

ANNUAL REPORT



Parents Helping Parents, Inc.
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Dear Friends of Parents Helping Parents, Inc.

First, let me say what an honor it is to serve as your new Board Chair and my hope is that I can serve you as well as our late Board Chair, Bill Guy. His absence is felt by all, but we can continue to honor his passion and drive for the work of Parents Helping Parents as we come together to do great things for our state.

The mission of PHP states that through a network of communities, Parents Helping Parents, Inc. provides education, resources, shared experiences, and support to parents whose children, no matter the age, are struggling with substance use disorder. As I read Executive Director, Becky O'Dell's Annual Report of the State, I could see that this mission statement holds true. PHP has done exactly what its mission statement says, and one could literally check off each item in the report as accomplished. I'm so proud to serve an organization whose work never veers from its mission. That's integrity!

When I attended the Federation of Families Conference, I was new to PHP. I will tell you that as a conference attendee, it was top notch all the way. There were more learning opportunities and networking connections than I had expected. It was grand and overwhelming at the same time. Now, as a partner and new board member, I can reflect on that experience and appreciate the role of PHP in this state. Educating, connecting, and providing inspiration and hope to so many. It's as if this was a large piece of the PHP puzzle.

Other puzzle pieces coming together include a successful Renew You online series, reaching 200 people, a partnership with the Children's Behavioral Health Network providing a virtual conference packed with phenomenal guest speakers, the creation of a Roundtable series in partnership with ODMHSAS, monthly livestream events with PHP partners, reaching nearly 23,000 viewers, a partnership with Peaceful Family Oklahoma where children affected by parental SUD were provided services, serving 180 children, the addition of 4 new PHP partners in rural communities, a successful Hopeful Horizons event, and finally, PHP serves as a constant presence at events all around the state.

All of this was accomplished by a dedicated and talented staff, they are the final piece of the puzzle that creates the PHP picture worthy of framing. Thank you to the staff, Board Members, partners, agencies, and donors who continue to support the work of PHP as they strive to bring hope to people affected by SUD. There is much work to be done, but **I have no doubt that PHP will continue to make a difference in the lives of those who struggle and hurt. Job well done.**

Warmly,
Tree Kelley

*Educating,
connecting,
and providing
inspiration and
hope to so many.*

APPROX.
200
REGISTRANTS

Second annual Renew You

PHP hosted this online series with approximately 200 registered. This limited series featured topics including **Stigma, The FamilyEffect, Grief, and Hope**, once every week for a month.

Children's Behavioral Health Network Partners

PHP joined our partners to host another virtual conference providing speakers and funding.



755
ATENDEES

Co-Hosted Oklahoma's first 4-day National Federation of Families Conference

We assisted in planning for events and provided an Oklahoma Welcome for the opener and manned an exhibitors table. In addition, **we were able to offer scholarships** for our parents and staff to attend the conference. **755 people from 42 states attended.**



New Roundtable with Partners

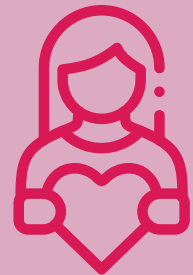
We partnered with the Oklahoma Department of Mental Health and Substance Abuse Services (ODMHSAS) to create a Roundtable with our partners. **This group of 10 – 15 participants is currently working to set up priorities concerning substance use disorder.**

Our partners include Peaceful Family Oklahoma, Teen Recovery Solutions, Santa Fe Southwest, ODMHSAS, OMMA, and representatives from other state agencies and organizations.

Independent Chapters to Volunteer Partners

With the leadership of our late friend and President Bill Guy, PHP completed a major transition from an independent PHP chapter format to PHP volunteer partners. This required working with our long-existing independent chapter board members to dissolve their chapters and **establishing new partnerships with volunteers.**

During that time, we hired regional program coordinators to **seek out new partnerships and make others across the state aware of PHP and the services we offer.**



We've gone totally virtual!

We can ensure that any parent or loved one or caregiver can share with others, listen to speakers, and know that they are not alone in their journey.

Our live streamed meetings continue to have strong outreach numbers, with **22,756 viewers** who either watched live or viewed meeting presentations at a time that's convenient for them.

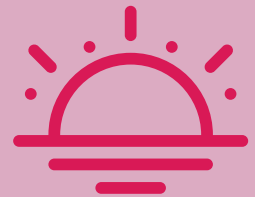


3 New Rural Community Partners

PHP aggressively pursued partners in rural communities and holds regularly scheduled partner meetings to discuss what's working and what could be improved. **This fiscal year will be the first time a PHP Board has elected a president outside of the OKC Metro area.**

Our rural partners include Youth and Children Services of North Central Oklahoma based in Enid, OK; LIFT Community Action Agency based in Hugo, OK; and S.O.A.R. (Southern Oklahoma Adolescent Resource, Inc.)

Hosted third annual Hopeful Horizons



Serving & Participating

- Systems of Care State Advisory Team
- Children's Behavioral Health Network
- Selected County Coalition Meetings
- Roundtable-substance use disorders



Mock Bedroom

Partnered with ODMHSAS and The WAVE for Mock Bedroom

Soaring Social Media

Facebook:

- 81,111 people reached (32% increase over last year)
- 6,982 people visited our profile (131% increase)
- 334 new people liked our page this year
- 22,044 additional people through paid reach

Instagram:

- 843 people reached (97% increase over last year)
- 109 new people followed us
- 357 people visited our profile (417% increase)



Growing Staff Team

- Executive Director
- Program Coordinator/Marketing Director
- 2 Regional Program Coordinators
- Virtual Monday Live Stream Coordinator
- Website Coordinator



Peaceful Oklahoma Partnership

PHP partnered again with Peaceful Family Oklahoma to provide services to children who have someone at home who is struggling with SUD. **We provided a grant of \$10,000** which helped supply materials and staff for their in-school program.

Peaceful Family Oklahoma requested the support of PHP to expand their services. More information is to the right.

- Update and offer SAMHSA curriculum for teens.
- Take our program on-site to schools with at least 10 children each for a total of 40.
- Using SAMHSA, NACoA and Sesame Street in Communities curriculum, adapt PFO's program to introductory foundational program for ages 3-6 with help of early childhood education and trauma-informed experts.
- Pilot three age 3-6 programs at 8 children for a total of 24 to meet the unmet need for OK County Treatment Court. Use experts to evaluate and edit programs to ensure age-appropriate, safe and effective programs for children and families. Seek feedback from participating families through in-person or virtual focus groups and phone surveys.
- Expand services to support caregivers who would benefit from additional contact with their peers and welcome non-graduates in monthly Continuing Care Groups (graduates) with a transition to Family Support Groups (anyone) with an avg of 10 families/month.
- Create Wellness Wednesdays for caregivers led virtually with an est 6-10 weekly caregiver participants.
- Offer 12-18 SAMHSA flagship programs/year (age 7-12 or adolescent version) - est. capacity of 10 children/program for a total of 120-180 children/year.