



Tulalip Charitable Contributions Funds Distribution Report

NAME OF AGENCY: The Moyer Foundation

DATE OF AWARD: 2017 Q3

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GENERAL GOALS: The mission of The Moyer Foundation is to provide comfort, hope and healing to children and families affected by grief and addiction. No child should have to face these struggles alone, and our unique programs bring kids together to ease their pain and provide the tools to help restore hope.

SPECIFIC USE FOR THIS AWARD:

This award went towards support of their administration and programs.

For more information please read the attached report from Moyer Foundation.



Final Grant Report for Tulalip Tribes Charitable Contributions Fund

September 30, 2018

Q3 2017 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.

Over the last year, funding from the Tulalip Tribe Charitable Contributions provided support for direct program costs associated with The Resource Center and our ongoing efforts to build a meaningful partnership with the families and leadership of the Tulalip Tribes community, working to build awareness of our Camp Mariposa, Camp Erin and Resource Center programs so that Tribal children and families will have increased access to support around grief and addiction prevention.

We are grateful for the ongoing support of the Tulalip Charitable Contributions Fund and are pleased to provide this update on the work of The Moyer Foundation over the last year.

The Moyer Foundation Resource Center

The Moyer Foundation Resource Center is a robust on-line resource with dedicated staff that provides a personalized search of over 250 local and national resources for grief, substance use disorders and related content. Launched in May of 2016, in response to ongoing requests for resources and support beyond our two camp programs, the Resource Center significantly expands our continuum of support, delivering personalized services to our campers and families as well as serving as the place to obtain highly curated and customized resources for educators and other helping professionals. Hosted online at moyerfoundation.org, with personalized support via phone and email, it connects TMF to communities and their needs, and brings our extensive support network to those that may not have access to a camp program or other support services.

When launched, the first-year goal was to serve 3,000 users. Those estimates were significantly exceeded, serving over 33K in the first 18 months of operation. Washington State represented 9.59% of visitors to The Resource Center and 20% of the personalized case reports. These results were achieved through our existing network of partners with little to no marketing.

Beginning in 2018, TMF will begin a multi-channel, strategic marketing campaign to increase awareness.

We work with experts and thought leaders in the fields of mental health to develop the highest caliber content on substance use disorders and grief, as well as suicide prevention, bullying and resilience. We connect people with support in their local communities and provide tools to educators for dissemination in schools. Through this first-of its-kind center, more people struggling with complex issues will have access to the tools they need as well as guided personalized support vital to moving forward in their healing journey.

2018 Impact Update:

There have been 55,369 unique visitors and 67,639 on-line sessions since the launch in May 2016 through June 1, 2018.

- Average of 3 pages per session and 80% are new users.
- 20% of users are returning to The Resource Center for additional help.
- Average of 6,000 sessions per month.

The year over year sessions for 2017 and 2018 are as follows:

- June 1, 2016 - June 1, 2017 = 20,233
- June 1, 2017 - June 1, 2018 = 46,935
- Year-over-year increase: 132%

Using Google Analytics, we can observe what our visitors are searching for, what they take the time to read and how they access our resources on grief, substance abuse disorder and related topics.

Top Ten Resource Pages: Grief, Addiction, Related Topics

1. Claudia Black - Family Rules: Don't Talk, Don't Trust, Don't Feel
2. Art with Heart - How and Why Art Therapy Works
3. Grief Resources Home Page
4. Claudia Black - Family Roles in Addicted families
5. GRASP: Grief Recovery After a Substance Use Passing
6. How to Talk to Kids About Suicide
7. Top 5 Grief books for Adults 18 and Over
8. Top 10 Books on Addiction
9. Top 5 Grief Books for Children Ages 13-17
10. 10 Things Grieving Children Want You to Know

Personalized Cases:

- June 2017 - 15 Cases
- June 2018 – 24 Cases
- Year-over-year increase – 60%

- Average to date – 23 per month
- The total number of personalized support cases since launching in May 2016 – 330

Stories and Testimonials (all names have been changed):

- A mother with a 15-year-old son. His father has been in the hospital for medically assisted detox 5 times since January. She needs to prepare her son for his death. We shared anticipatory grief resources, how to talk with teens about substance use disorder, Alateen locations near the family and potential grief programs.
- A friend of TMF who has a colleague who is dying from cancer: “He has a 14-year-old daughter and an 8-year-old son. I just left the hospital and his wife was telling me her biggest concern is the children and helping them to cope and remain “normal.” Do you have any materials that might be of use to her as she figures out how best to help her kids?” We shared materials that were crucial to the children’s preparation to deal with the imminent death of their Dad. Sadly, he died just days later.

Outreach and Awareness

Camp Erin and Camp Mariposa, our signature weekend camp programs, continue to serve the local communities of Washington state. Camp Erin® is the largest national bereavement program for children and teens grieving the death of someone significant in their lives. Camp Mariposa® is an addiction prevention and mentoring program for youth impacted by the substance abuse of a family member. Our camp programs in Washington state – Camp Erin in Everett, Tacoma and Seattle, and Camp Mariposa in Everett - have served over 3300 youth since inception and continue to work to address the critical needs of children impacted by grief or the substance use disorder of a family member. We are committed to our efforts to raise awareness of these transformative programs so that children who need support around these issues will be able to attend, and in 2018, we have seen an increase in the number of Native American Tribal Members attending our Washington Camp Erin and Camp Mariposa weekends.

Thank you!

The Moyer Foundation

www.moyerfoundation.org

In 2017, The Moyer Foundation brought 46 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.

