

# LENA POPE



## *Impact Report* *2024-2025*



*“This year presented new opportunities and challenges, and reinforced a united purpose that stretched our boundaries, encouraged innovation, and uplifted our mission.”*

*Ashley Barnes, Ph.D., CEO, Lena Pope*

# A note from Ashley Barnes, Lena Pope CEO

This year was fueled by dedication, passion, and resilience. It was a year that presented new opportunities and challenges, and reinforced a united purpose that stretched our boundaries, encouraged innovation, and uplifted our mission.



Lena Pope is a strong leader in the nonprofit industry, and we are often expected to set the standard for charitable care in our community. This year was no exception as we continued efforts to heal, educate, inspire, enlighten, and nurture those in need while fostering civic engagement and leadership. Our priorities focused on maximizing our community impact through collaborations and program expansion; strengthening the talent within our workforce to continue excellent care; and enhancing community engagement.

Through those efforts, we reinforced the belief that every small action contributes to our larger vision where children and families thrive with confidence rooted in meaningful relationships, emotional intelligence, effective communication, and strategic problem-solving as a direct result of Lena Pope's interventions.

Together we are creating lasting change by embracing our work with optimism, enthusiasm, and commitment. Thank you for serving as an important part of making this year life-changing for so many families.

A handwritten signature in black ink that reads "Ashley Barnes, Ph.D.".

Ashley Barnes, Ph.D.  
Chief Executive Officer

## VALUES

We will honor the enduring legacy of Lena Pope by: proactively responding to community needs; providing quality, compassionate care; engaging with a spirit of collaboration; investing in a culture of respect; intentionally demonstrating transparency; continually leading with excellence.

# LENA POPE

*We are grateful to have a community that generously supports **our mission** to equip children, families, caregivers, and community with a strong foundation through counseling, education, and behavior interventions.*

OUR YEAR

*in Review*



# Proactively Responding to Community Needs



## SUPPORTING OUR COMMUNITY

Since 1930, Lena Pope has served individuals in every stage of life, focused on counseling, education, and behavior interventions.

# 69,354

served through counseling, education, behavior intervention, and event services.

# 6,657

clients and family members served through support programs.

# 24,525

mental health sessions provided to clients.

# 20,442

case management sessions provided to clients.

## MARTY LEONARD COMMUNITY CHAPEL AMON CARTER CENTER

Lena Pope is honored to be part of every aspect of family well-being through weddings, celebrations of life, and event services.

# 20,317

people utilized Lena Pope event services.

# 39,863

people attended a wedding or celebration of life event.



Bushel + Peck photo



Erikaheartphoto

## THE NEED FOR SERVICES

There are still children, families, and caregivers in our community who need support.

# 1,418

service inquiries.

# 643

on a waitlist across all programs.





*whole* **CHILD**  
*whole* **FAMILY**

# Helping Our Community Thrive

## COUNSELING

Lena Pope offers general counseling, a substance use program, Project SAFeR, and has contracts to support families involved with Child Protective Services. Advanced care offered:

- Spanish-speaking therapists
- play therapy
- trauma-informed models
- Certified EMDR therapists, and more.

# 21,350

counseling sessions provided by highly-trained, caring, and compassionate staff.

# 2,346

clients and family members served.

# 24

clinically licensed therapists.



## 10 YEARS OF PROJECT SAFeR

Project SAFeR began in 2015 as a collaboration between Lena Pope, Tarrant County Juvenile Services, Alliance for Children, and Tarrant County District Attorney's Office. Project SAFeR is one of the only programs in the state to support families with children displaying problematic sexual behaviors (PSB). Lena Pope provides groups for preschool, school aged, and adolescents, which allows us to serve children ages 3-17 and their families.

As the only agency in Texas trained in all three models of PSB-CBT and the only agency in Tarrant County providing this treatment, we lead by providing guidance to other agencies all over the country. Lena Pope's Courtney Landes, LCSW-S, ASTOP, is the only national trainer from Texas. In September, program efforts warranted recognition by the Steve Wick Innovative Project Award from Texas Network of Youth Services (TNOYS) for excellent care for youth in Texas.

# 594

children served through Project SAFeR.

# 281

successful program completions.

# 99%

of clients had no continued PSB at closure.

*"After our first visit I had some hope that this might help. When I heard from other families going through the same thing as us, I didn't feel so alone. My son is now a happy, thriving, imperfect, amazing kid. Lena Pope gave me back my baby boy and our relationship is stronger now than ever."*

*Parent, Project SAFeR*

Project SAFeR staff from the past 10 years.



Fort Worth City Council Proclamation



TNOYS award



# Helping Our Community Thrive

## EARLY LEARNING CENTERS

Both ELC campuses have earned the highest Texas Rising Star rating, and were awarded the highest possible nationally accredited status by the National Association for the Education of Young Children (NAEYC).

Providing the highest quality in every area of early learning, Lena Pope retains the most-qualified staff, uses data-driven curricula, maintains low child-to-staff ratios, and provides top-notch facilities.

Lena Pope serves children ages 6 weeks to 5 years old utilizing HighScope and Conscious Discipline curricula.



## READY FOR KINDERGARTEN: LENA POPE CELEBRATED WITH A GRADUATION CEREMONY AT EACH CENTER



# 100 %

of ELC graduates entering kindergarten met or exceeded the Teaching Strategies GOLD (TSG) widely-held expectations for kindergarten readiness.



# 227

prospective ELC families attended a tour at Lena Pope.

# 251

children educated at Sanguinet and UNT Health campuses.

# 40 %

of families utilize childcare subsidy or qualify for flexible rates based on income.



*building a*  
**STRONG FOUNDATION**



# Helping Our Community Thrive

## BEHAVIOR INTERVENTIONS

Serving youth at risk of system involvement, with a first-time offense and at the detention center, programs are designed to maximize success.



## SERVICES

- Detention Center Therapy Services
- Family Recovery Court
- Second Opportunity for Success®
- Opportunity for Success
- Youth Resilience Wraparound
- Family Support & Aftercare Program
- Juvenile Justice Alternative Education Program
- Family Preservation Services
- Pre-Court & Diversion Family Support
- Victim/Offender Family Preservation Services
- Functional Family Therapy
- Specialized Therapeutic and Skills Building Services for Parker County

New **Family Support and Aftercare** and **School Based Delinquency Prevention** programs with Tarrant County Juvenile Services broadened Lena Pope's reach.

Andrew Mack, a Behavior Interventionist at Juvenile Justice Alternative Education Program (JJAEP), was recognized as Outstanding Professional Youth Worker by the Texas Network of Youth Services (TNOYS).

# 1,839

clients and family members served in these programs.

# 94 %

of youth receiving services to reduce criminal behaviors had no additional criminal charges filed while enrolled in services.

# 84 %

of clients met treatment goals set at the beginning of Lena Pope interventions.

# 91 %

of clients were drug free at discharge.



TNOYS award

## CAMPUS UPDATES

Through the support of Meta Alice Keith Bratten Foundation, Lena Pope created a therapeutic garden and renovated the courtyard by the Juvenile Justice Alternative Education Program (JJAEP) building.



# Investing in a Culture of Respect

## VOLUNTEER SERVICES

Participation in our new volunteer program soared with one-time, recurring, and group volunteer activities.

**385**

active volunteers

**4,397**

volunteer hours

**7 to 73**

year old volunteers



## BIRTHDAY CELEBRATIONS

Volunteers celebrated students birthdays at the Juvenile Justice Alternative Education Program (JJAEP) with monthly parties and personalized gifts and snacks for each student.

**21**  
BIRTHDAYS CELEBRATED



## CLASSROOM SUPPORT

Volunteers served at Early Learning Centers providing support to classroom teachers, reading to children, and supporting Lena Pope's mission.

## VOLUNTEER GROUPS

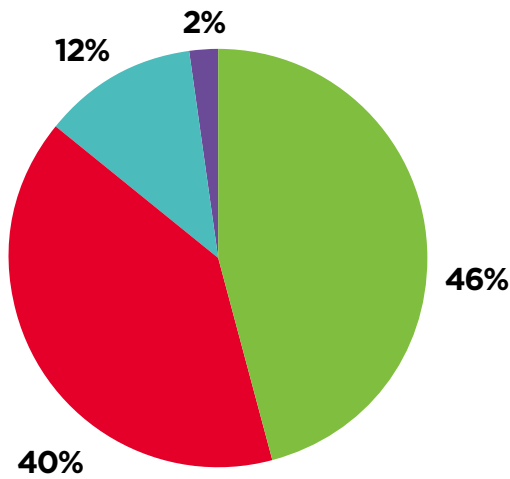
Junior League of Fort Worth, National Charity League, Higginbotham, and other groups refreshed the ELC playground, read to students, organized supply rooms, wrote encouraging notes to staff, and prepared for our Golf and Fiesta events. Therapy dog volunteers visited counseling offices, JJAEP, and Early Learning Centers.



# Intentionally Demonstrating Transparency

2024/2025 FISCAL YEAR  
SEPTEMBER 1, 2024 - AUGUST 31, 2025

OPERATING REVENUE\*

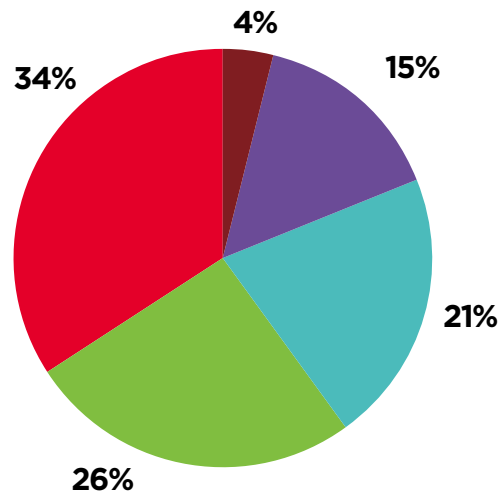


- Grants/Fees for Services
- Philanthropic Support
- Rental Income
- Miscellaneous

**\$14,066,804\***  
**OPERATING REVENUE TOTAL**

\*Total revenue excludes non-operating items including investment gain or loss on beneficiary trust assets, primarily in oil and gas, and gain or loss from discontinued operations.

OPERATING EXPENSES\*\*



- Intellectual Well-being
- Emotional Well-being
- Behavioral Well-being
- Supporting Services
- Chapel/Conference Center

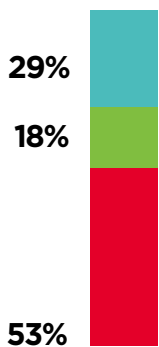
**\$13,322,019\*\***  
**OPERATING EXPENSES TOTAL**

\*\*Total expenses excludes depreciation.

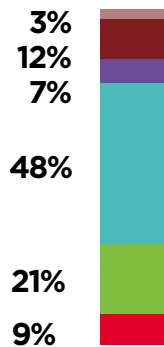
To receive a copy of our complete audited financials, please contact a donor relations representative at 817.255.2616 or [DonorRelations@LenaPope.org](mailto:DonorRelations@LenaPope.org).

## WHO ARE OUR CLIENTS

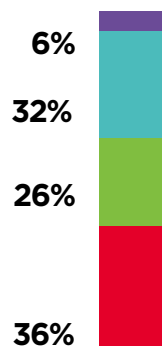
INCOME\*



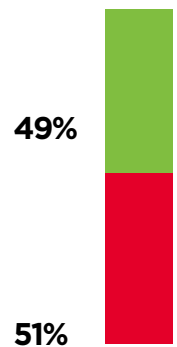
AGE



ETHNICITY



GENDER



- Less than \$35,000
- \$35,000-\$55,000
- \$55,000+
- 0-5
- 6-12
- 13-19
- 20-29
- 30-49
- 50+
- Caucasian
- African American
- Hispanic
- Other
- Male
- Female

\*Income only includes clients who voluntarily reported

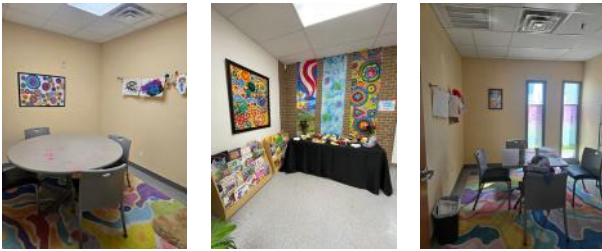
# Engaging With A Spirit of Collaboration



## TRANSFORMATIONAL PARTNERSHIPS

**Creating Sustainability and Increasing Access:** Together we are providing diverse revenue streams to support Lena Pope's operations while tackling access limitations in DFW area.

- **Hoop Hunters** - Occupying Lena Pope's North campus, this 32-year partnership aims to teach, motivate, inspire, encourage, and praise young athletes with limited access to coaching.
- **Veterans Point** - As a resident of Lena Pope's North Campus in Roanoke, Veterans Point provides a trusted space for veterans and their children to feel supported and empowered.
- **Flower Mound Police Department** - Utilizes Lena Pope's McFadden Ranch as a tactical location to conduct training for high-risk SWAT operations. Together Lena Pope and FMPD are keeping our community safe.
- **The Art Station** - Operating out of Lena Pope Bass House, The Art Station aims to expand access to art therapy for clients across Tarrant County. Lena Pope renovated an existing space and collaborated with The Art Station to open their second location on Lena Pope's campus to expand access to art therapy.



Carlo Andreani (Lena Pope Board President), Ashley Barnes (Lena Pope CEO), Jennifer Johnson (Art Station Executive Director), John Avila (Art Station Board President).



**Transforming Systems of Care:** Leadership collaborations that aim to change the system of care.

- **Mental Health Connection** - Lena Pope is a founding member collaborating to improve the mental health workforce in Tarrant County.
- **Early Learning Alliance** - Lena Pope collaborates with over 50 organizations working together to help children in Tarrant County achieve success.
- **Texas Network for Youth Services** - Lena Pope serves in a leadership capacity to facilitate statewide initiatives dedicated to building expertise and raise the voice for youth who have been system involved in communities across Texas.



**Fostering Innovation:** Working together to solve Tarrant County's childcare crisis

- **SMU Center on Research and Evaluation** - Collaborating to identify research metrics that drive insights that impact early learning.
- **Collective Impact** - Partnered with Lena Pope to create actionable strategies to apply to early learning efforts that will impact Tarrant County.
- **Moody Foundation** - Supporting Lena Pope in identifying educational gaps in our community while developing a strategy to deploy resources that have long-term impact on Tarrant County's childcare needs.





*investing in*  
**MEANINGFUL  
RELATIONSHIPS**



# Furthering Our Mission Together

Dining out during DFW Restaurant week, purchasing poinsettias from Calloway's Nursery, inviting a friend to Fiesta de Oro, or joining colleagues for a round of golf at the Lena Pope Golf Classic all contribute funds that support the children and families served by Lena Pope.

## DFW RESTAURANT WEEK

Forty-three Tarrant Area restaurants participated in DFW Restaurant Week from August 1st- September 1st, 2024 and donated **\$209,448**.



## CALLOWAY'S POINSETTIAS

Calloway's Nursery raised **\$48,000** for Lena Pope through their annual poinsettia sales promotion.



## FIESTA DE ORO

More than 400 supporters gathered in the gardens at Joe T. Garcia's to celebrate and financially support Lena Pope's programs. With a generous match from Gilchrist Automotive, we raised **\$207,417\*** to invest in the children and families we serve. The evening's theme, Vibrant Spirits, drew inspiration from the colorful world of alebrijes — vibrant symbols of guidance, protection, and transformation.



## LENA POPE GOLF CLASSIC

Lena Pope welcomed 112 golfers and 30 volunteers to Rockwood Park to learn Lena Pope trivia, see our mission in action, challenge some client volunteers in a putting competition, and win some amazing raffle and silent auction prizes. Together we raised **\$108,817\*** to equip children and families with a strong foundation through counseling, education, and behavior interventions.



\*numbers are net expenses



# Continually Leading with Excellence



## INVESTED STAFF

- **35** staff members (**25%**) have served Lena Pope for **5-10 years!**
- **14** staff members (**10%**) have served Lena Pope for **10-20 years!**
- **11** staff members (**8%**) have served Lena Pope for **20-37 years!**
- **42 (30%)** employees supported our mission financially by donating more than **\$19,800.**

## VIEWPOINT DOCUMENTARY

A documentary-style film was created for Viewpoint with Dennis Quaid that showcased the difference Lena Pope makes in the North Texas community.

# 1,000,000

received emails about Lena Pope

# 3,000+

clicks and views

# 57,672

learned information about Lena Pope

## VIEWPOINT WITH DENNIS QUAID



Aired on:



## 2024-2025 AWARDS AND RECOGNITIONS

### NATIONAL ACCREDITATION (NAEYC)

maintained by both Early Learning Centers.

### BEST OF CHILDCARE

for the last 10+ years by 76107 Magazine.

### BEST COMPANIES TO WORK FOR IN FORT WORTH

by Fort Worth, Inc. Magazine in 2022, 2023, 2024, and 2025

### BEST PLACE FOR WORKING PARENTS

2020, 2021, 2022, 2023, 2024, and 2025.

### TEXAS RISING STAR CERTIFICATION

Maintained 4-Star rating for both Early Learning Centers.

### COUPLES' CHOICE AWARD

by WeddingWire for the Marty Leonard Community Chapel.



### NOMINATED FOR A WORTHY AWARD

by Professional Wedding Guild of Fort Worth for the Marty Leonard Community Chapel.

### TOP 500

Dr. Barnes recognized as one of the 500 most influential people in Fort Worth by Fort Worth Inc. Magazine.

*helping our community*  
**THRIVE**





## YOUR GENEROSITY CHANGES LIVES.



Scan this QR code to donate.

### A Steady Foundation Families Can Rely On

Your support ensures Lena Pope's programs are accessible to all - regardless of income or background. You make a tangible difference in the lives of more than **69,000 community members** every year.

**Recurring monthly giving** to Lena Pope is one of the most powerful ways to meet the challenges families face. Your generosity shows families who rely on Lena Pope that they aren't alone. You provide a support system that helps more than **6,000 children and family members** navigate daily challenges and take brave steps that lead to lasting change.

- **Your monthly gift of \$35** makes counseling possible for a family who otherwise could not afford it.
- **A monthly gift of \$75** provides a month of meals for 4 students at the Early Learning Center.
- **A monthly gift of \$150** ensures Lena Pope can provide financial support to a family experiencing a crisis.

*70% of all clients have household incomes under \$55,000.*

*40% of the families at our Early Learning Centers qualify for financial assistance.*

Your generosity allows Lena Pope to uniquely meet clients where they are and provide continuous services when life circumstances change and additional financial flexibility is needed.