



Operation Parent

2020 Hindsight

While most nonprofits may have struggled to keep afloat last year, Operation Parent tripled in reach and revenue. Our webinar attendance and handbook sales continue to grow month after month with new parents and new organizations joining our OP family.

We were blessed with several grants that will fund the conversion of our resources from “printed” to “digital” formats, providing parents with immediate access to our content on their phones. These funds will also be used to translate our newest parent handbooks to Spanish and to begin addressing the issue of “addiction”.

We believe our mission to “love and support parents” gets to the root of the many tough issues we face today. Our message in 2021 will be a message of hope as families begin their re-entry into a post-Covid world. We pray God uses Operation Parent to help heal families across our nation.

– Jean Schumm, President

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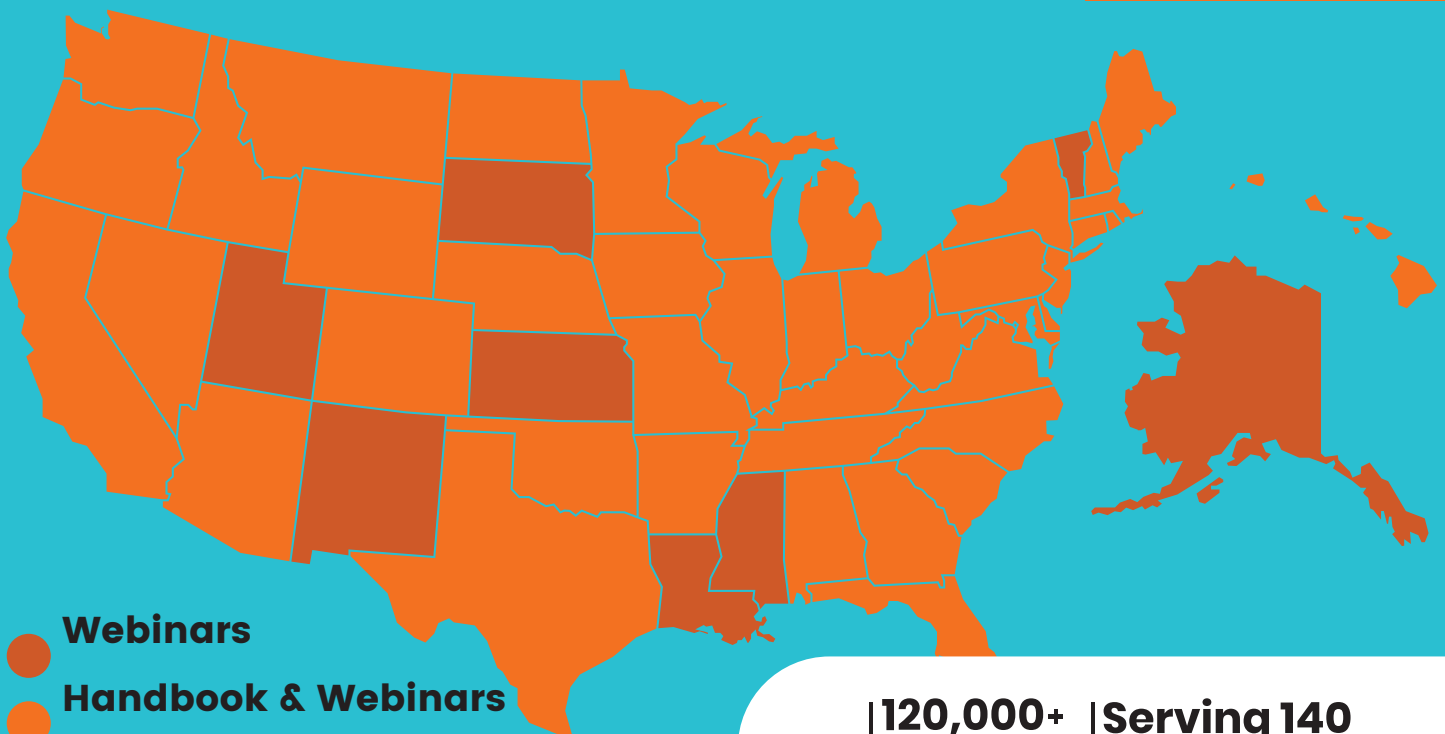
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Our National Reach

As of 2020 we have reached all 50 states!



120,000+
handbooks
sold to date

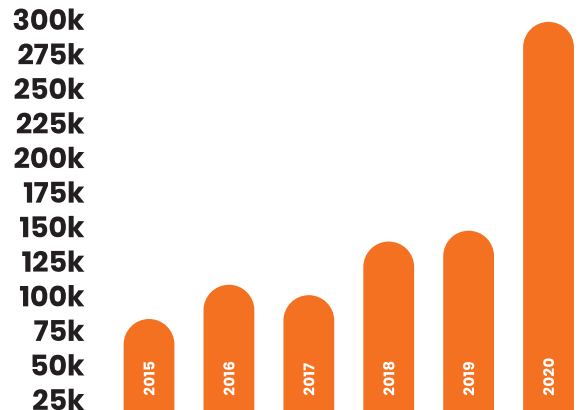
Serving 140
Drug-Free Coalitions
nationwide

Our Webinars

Webinar	Registration	Attendance
Talking to your Teen about Underage Drinking	1182	646
Rebroadcast-Dating Abuse What Every Parent Needs to know	508	117
Youth Suicide on the Rise	1637	973
The Effects of Social Distancing on Teens	1358	649
Rebroadcast: Back to School-Helping Kids Overcome School Anxiety	553	154
How is Vaping Effecting Teens?	1372	826
Rebroadcast: Shedding Light on Opioids	297	99
Back to School-Helping Kids Overcome School Anxiety	1621	799
Teens, Screens, and the Summer of COVID 19	1254	602
Rebroadcast: Marijuana: Parenting for Prevention in 2020	340	94
When Alcohol, COVID, Summer and Teens Intersect	1625	903
Managing Your Child's Excessive Screen Time and Gaming during COVID19	1409	717
Marijuana: Parenting for Prevention in 2020	1631	529
COVID Crazy? Fresh Ideas for Family Fun	843	291
Rebroadcast - Prescription Opioid Abuse Among Teen Population	916	326
Helping Teens Cope with Anxiety during COVID 19	3229	1111
Rebroadcast - Alcohol, Drugs and You - A Conversation with authors Marc and Lianna Treitler	137	14
Teen Alcohol Abuse: The Risks, Consequences and What We Can Do	542	182
Teen Sexting: What's the Issue?	412	158
Raising Preteens and Teens with Confidence	591	228
Totals	21457	9418

Industry Average Attendance:40% Our Average Attendance: 44%

Facts & Figures



Handbook Sales

Income

Donations & Grants	\$79,605	18%
In Kind Donations	\$42,000	9%
Fundraising Events	\$31,320	7%
Product Sales	\$291,156	65%
Presentations Fees	\$1,900	1%

Total Income \$445,918 100%

Expenses

Programs	\$203,737	74%
Administration	\$40,774	14%
Fundraising	\$31,833	12%

Total Expense \$276,344 100%

And the survey says...

We survey our attendees after every webinar. One of the questions we ask is:

What did you find most helpful from this webinar?

"Very informative webinar with something

for everyone regarding coping skills and understanding anxiety and how the body responds."

"All the information and tips that were given were very relatable and easy to understand. Great presenter."

"The information was explained in a way that was easy to understand and helped me recognize that I am not as empathetic to those with anxiety as I thought I was."



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