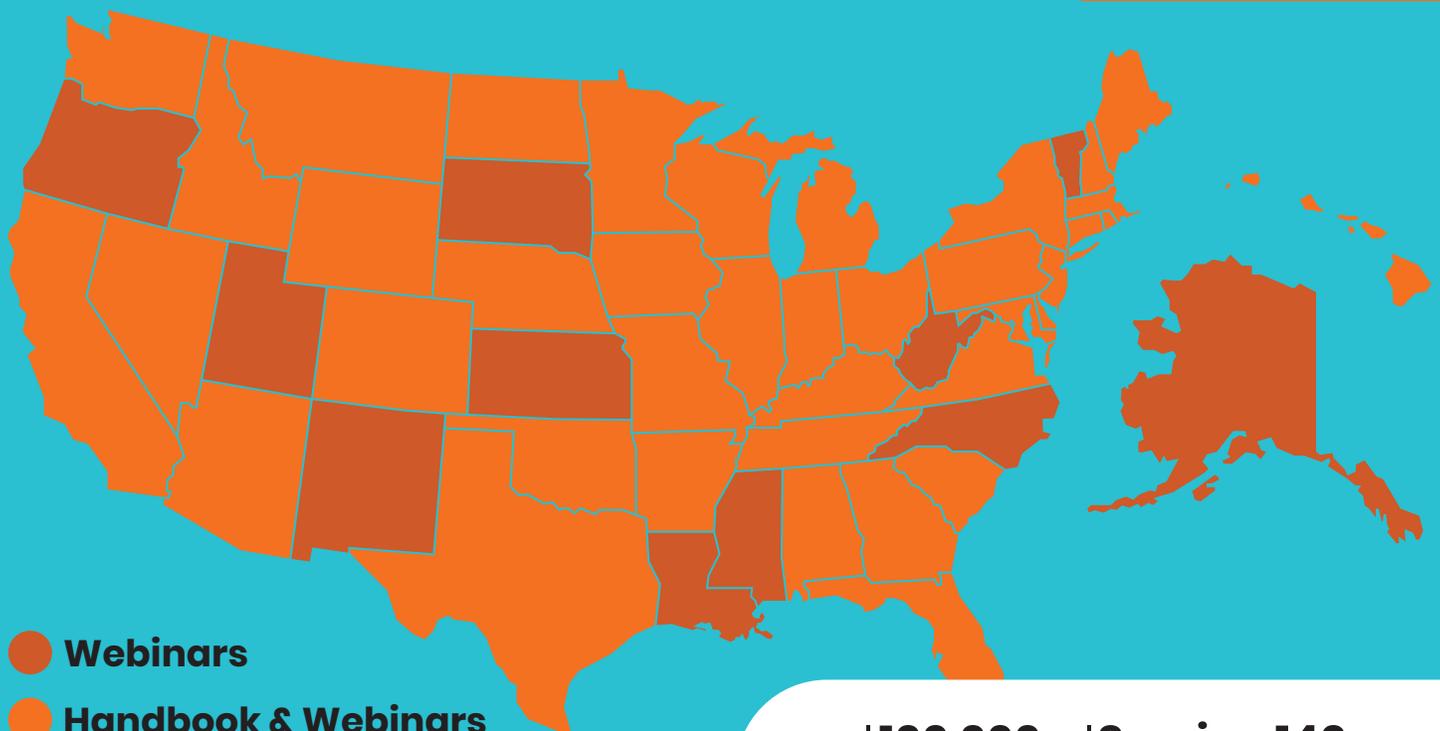
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# Our National Reach

As of 2019 we have reached all 50 states!



**100,000+**  
handbooks  
sold to date

**Serving 140**  
Drug free community  
coalitions nations wide

# Facts & Figures



## Income

Donations & Grants	\$84,143	30%
In Kind Donations	\$42,000	15%
Fundraising Events	\$31,996	9%
Product Sales	\$103,423	38%
Presentations Fees	\$13,448	5%

<b>Total Income</b>	<b>\$275,010</b>	<b>100%</b>
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## Expenses

Programs	\$242,541	78%
Administration	\$34,685	11%
Fundraising	\$32,077	11%

<b>Total Expense</b>	<b>\$309,303</b>	<b>100%</b>
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## Net Income

**-\$34,293\***

\*Deficit is due to large multi-year grants received in 2018

## Highlights

### Webinars

- In 2019, we hosted 10 free public webinars on topics including “E-cigarettes and Vaping”, “Self-harm”, “Human Trafficking” and more.
- We had 4981 registrants from all 50 states and Canada.
- We averaged a 43% “live listen” rate which is well above the national average.
- All our past webinars are available to view on our website.

### Videos

- In 2019 we produced 4 short videos on Sexting, Vaping, Prescription Drug Use and Cyberbullying.
- These videos are part of our “21st Century Prevention Program” that we are developing for school districts to educate parents of 4th, 6th and 9th graders.
- Our video narrators included Dianna De La Garza (mother of Demi Lovato), Dan McDonnell (U of L Baseball Coach), Heather French Henry (Former Miss America), and JD Schelburne (Country Music Artist).

## Partnerships

- **Norton Healthcare Foundation**  
Thanks to a generous grant from the Norton Foundation, 4500 parent handbooks were given to their 21 pediatric offices to pass on to parents who bring their children in for school physicals.
- **Texas Roadhouse**  
Thanks to a grant from Texas Roadhouse, 3,372 parent handbooks were given to incoming 6th grade families in several Jefferson County Public schools.
- **US Attorney of the Western District**  
US Attorney Russell Coleman continues to promote Operation Parent resources throughout the western district of Kentucky.
- **Madison County Family Court**  
We are very excited to partner with Children’s Champion Coalition, providing them with a video loop featuring four OP videos that will play continuously in their Family Court facility.
- **Other Partners:**  
Community Foundation of Louisville • Louise Head Duncan Trust • The Mahan Foundation • National Christian Foundation • Nicklies Foundation • Oldham County Fiscal Court • Rotary Foundation of Prospect/Goshen • Lawrence Family Foundation



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