

# 2018 Annual Report



*Children & Family Services • Behavioral Health • Education • Advocacy*

Please Join Us!

**Thanksgiving on the Hill**

Tuesday, November 20th  
11 a.m.-1 p.m.

**Holiday on the Hill**

Tuesday, December 18th  
11 a.m.-1 p.m.

**1975 Elk Hill Road**

Goochland, Virginia 23063  
(804) 457-4866

RSVP: [gkunkel@elkhill.org](mailto:gkunkel@elkhill.org)

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# A Message From Our Board Chair & CEO

At Elk Hill, success doesn't always mean major milestones, like graduating from high school or getting an all-As report card. Success, for many of our children, means taking small but definite steps forward: Moving up one reading level. Choosing to trust a teacher or therapist. Extending a hand to a peer who needs help.

We joyfully celebrate all these victories, big and small. And we recognize that every success is made possible by the united efforts of Elk Hill's parents, teachers, counselors, staff, volunteers and donors. The stories in this annual report demonstrate the many ways in which we work together to help children develop the academic, vocational, behavioral and relationship skills they need to be successful.

This fiscal year, **we served 663 children** across Central Virginia. We're closing in on our goal of helping 750 kids by 2020. And we tried some new things, too! Twenty of our Charlottesville youth participated in our outdoor therapeutic program called Time In, Outdoors. Over spring break, these children hiked in the Blue Ridge Mountains and learned about outdoor safety and environmental stewardship.

In Goochland, 15 high schoolers took part in a two-week summer camp focused on employment readiness. And at Elk Hill Staunton School, students adopted two new therapy animals: a pair of bearded dragons named Joka and Salsa.

We're so grateful for your ongoing support of our mission. Thank you for working together with all of us to help our children and families transform overwhelming challenges into successful futures.



**Susan Davenport**  
*Elk Hill Board Chair*

A handwritten signature in black ink that reads "Susan Davenport".



**Michael Farley**  
*Elk Hill CEO*

A handwritten signature in black ink that reads "Michael Farley".



**88%**  
of our youth in  
therapeutic day  
treatment met or  
made progress  
toward their  
goals.

# Together, They Created a Safe Place

**Growing up in a troubled neighborhood in Richmond's East End, Jayla had seen things no child should ever see.**

Once, while she was playing outside, she witnessed a murder and had to testify in the court case that followed. In Jayla's world, violence and anger were inescapable, and a tough exterior was her only defense.


As a 16-year-old attending Church Hill Academy, Jayla made a terrible mistake. She and a friend created a "hit list" that named fellow students. "My friend and I were just angry," Jayla explains. "It was just a joke — we weren't going to really act on it. But it got real. The principal suspended me, and after 10 days said the only way I could return to school was to work with Pam."

Jayla distrusted authority figures, and Pam — one of Elk Hill's outpatient therapists — was no exception. "I don't like therapists at all," Jayla told Pam. "I am not doing this."

Jayla wasn't prepared for Pam's blunt response. "I am here," she said. "You are here. And you are going to talk to me." So, they talked. They talked about the weather. They talked about school.

After a couple of weeks, Jayla began to talk about the feelings of anger that caused her to create the list. And after a few more weeks, she opened up about everything. Sometimes, they had heartfelt conversations; sometimes, Pam simply helped her with her homework. Jayla came to understand that she wasn't just a case number to Pam. Her therapist truly cared about her wellbeing and believed in her. "I owe Ms. Pam a lot," she says. "She really helped me with some deep things."

Now 18, Jayla is attending Richard Bland College, where she'll be majoring in science. She hopes to become a nurse. "I want to do whatever I can help people," Jayla says.



"I am here.  
You are here.  
And you are going  
to talk to me."



**10**

Elk Hill students  
graduated from  
high school.

# Together, They Opened a Door to His Future

## Michelle Hopkins dreaded getting calls from her son's school.

By the age of 15, her son had been suspended several times and come close to being expelled. He challenged authority figures. He was easily influenced by peers. In crowded classrooms, he was given too much freedom and too little attention from teachers.

It was clear that his school environment wasn't working for him, and Hopkins knew that he needed a smaller, more structured classroom setting. Yet no one listened to her concerns, she says, until her son failed ninth grade and was given the chance to attend the Harambee School at Elk Hill Farm. "I was willing to do almost anything and everything to get him in school, so he could graduate," she says.

At first, Hopkins says, "he didn't like it at all. He was rebellious. He didn't want to go."

His first months at Elk Hill were marked by arguments and incidents of aggression. Yet Hopkins held out hope. As the year went on, her son learned how to take a breather

and talk to a counselor when he felt frustrated, instead of fighting. And at year's end, he told her he wanted to return to Elk Hill for 10th grade.

The next year was transformative. His suspensions decreased dramatically. His grades climbed from Ds to become Cs, Bs and As. Best of all, the calls from his teachers began to include happy news: Her son was having a great day. He had begun mentoring other students. A teacher had helped him discover a talent for carpentry and woodworking. He even sold a few pieces of furniture he had made. "It was kind of lovely," Hopkins says.

Hopkins' son graduated in June 2017. "It was a proud day for the staff who worked in the day program there," she says. "We all were feeling the same emotions of joy." Her son, now working, dreams of going to college to become a counselor — just like the Elk Hill staff who helped him discover his own potential.

"I was willing to do almost anything and everything to get him in school, so he could graduate."

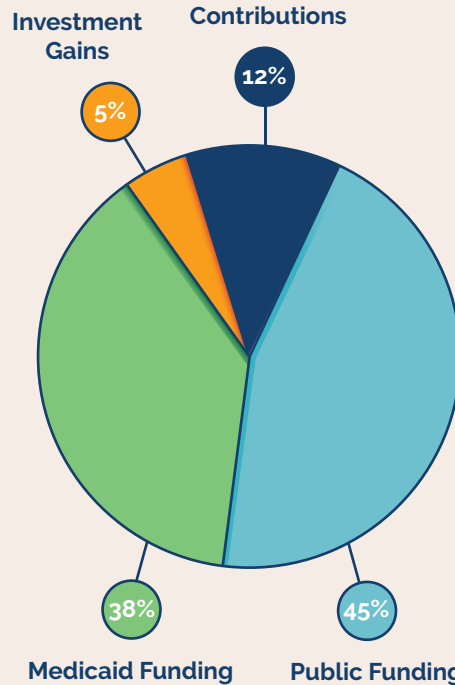
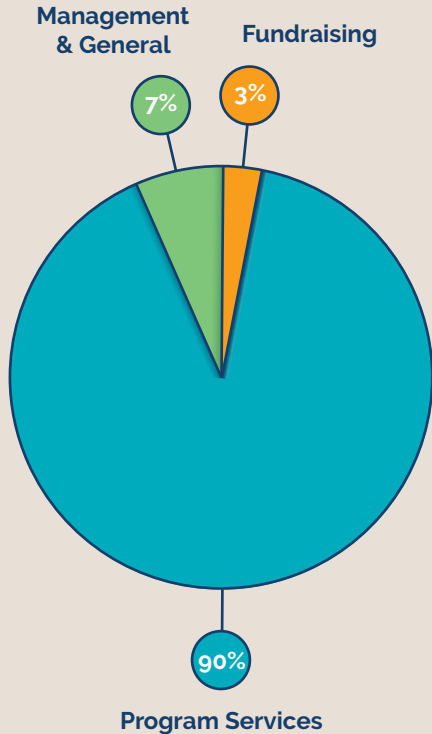
# Financial Report

Workforce, literacy, summer camps, and access: Your investment in Elk Hill unlocks many life-changing opportunities for our youth — opportunities we wouldn't be able to provide without you. *Thank you!*

<b>Support and Revenue</b>	<b>Year Ending June 30, 2017</b>	
Contributions	1,431,752	12%
Public Funding	5,218,463	45%
Medicaid Funding	4,338,446	38%
Investment Gains	520,846	5%
<b>Total Support and Revenue</b>	<b>\$11,509,507</b>	<b>100%</b>
<b>Expenses</b>		
Program Services	9,858,856	90%
Management & General	752,858	7%
Fundraising	362,512	3%
<b>Total Expenses</b>	<b>\$10,974,226</b>	<b>100%</b>
Net Change in Net Assets	\$535,281	5%
<b>Net Assets</b>	<b>\$13,728,834</b>	

# Expense Summary

# Revenue Summary



## Ensuring Access for Children

Last year we served 188 children whose families had no way to pay for services.

PROGRAM: NUMBER OF YOUTH SERVED:

Therapeutic Day Treatment	57
Mentoring	32
Residential	14
BEST Program	31
Summer Camp	37
Schools	17

Total private dollars used: \$462,089

Upon discharge from our residential program,

**60%**

of our youth went to a community- or family-based living situation.



# Together, They Brightened Our Students' World

## Team building can be tough when your colleagues are hundreds of miles apart.

The members of CarMax's Auction Services team, who support and run onsite dealer auctions, each oversee vast territories. That's why, whenever the team gets together, they seize the opportunity to spend meaningful time together by tackling a group volunteer project. Angus Macaskill, CarMax's Auction Services Manager for the Midwest, was charged with finding the right organization for their recent meet-up.

After researching several Richmond-area nonprofits, Macaskill chose Elk Hill. "I didn't know at that time that CarMax was a corporate supporter of Elk Hill," he explained; he simply wanted to help an organization that made a powerful and direct impact in young people's lives. Macaskill and many of his teammates are parents, and so

they understand the challenges of guiding a child through the process of becoming an adult. Elk Hill's kids "could easily be our kids," Macaskill said.



Elk Hill's kids  
"could easily  
be our kids."

Once the team arrived at Elk Hill's Goochland campus, they learned about the organization's history and mission. One young man spoke to the CarMax team about his experience at Elk Hill, and about the pride he took in his job. Then, the paintbrushes came out. "When we do something, we go to the nth degree," Macaskill said. "We absolutely will bust our tails to get things done." In just half a day, the team painted the entire interior of a building where Elk Hill's young men live, work and study.

"When it comes to giving back to the community, I've always felt like we take it seriously," Macaskill said of CarMax. Elk Hill's children, parents and staff are grateful for CarMax's steadfast support.

# Together, They Explored New Ideas



**“Why doesn’t Tarzan have a beard?”** This is just one example of the thought-provoking (and often funny) questions Eddie Jackson asks at the beginning of his English classes. Many of Elk Hill’s students find it difficult to set their thoughts down on paper, Jackson explains; so, he sets their minds in motion with creative challenges instead. “It’s pretty amazing, the ideas they come up with,” Jackson says.

Jackson’s teaching mantra: “Every student’s different. Meet the student where they are.” In his 10th-grade English class, one student was reading at a first-grade level. After months of patient coaching, his literacy level had barely increased. Some teachers might have given up on this young man. Jackson simply encouraged his student to work on expressing himself to the best of his abilities. To his amazement,

**“Meet the student where they are.”**

his student became eloquent when speaking about his passion: cars. “He was able to, almost verbatim, tell me how to take apart an engine and how to put it back together,” Jackson says.

Now in his fourth year at Elk Hill Charlottesville School, Jackson is pursuing his longtime goal of teaching physical education. “Being a teacher is one of the best jobs I’ve ever had,” he says. “I love it. I get to be me every day.”

# Together, Our Donors Change Childrens' Lives

Through your support of Elk Hill, you inspire hope for a better day, a better year and a better future for our students and their families. Thank you!

Every gift given in support of Elk Hill is greatly appreciated, and every effort has been made to ensure the accuracy of this listing. Please notify Gillian Kunkel, Development Coordinator, at 804-457-4866 ext. 312 or [gkunkel@elkhill.org](mailto:gkunkel@elkhill.org) of any inaccuracies or omissions. We regret any errors.

**Gifts from these donors were received July 1, 2017 through June 30, 2018.**

**ELK HILL SOCIETY** | The Elk Hill Society recognizes individuals who have included Elk Hill in their charitable planning. Their foresight and generosity ensure the long-term stability of Elk Hill for future generations. These gifts take many forms, including bequests, outright gifts, charitable trusts, annuities and life insurance. Elk Hill is deeply thankful for these committed individuals.

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## GRADUATE'S CIRCLE

Graduating from Elk Hill means someone cared enough about a student to hang in with him or her. Donors to this circle form a vital core of support through gifts of \$5,000 to \$9,999. We appreciate their steadfast support.

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**THE 1970 SOCIETY** | Recognizes the year Elk Hill was founded. Donors in this society carry on the tradition of those who built Elk Hill on a foundation of trust and respect. Donors in this society make leadership gifts of \$25,000 and more. We thank them for their visionary support.

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**TOP OF THE HILL** | Standing at the top of the hill means that you have worked hard to achieve something. Donors in this circle know that their efforts and generosity have and will continue to be transformational for children who work hard to stand at the Top of the Hill. Donors in this circle make gifts of \$10,000 to \$24,999. We thank them for their generous support.

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**MATCHING GIFT COMPANIES** | A significant number of friends increased their contributions by giving through their employer's matching gift program. This form of philanthropy is offered by more than 500 companies, usually through the human resources department. We are thankful for the contributions of these employers.  
**Total Gifts: \$15,284**

Benevity	Dominion Energy Charitable Foundation	Charles Stewart Mott Foundation
Capital One Associates	Bankers Insurance, LLC	Wells Fargo Educational Matching Gift Program

**HARAMBEE CIRCLE** | In Swahili, Harambee means to pull together for the greater good. The donors in this circle recognize we are much stronger when we stand together. Our friends in this circle make gifts of \$1,000 to \$4,999. We thank them for helping us pull together.

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