THE HOME

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THE HOME FOR LITTLE WANDERERS

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MESSAGE KIT

FOR INTERNAL USE ONLY • 2021

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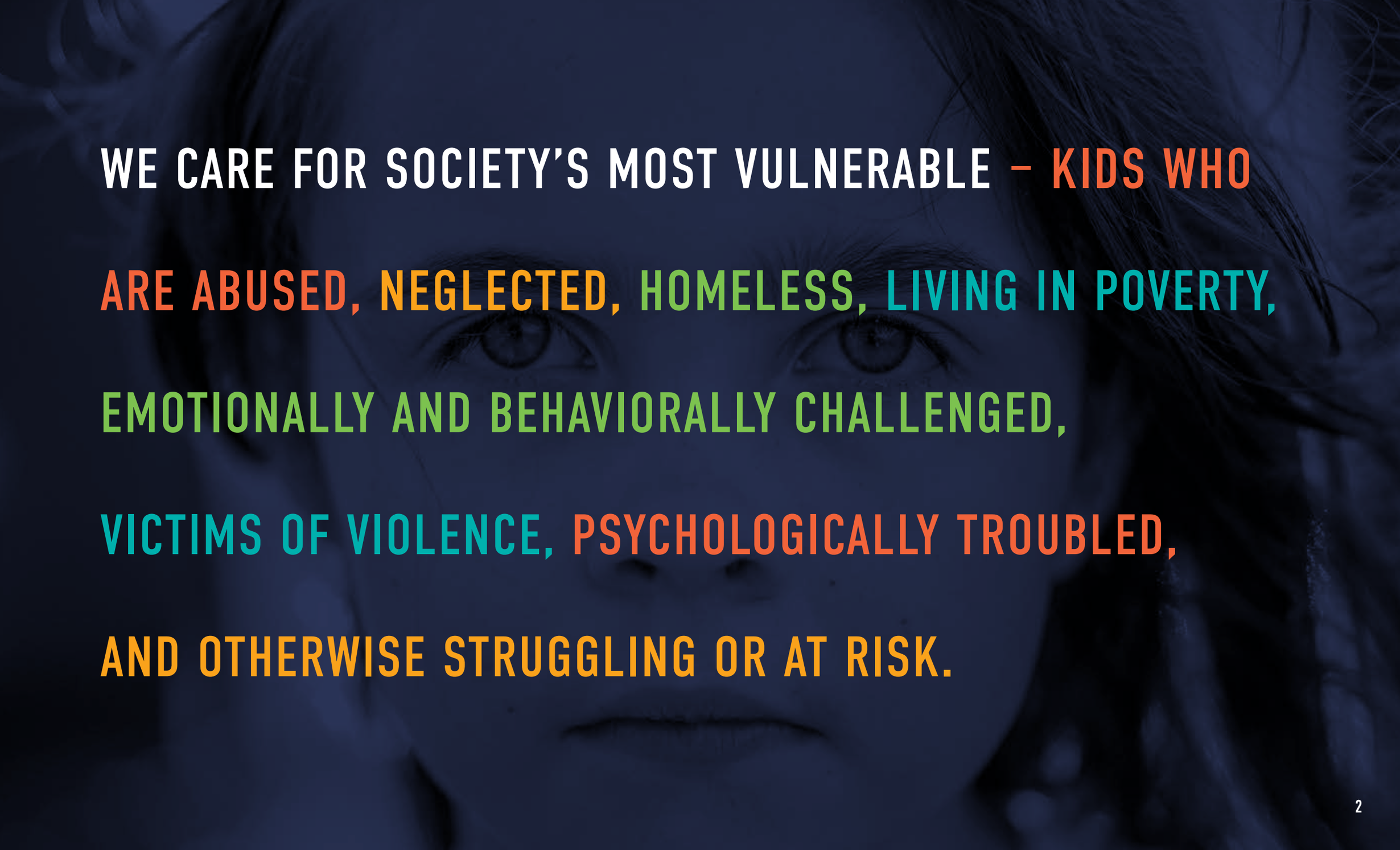

WE CARE FOR SOCIETY'S MOST VULNERABLE – KIDS WHO ARE ABUSED, NEGLECTED, HOMELESS, LIVING IN POVERTY, EMOTIONALLY AND BEHAVIORALLY CHALLENGED, VICTIMS OF VIOLENCE, PSYCHOLOGICALLY TROUBLED, AND OTHERWISE STRUGGLING OR AT RISK.

MAIN MESSAGE COMPONENTS

THE HOME FOR LITTLE WANDERERS

TAGLINE

Better, Brighter Futures for Kids

MISSION

To help vulnerable children and their families build permanent, positive change

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ELEVATOR PITCH

The Home for Little Wanderers creates permanent, positive change for some of the most vulnerable children in our community—and has for over 200 years.

As many of the children we serve have experienced abuse, neglect, homelessness and other hardships, we provide trauma-informed care, behavioral health support and clinical counseling. We serve youth at any age and at any stage, through at-home, school and community programs, special education, residential care and foster care and adoption programs, and strive to step in before a child enters the state welfare system. We know that children who grow up in safe, supportive families have a far greater chance of thriving and succeeding in life, so that is our goal.

Our team works tirelessly to give every child loving, lasting connections, because no child should have to go through life alone.

KEY TALKING POINTS

THE HOME FOR LITTLE WANDERERS

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- The Home is the oldest child welfare agency in the US, helping kids since 1799.

- We care for society's most vulnerable – kids who are abused, neglected, homeless, living in poverty, emotionally and behaviorally challenged, victims of violence, psychologically troubled, and otherwise struggling or at risk.

- Our goal is to provide every vulnerable child with safe, stable surroundings and a loving adult or family in their life *for life.*

- These kids often have no place to call home, no one to care for them, and nowhere else to turn. We are their support system, their extended family, and frequently, their last hope.

- Our 25+ programs serve 15,000 children and family members each year in their homes, in schools, after school, in group residences, at clinics and throughout the community in MA, NH and NY, providing:

  - **Residential Care** for children whose home environments are unsafe, unstable or unable to support them
  - **Behavioral Health and Clinical Services** for kids with severe psychological, behavioral or emotional issues
  - **Foster Care & Adoption** for children who need new loving adults and families
  - **Special Education Schools** for youngsters with learning difficulties and behavioral challenges
  - **Young Adult Programs** for kids who are pushed out of the system at age 18, but still need help

MEETING A GREAT NEED

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Issues Addressed

Physical abuse, substance abuse, homelessness, poverty, absent parents, grief, mental health, emotional challenges, behavioral issues, social withdrawal, educational delays, parenting challenges, relationship issues, discrimination, LGBTQ+ intolerance and other struggles

FROM STRUGGLE TO SUCCESS

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01 *Jackson's Story*

AN ABANDONED TODDLER WHO FOUND JOY

After Jackson's parents walked out on him, his grandmother noticed that the toddler was struggling socially, emotionally and physically. She enrolled him in The Home's Preschool Outreach Program where the staff began working on Jackson's basic motor skills, as well as his social and emotional needs.

With the help of fitness balls, balance equipment and crash mats, The Home's clinicians patiently built Jackson's skills...and his trust. Soon, Jackson was pedaling a tricycle and mastering a scooter.

Today, the bubbly, talkative eight-year-old creates forts, runs around the playground and spins happily, imagining that he is a new planet. His grandmother credits The Home for his transformation to a joyful, active boy.

02 *Stacey's Story*

A CHILD BETRAYED BY HER UNCLE

Stacey was five when her struggling mom sent her to live with her uncle who had offered to step in and care for her. But care was not what he had in mind. For the next two years, Stacey's uncle earned a living by using the child for sex trafficking.

When Stacey's mother discovered what was happening, she took her daughter back but shortly after, her mother died. Stacey was brought to Harrington House, a group residence at the Home where clinicians helped address multiple complex issues through individual and group therapy, academic assistance, social skills development and ongoing support.

Stacey became close friends with a teammate and was soon invited to join her friend's family for holidays and vacations. Her presence in the family and a safe, loving environment eventually became permanent when they adopted her.

03 *Natalia's Story*

A TEEN WITH NO PLACE TO CALL HOME

Growing up shuffled around from one foster home to the next, and without permanent adult connections, Natalia was forced to face the world on her own at age 18. However, she kept her head high and persevered, finding temporary employment when she could and staying with friends for short periods of time.

Then she discovered Liberty Village – a residential Home program that helps transitional age youth avoid chronic homelessness. For the first time in her life, Natalia felt hopeful, safe and supported. As a Liberty Village resident, she is now learning life skills she was never taught as a youngster.

Natalia's story is unfinished. She still needs the support and guidance of our residential counselors and clinicians for challenges like job hunts and future housing. You can help by ensuring that The Home's programs like Liberty Village continue to support Natalia and countless other at-risk children and young adults.

DETAILED MESSAGE MAP

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BREADTH OF SERVICES

Helping children at any age or stage of life

Complete range of care and support for vulnerable children from birth to age 26 — and their families

- We help children who are facing abuse, neglect, or emotional, behavioral, or learning challenges. Often, poverty, violence, homelessness and substance abuse are factors.
- Our services are integrated to meet the unique needs of each child and delivered consistently as the child grows.
- Sometimes, a child's challenges are too great for a family to manage alone. Our goal is to involve families in a child's care, keeping families together when possible and creating new ones when existing families falter.

COMMUNITY COMMITMENT

One of the widest service networks in Massachusetts

Staff of over 1,000, including community-based clinicians, psychiatrists, teachers, nurses, family partners and peer specialists

- We deliver services wherever they're needed – in schools, community centers, clinics, children's homes, parks, foster homes, group homes and other local facilities.
- Our services are provided independently and in partnership with other child welfare organizations, school districts, businesses, towns, cities and government agencies
- Our neighborhood network helps children and families through some of the hardest times of their lives. We sometimes need to provide a safe haven for a child, but our ultimate goal is to unite children with safe, loving families.

LEGACY OF LEADERSHIP

220+ years of shaping child welfare in America

The oldest child welfare organization in the U.S., helping children since before the Civil War — and still leading and thriving today

- We are thought leaders who continually innovate: Ex., One of the 1st LGBTQ+ group homes; a pioneer in programs for young adults aging out of Foster Care; largest provider of mental health services in Boston Public Schools
- We are a leading partner to local, state and federal governments, with an in-house team dedicated to advocacy, lobbying and public policy development
- We are co-founders of the Massachusetts Permanency Practice Alliance, driving public policy to create better permanency outcomes for kids, and the Transition Age Youth Coalition. We never give up on children and we don't let children give up on themselves.

THE HOME FOR LITTLE WANDERERS

BETTER, BRIGHTER FUTURES FOR KIDS

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