

**PR%F**  
Alliance  
proofalliance.org

# 2020 IMPACT REPORT



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[PROOFALLIANCE.ORG/2020REPORT](https://proofalliance.org/2020report)

# PR%F Alliance

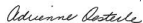
## Dear Friends of Proof Alliance,

The year 2020 presented everyone with huge challenges. It seemed like overnight all of our worlds shifted including the work at Proof Alliance.

At Proof Alliance, we immediately worked to move all our programming virtually. We ran scenarios and made multiple plans to continue to carry out our mission during a pandemic and during a time of social unrest. Staff began working remotely for two weeks that turned into a year and a half. Our clinic team accelerated the use of telemedicine. And as an organization, we survived and even thrived. We focused on the most impactful work in all areas of our mission. We doggedly, without missing a beat, worked to finish a comprehensive strategic planning process. We kept educating communities throughout Minnesota and beyond on the importance of preventing fetal alcohol spectrum disorders (FASD) and supporting all impacted and asked them to continue to invest in the mission. And you responded definitively! Your support made all the difference. Some highlights that your support made possible and that you should be proud of are featured in this report.

So as we turn the page on this challenging year we send our most sincere appreciation for all of you who stepped up in a myriad of ways to make sure Proof Alliance moved into 2021 in a place of strength and possibilities for the future. Your support has fueled our resolve and determination to continue to prevent prenatal exposure to alcohol and support all people with an FASD to live to their full potential. We are delighted to share this 2020 Impact Report with our many friends, supporters and benefactors.

Our most sincere thanks,



**Adrienne Oesterle,**  
President, Board of Directors



**Sara Messelt,**  
Executive Director

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# 2020 PROGRAM HIGHLIGHTS



## Families Healing Together: Preventing Alcohol Exposed Pregnancies

This program is designed to offer a variety of supports for women in recovery that are pregnant or may have a child with an FASD, featuring our most effective programs that have been piloted over the last decade. Proof Alliance offers Family-Centered Long-Term Recovery Supports grants which is an effective FASD prevention strategy for women that are pregnant or parenting with histories of alcohol use disorders, addressing root problems and connecting them with community services.

In 2020, we had four Family-Centered Long-Term Recovery Supports grantees: Avivo, Division of Indian Work, Family Service Rochester and Wayside Recovery Center. Altogether, these grantees served 301 women with comprehensive recovery services such as case management, peer support, mental health services, and more. Grantees also served 294 children, connecting them with physical, mental, and social health supports. During this grant period, 19 babies were born. 100% of babies born tested negative for all substances.

### Check out these 2020 outcomes:

- Two major social media prevention campaigns reaching 25,000 people
- 132 Minnesota-based organizations ordered 29,791 pieces of educational materials to distribute to their participants and patients
- 70 Minnesota youth and young adults with FASD participated in a variety of youth programming
- 612 caregivers/parents of children with an FASD joined our caregiver programming including support groups, retreats and educational sessions
- 4,093 Minnesotans were trained on FASD including teachers, high school and college students, health care and social service professionals, judges, law enforcement and court officials from 74% of Minnesota counties
- Proof Alliance granted funding to 16 community partners to increase their capacity to prevent FASD or provided FASD-informed services



## Preventing FASD and Supporting All Impacted Across Minnesota

# 2020 PROGRAM HIGHLIGHTS

## Investing in Proof Alliance's Future

In 2020 Proof Alliance embarked on an ambitious and bold strategic plan which included priorities to deeply invest in FASD prevention and support in Minnesota. In addition, we took our most road-tested, successful programs and began sharing them beyond the borders of Minnesota. Those programs include:

- [Our Children are Sacred](#) is an initiative to bring culturally informed information and programs to Indian Country. Guided by Elders and the Co-Creation Team, this initiative is reaching Native American communities throughout the country with innovative technology and education strategies.
- 1. [FASD Train the Trainer Certification Program](#) was developed to provide research-based information on FASD prevention and intervention along with strategies, materials and skills to educate a wide array of audiences in a variety of settings. Our first site for this program is with partner Proof Alliance North Carolina.
- We are working to [Expand Diagnosis and Screening for FASD](#). By working with partners throughout the country Proof Alliance began expanding opportunities for screening for both prenatal alcohol exposure and FASD in pediatric settings. Securing a federal grant from the Health Resources and Services Administration with our partner Boston Medical Center jump-started this effort in 2020.
- [Prevention Partnerships](#) have been launched outside of Minnesota including Proof Alliance North Carolina and Gateway Health in Pennsylvania who are replicating our innovative and powerful prevention campaigns.



With strong bi-partisan support Proof Alliance led the way in 2020 to pass landmark legislation that now requires all children entering foster care to be screened for possible FASD. This is first of its kind legislation in the country, and took effect August 1, 2020. By the end of 2020 Proof Alliance had already trained over 500 child welfare social workers in 67 counties on the process with the goal of all 87 counties trained in early 2021. This new law has even more impact coming on the heels of legislation passed in earlier sessions requiring all foster parents to have training every year on FASD. All of this adds up to much better outcomes for children in foster care who may have FASD.



## Landmark FASD Legislation Passed

# 2020 FINANCIALS

For the year ended December 31, 2020



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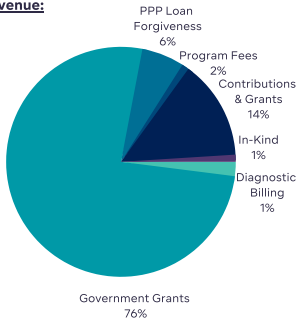
## REVENUE

\$406,213	<b>Contributions and Grants</b>
\$39,531	<b>In-Kind</b>
\$28,021	<b>Diagnostic Billing</b>
\$2,159,032	<b>Government Grants</b>
\$40,626	<b>Program Fees</b>
\$180,900	<b>PPP Loan Forgiveness</b>
\$1,236	<b>Miscellaneous</b>
\$2,855,559	<b>Total</b>

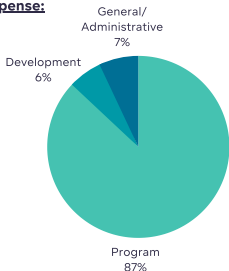
## EXPENSE

\$2,463,013	<b>Program</b>
\$170,361	<b>Development</b>
\$188,350	<b>General/Administrative</b>
\$2,821,724	<b>Total</b>
\$33,835	<b>Net Revenue</b>
\$1,021,607	<b>Total Net Assets</b>

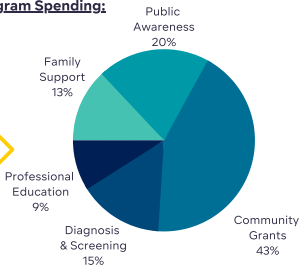
### Revenue:



### Expense:



### Program Spending:



\*For complete 2020 financial statements, including our 990 form, please visit: [proofalliance.org/2020report](https://proofalliance.org/2020report)

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The Legacy Giving Circle recognizes individual donors who have created a lasting legacy by including Proof Alliance as part of their estate plans.

**Members of the Proof Alliance Legacy Giving Circle:**

Cathy Bruer-Thompson  
 Suzanne and Patrick McArdle  
 Dr. Mary Meland  
 Sara and Patrick Messelt

Debra Noll  
 Jean C. Schlemmer  
 Mary and Don\* Sorenson



*If we have missed you, misspelled your name or misrepresented you, we apologize in advance and ask that you contact Deb Noll, Director of External Relations at [deb.noll@proofalliance.org](mailto:deb.noll@proofalliance.org)*

\*deceased

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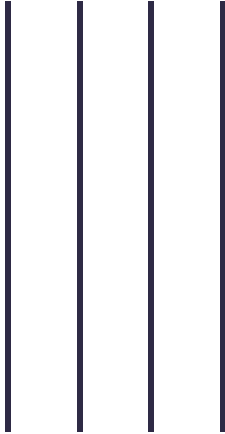
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# Proof Alliance

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Preventing fetal alcohol spectrum disorders  
and supporting all impacted.

