

2024 IMPACT REPORT

Year In Review



Mississippi Families
for Kids



EXECUTIVE DIRECTOR'S REPORT

MFFK SUPPORTERS,

In 2024, Mississippi Families for Kids continued to serve as a vital support system for children and families across our state. As we navigate complex challenges—poverty, trauma, limited access to healthcare, and systemic disparities—our work has never been more necessary or more impactful. This year, we remained steadfast in our commitment to provide integrated, wraparound services that meet families where they are and connect them with resources they may not have even known they needed.

Through our "no-wrong-door" approach, families entered our system for a wide range of needs—from adoption support and kinship care to mental health counseling and developmental screenings—and were met with professional, compassionate staff ready to walk alongside them. We're especially proud of the continued growth of our Help Me Grow initiative, which has expanded its reach through developmental screenings, caregiver trainings, and the launch of an updated, centralized access point.

In October 2024, I was honored to be elected Co-Chair of the Mississippi Early Childhood Development Coalition (ECDC), serving alongside Lauren Elliott of UMMC. Through our active leadership in the coalition's Help Me Grow subcommittee, MFFK has helped shape and lead statewide strategies to promote equitable, family-centered systems. ECDC, with backbone support from Mississippi Thrive, Families as Allies, and Mississippi State University, has delivered a powerful series of trainings on family-driven practice and advocacy—initiatives that we have proudly supported and helped implement.

We've also seen an outpouring of generosity from the community, with over \$141,000 in donations from over 200 donors supporting school uniform drives, camp sponsorships, our "Homes for the Holidays" initiative, and so much more. Thanks to strong partnerships with funders like the W. K. Kellogg Foundation, the Leslie Alexander Foundation, Eaton Aerospace, and Globe Life, we've sustained and expanded our core services across mental health, respite care, and permanency planning.



On behalf of our Board of Directors and staff, thank you for standing with us. With your continued support, we look forward to building an even stronger, more connected Mississippi for the children and families we serve.

IN GRATITUDE,

Nadeane Cattrell

NADEANE CATTRELL
EXECUTIVE DIRECTOR



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ABOUT US

Vision

To make a large impact on the permanency and well-being of Mississippi's families and children

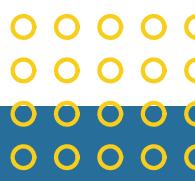
Values

*Inclusiveness
Collaboration*

*Compassion
Innovation*

*Transparency
Empowerment*





Our mission

Since our non-profit inception in 1998, we've had the same goal: **provide Mississippi with free or at cost permanency planning programs that promote stronger families and a more engaged and informed community.**

MFFK offers educational development opportunities, training, activities, and support like counseling to families and children so children can stay in their family of origin or find a forever home.



Adoption & Foster Care Training & Placement

- Adoption and Foster Care licensing and support



Advocacy

- Black Family Summit
- Early Childhood Development Initiative

The "normal" family model isn't so normal after all.

Families can look like:

- Kinship Care Families
- Foster Families
- Adoption Families
- Mixed or Blended Families



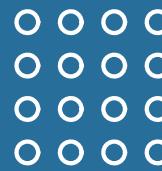
Family & Child Counseling & Support

- **Respite Care** for children and youth with special healthcare needs
- **Children Are Reaching Expectations Program (CARE)** for ages zero-eighteen
- **Incredible Years Therapeutic Program** for ages three-five to teach conflict resolution skills
- **Relatives Raising Others' Children** kinship care services
- **General counseling** for individuals, families, and groups with children ages three to twenty-one
- **Infant Mental Health** services and training



Developmental Care Services

- **Help Me Grow** developmental screenings and support funded by the W. K. Kellogg Foundation
- **Rated Positive Girls** youth development program for ages six-twelve
- **Real (Realizing Excellence Among Leaders) Fly Guys** leadership support group for ages six-twelve

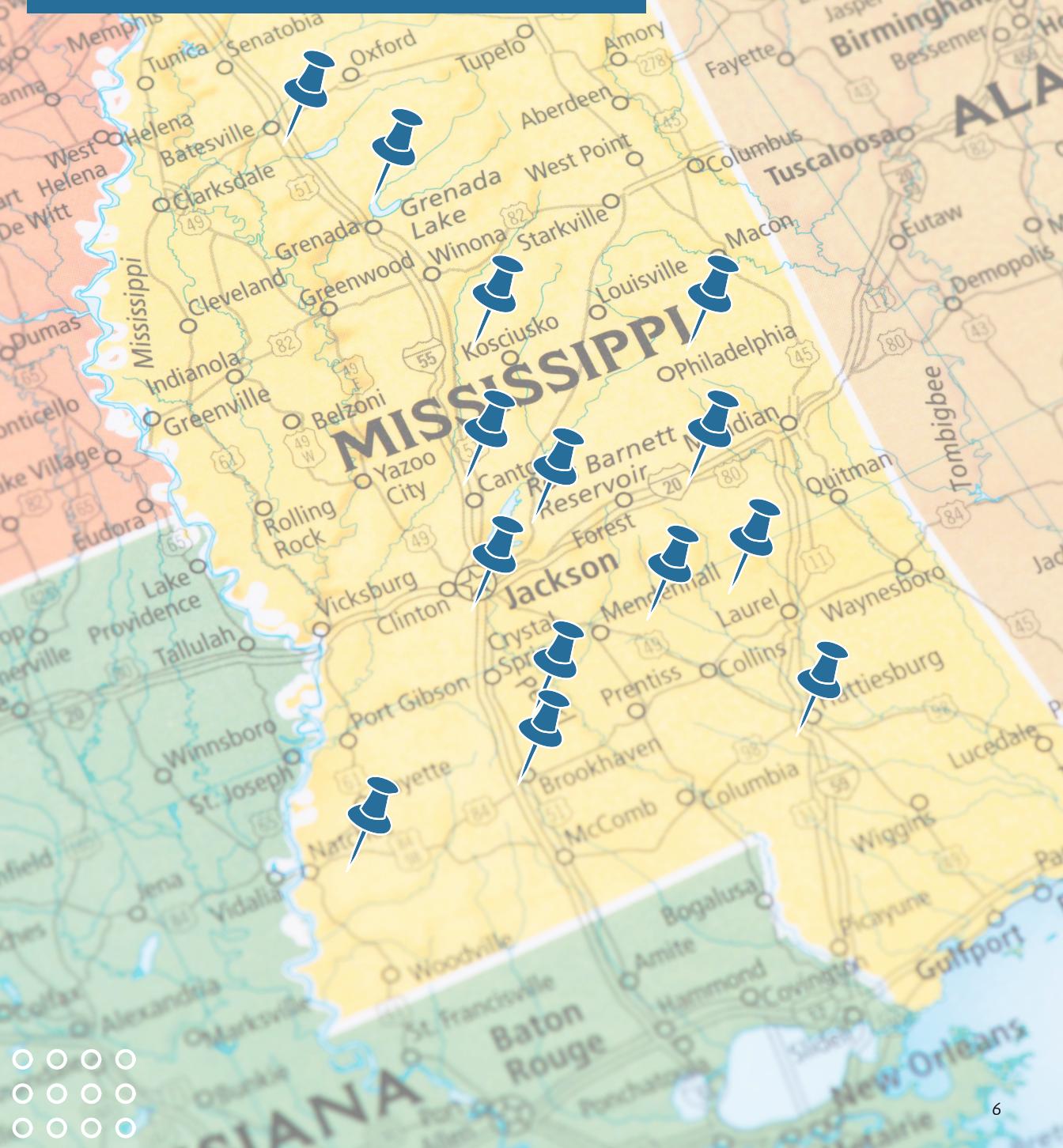


2024



Over 3500
Mississippians
Impacted in 2024

IMPACT





Family & Child Counseling & Support

175

Educators served

500

Total # of children & families served through CARE.

4,200

Total hours of counseling completed

72

Total parents and grandparents served through Relatives Raising Others' Children

BY THE NUMBERS



Developmental Care Services

280

Children served through Help Me Grow

50 hrs

Of training given to caregivers, providers, and educators

125

Developmental screenings completed through Help Me Grow



Adoption & Foster Care Training & Placement

15

Families served for foster and adoption services - including adoption inquiries, orientations, and training

6

Children placed

2

Families licensed

133

Total children served through respite care

2

Adoptions finalized



Advocacy

3,319

Community outreach contacts served

5

Staff members chosen to help get the Infant Mental Health Training program for MS established



MFFK SERVICES IN ACTION

The Mississippi Early Childhood Development Coalition

Mississippi Families for Kids (MFFK) is a proud member of the Mississippi Early Childhood Development Coalition (ECDC), a statewide network of nearly 100 partners working to strengthen early childhood developmental and behavioral health systems across Mississippi. The coalition brings together representatives from healthcare, education, government, and community-based organizations to promote equitable access and outcomes for young children and their families. It is convened by Mississippi Thrive!, with backbone support from Mississippi State University's Social Science Research Center, Families as Allies, and the University of Mississippi Medical Center (UMMC).

The coalition's mission is to build a high-quality, family-centered system that ensures all children are developmentally on track by school entry and beyond. MFFK plays a central role through the Help Me Grow subcommittee and has been actively involved in planning coalition activities that advance access, equity, and developmental support statewide.

In October 2024, Nadeane Cattrell, Executive Director of MFFK, was elected as Co-Chair of the coalition, serving alongside Lauren Elliott, a Pediatric Nurse Practitioner at UMMC's Center for the Advancement of Youth. Together, they help lead the coalition's strategic vision and statewide coordination efforts.



ECDC is especially proud to have delivered a series of trainings and professional development opportunities to families and organizations through Families As Allies focused on family-driven practice and family advocacy, further embedding lived experience into systems-level change. MFFK's leadership within the coalition reflects its commitment to building integrated, community-rooted systems where families are empowered partners in ensuring all children thrive.

SPENDING COMMITMENT

WHERE OUR DOLLARS WENT



Help Me Grow

48%

(dedicated grant money included)



Counseling & Respite Care

21%



Outreach, Events, Advocacy & Admin

23%



Adoption & Foster Care

8%

TEAM & SUPPORTERS



As Board President of Mississippi Families for Kids, I am incredibly proud of what this organization has accomplished in 2024. Through bold leadership, dedicated staff, and the unwavering support of our donors and partners, MFFK continues to stand as a beacon of hope for families navigating some of life's most difficult circumstances.

This year, we saw the organization expand its reach and deepen its impact across multiple program areas –adoption and foster care, kinship services, counseling and mental health, respite care, and early childhood development. From strengthening our Help Me Grow initiative to expanding mental health supports and community outreach, MFFK has remained responsive, innovative, and rooted in the needs of the families it serves.

The work our team has done to integrate infant mental health-informed practice, support survivors of human trafficking, and elevate family voice at the systems level—particularly through our role in the Mississippi Early Childhood Development Coalition—is nothing short of transformational. These initiatives not only fill gaps in services but also transform how Mississippi supports children and families for the long term.

As a board, we are committed to ensuring the organization has the resources, governance, and strategic direction needed to grow sustainably and effectively. The generosity of over 200 donors and the continued investment of funders like the W.K. Kellogg Foundation and the Leslie Alexander Foundation are helping make this possible. Each dollar is maximized to deliver compassionate, high-quality services with measurable outcomes.

Mississippi Families for Kids is not just a service provider—it is a community builder, a systems changer, and a trusted partner for families across the state. On behalf of the Board of Directors, thank you for helping us carry this mission forward. Together, we are building a future where every child can thrive.

Hays Collins- President

Liquid Creative & Wendy's/Perimeter Foods



Pictured:
Hays Collins, Board President

BOARD OF DIRECTORS

Hays Collins-President

Perimeter Foods

Addy Keith- Member

Community Bank

Anthony McInvale-Member

McInvale Heating, Plumbing & Gas

Chris Gray Sr.- Member

City of Jackson

Greg Odom-Member

DeViney Equipment

Martha Ulmer-Member

Carlisle Corporation

Larry Leggett-Member

United Johnson Brothers of MS

Willie Abston-Member

Abston Law

Yolanda Wilson-Member

Jackson Pediatric Associates

Lisa Smith- Member

Retired

our team



There is something special at MFFK. Threaded through our staff's DNA is the ability live out MFFK's values. They are professional, knowledgeable, supportive, welcoming, and a breath of fresh air for children and families that are put in unthinkable situations.

We've seen tremendous growth in our non-profit, which has led us to expand our team. We are excited about offering more programs and services to families now that we have added more social workers and Help Me Grow support staff.





DONOR SPOTLIGHT

Whether you are giving as an individual, group, or business, you make our services possible. Each dollar directly funds our services, programs, and events. **Thank you for your commitment to Mississippi families in 2024.**



DONOR SPOTLIGHT

Special thanks to these dedicated donors who have gone above and beyond for MFFK.

- Wendy's Co-Op
- Robert & Annie Edwards
- Good Men Golf Association
- United Johnson Bros. of MS
- Brown-Forman Corporation
- Fellowship Bible Church



200+

TOTAL DONORS



TOTALING

\$141K



WK Kellogg Foundation

has dedicated significant funding to MFFK since its inception to support the growth of services to Mississippi's children.



Leslie Alexander Foundation

contributed \$40,000 to support the programs and services provided through the organization to benefit children and families.



Globe Life

to support the growth of Mental Health services offered through the organization to the Hinds, Rankin, and Madison county communities

Eaton Aerospace

contributed a total of \$10,000 to Homes for the Holidays so that children can have gifts under the tree for Christmas and to the annual Youth Leadership Camp.

Our "Homes for the Holidays" for children in our programs was a huge success.

175+ children given Christmas gifts



PARTNERS

Special thanks to our **Partners** who have helped us achieve and accelerate our mission!

- Families As Allies
- Hinds County Head Start
- Jefferson Davis County School
- Johnson Elementary
- Kiddie Korner Childcare
- Life of Mississippi
- Luxe Eighty
- MADDRAMA (JSU)
- Madison Preschool
- Medical Assurance of America
- Methodist Children's Home
- Mississippi College
- Modern Woodman of America
- MS Association for Infant Mental Health
- MS Department of Health
- MS Department of Mental Health
- MS Thrive
- MSU/SSRC
- NAMI-MS
- NAPA
- New Jerusalem Church (childcare)
- New York Life
- North MS Child Care Resource & Referral
- Open Up Mississippi
- Operation Shoestring
- Peak Solutions
- Project HOPE
- Raines Elementary
- Springboard to Opportunities
- Sunnybrook
- Reddix Medical
- Teen Cry Out
- The Baptist Children's Village
- Youth Villages

GET INVOLVED

General Giving

You can give a one-time donation through our website and choose which area of MFFK you want your donation to go to.

You can also set up a fund at MFFK by contacting us.



mffk.org/donations

Sponsorships

We host numerous events throughout the year that you or your business can sponsor including our Youth Leadership Camp, Wendy's Golf Classic, Winter Gala, Homes for the Holidays, and more.

Check out our website or social media for more information.

Volunteering

We love our volunteers! Your time can make a huge impact. Contact us to learn more.



1300+
attendees at events

225
volunteer opportunities in 2024

GIVE AND GET BACK

Donations to MFFK qualify you for a special MS **dollar-for-dollar tax credit**- up to \$2,400 for couples and \$1,200 for singles.

Businesses also qualify for **dollar-for-dollar MS tax credits** through the Eligible Charitable Organizations (ECO) program.



Referrals and third-party giving

Donations don't have to be monetary! We'd love your support by following us on social media, sharing our content, or referring our services to a friend.

You can also choose MFFK as your preferred charity through Amazon and Kroger to support us while you shop, at no cost to you. More information can be found on our website.



THANK YOU
FOR YOUR SUPPORT.
HERE'S TO CHANGING
LIVES IN 2025!



Learn more



mffk.org | 601.957.7670 | info@mffk.org