

Directions for Living

LIFE GETS BETTER HERE.™

JULY 1, 2022 - JUNE 30, 2023



Annual Report

2023



FISCAL YEAR 2023

What you'll find in this Annual Report

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OUR MISSION

Our mission is to be a welcoming and compassionate provider, advocate, and partner to children, adults, and families in need of integrated healthcare, social support, safety, and hope for the future.

OUR VISION

Thriving children.
Empowered adults.
Strong families.

OUR VALUES

Our values are comprised of Five Promises we make to our clients every day:

1. To make you our first priority
2. To listen to your story
3. To protect your privacy
4. To focus on your strengths
5. To restore your hope

Find out more about DFL at
www.DirectionsForLiving.org.



Dear Friends of Directions for Living.

We are proud to present our 2023 Annual Report, which showcases the life-changing work of Directions for Living staff and the impact of generous support from our Board of Directors, donors, community, and supporters. Despite the challenges posed by the ever-evolving needs of our community, we have remained steadfast in our commitment to providing compassionate care and support to those most vulnerable among us.

Throughout the year, our dedicated team has worked so hard to deliver vital services and programs that address the complex needs of our more than 30,000 clients. Our commitment to innovation and collaboration has enabled us to adapt, evolve, and to find new ways to connect with and support those in need.

None of this would have been possible without your unwavering support. Your generosity and dedication have been the driving force behind our success, enabling us to make a lasting impact on the lives of those we serve.

As we look ahead to the coming year, we remain committed to our mission of providing hope, healing, and support to individuals and families in need. With your continued support, we will strive to build upon our achievements and expand our reach, ensuring that everyone in our community has access to the care and resources they need to thrive.

April Lott

President & CEO

THANK YOU TO OUR BOARD OF DIRECTORS

Katrina Griffith
Chair

Nancy Ramey
Vice-Chair

Christina Dickson
Treasurer

Jeff Rathmell
Secretary

Princess Fleming

Teresa Conte

Milton Smith



2023

at a glance

30,298

Clients were served
throughout 20 programs
provided by DFL

302

Staff worked toward
our mission across
Pinellas County & beyond

\$9,806,799

In grants were
awarded to expand
services and enhance
our centers



Directions for Living

PROGRAMMATIC PILLARS



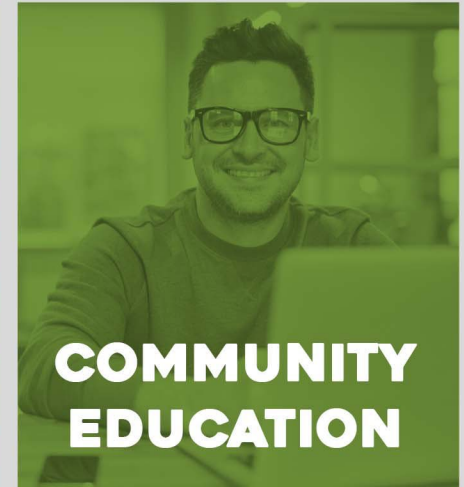
We provide therapeutic interventions, support programs, and counseling designed to address mental health disorders, addiction issues, underlying trauma, and other co-occurring disorders, promoting long-term recovery and overall well-being.



DFL offers a range of assistance tailored to the unique needs of children, families, and adults experiencing homelessness in our community, aiming to stabilize their living situations and empower them towards self-sufficiency.

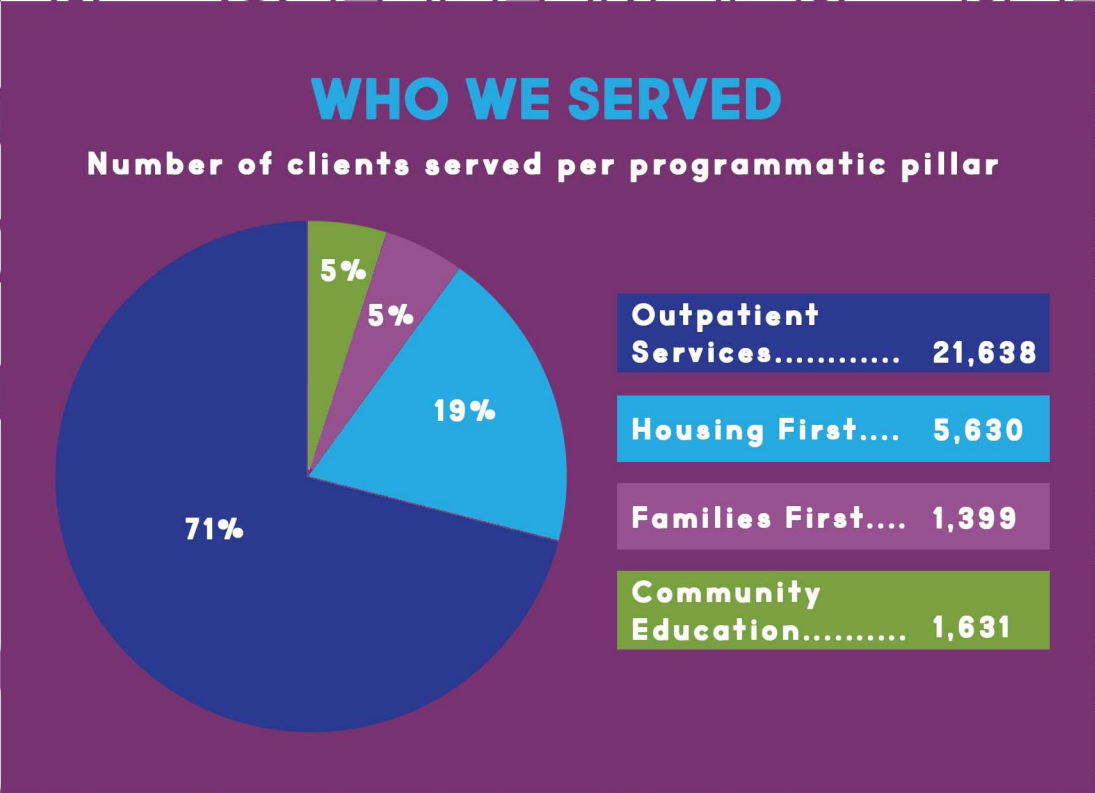


Our Wraparound™ services for families use a comprehensive, team-based model that works to address multiple, individualized needs within a family unit, including case management, counseling, skill-building, help with basic needs, and more.



DFL understands that education is paramount in creating awareness, reducing stigma, and fostering understanding around mental health. We are dedicated to leading the conversation by providing important trainings and resources to our community.

30,298 CLIENTS SERVED



Impact

Directions for Living's Outpatient Services served more than 21,000 children, families, and adults this year. Here are some highlights from our programs within this division:

52% OF TRACE CALLS DIVERTED A BAKER ACT

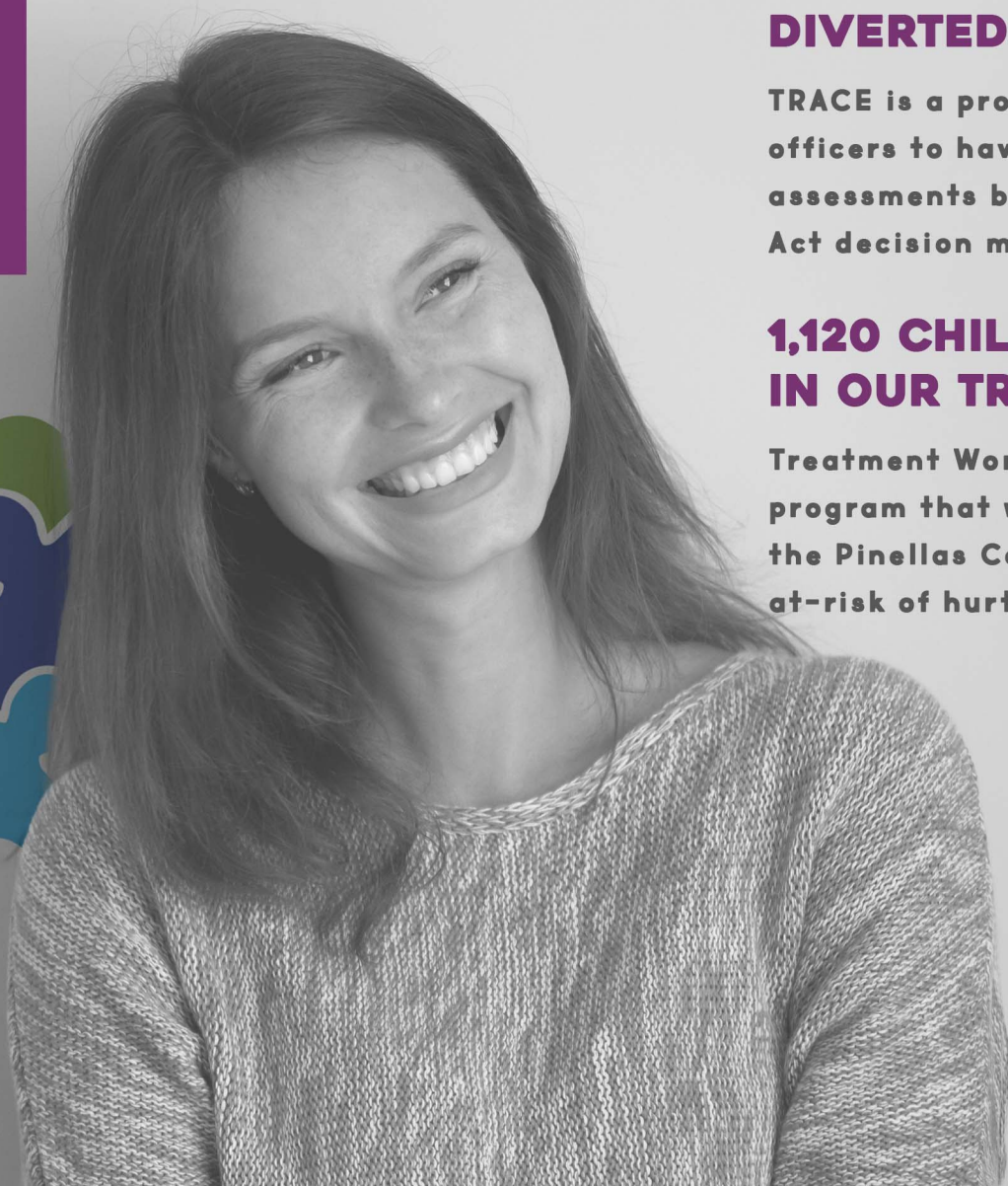
TRACE is a program that allows local law enforcement officers to have immediate access to remote clinical assessments by DFL clinicians to assist them in Baker Act decision making.

1,120 CHILDREN & CAREGIVERS SERVED IN OUR TREATMENT WORKS PROGRAMS

Treatment Works is an intensive, in-home Wraparound™ program that works closely with children identified by the Pinellas County School System who are deemed at-risk of hurting themselves or others.

In the News

[Click here](#) to watch our President & CEO, April Lott, discuss Florida's mental health crisis among children with ABC Action News. April's interview was also featured in this [Washington Post article](#).



Impact

Directions for Living's Housing First services helped more than 5,500 children, families, and adults this year. Here are some highlights from our programs within this division:

772 CHILDREN & THEIR FAMILIES SERVED IN FAMILY WORKS

This program works with children and their families identified by the school system to achieve housing stabilization.

98 FAMILIES REHOUSED IN FAMILY WORKS

Families received intensive case management services and help identifying housing options.

142 CHILDREN & THEIR FAMILIES PREVENTED FROM BEING EVICTED

45 households were assisted in our Homeless Diversion and Prevention program, keeping them from experiencing a housing crisis.

965 PEOPLE ENGAGED IN STREET OUTREACH EFFORTS

Street Outreach engages with individuals living street homeless in our community, providing basic essentials when needed.

In the News

Tampa Bay Times

A reporter shadowed our Homeless Street Outreach Specialist to learn more.

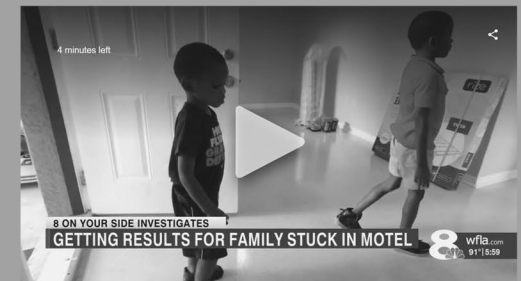
[Click here to read](#)



WFLA Channel 8

Our community comes together with DFL to get a family rehoused.

[Click here to watch](#)



Impact

Directions for Living's Families First services helped more than 1,300 children and families this year. Here are some highlights from our programs within this division:

\$2,955,173 SAVED IN CHILD WELFARE

BabyCAT, DFL's intensive in-home services for families with a child under the age of 5 at risk of entering the child welfare system, saved circuit 6 child welfare system almost \$3 million in out-of-home care costs.

13 CHILDREN REUNIFIED

Family Intensive Treatment (FIT) helped 53 children remain safely in their home and helped get 13 children reunified, saving the child welfare system an additional \$1,922,562 in out-of-home care costs.



Click the video above to learn more about Families First's new program, Together We Rise.

RESTORE YOUR HOPE
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“

These folks helped me turn my life around. My heart goes out to each and every one of them. They really care. The staff truly takes pride in their work and it shows. They not only provide me with excellent service and support, they even extend the courtesy of reminding me of my appointments, etc. Thank you. I couldn't have done it without you.

-Sergio

Adult Outpatient Client

Impact

Directions for Living's community education programs served more than 1,600 individuals this year. Here are some highlights from our important trainings:

1,212 INDIVIDUALS TRAINED IN MENTAL HEALTH FIRST AID

Mental Health First Aid is an 8-hour course designed to help participants identify, understand, and respond to signs of mental illness.

185 LOCAL LAW ENFORCEMENT OFFICERS TRAINED IN CIT

CIT (Crisis Intervention Team) is a week-long training that is designed to improve the way law enforcement responds to individuals experiencing a mental health crisis.

“

“Far exceeded my expectations, this is one of the best Law Enforcement trainings that I have attended. Thank you for being vulnerable. Really hit home.” **-CIT participant**



\$59,084 RAISED

Our signature fundraiser, the PB&J Run presented by Publix, brought more than 1,200 runners out to Albert Whitted Park in St. Pete and raised almost \$60,000 for Directions for Living.



GIFTS FOR 500+ KIDS

We provided more than 500 kids and 150 caregivers and seniors with holiday gifts, thanks to the generosity of our donors and community partners through our Adopt-a-Family program.



35+ PARTNER EVENTS

Directions for Living partnered with more than 35 community events in FY'23, including the Tampa Bay Lightning's Strike the Stigma Symposium, local artist, Ernestine Black's album release show, and the Love IV Lawrence: Reeling in Stigma event.



Awarded Grants

CITY OF CLEARWATER
\$279,107

Facility improvements

CITY OF LARGO
\$25,000Mental health services for
Largo residents**JWB PINELLAS**
\$6,404,262Workforce stabilization and
new children's mental
health programs**PINELLAS COMMUNITY
FOUNDATION /
PINELLAS COUNTY**
\$138,583

Facility improvements

SAMHSA
\$250,000Mental Health First Aid
training for First
Responders**ST. PETERSBURG
COLLEGE**
\$228,077Mental health services
for students**CITY OF ST.
PETERSBURG**
\$69,101

Housing stability services

CITY OF CLEARWATER
\$90,000Homeless prevention for
Clearwater residents**PINELLAS COUNTY**
\$1,942,500Enhanced, community-based
mental health services for
adults**CITY OF LARGO**
\$68,002

Facility improvements

PINELLAS COUNTY
\$67,584

Facility improvements

**HOMELESS
LEADERSHIP ALLIANCE**
\$279,107Housing stability services for
children, families, and adults

REVENUE

Governmental/ Other Revenue.....	\$12,947,173
Program Revenue...	\$5,554,572
Other Revenue.....	\$124,906
Contributions & Donations.....	\$1,874,715
In-Kind.....	\$606,303
Total.....	\$21,107,669

EXPENSES

Personnel Expense.....	\$12,658,523
Program Expense.....	\$2,181,808
Interest Expense.....	\$178,861
Telephone.....	\$130,467
Occupancy.....	\$710,148
Maintenance & Repairs.....	\$15,107
Equipment Rental.....	\$18,262
Dues & Subscriptions..	\$28,888
Depreciation.....	\$245,201
Miscellaneous & In-Kind.....	\$645,223
Charity Care.....	\$256,116
Total.....	\$17,068,604

89%

of every dollar
is spent on
direct services



To all of our donors and supporters.

As we reflect on the past fiscal year's accomplishments, we are profoundly grateful for your unwavering support and generosity. Your commitment to our cause has played a pivotal role in advancing our mission and making a positive impact in the lives of those we serve. Your monetary and in-kind supports have funded everything from counseling sessions to case management services, and from holiday gifts for hundreds of children to safe beds for little ones who have been recently rehoused after homelessness. Your belief in our vision has empowered us to help thousands more Pinellas County residents than we would have been able to otherwise, and we are honored to have you as a valued member of our DFL community. We look forward to continuing this journey with you by our side in the years to come.

***Donors with asterisks gave both monetary & in-kind donations**

**VISIONARY SOCIETY
(\$20,000 and above)**

Angels Against Abuse*
Gagnon Family Foundation
Publix Supermarket
Santa's Angels*
Stahl and Associates Insurance

**CHAMPIONS FOR CHANGE
(\$10,000 - \$19,999)**

Freeman Family Foundation
St. Pete Fools Charity Inc.

**FAMILY IMPACT SPONSORS
(\$5,000 - \$9,999)**

A2 Global Electronics

**CHILDREN'S ADVOCACY CLUB
(\$1,000 - \$4,999)**

April & Joe Lott*
Clearwater Police Department
DripDrop*
Flagship Bank
Genoa Healthcare
KnowB4 Enterprise East
Lutheran Church of the Palms
Mutual of America
PetWants Clearwater
ProVise Management Group
RH Law
Rivero, Gordimer & Co
United Healthcare
Universal Financial Consultants

**We also
thank our
generous
donors who
choose to
remain
anonymous.**

PARTNERS IN ACTION

(\$100 - \$999)

April James
Bethany Griffith
CertiPay
Christina Dickson*
Jack Day
Jeff Rathmell
John Jones
Joshua Oster
Katrina Griffith*
Lincoln Financial Group
Maria East*
Nancy Ramey*
Nikolaos Karamountzos*
Sarah Long
Whiskey Wings Oldsmar

PARTNERSHIP FUND

(\$1 - \$99)

Adelle Bradley
Ana Kullaj
Brittany Morton*
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Crystal Cranor *
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Danielle Petry*
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Roseanna Lee
Sarah Steffen
Scott Dube*
Susan Carey*
Susan Stanley*
Valerie Steele*

Continued on next page



We choose to support Directions for Living because their unwavering dedication to serving Pinellas County's most vulnerable residents deeply resonates with our values and aspirations for a brighter future for our community. Witnessing the impactful strides they've made for those locally in need of assistance with mental health, housing, and trauma recovery has reinforced our belief in their ability to drive positive change. Directions for Living has not only inspired us but has also given us a tangible way to contribute to a cause we are passionate about. We are honored to be a part of their journey and to play a role in the transformative work they do."

-Tony Mangiafico
President, St. Pete Fools

**FRIENDS OF DFL
(In-kind donors)**

Albertha Green
Alvin Bullard
Aubrey Ehlers
Bikes for Christ
Blake Allen
Bonnie Morgan
Brandi Harriman
Brooke Cockrell
Camila Gonzalez
(Habitat for Humanity)
Chamonix Grove
Chick-fil-A
Claudia Cockrell
Colleen Carroll
Courtney Lockett
Danielle McFadden
Dick Sporting Goods
Epromos Promotional Products
Evelyn Keenan
Francisco & Elizabeth Neris-Ruiz
Gisella Mallah
Griffin Oakley
Hannah Hodges
Hilton St. Petersburg Bayfront
Jeila Alai
Jenna Carter
Jennifer Mack
Jessica Starks
Joanne Osborn

Joey Chic
Julie Chamberlain
Kati Yowell
Lilith Gaskarth
Linda Carroll
Lisa Alchin
Lisa Shearer
Lucinda Keene
Lutheran Church of the Palms
Mackenzie Tomasik
Madeline Minetree
Madelyn Schmidt
Mariko Brandon
Melissa Birch
Melissa Filippone
Monica Stevenson
Mystical Moments
Entertainment
Natalie Jamieson
Natasha Cruz-Knopf
Nikki Vegenski
Patricia McEvoy
Patricia Stevenson
Pinellas County
Priscilla Rima
Quinn Cohen
Rachel Smith
Sara Lemley
Sarah Weigand
Summer Gray
Sunstar Paramedics

Tampa Bay Rays
Tiffany Baker
Tiffany Teague
Travis Thomas
Tywana McGee
Zephyrhills

OTHER DONATIONS

Charity Choice
Amazon Smile
Benevity Giving
Cyber Grants
(Truist Financial
Corporation)

In the News

ABC Action News

**Hear from some of our clients
and staff about the impact of
our Adopt-a-Family for the
Holidays program**

[Click here to watch](#)



AMAZING THINGS THAT DONORS MADE POSSIBLE



ANGELS AGAINST ABUSE

Provided gifts for the holidays and critical in-kind donations to several DFL programs, like school uniforms, household items, pack n' plays, and so much more to ensure children and families have essential items they need to be happy, safe, and supported.



SANTA'S ANGELS

Provided diapers to support our child-serving programs, beds and bedding to support our Sweet Dreams program, and food for families experiencing food insecurity.



LUTHERAN CHURCH OF THE PALMS

Provided thousands of bagged lunches for our homeless street outreach team and were sponsors of DFL's annual fundraising event, the PB&J Run.



BIKES FOR CHRIST

Provided bikes to AOT clients to help ensure they have reliable transportation to get to jobs, doctor appointments, and grocery stores.



DIRECTIONSFORLIVING.ORG
727.524.4464



Directions for Living
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FUNDED IN PART BY:



SPONSORED BY CENTRAL FLORIDA BEHAVIORAL HEALTH NETWORK, INC.
AND THE STATE OF FLORIDA DEPARTMENT OF CHILDREN AND FAMILIES.