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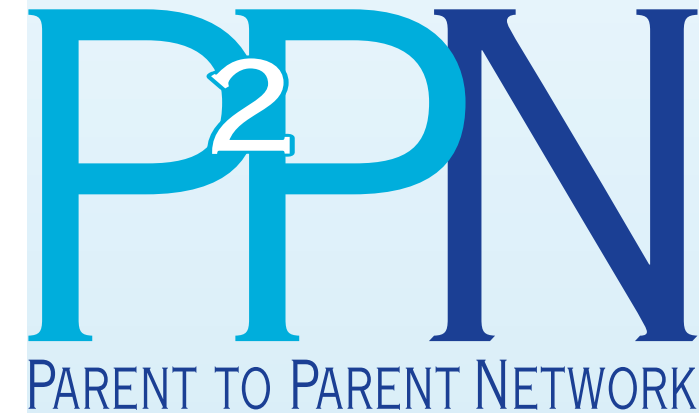
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Julie Johnson, Affiliate Liaison



*Empowering Parents
Through Education*

Annual Report
June 1, 2007 - July 31, 2008

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From a Grassroots Beginning to Regional Influence

In 2002, drugs, alcohol, suicide and mental illness tragically took three teens from their families and friends in the Westlake community. A call to action went out, seeking solutions to prevent similar tragedies. Over 20 parents attended that first meeting and a core of dedicated volunteers joined together to form a parent-led community group called the Westlake Parent Connection (WPC).

The WPC launched parent education programs on issues impacting families and the community, including mental health, drug and underage alcohol abuse, internet safety, dating violence, and self-destructive behavior.

WPC founders soon recognized that kids and risky behavior went far beyond local geographic boundaries, so they rallied neighboring communities to join their parent education efforts. In 2005, an umbrella organization—the Parent to Parent Network (P2PN)—was launched, becoming a 501(c)(3) nonprofit in 2008.

Through the strategic alliances forged with statewide and regional organizations dedicated to servicing youth, the P2PN has helped dozens of communities that seek to prevent drug abuse, underage alcohol use and violence by building parent programming into child-centered initiatives.

Today, the P2PN organizes affiliates in over 20 communities in Cuyahoga, Geauga and Lorain counties. The P2PN website receives thousands of visits each month.

The P2PN in Action: A Case Study

In 2008, two Westlake High School students were arrested for using and carrying heroin. Within 24 hours, Dr. Dan Keenan, Westlake City Schools Superintendent, called the P2PN to assist with parent education.

Twelve hours later, the P2PN delivered a five-point community action plan. Over the next six weeks the P2PN:

- Conducted a community town hall meeting with professionals in treatment, education and law enforcement;
- Hosted a “family’s story” led by two Shaker Heights parents who lost their son to heroin; and
- Promoted a student support group for kids needing to debrief on these events.

In August, the P2PN convened a community wellness forum attended by over 70 Westlake city stakeholders to discuss promoting healthy behaviors and launched a community-wide coalition.

Helping Communities Take Action

The P2PN's efforts have gained increased recognition throughout Greater Cleveland. Among the schools and community organizations that have turned to the P2PN for parent outreach are:

- Cuyahoga County Community Mental Health Board
- Lorain County Board of Mental Health's Children & Adolescent Services
- Cleveland Metropolitan School District
- Lakewood Hospital Teen Health Center
- Community Challenge
- Recovery Resources
- Drug-Free Action Alliance
- Northeast Action Network
- Voices for Ohio's Children
- Shaker Heights Prevention Coalition
- Bellefaire Social Advocates for Youth
- Westlake City Schools
- National Alliance on Mental Illness of Greater Cleveland

Dedicated Volunteers, Guided by Experts

The P2PN is staffed by dedicated volunteers who manage all levels of parent education on issues impacting the health, safety and well-being of children. Their efforts are guided by an advisory board of distinguished professionals whose expertise includes teen health, mental health, judiciary/legal, law enforcement, nonprofit finance, strategic planning, education, local government, pediatrics, conflict resolution, and business.

*To all our funders, donors, volunteers,
partners and sponsors—THANK YOU for your support!*

The Parent to Parent Network (P2PN) is a completely volunteer run organization, staffed by three full-time dedicated professionals who have been working together since 2002 to educate parents about the tough issues facing today's youth.

When we launched our eight-month child and adolescent Mental Health Awareness Campaign last program year we took on an enormous challenge, but we were secure in the fact that we would be supported by you and that our work would positively impact the lives of many families.

Without your contributions to this effort, the P2PN would not have been able to educate parents and other adult community members about the reality of childhood mental health issues. As you will see, this campaign was extremely successful.

This undertaking was based on the belief that parents can hold the key to early mental illness detection if they have the knowledge base to recognize these problems.

Our goal was to get practical, current information to as many parents as possible, thus enabling them to help their children deal effectively with mental health issues. From October 1, 2007 to May 30, 2008 we accomplished much:

- Over 60 parenting programs were delivered in communities throughout Lorain and Cuyahoga counties;
- Over 2,300 parents attended these programs;
- The P2PN email blast list increased from under 1,400 households to over 2,100;
- The P2PN website visits climbed steadily from 1,412 monthly visits in October to 3,867 by May;
- Our funders received 199,186 visual and auditory recognitions; and
- The P2PN started in October with affiliates in eight communities and closed the campaign with affiliates in 20 communities.

Our efforts were recognized by the Cuyahoga County Community Mental Health Board when they honored the P2PN with the Helping Hand Award for Community Involvement.

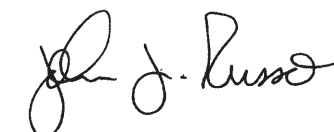
The P2PN is thankful for your support and we look forward to future opportunities to work together as we educate parents about issues that dramatically impact the health, safety and well-being of their children, preschool through college.

Please take a few moments to read the contents of this annual report.

We remain committed to helping parents keep their children safe and healthy.



Dani Altieri Marinucci
President
P2PN



The Honorable John J Russo
Common Pleas Court
Cuyahoga County Justice Center
P2PN Advisory Board



Because one in five children suffers from some form of mental illness, the P2PN dedicated the 2007-08 fiscal year to a child and adolescent Mental Health Awareness Campaign. This awareness campaign educated parents as well as other adult community members such as educators, ministers, coaches, civic leaders and business owners about the reality of childhood mental health issues.



*Jobanne Belzile, Vice President of Distributions, P2PN and Sandy Matakovich, President, Amberst Parent Connection, present Dr. Madeline Levine's book *The Price of Privilege* and several other titles to the Amberst Public Library.*

With a grant from the Nordson Corporation Foundation, the P2PN purchased 71 books and distributed them to 12 public libraries in Lorain and Cuyaboga counties. Books were purchased based on their relevancy to child and adolescent mental health and were reviewed and recommended either by our members or by our distinguished speakers.

The Parent to Parent Network (P2PN) is a 501(C)(3) nonprofit organization that helps schools, organizations and communities throughout Northeast Ohio educate parents on critical issues impacting the health, safety and well-being of children and teens.

The P2PN serves as a comprehensive information resource and support system for parents. Through the P2PN, communities and organizations equip parents with the knowledge to understand the risks facing today's kids and guide children toward healthier choices.

The P2PN strives to:

- Connect organizations, schools and individuals to deliver parent education on risky youth behavior;
- Assist communities in establishing parenting organizations;
- Help communities and organizations respond to a crisis through crisis intervention consulting services;
- Foster collaboration; and
- Enable organizations to use resources more efficiently by avoiding duplication of effort.

Sharing Resources for Increased Impact

By joining forces, P2PN affiliates increase exponentially the number of parents they reach and help keep more children healthy and safe.

Affiliate organizations remain independent but share the dissemination of information, programs and ideas, benefiting from the P2PN's ability to deploy educational efforts across dozens of communities. The P2PN fosters a dynamic and collaborative exchange that maximizes each community's efforts.

How the P2PN Supports Affiliates

Acting as a services clearinghouse, P2PN provides its affiliates with valuable support, including:

- Web support;
- Email blast communication system;
- Grant writing;
- Speakers bureau;
- Educational resources;
- Programming templates;
- Promotional assistance; and
- Resources and facts.

Parent, Attended Teen Depression Program, May 2008

“A few days ago one of my babysitters told us she was thinking about killing herself and I had the information to give to her. There was a reason I went to the presentation. You are all doing good things. I wanted to find a way to help this organization, and it found me.”

West Shore Chamber of Commerce, President Mike Mandato, May 2008

“As an employer, I know the effects these risky behaviors can have on a community—these children are our future employees and their parents are our current employees. If we don’t come together to work for healthier communities, we all lose out. I believe the P2PN is on the mark, when they say ‘together we can make our communities a healthier and safer place for our youth.’”

Avon Lake High School, Dr. Walker, Principal, May 2008

Sent to all Avon Lake High School families: “The mission of the Parent to Parent Network is to educate, communicate and network about issues confronting the youth and parents. Please go to their website to download the spring newsletter of the Parent to Parent Network. You may also access information about their upcoming Mental Health Awareness Campaign.”

Shaker Prevention Coalition, Erik Johnson, Director, April 2008

“Thank you very much for all of your guidance and support in helping us develop our website and brochure! I greatly appreciate all of the hard work, energy, and effort you have devoted to helping us build our brand and community presence. Please let me know how I can assist you in any way as you move forward with your own projects in the P2PN.”

Borders Books & Music, Sylvia Scherma—Sales Account Manager, April 2008

“One of my counterparts for the NYC area had an inquiry during a convention for a book title list that encompassed parent/teacher relationships, teacher/student relationships, parent/child relationships and nurturing all of the above. He sent out an email company wide to all of the Sales Account Managers for recommendations. This occurred the day after the Parent to Parent Network hosted the Madeline Levine event with *The Price of Privilege* book. I forwarded your poster as well as your bookmark to him and relayed the success story of having over 550 attendees for the event. They were also very impressed with the community cooperation and the professionalism of your flyer. It resulted in a sale of just over \$17,000 with the Levine book being the predominant book purchased.”

North Olmsted Schools, Vera Brewer—Communications/Grants Manager, April 2008

“KUDOS to the Parent to Parent Network—what a fantastic turnout—an engaged audience—and a very well organized presentation. Madeline Levine was so right on in so many areas. Our Superintendent, Dr. Cheryl Dubsky, and I discussed the event this morning and had many of the same thoughts. Congratulations on a job well done, and again—what a fantastic turnout—it obviously hit a chord with the community.”

Westlake Parent Connection, Maca Tyler—Programming Director, April 2008

“Thank you, P2PN, for all of your efforts in getting Madeline Levine to Westlake—and for your support of the Westlake Parent Connection. This was a team effort—The WPC is thrilled to be on the P2PN team!”

**P2PN Receives
2008 Helping Hand Award
from Cuyahoga County Community Mental Health Board**

The P2PN received the Cuyahoga County Community Mental Health Board’s 2008 Helping Hand Award for Community Involvement.

The P2PN was recognized for its efforts to positively impact the lives of mental health service consumers and help alleviate the stigma of mental illness.

“The compassionate work of the individuals and programs we honor is truly inspiring. Their extraordinary contributions are helping children and adults with mental illness on their path to recovery.”

Kathryn E. Gambatese, CCCMHB Chair.

“The actions of each of our award recipients are helping to alleviate the stigma that is still too often associated with mental illness. Their achievements embody what community mental health is all about.”

William M. Denihan, CCCMHB Chief Executive Officer.

“Excellent!!!! You deserve it. The work that you have done in the short time since the formation of the organization is amazing.”

Kelly Lazar, Director, Chemical Abuse Prevention Association, May 2008

“Congratulations! The work you do is much needed and much appreciated, and should not go unrecognized. We applaud your success.”

Timothy Williams, Elyria YWCA Youth Services Program Director
Chairman, Community Coalition for a Drug-Free Lorain County, May 2008

Pictured from left: Susan Watson, Amberst City Schools; Maca Tyler, Westlake Parent Connection; Lynda Appel, P2PN; Eugenia Cash, Vice Chair, CCMHB; Dani Altieri Marinucci, P2PN; William M. Denihan, CCMHB C.E.O.



The P2PN approached this campaign with great planning. We began meeting with affiliates and community members months before launching the campaign in October, 2007. We surveyed affiliates on what mental health topics their communities would most benefit from. Some affiliates needed P2PN's assistance in program facilitation: securing speakers, locations, promotion, execution and follow-up, while others managed their contribution to this campaign by only needing our promotional assistance.

The awareness campaign kick off event hosted and financed by the Lakewood Hospital Teen Health Center with nationally recognized psychologist, Dr. Sylvia B. Rimm drew over 120 people.

P2PN affiliates delivered over 60 parenting programs to more than 2,300 parents on child and adolescent mental health red flags, suicide prevention, teens and depression, co-occurring disorders, eating disorders, and anxiety. In addition, the P2PN promoted 75 related programs and support groups offered by our affiliates and strategic partners.

Twice a month our email membership—reaching over 2,100 homes—received mental health briefings, suggested further reading, and notices of local support groups and upcoming programs.

January through March the Westlake Parent Connection conducted four book club meetings on Dr. Madeline Levine's book *The Price of Privilege*, hosted by Borders Books and Music, averaging 30 people a night. Discussions were lively and very helpful as parents with children ranging from pre-school to college age shared, listened, learned and laughed together.

The Westlake Parent Connection launched a blog on Dr. Levine's book, where overcommitted parents could still connect with their peers and participate in the conversation. They had bloggers from as far away as Michigan join in the discussion. When Dr. Levine conducted her program on April 1st, 2008, over 550 people were in attendance.



Dr. Madeline Levine

P2PN Affiliate Community:

- Amherst Parent Connection
- Avon City Schools
- Avon Lake Unites for Teens
- Bay Advocates
- Bellefaire—Social Advocates for Youth (SAY)
- Brecksville/Broadview Heights City Schools
- Chemical Abuse Prevention Association
- Chagrin Falls Schools
- Cleveland Heights/University Heights Schools
- Community Challenge
- Fairview Park Community Challenge Coalition
- Lake Ridge Academy
- Lakewood Teen Health Center
- North Olmsted Schools
- Orange Schools
- Rocky River Coalition for Youth Asset Development
- Shaker Prevention Coalition
- Substance Abuse Initiative of Greater Cleveland
- Westlake City Schools
- Westlake Parent Connection

P2PN Partners:

- Amherst Public Library
- Beech Brook
- Bellefaire Jewish Children's Bureau
- Borders Books and Music
- Case Western Reserve University Center for Adolescent Health
- City of Bay Village
- City of Lakewood
- City of Westlake
- Communities That Care
- Cuyahoga County Community Mental Health Board
- Cuyahoga County Public Library
- Drug-Free Action Alliance
- Lorain County Board of Mental Health, Child & Adolescent Services
- Lorain Public Library System
- National Alliance for the Mentally Ill Greater Cleveland
- National Alliance for the Mentally Ill Lorain County
- Mental Health Advocacy Coalition
- Ohio Mental Health Network for School Success: Northeast Action Network
- Recovery Resources
- South West Conference Schools
- Voices for Ohio's Children
- West Shore Chamber of Commerce
- West Shore Ministerial Forum
- Westlake Porter Public Library



The Mental Health Awareness Campaign was a true success because the P2PN was able to forge partnerships with school districts, local government agencies, city and religious leaders, businesses, and community health organizations to bring parents information on a significant health issue impacting children.

Programming reached over 2,300 parents from Amherst to Shaker Heights to Strongsville to East Lake. And with each passing week our reach continued to grow as we added an additional 12 communities to our growing list of affiliates. The Parent to Parent Network is a true example of regional cooperation.

P2PN Affiliates:

The P2PN welcomes organizations, schools and individuals who are interested in developing and enhancing parent education efforts on all issues impacting the health, safety and well-being of children from pre-school through college age.

The P2PN believes that incorporating parent education into child programming is critical to achieving success; if an organization is servicing children and it's not including parent education in the equation, it is not serving the children to the best of their ability.

The P2PN's ability to marshal educational efforts across multiple communities delivers a stronger educational impact when coupled with child-based preventative programs. In addition, the P2PN fosters a dynamic and collaborative exchange maximizing any one community's efforts.

The P2PN started the fiscal year with affiliates in eight communities and closed the campaign with affiliates in 20 communities, and is still growing.



The P2PN raised \$18,200 from foundations, corporate sponsors, service providers, governmental entities, and private donations.

Our funders were acknowledged throughout the campaign in print, from podiums, on posters, flyers, email blasts, e-newsletters, newsletters, invitations, and on the P2PN website.

The chart below quantifies the number of times our Mental Health Awareness Campaign funders were recognized.

Location	Acknowledgement Opportunities Oct 1 - May 31	
Website	47,176	total visitors from 10/1-5/31
E-mail Blasts	35,700	17 email blasts to membership from 10/1-5/31
Window Posters	150	displayed in stores, libraries, schools, businesses, offices throughout network
Bookmarks	6,000	distributed to schools, libraries, churches, waiting rooms, businesses
Audience Recognition	1,000	total accumulative audience figure at programs where sponsors were recognized from podium
Flyers	3,500	distributed to schools, churches, libraries, waiting rooms, businesses
Easel Posters	70,000*	on site at 6 public libraries throughout March *represents the estimated number of library visitors passing the recognition posters
E-newsletters	6,300	three e-newsletters distributed to 2,100 email addresses
School Newsletters	13,200	three newsletters distributed to all Westlake school families
Author Reception	160	invites mailed with funder's logos featured
199,186—Total Visual and Auditory Funder Recognitions		

The P2PN Mental Health Awareness Campaign was made possible through the generous financial and in-kind support of many:

Financial: The sponsors below assisted financially with programming promotion, execution and post-program education efforts; print media marketing; mailings; website updating and maintenance; speaker expenses; and printed program materials for parents.

- Cuyahoga County Community Mental Health Board (\$5,000)
- Nordson Corporation Foundation (\$3,000)
- Woodruff Foundation (\$3,000)*
- Lakewood Hospital (\$2,000)
- Law Offices of Timothy M. Sullivan (\$2,000)
- Celebrate Westlake (\$1,000)
- Community Challenge (\$1,000)
- Recovery Resources (\$1,000)
- West Shore Ministerial Forum (\$200)

* The Woodruff Foundation award was received after most promotional materials were printed. The Woodruff Foundation award has been acknowledged on the website, email blasts, and verbally at all events after its receipt.

In-Kind: In-kind donations below allowed the P2PN to deliver quality programming to over 2,300 parents from Amherst to Eastlake.

Westlake Porter Public Library: Book Club and Speaker promotion; stocking *The Price of Privilege* for loan, displaying Levine’s poster at the library as well as advertising Levine’s program on the library opening webpage, distributing bookmarks.

Borders Books and Music-Promenade of Westlake: Hosting *The Price of Privilege* Book clubs, promoting the Madeline Levine event and inserting Mental Health Awareness Campaign bookmarks into general public book sales.

Cuyahoga County Public Libraries and Lorain Public Library System: Promoting book club and Levine event with posters and book displays as well as distributing bookmarks.

Westlake City Schools: Providing the venue for Madeline Levine at the Westlake Performing Arts Center and several other mental health programming events.

Lorain County Board of Mental Health Child and Adolescent Services: Conducting mental health programming throughout the campaign.

Lakewood Hospital Teen Health Center: Hosting and financing the campaign kick-off with Dr. Sylvia Rimm and conducting mental health programming throughout the campaign.

NAMI Greater Cleveland and Mental Health Advocacy Coalition: Programming and presentation assistance.

Affiliate Participants: The following P2PN affiliates included mental health programs in their parent programming this year: Amherst Parent Connection, Avon Lake Unites for Teens, Avon Local Schools, Bay Advocates, Community Challenge, Lakewood Hospital Teen Health Center, Rocky River Parent Support Network, Westlake Ministerial Forum, Westlake Parent Connection.

Budget—Mental Health Awareness Campaign	
Income	
Funding Sources/Sponsors	
<i>PUBLIC FUNDING:</i>	
Cuy. Co. Comm. Mental Health Board	\$5,000.00
<i>GRANTS:</i>	
Nordson Corporation Foundation	\$3,000.00
Woodruff Foundation	\$3,000.00
Celebrate Westlake	\$1,000.00
<i>CORPORATE SPONSORS:</i>	
Lakewood Hospital	\$2,000.00
Law Office Of Timothy M. Sullivan	\$2,000.00
Recovery Resources	\$1,000.00
Community Challenge	\$1,000.00
<i>OTHER</i>	
Westshore Churches	\$200.00
Total Income	\$18,200.00
Expenses	
Administration	
Website maintenance	\$186.27
Public relations	\$772.35
Totals	\$958.62
Publicity	
Graphics work	\$300.00
Booklet, bookmarks	\$1,217.11
Photocopying/Printing	\$1,485.60
Advertising	\$833.50
Book club	\$35.00
Newsletters	\$1,198.00
Totals	\$5,069.21
Program Related Expenses	
Office supplies	\$40.00
Post programming efforts	\$2,300.00
Mental health org membership	\$120.00
Staff training	\$150.00
Totals	\$2,610.00
Author Visit	
Speaker	\$8,000.00
Travel	\$979.00
Hotel/Meals	\$364.00
Author reception	\$305.00
Totals	\$9,648.00
Total Expenses	\$18,285.83
Total Project Expenses vs. Income	
Total Income	\$18,200.00
Total Expenses	\$18,285.83
Total Profit (or loss)	(\$85.83)

“Look what you’ve accomplished with just \$18,200! Imagine what you could do with more funding. This is a story that must be told.”

Mike Mandato,
West Shore
Chamber of Commerce
President