



Tulalip Charitable Contributions Funds Distribution Report

NAME OF AGENCY: The Moyer Foundation

AWARD DATE: 2016-Q3

ADDRESS: 2426 32nd Ave W., Suite 200, Seattle, WA 98199

CONTACT: (206) 298-1217; <https://www.moyerfoundation.org/>

GENERAL GOALS: The mission of The Moyer Foundation is to provide comfort, hope and healing to children and families affected by grief and addiction. Our innovative resources and programs address the critical needs of children experiencing powerful, overwhelming and often confusing emotions associated with the death of someone close to them or substance abuse in their family.

SPECIFIC USE FOR THIS AWARD:

This award was used as support for operational expenses and programs.

For more information please see the attached report from The Moyer Foundation.



Final Grant Report for Tulalip Tribes Charitable Contributions Fund

September 30, 2017

Q3 2016 14.2

Thank you to the Tulalip Tribes Charitable Contributions Fund for your continued support of The Moyer Foundation and our signature programs to provide comfort, hope and healing to children and families affected by grief and addiction.

In December of 2016, the Tulalip Tribes Charitable Fund provided ██████████ in grant support for our newest initiative, The Moyer Foundation Resource Center, which delivers personalized local and national resources via website, phone and email to families in need of support for grief and addiction. The Resource Center was launched in May of 2016, and the generous support of the Tulalip Tribes helped us reach well beyond our first-year goals. It also allowed us to focus local efforts to strengthen our capacity to serve more children and families in Washington State, with the goal of reaching an increased number of Native American families and children in local communities. This includes working with the Tulalip Tribe Behavioral Health Department to build awareness of the broad array of programs, resources and support available through The Resource Center.

Over the last year, funding from the Tulalip Tribe Charitable Contributions provided support for direct program costs to continue to build The Resource Center, and also enabled us to build relationships within the Child and Family Mental Wellness program at Tulalip Tribes to facilitate the development of resources specifically reflecting the unique needs of the Tribal Community.

We are pleased to share the following details:

I. **First-year Results:**

The Moyer Foundation Resource Center was developed in response to ongoing requests for resources and support beyond our two camp programs, providing the key influencers in children's lives – parents, caregivers, teachers, pediatricians, counselors, and others – access to a comprehensive collection of tools to support families in crisis, regardless of geographic location. Since its launch in May of 2016, usage of The Resource Center has exceeded all projections, with nearly 60,000 page-views and 24,000 unique visitors. The Resource Center significantly expands the continuum of support to families in need. YTD, through August 2017, The Resource Center has provided highly individualized resources for over 250 families, helping almost 700 additional children and extending the reach and impact of our camp programs by nearly 20%. Washington State represented 17% of visitors to The Resource Center and 20% of the personalized case reports.

The Resource Center offers only the highest quality resources from accredited individuals and certified organizations. Working with hundreds of local and national partners, we have built a robust library of resources that are delivered through a wide variety of formats - articles, videos, activities, and referrals - and there are multiple entry points that encourage and filter results so that they reflect the specific story and needs of the visitor. For instance, a grandparent can find a list of books focused on grief for 2-5-year-olds. Or, a support worker can download and print a list of the Seven-C's of addiction reminding children that they can't control it, they didn't cause it and can't cure it, etc. While we are focused on delivering support around grief and addiction, we surveyed our camp partners and discovered that there was a need for resources that can help with related topics including mental health, mindfulness, suicide, and anti-bullying. Accessed by website, email, and phone, this innovative resource provides families in crisis with timely and relevant information crucial to navigating their specific family needs.

In September, The Moyer Foundation went live the newest version of The Resource Center. Our web development team at Notebleu® did an extensive audit of the usability and interface of The Resource Center to determine the areas for upgrade and our program team requested numerous improvements and enhancements. The Resource Center now includes:

- enhanced search capabilities and filtering
- the ability to find local support – geographic location by zip code
- an improved call to action for personalized care
- the ability to build a report of personalized resources
- an updated look with a featured resource on the home page that corresponds with social media updates

II. Outreach and Resource Development

In April 2017, Molly Hasson, Director of The Moyer Foundation Resource Center met with Gil Reyes, Director of Behavioral Health and Recovery, Laurie Hartelius, Mental Wellness Therapist and Bill McKay, Behavioral Health Manager to build awareness of The Moyer Foundation's Camp Erin and Camp Mariposa programs and The Resource Center. Molly shared the history of The Moyer Foundation and how the camps are transformative for the children that attend them. There is a Camp Mariposa in Everett and three regional locations of Camp Erin (Everett, Tacoma and Seattle), all of which are now top of mind for these professionals serving Tulalip Tribal Members. It is our hope that they will refer children and families to these programs as a result of this outreach, so that the children who need support around these issues will be able to attend a camp specific to their needs.

After building a shared understanding of the depth and breadth of programs and resources available through The Moyer Foundation, the group was able to develop a working list of resources on which to collaborate, including future development of posters and other print materials that explore the concept of the many faces of grief

and graphically illustrate the Native idea of the Circle of Life. Building a shared understanding within the community about the Native peoples' responses to grief will help clinicians, families, and the entire community respond to children and families that are feeling isolated and unsupported. It is our hope that these resources will help break down the stigma around grief, using language and concepts that are social and culturally familiar, so that children and families feel comfortable accessing the available resources.

In September 2017, Molly presented an online slide show to Sheldon Nichols, Lead Clinical Supervisor, Child and Family Mental Wellness Program for Tulalip Tribes, and Carly von Hoffmann, Youth and Family Mental Wellness Therapist. This presentation included why and how The Resource Center was conceived, and focused on how to use The Center to deliver resources to the youth and families that they serve. After this presentation, Molly was invited to attend an All Staff Meeting at the You and Family Mental Wellness Center to build awareness of The Moyer Foundation's Camp Programs and The Resource Center. This staff meeting will take place October 19th, 2017.

III. Future Planning

The outcomes of The Resource Center are collected via detailed Google Analytic reports as well as through Search Engine Optimization (SEO) capabilities. These data points are analyzed and evaluated on a regular basis. We will be able to track the success of our outreach and targeted communication materials through web traffic and other analytics.

Molly will continue to work with Gil, Laurie and Bill to develop the resources mentioned above. The Moyer Foundation's goal is to serve as many children and families as possible. With this in mind, we will continue to develop resources and build awareness of our programs.

Thank you!

The Moyer Foundation

www.moyerfoundation.org

In 2016, The Moyer Foundation brought 48 Camp Erin and 12 Camp Mariposa to 54 cities across the US and Canada, serving as an integral part of creating and sustaining healthier communities. Over 4000 at-risk children attended camp free-of-charge.

