

# **The Rainbow Project, Inc.**



831 East Washington Avenue  
Madison, WI 53703

Ph: 608-255-7356

Fax: 608-255-0457

Hours: M-F, 9:00am-5:00pm

[info@therainbowproject.net](mailto:info@therainbowproject.net)

[www.therainbowproject.net](http://www.therainbowproject.net)

## **2014 Annual Report**

## ***The Rainbow Project Vision***

A safe, healthy and nurturing world for children and families

### ***Mission Statement***

The Rainbow Project provides restorative healing and hope for young children and their families who have experienced trauma, thereby building a foundation for the mastery of life-sustaining skills

### ***Values***

- ◇ Respect– Philosophy of interactions with others...internally, consumers, other professionals and the community
- ◇ Growth– Desire to inspire, support and foster others...consumers, families, colleagues, team members and the community
- ◇ Compassion– Recognition, empathy and support for individual differences...including, but not limited to, life experiences, culture, background and abilities
- ◇ Collaboration– Interactive role as part of a larger whole
- ◇ Excellence– Commitment to quality, integrity, leadership, professionalism and thoughtfulness

# ***The Rainbow Project programs***

## **Early Intervention / Treatment Program**

A core Rainbow Program that includes a comprehensive, individualized service model providing best practice trauma-informed, culturally competent services to child and families. Including assessment/evaluation, referral, advocacy, interagency coordination, play therapy, parent education, individual therapy, family therapy, in-home services and consultation in daycare, schools and foster homes.

## **Children of Violent Homes Prevention Program**

A collaboration between Rainbow, Domestic Abuse Intervention Services, Briarpatch Youth Services and Family Services to provide services across ages and needs for children/youth exposed to domestic violence.

## **Rainbow Rapid Response Team**

This special team provides immediate response and support for children and families involved in community violence and/or trauma crisis situations. RRRT provides first response services, including crisis support, trauma screening, referral, and follow-up to ensure stabilization for children and families. The team also provides trauma-focused training presentations to help raise awareness and understanding in the community of best practice responses to trauma.

## **Coach's Corner: Emotion Coaching**

A ten-week long group for dads and moms where they can share their experiences and learn how to understand and coach their child's emotions. Each week participants learn skills to help make sense of their child's feelings and ultimately behaviors. Dinner and professional childcare are provided (RSVP is required)

## **Early Childhood CORE Program (Consultation, Observation, Referrals, and Education)**

Rainbow Project therapists partner with early childhood educators and childcare providers to offer in-depth training, support, and consultation for centers throughout Dane County. Services include on-site trainings for providers and caregivers that address a wide range of topics, as well as observations of classrooms and/or specific children to address behavioral challenges.

## **F.A.C.E.- Kids**

A multi-agency collaboration that provides groups for children and youth in Dane County. Groups are held in the community, schools, child care settings and the Rainbow Project. Groups focus on building positive social skills, self-esteem, anger & stress management, problem solving skills, and affective development.

## **Grandparents and Other Relatives as Parents**

Monthly support and education group, warm-line phone resource, monthly newsletter, child development and management resources for grandparents who are primary caregivers for their grandchildren.

## **SAFE STEP Program**

Rainbow collaboration with SAFE Harbor, Mental Health Center of Dane Co., Oasis Project to provide a prompt trauma assessment and support for a child and non-abusing parent following a Safe Harbor forensic interview for child abuse, child sexual abuse, neglect or domestic violence.

## **Community Education Speaker's Bureau**

The Rainbow Project Community Education Coordinator and Rainbow therapists offer training in-services, workshops, seminars, and resources for a wide range of audiences working with children & families.

## **Program Services for Latino Children & Families**

**De Mujer a Mujer**, a support group for Latina Women. Childcare is provided. **Madres y Hijas, Yo Soy! Yo Soy Unica!**, a self-esteem building group for Latina girls and their moms in the public schools.

## ***Rainbow Project Staff, Board of Directors and Professional Resource Network***

### **Staff**

Sharyl Kato, *Director*

Darren LeCount, *Clinical Manager*

Abby Halloran, *Referrals & Community Programs Coordinator*

Danielle Kapanke, *Financial Coordinator*

Caitlin Bausch, *Administrative Manager*

Kimberly Crossland, *Administrative Assistant*

Celia Huerta, *Child & Adult Therapist*

Cerissa Wills, *Marriage & Family Therapist*

Christen Brockner, *Child & Family Therapist*

Christina Frank, *Adult & Family Psychotherapist*

Ethel Dunn, *Grandparents' Support Group facilitator*

Molly Tomony, *Child & Family Therapist*

Petrovnia McIntosh, *Child & Family Therapist*

Samantha Weishan, *Child & Family Therapist*

Sara DeBruin, *Child & Family Therapist*

Serena Breining, *Parent Support Group facilitator*

### **Board of Directors**

Erica Serlin, *President*

David Sepulveda, *Vice President*

Ellen Schwartz, *Secretary*

Sharyl Kato

Steven Koslov

Donna Hurd

Aphra Mednick

Shira Phelps

Charles Tubbs

### **Professional Resource Network**

Sue Albert

Omie Baldwin

Fredi Bove

Barry Callen

Susan Carnell

Robert Cramer

Eve Dennison Pollock

Carol Gapen

Tony Keshena

Kitty Kocol

Tally Moses

Richard Rieselbach

Sandra Rivera

Rebecca St. John

Sue Sheeran

Diane Sorensen

Craig Stanley

Carol Stotlar

Jessica Strong

Teresa Tellez-Giron

## **Rainbow Project volunteers—2014**

John Kanvik	Jorge Finol	Gadi Dan
Terry Larson	Janeen Ihm	Betty Banks
Connie Clune	Miguel Villalpando	Jeanne Erickson
Erica Serlin	Juan Guerrero	Don Coleman
Hugh Johnston	Jose Madera	Barry Callen
Tom O'Connor	Kim Santiago	Mara McGlynn
Wilder Dietz	Suzan Cook	Joe Kuehn,
Cinthya Covarrubias	Shiva Bidar Sielaff	Judge Juan Colas
Sandra Rivera	Fabiola Hamdan	Darren LeCount
Dan Rees	Marcus Miles	Carol Gapen and Matthew Giesfeldt
Lindsay Rees	Kathy Hoffman	David Landau
Carlos Gonzalez	Gabriel Sepulveda	David Meicher
Nuria Moffat	Jim Welch	Adam Schmidtt
Gary Christensen	Drew Williams	David Sepulveda
Kathy Rashke	Ben Ramsey	Steve Koslov
Pete & Cheryl Olson	Terry Talbot	Ryan Krause
Sandra Mumm	Ed Oliver	
Charlotte Strauss	Sajika Gallege	
Sarah Pienkow	Rich Cowan	
Ruhee Singh	Donna Parker	
Tina Marie Weishoff	Julia Meyer	
Alliant Energy Center	Paige Butler	
Epic	Jackie Hoong	
Terry Payne	Gloria Kelly	
Ron Johnson	Ellen Schwartz	
S. Adams	Stacie Meyer	
J. Bauer	Beth Mackey	
Meicher & Associates	Sue Sheeran	
Kari Ronk	Amy Rodland	
Jorge Araujo	Taraq Akmut	
Jason Salus	Rissel Sanderson	
Dani Maxwell	Marcelle Santana	
Junior League of Madison Volunteers	Fred Marshall	

**2014 Fourth Quarter Service Report**  
**For Period Ending December 31, 2014**

**New Referrals Received:**

Month	Families	Children	Adults
October	7	9	8
November	13	19	18
December	10	14	18
<b>Quarter Total</b>	<b>30</b>	<b>42</b>	<b>44</b>
<b>Year to Date</b>	<b>141</b>	<b>218</b>	<b>234</b>

**Referral Sources:**

Number of Individuals	Referral Source
2	Access Community Health Centers
4	Catholic Charities
18	Dane County Human Services
3	District Attorney's Office
3	Domestic Abuse Intervention Services
3	Madison School District
6	Pediatrician
4	Rainbow's CORE Program
2	The Road Home
3	Rock County Human Services
8	Safe Harbor
2	YWCA

**145.75** hours of service were provided to children and families newly referred to the Rainbow Project this quarter. Services included assessment and evaluation, advocacy, follow-up and Initial Consultation meetings. Year-To-Date hours provided for these services: **882.75**

Total number of service hours provided across all Rainbow programs: **1108.25**

**Year-to-date: 5343**

#### **Fourth Quarter Enrollment:**

**16 new households enrolled** representing **20 children** and **12 caregivers**

**75 total households enrolled** at the end of fourth quarter, representing **80 children** and **98 caregivers**

Average age of children: **6 years**

Age range of children: **1 year** to **16 years**

#### **Fourth Quarter Waiting List:**

\*at the end of the quarter

Number of children: **38**

Number of adults: **7**

**Diversity Population** of Rainbow children and families newly referred within this quarter of 2014:

**56%** Non-White (new referrals only); **4%** Unknown

**66** Total number of Spanish speaking individuals accessing services (enrolled and new referrals)

#### **Safe Step Referrals:**

Quarter total: **3 children** and **5 adults** totaling **2 families**

Year-to-date: **13 children** and **21 adults** totaling **9 families**

#### **Foster Parents and Grandparents Worked with Fourth Quarter:**

\*Does not include new referrals

Number of new **Foster Parents** with whom Rainbow staff worked: **4** Year-to-date: **33**

Number of new **Foster Children** with whom Rainbow staff worked: **16** Year-to-date: **25**

Number of new **Kinship Parents** with whom Rainbow staff worked: **5** Year-to-date: **14**

Number of new **Kinship Children** with whom Rainbow staff worked: **4** Year-to-date: **15**

Number of new **Grandparents** enrolled or receiving limited term direct services: **0** Year-to-date: **5**

Number of new **Grandchildren** enrolled or receiving limited term direct services: **0** Year-to-date: **6**

#### **De Mujer A Mujer – Fourth Quarter**

Number of **Mothers** served: **6** Year-to-date: **26**

Number of **Children** served: **19** Year-to-date: **23**

Number of **Hours** spent: **36** Year-to-date: **142**

#### **Woman to Woman, Mother to Mother – Fourth Quarter:**

Number of **Mothers** served: **11** Year-to-date: **11**

Number of **Children** served: **14** Year-to-date: **14**

Number of **Hours** spent: **12** Year-to-date: **46.25**

#### **Grandparents and Other Relatives as Parents Project – Fourth Quarter:**

**Grandparents** served: **103** Year-to-date: **173** *unduplicated*

**Grandchildren** served: 18 Year-to-date: 107 *unduplicated*

Total Number of **Hours** spent: 145 Year-to-date: 565

*Grandparents participating in the Warm Line*

Number of phone contacts: 67 Year-to-date: 272

Number of phone contact hours: 36 Year-to-date: 151

Number of email contacts: 312 Year-to-date: 1313

Number of email contact hours: 62 Year-to-date: 237

Number of one-on-one contacts: 4 Year-to-date: 25

Number of one-on-one contact hours: 7 Year-to-date: 39

*Community Agencies participating in the Grandparents and Other Relative as Parents Project*

Number of phone contacts: 5 Year-to-date: 19

Number of email contacts: 10 Year-to-date: 41

Number of one-on-one contacts: 0 Year-to-date: 2

**Five Agency Cooperative Effort (FACE) Groups – Fourth Quarter:**

Number of **Children** served: 24 Year-to-date: 195

Number of **Adult** participants: 0 Year-to-date: 59

Number of **Hours** spent: 44 Year-to-date: 275.5

**CORE: City of Madison – Fourth Quarter:**

Number of **Children** served: 14 Year-to-date (some duplication possible): 68

Number of **Staff** served: 90 Year-to-date (some duplication possible): 246

Number of **Caregivers** served: 8 Year-to-date (some duplication possible): 56

Number of **Hours** spent: 34 Year-to-date: 176

**CORE: United Way – Fourth Quarter:**

Number of **Children** served: 11 Year-to-date (some duplication possible): 46

Number of **Staff** served: 44 Year-to-date (some duplication possible): 158

Number of **Caregivers** served this quarter: 1 Year-to-date (some duplication possible): 1

Number of **Hours** spent: 28.25 Year-to-date (some duplication possible): 79

**Children of Violent Homes – Fourth Quarter:**

\*Includes new referrals, enrolled clients, and groups

Number of specific **Children** served: 77 Year-to-date (some duplication possible): 255

Number of **Caregivers** served this quarter: 80 Year-to-date (some duplication possible): 250

**Total Consumers – Fourth Quarter:**

\*Includes new referrals, enrolled consumers, and all community programs – some duplication possible

Number of **Children** served this quarter: 180 Year to Date: 934

Number of **Adults** served this quarter: 361 Year to Date: 1407



**Training and Professional Development Received by Rainbow Staff - Fourth Quarter**

**300** hours of training received. Year-to-date: **542.5** hours.

Training Topics Included:

- Advanced Clinical Ethics
- Attachment Training (Community Partnerships)
- Behavioral Intervention Orientation
- Diversity Research and Dialogues
- Infant Mental Health Capstone Certificate Program
- Posttraumatic Stress Disorder for Children 6 Years & Younger: A Clinical Example
- Trauma Informed Community
- Treatment with Young Children, Part II
- The Body Keeps the Score (PESI web-based presentation with Bessel van der Kolk)
- Transitioning to DSM-5 & ICD-10-CM
- Trauma-Informed Child Parent Psychotherapy (CPP)
- UW Conference on Child Sexual Abuse

**Rainbow Community and Training Presentations Given – Fourth Quarter**

Number of staff presentations this quarter: **14** Year-to-date: **38**

Total number of participants this quarter: **338** Year-to-date: **911**

Total number of hours this quarter: **66.25** Year-to-date: **232.5**

Requesting agencies and topics included:

<b>Requesting Agency</b>	<b>Training</b>
Community Creek Preschool	Mindfulness in the Classroom
Country Creek Learning Center	Preventing Teacher Burnout
Country Creek Learning Center	Building Self-Esteem in the Classroom
Creative Learning Preschool	Mindfulness in the Classroom
Grandparents and Other Relatives as Parents Group	Scratching the Surface of Trauma
Madison College	Theoretical & Approach Base of Rainbow Project Services
Perkins Coie Law Firm	Rainbow Services: United Way Campaign
Red Caboose Child Care Center	Grieving the Sudden Death of a Teacher
Starlight Learning Center	Social-Emotional Growth
University Avenue Discovery Child Care Center	Cultural Competency in the Classroom
UW Conference on Child Sexual Abuse	Therapeutic Treatment Utilizing Animal Assisted Therapy
UW Conference on Child Sexual Abuse	Using Art in Grief Therapy
UW Conference on Child Sexual Abuse	Working with Latino Families
Wisconsin Coalition for Children, Youth, & Families	Sexual Behavior in Children & Youth: What is Normal, Challenging, & When to Seek Help

## **Community Networking and Interagency Coordination:**

**Hours** of staff time: **76** Year-to-date: **252**

### **Networks Include:**

Children, Youth and Families Consortium  
Coordinated Community Response Task Force- Child Abuse  
Coordinated Community Response Task Force- Domestic Violence  
Coordinated Community Response Task Force – DV – YISC/CVH Subcommittee  
Five Agency Cooperative Effort Supervisors Meeting  
Grandparents Interagency Meeting  
Latino Health Council  
Madison Area Early Childhood Council  
Midwest Sexual Abuse Conference Planning Committee  
Rotary Club of Downtown Madison  
Safe Harbor Steering Committee  
Tempo  
Trauma Informed Advisory Council  
United Way Board of Directors  
Visitation and Exchange Center – Consultation Committee: Safety/  
Security Subcommittee

### **Daycares and Preschools Worked With to Support Clients, Year-to-Date**

Bethesda Child Care  
Bright Child Learning Center  
Cambridge Early Childhood Center  
Community Creek Preschool  
Cookie Crumb Daycare Center  
Country Creek Learning Center  
Creative Learning Center  
Early Childhood Learning Center  
Goodman Center Preschool  
Kindercare (Raymond Rd)  
La Petite Academy  
Lussier Community Center  
Meriter Children's Center  
Red Caboose Daycare Center  
Starlight Learning Center  
Toad Hill Montessori  
University Avenue Discovery Center  
YMCA – East  
Waisman Center Preschool  
WI Youth Company After School Program

**Schools Worked With to Support Clients, Year-to-Date**

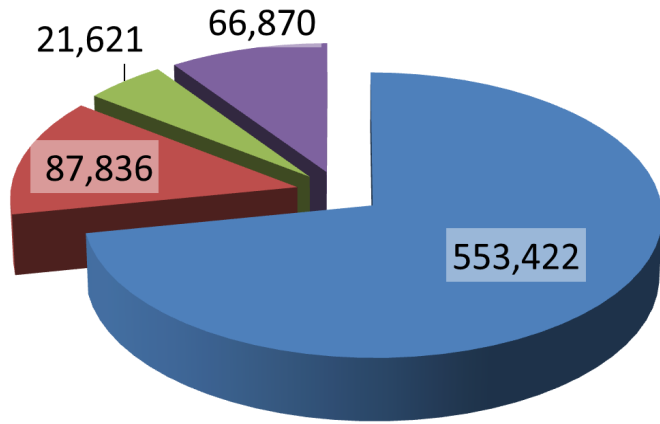
Cambridge Elementary  
DeForest Elementary  
Elvehjem Elementary  
Glendale Elementary  
Franklin Elementary  
Glacial Drumlin Middle  
Hamilton Middle  
Heritage Elementary  
Kromrey Middle  
Lapham Elementary  
Madison Jewish Community Day School  
Mendota Elementary  
Midvale Elementary  
Muir Elementary  
Nuestro Mundo Elementary  
Orchard Ridge Elementary  
Randall Elementary  
Schenk Elementary  
Senate Middle  
Stephens Elementary  
Toki Middle

**Zip Codes– Fourth Quarter**

\*New Referrals only

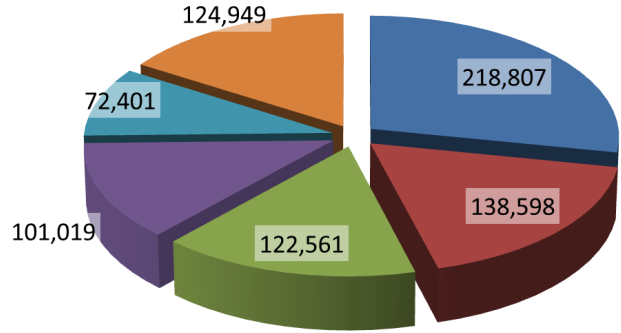
<b>Zip Code</b>	<b>This Quarter</b>
53527	5
53531	3
53532	0
53535	0
53536	0
53545	0
53560	0
53570	3
53582	0
53583	0
53589	6
53590	3
53597	0
53598	0
53703	4
53704	5
53705	0
53711	8
53713	6
53714	0
53715	3
53716	0
53717	0
53718	5
53719	7
53925	0
53726	2
Unknown	6

## 2014 Rainbow Project Expenses



- Personnel
- Operational
- Fundraising
- Building

## 2014 Rainbow Project Income



- Dane County Social Services
- City of Madison
- United Way
- Grants and donations
- Fundraising
- Fees Collected

IRS Form 990-Return of Organization Exempt from Income Tax is available upon request

## The Rainbow Project's 2014 Budget

	2014 Budget
Dane County	218,807
City of Madison	138,598
United Way	106,400
Rhumba4Rainbow	58,000
Donations	40,000
Client Service Fees	60,000
Grants	20,000
Trainings/book sales	1,000
Rental -Parking	24,750
Interest/Other income	4,000
<b>Total Income</b>	<b>671,555</b>
<b>Expenses</b>	
Salary	435,076
Taxes/Benefits	101,894
<b>Subtotal Personnel</b>	<b>536,969</b>
Business Insurance	12,000
Professional Fees/Audit	15,000
Postage/supplies	6,800
Printing/Duplication	1,800
Telephone	6,100
Training	2,500
Travel	3,500
Meals	1,000
Equipment Maintenance	4,000
Outreach/PR/Advertising	5,000
Fundraising expenses	16,000
Bank Charges	2,000
Curriculum/Books/Mugs	400
Membership/Dues/Sbscrptns	1,000
Bad Debt Expense	-
Depreciation-Equipment	2,500
Miscellaneous	100
<b>Subtotal Operating</b>	<b>79,700</b>
Landscape/Snow removal	7,000
Building maintenance	6,000
Utilities	14,000
Interest/Taxes	20,000
Depreciation-building	23,000
<b>Subtotal Space</b>	<b>70,000</b>
<b>Total Expenses</b>	<b>686,669</b>
<b>Net Income</b>	<b>(15,114)</b>

