



**parentaid**  
Building confident, connected families.

# impact report

**FY2025**  
2024-2025

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# FROM THE DESK OF OUR EXECUTIVE DIRECTOR

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## **All parents want to be the best parent they can be. Not all parents have the tools or resources to do so.**

This quote captures the heart of Parent Aid’s mission and the reason our work matters so deeply. At its core, it affirms a belief we hold true every day: parents care deeply about their children and want them to be safe, healthy, and successful. When families struggle, it is rarely due to a lack of love or commitment. More often, it is the result of barriers beyond their control—economic hardship, limited access to services, social isolation, or past experiences that make parenting more challenging. At Parent Aid, we believe parents are not the problem; the lack of equitable access to resources is.

Our work is rooted in respect for families and a deep belief in their strengths. We walk alongside parents, meeting them where they are and building trust through consistent, compassionate support. By providing education, coaching, and connection to community resources, we help parents gain the tools they need to navigate challenges and build safe, nurturing environments for their children. Prevention and early intervention are at the center of our approach, because we know that supporting families early leads to stronger outcomes for children and more resilient communities.

Fiscal year 2025 was a year of growth, impact, and meaningful progress for Parent Aid. We strengthened and expanded our programs to reach more families, ensuring parents had

access to timely, culturally responsive support. Our team deepened partnerships with community organizations, schools, and service providers, creating stronger networks of care for the families we serve. Through our prevention-focused services, parents increased their confidence, built practical parenting skills, and strengthened family relationships.

None of this work would be possible without our dedicated staff, board members, volunteers, and supporters, whose commitment and belief in families drive our mission forward. As we reflect on the accomplishments of FY2025, we are proud of the progress made and energized for the future. We remain steadfast in our commitment to ensuring every parent has the tools, resources, and support they need to be the parent they aspire to be—and every child has the opportunity to thrive.

With gratitude,  
Allan Stockellburg | Executive Director



# OUR STORY SO FAR



## OUR MISSION

We build confident, connected families through parent education and a nurturing community.

## ABOUT PARENT AID

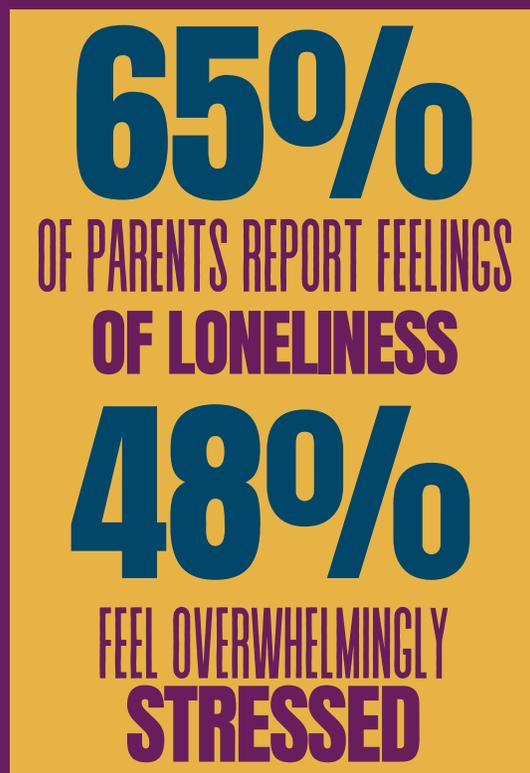
Serving all Southern Arizona families, we encourage familial connection over parental perfection. We provide accessible workshops and family support programs that build positive parenting skills and new perspectives on family relationships.

Founded in 1990, our highly trained staff have helped families understand and overcome the ever-evolving challenges parents face today. Our nonprofit annually partners with over 1,000 families, benefiting more than 2,300 children. Parent Aid's educational and community programs build the foundation for positive parenting and aid in the prevention of generational child abuse and neglect. Learn more at [parentaid.org](http://parentaid.org).

THESE NATIONAL TRENDS ARE REFLECTED  
IN THE FAMILIES WE SERVE LOCALLY

## OUR VISION

Our goal is for all children to be raised in homes, knowing they are loved, cherished and cared for, by parents and caregivers who can rely on and contribute to a community that appreciates and supports them. To that end, we will continue to grow and adapt our menu of programs to meet the needs of children and families in our community.



Vivek H. Murthy, U.S. Surgeon General. Our Epidemic of Loneliness and Isolation: The U.S. Surgeon General's Advisory on the Healing Effects of Social Connection and Community. U.S. Department of Health and Human Services, 2023.

# OUR 2025 GOALS

Parent Aid sets annual goals to keep our work focused, intentional, and aligned with the needs of families we serve. Clear goals turn our mission into measurable action, guide how we use time and resources, and strengthen our programs and services. They also help us track progress, celebrate growth, and make improvements along the way. Most importantly, goals keep us accountable to parents, partners, funders, and our community while expanding our impact.

## 1

### **Set our Mission and Vision to be achievable and inspiring**

Our new mission and vision provide a clear, practical guide for Parent Aid's work while inspiring progress and growth. Grounded in the real needs of families, they help us stay focused, responsive, and accountable. By balancing what is achievable with what is possible, we align our efforts, motivate collaboration, and strengthen our commitment to empowering parents and building healthier, more resilient families.

## 2

### **Develop branding that is consistent with our program's audience**

Clear, consistent branding helps families recognize Parent Aid, understand what we offer, and feel welcomed from the first point of contact. By using messaging and visuals that reflect the communities we serve, we build trust, strengthen engagement, and ensure our outreach feels relatable, inclusive, and easy to understand across every platform.

## 3

### **Listen to our stakeholders to create needed programs**

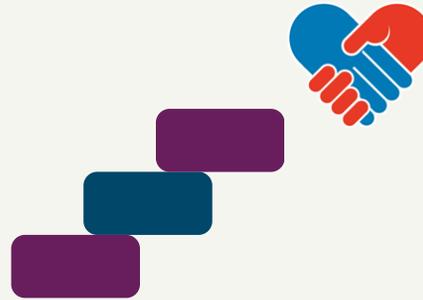
Listening to our stakeholders ensures our programs reflect the real needs of the families and communities we serve. By seeking input from parents, partners, staff, and supporters, we can respond to gaps, improve services, and develop programs that are timely, effective, and truly meaningful.

## 4

### **Train and retain quality staff to support our families**

Our families deserve skilled, compassionate staff who provide consistent and high-quality support. By investing in training, professional growth, and a supportive workplace culture, we strengthen our team, reduce turnover, and ensure families receive the reliable guidance they need to thrive.

# OUR 2025 STRATEGY



**“Vision without action is merely a dream. Action without vision just passes the time. Vision with action can change the world.”**

**– Joel A. Barker**

At Parent Aid, this quote reflects why a clear mission and vision matter so much. Our mission keeps us grounded in purpose—why we exist and who we serve—while our vision keeps us focused on the future we are working toward—stronger families, confident parents, and children who thrive. Together, they ensure our work is not only meaningful, but aligned. In a world where needs are urgent and resources are limited, the mission and vision help us stay centered, make thoughtful decisions, and remain committed to long-term change.

Strategy is what transforms that vision into real results. It helps us prioritize what matters most, strengthen programs, and use our time, funding, and partnerships in the most effective way possible. With a strong strategy, we can set measurable goals, track progress, and continually improve how we support families. Most importantly, it ensures that every effort—every class, connection, and conversation—moves us closer to our mission and the impact our community deserves.

**Below outlines our 3 main programmatic strategies for building confident, connected families.**

PROJECTS	OUTPUTS THAT CREATE →	OUTCOMES
<p><b><u>SafeCare</u></b> <i>Home-Visitation</i></p>	<p><b>28</b> families completed SafeCare  <b>549</b> of home visits  <b>324</b> Screens for for development, safety, and mental health  <b>184</b> of Referrals to Partners</p>	<ul style="list-style-type: none"> <li>• 86% report better family functioning</li> <li>• 92% report increased family connection</li> </ul>
<p><b><u>Community Parenting</u></b> <i>Classes for all families</i></p>	<p><b>117</b> Parent Education Classes  <b>142</b> Parent/Child Interactions  <b>91</b> Support Groups  <b>33</b> Parent Workshops</p>	<ul style="list-style-type: none"> <li>• 87% report greater parental confidence</li> <li>• 72% learned about new community resources</li> </ul>
<p><b><u>Love Like a Dad</u></b> <i>Fatherhood Program</i></p>	<p><b>56</b> 24/7 Dad Parenting Classes  <b>8</b> Boot Camp for New Dads  <b>22</b> Dads Den Support Groups  <b>12</b> Dad Workshops</p>	<ul style="list-style-type: none"> <li>• 88% improved in their parenting skills</li> <li>• 100% feel more prepared for parenting</li> </ul>

## OPERATIONS BY THE NUMBERS

### Annual Budget

Total operational expenses of \$473,000 supported all programs, administrative functions, and fundraising activities necessary to advance our mission.

473k

### Return On Investment

Based on National research, every dollar invested in SafeCare generates an estimated 15:1 return through reduced societal costs in education, justice, and social welfare systems.

15:1

### Individual Donors

Individual donors contributed 15% of total revenue, with gifts ranging from \$5 to \$5,000, reflecting broad community support. Fee-for-service revenue, investment income, and corporate giving accounted for an additional 10% of annual revenue.

15%

### Occupancy Costs

By owning our building outright, Parent Aid reduces ongoing operational expenses allowing more resources to be invested directly in serving families.

0

### Direct Program Costs

Parent Aid directed 85% of all funds raised toward program services, demonstrating our commitment to mission-focused stewardship of community support.

85%

### Full-Time Staff Equivalent

Parent Aid's work is made possible by a committed team of six full-time and two part-time staff members: Rebecca, Martha Luz, Amanda, Noah, Vanessa, Andres, Emma, and Allan.

7

### Grant Funded

Long-term, multi-year cost-reimbursement grants provided 60% of annual revenue, reflecting stable program funding, while annual foundation grants contributed an additional 15%.

60%

As demand for parenting support continues to grow in Arizona, Parent Aid stands ready to answer the call!

59

Families just like this one participated in SafeCare

\$2,829,925

Projected community savings over the next 20 years through reduced costs in education, child welfare, justice, and healthcare systems.

What Miriam has to say about Parent Aid...

*"We're breaking generational chains and building something healthier for our future."*

*"I realized I wasn't alone, and that changed everything."*

*"I learned that being present and showing love matters more than being perfect."*

*"Parent Aid made me feel normal again."*

1,142

Adult participants attended our Community Parenting programs

2,512

Children directly benefitted from having parents with increased confidence and connection as a result of attending a Parent Aid service.

# ACKNOWLEDGEMENTS



Parent Aid would like to thank our dedicated staff: Rebecca, Martha Luz, Amanda, Noah, Vanessa, Emma, and Andres. They are the heart of our organization.

Thank you to our Governing Board Members:

Madeline Harris- Coons | **President**

M. Ernest Huber | **Treasurer**

Jackie Atkins | **Secretary**

Berti Brodsky

Lauren Easter

Adam Fileccia

Josh Groch

David Payne

Leslie Saulsby

Thank you to all our funders, donors, volunteers, “voluntolds”, supporters, and cheerleaders. We strive to be good stewards of your contributions, be they time, talent or treasure. Without you, we would have no mission to serve.

Thank you to all our past, present, and future participants. We exist to serve you and our community. Thank you for trusting us with your parenting journey and your family’s bright future!

**Thank you to our major funders without whom our work would not have been possible this year:**

Arizona Department of Health Services - Maternal Infant Early Childhood Home Visiting Program

First Things First of Arizona and the United Way of Tucson and Southern Arizona

Community Foundation of Southern Arizona

Social Venture Partners of Tucson

**WE THANK ALL  
OUR CONTRIBUTORS BIG AND SMALL  
FOR YOUR SUPPORT**

# CONTACT PARENT AID



## Parent Aid Child Abuse Prevention Center

2580 E 22nd Street  
Tucson, AZ 85713

520.798.3304  
parentaid.org  
info@parentaid.org

Facebook.com/parentaidtucson  
Instagram.com/parentaidtucson  
Youtube.com/@parentaidtucson

[linktr.ee/parentaidtucson](https://linktr.ee/parentaidtucson)



# CREDITS

This report was compiled by Allan Stockellburg, Executive Director of Parent Aid, and approved for distribution by our Governing Board of Directors.



Parent Aid Child Abuse Prevention Center is federally recognized 501(c)(3) nonprofit organization with EIN 74-2591577 and a State of Arizona recognized Qualified Charitable Organization with a QCO Code of 20546. As such your donations may be eligible for deductions or credits based on your individual tax status.