



# The Campaign for Serenity's Children

A Project to Save Upstate Children, Families and Millions in Public Tax Dollars



**The Family Effect**  
Heal a family and we all get better

# The Campaign for Serenity's Children

Greenville is a community that places high value on children and families. We also believe in self-sufficiency, and in finding smart ways to cut public spending. The Campaign for Serenity's Children is built around these beliefs.

Many children are suffering in the shadows of Greenville County, and their suffering comes at great public expense. Last year, state authorities confirmed that **1,481** Greenville children were neglected by their own families. In the worst of these cases, **561** children were removed from their homes and placed into foster care<sup>1</sup>.

Foster care is highly traumatic for children, and rarely leads to positive outcomes. Only **3%** of foster children will ever graduate from college<sup>2</sup>. Most struggle throughout adulthood, set adrift without the family love and supports most of us take for granted.

Private tragedies bring public liabilities.

Foster care is also a disaster for taxpayers, as each child triggers an immediate public expense of **\$ 20,159**. For Greenville County alone, this added up to a public liability of **\$ 11.3 million** in 2012<sup>3</sup>. In the longer term, the numbers get much worse. A recent study showed that one child in foster care will trigger an average of **\$ 222,443** in public expenses over their lifetime, through higher health care, criminal justice and lost productivity costs. In this long view, Greenville's children placed in foster care each year will bring **\$ 124.8 million** in eventual public expense<sup>4</sup>.

It's an unsustainable cycle, and it demands new thinking. We can do much better.

A recognition of root cause.

According to the Department of Social Services, **85% of all family collapse, child neglect and entry into foster care is rooted in substance use disorder**. A parent has a problem they cannot overcome without help, and they have lost the ability to care for their children.

Solve the problem of addiction in the home, and many others solve themselves. Families heal and stay together. Children smile again. And taxpayers save millions by attacking the problem at its root. It's the right thing to do, and the smart thing to do.

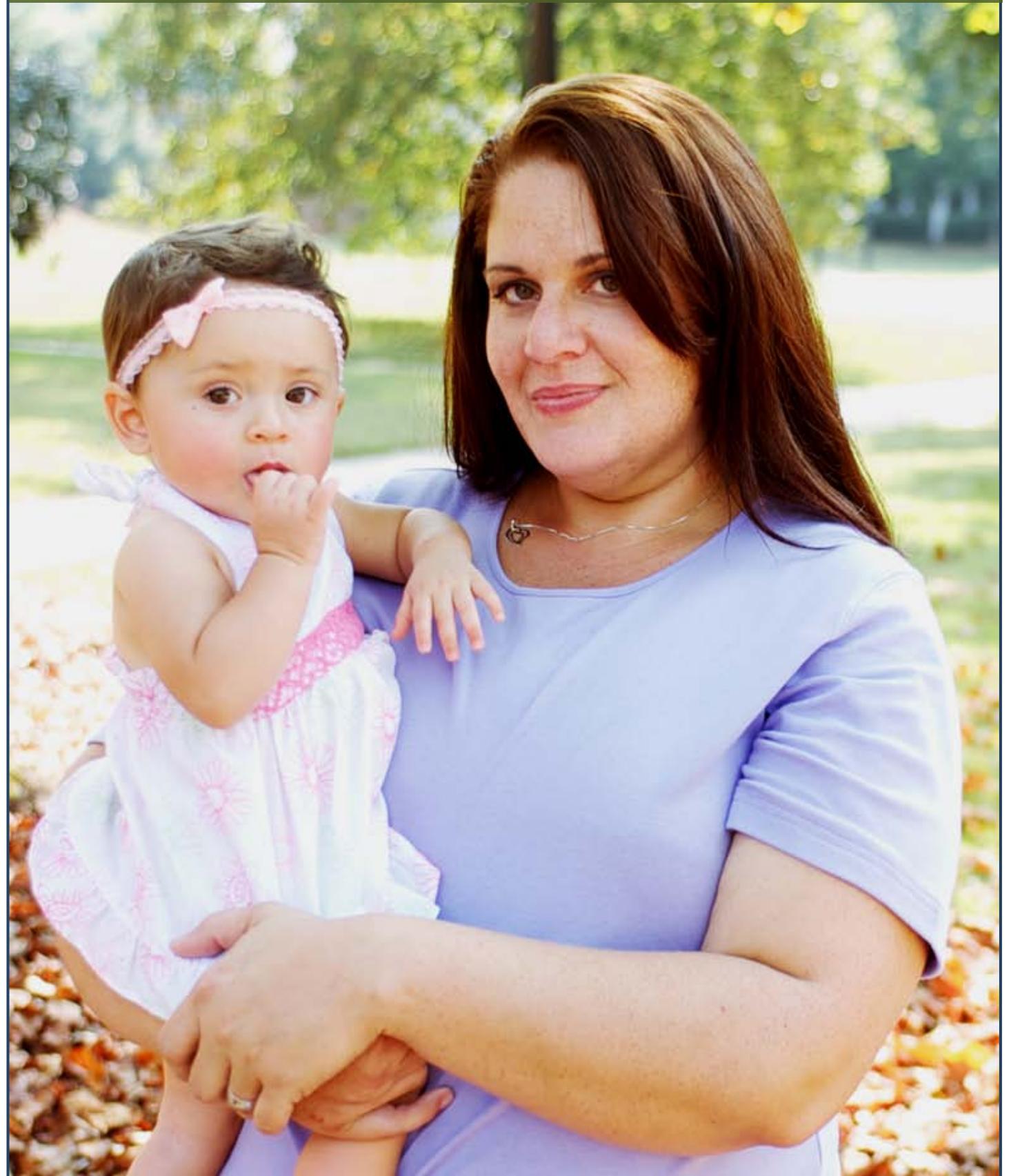
This is our mission at The Family Effect. **We work to reduce substance use disorder as the leading cause of family collapse and harm to children in South Carolina.**



*More than 4,000 young children are neglected each year in the five Upstate counties of South Carolina.*



**She's got this.** Audrey is a graduate of Serenity Place, and a college student. She's also the mother she always knew she could be.



Many more children need specialized help, before it's too late.

The Family Effect and its donor-investors support programming at The Phoenix Center that is focused on substance use disorder in families. In 2012, these evidence-based programs provided treatment services to more than **1,100** Upstate families with **2,143** children.

**The vast majority of our parents are served in an outpatient setting, with no specialized services available to the children.** This service gap must be addressed, as children living with addicted parents often suffer physical neglect and emotional trauma. For preschool children, this can interfere with brain development and social bonds, and bring lasting negative effects.

When combined with treatment for the parents, therapeutic intervention for preschool children can heal emotional trauma and restore developmental progress. Cognitive and social delays disappear. Smiles reappear. Imagination and learning bloom. And when the kids do better, parents do better. **The family stays together, and taxpayers save money.** Everybody wins.

Success stories like this are already being written at **Serenity Place**, our residential program for pregnant women, young mothers and their preschool children. This unique program has recently gained national attention, and has been adopted as a statewide model for family treatment across South Carolina.



*Treatment for this preschooler and his mother transformed the family. Mom is healthy and focused on her responsibilities, and he's feeling good about home again. The taxpayers win, too.*

Families who enter Serenity Place are on the verge of collapse, with children dangling over the abyss of foster care. Using a holistic curriculum developed in partnership with Duke University Medical Center, comprehensive services for the mother are combined with intensive therapies for the children. It's a tough program that requires sacrifice and living on-site for six months. But if successful, the results are **transformative** for families and taxpayers alike.

We're doing what works, and we can measure it.

One year after completing treatment and therapeutic care at Serenity Place, **83%** of our children are performing at grade level in a mainstream school, with about **75%** of our mothers avoiding recurrence. For every child kept out of foster care, taxpayers save **\$ 20,159** in immediate costs<sup>3</sup>, and **\$ 222,443** over time<sup>4</sup>.

**Our current challenge is limited treatment capacity for children.** We are only able to serve families living on-site at Serenity Place. Occasionally a treatment slot may open up for a child from an outpatient family, but this is rare.

The objective of this project is to nearly triple our capacity for child treatment, and begin to address the traumas and delays of children in our outpatient families.



Greenville will be home to the nation's most advanced treatment center for children traumatized by substance use disorder.



Our community will lead the way in this important work.

On the grounds of Serenity Place in west Greenville, we plan to construct a new building and **triple** the number of treatment slots available for kids traumatized by substance use disorder.

In our current space, a maximum of 29 child treatment slots are available for families living on-site at Serenity Place. In the new building, **90 children will have access to evidence-based programming** at any given time, with about **200** children served over the course of each year.

All of the new treatment slots will be made available to families in our outpatient services, who currently have no options for child treatment. About **60** children from outpatient families will be in treatment at any given time, with about **150** served over the course of each year. The balance of children served, about **50** per year, will be living on-site with their mothers at Serenity Place.

Six treatment rooms will serve infants through preschoolers. Each child accepted for treatment will be evaluated using a nationally-recognized assessment tool. This assessment will inform the individual treatment plan for each child, based on his or her specific traumas, delays and family dynamics. Highly trained and certified clinical specialists will work with the children each day in group and individual settings, guiding them through their treatment plan one step at a time.

### Clinical therapy, not day care.

When children begin the program, they are often traumatized. They may be nonverbal, physically delayed, or unable to bond emotionally. They may have no trust of adults, and may be completely withdrawn into their own quiet world, with no ability to interact.

Speech, occupational and physical therapies will be available for children who need them. The kids will have chances to get out into the community and **just be kids**. And the community will come to them, through the spirit and energy of hundreds of volunteers who will be helping out in the classrooms and on the playground.



*Ginny and her daughter both found hope and healing in the family and child services at Serenity Place. They completed the program in October 2012, and are now well on their way to lifelong success.*

After a few weeks of clinical work and plenty of love and support, the children **begin to bloom**. They learn to laugh, run and play. Their curiosity develops. And they learn to trust again, because they see mom or dad getting better through outpatient treatment. Their family isn't collapsing around them anymore, and life at home starts to feel good. Like it should.

The children's treatment building at Serenity Place will be built and operated to meet the high standards of The National Association for the Education of Young Children (NAEYC). More information on this project, including renderings, can be found in the rear pocket of this booklet.





Saving families from collapse is the right thing to do,  
and the **smart** thing to do for our community.

A project that makes sense for the head and the heart.

The Family Effect is seeking **\$ 1.7 million** to fund the nation's most advanced center for children traumatized by substance use disorder. Donor-investors will play a direct role in reducing the high public expenses of foster care in our community. It's the right thing to do, and the smart thing to do for Greenville, the Upstate and South Carolina.

**The public return for this project is high and quantifiable.** The equation is simple- family treatment for substance use disorder is **much less expensive** than foster care.

For every child kept out of South Carolina's foster care system, taxpayers can save **\$ 20,159** in direct and immediate cost<sup>3</sup> and **\$ 222,443** over the lifetime of each child<sup>4</sup>. The cost of family treatment (one parent in outpatient counseling services and one child in therapeutic treatment) for 20 weeks will total **\$ 8,273**<sup>5</sup>.

Providing services to **150** outpatient parents and their children each year- with a goal of keeping at least **80%** of those children out of the foster care system- delivers an **immediate ROI of 95%**. The lifetime ROI for one year's treatment population will be **2,051%**<sup>6</sup>.

We've worked hard to parse out the ROI of this project for our donor-investors. A complete outline of these numbers and our calculations, with sources and references, can be found in the pocket in the back of this campaign booklet.

You will also find other helpful information in the rear pocket, such as program and building stats, architectural renderings, the construction budget and a listing of our current Board of Directors.



**Invest in a breakthrough effort to save families and reduce public spending.**

Contact **Scott Dishman** at **(864) 915-0801** or [sdishman@thefamilyeffect.org](mailto:sdishman@thefamilyeffect.org) to learn more. Come walk the grounds, take a tour and meet the kids we're already helping. We encourage you to talk with someone you know on our Board of Directors. Consider the blessings of your own family, and the public dollars at stake.

The tragedy and expense of family collapse and foster care is best attacked at the root. But we can't help more families – or accelerate public return- without your financial commitment.





## Serenity's Children : Quick Facts

**Capacity:** 90 children on any given day  
200 children per year (150 from outpatient families, 50 from Serenity Place)

**Staff:** 22 (1 Supervisor and 21 trained and certified child treatment specialists)

**Clinical Impact:** 151,200 child-hours of treatment delivered each year

**Size:** 8,000 square feet

**Treatment Rooms:** 6 (newborn through preschool)

**Cost to Build:** \$ 1.7 million, including all furnishings and contingencies

**Cost to Operate:** \$ 1.6 million per year, or about \$ 74 per child per day

**Oversight:** This program will be administered by The Phoenix Center and the Greenville County Commission on Alcohol & Drug Abuse, with 21 years of experience working with substance use disorder in the family setting



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2 YEAR OLDS

3 YEAR OLDS

TEACHER

OFFICE

CHANGING

TLT

PRESCHOOL

RESOURCE / STORAGE

TODDLER

STAGE

INTERACTIVE CORE

YOUNG TODDLER

SHOW

JAN

ELECT

GIRLS

MECH

BOYS

MEN

WOMEN

ASSESSMENT

COVERED PORCH

TEACHER

CHANGING

LOBBY

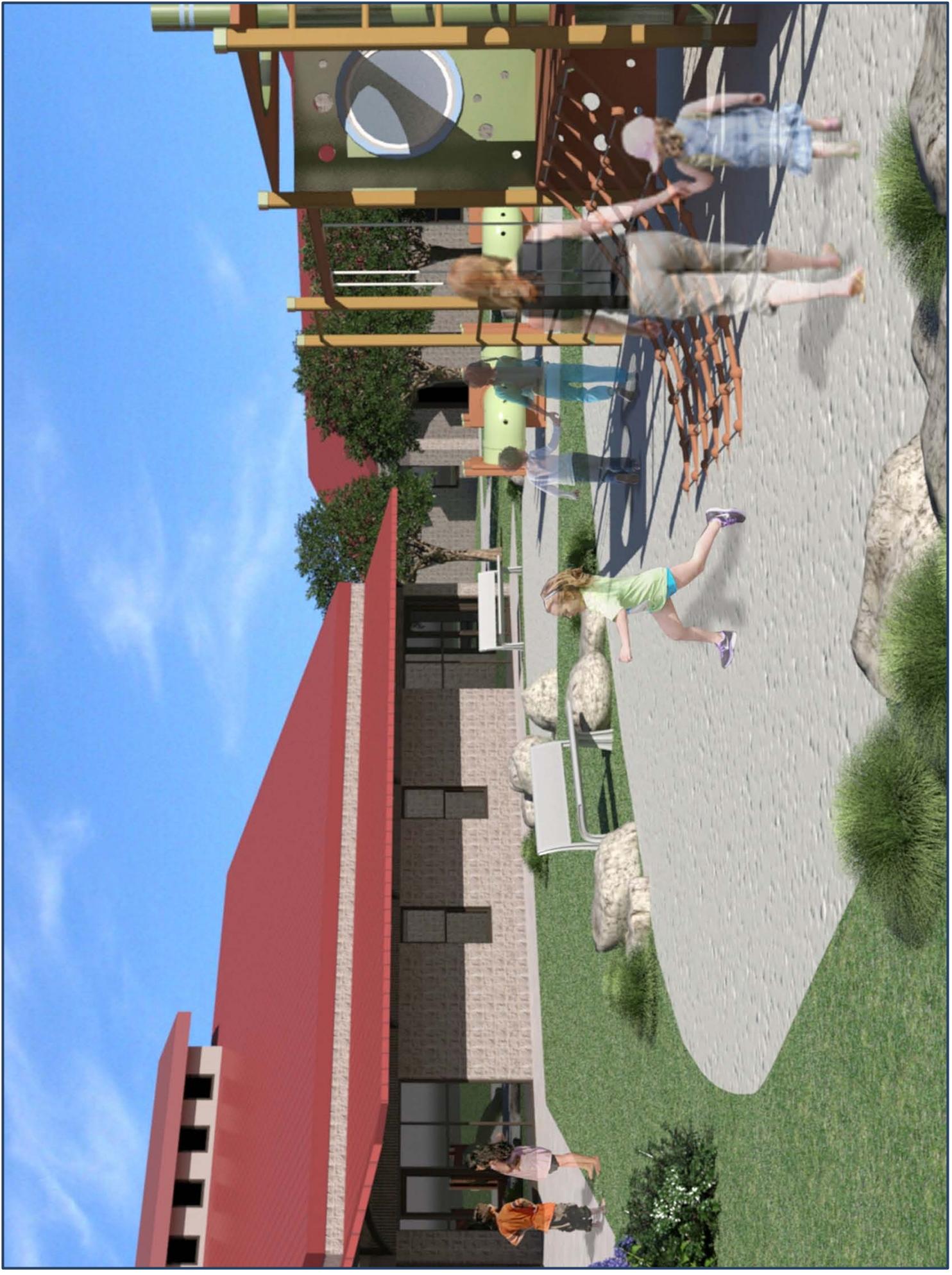
COORD OFFICE

CAR SEAT

INFANTS

BREAK





## The Campaign for Serenity's Children Naming Opportunities

Show your personal support for children in need, or honor someone you love with a space in their name.

<b>The Building</b>	\$ 300,000
<b>Atrium / Gallery</b>	\$ 150,000
<b>Infant Treatment Room</b>	\$ 100,000
<b>Early Toddler Treatment 1</b>	\$ 100,000
<b>Early Toddler Treatment 2</b>	\$ 100,000
<b>Toddler Treatment 1</b>	\$ 100,000
<b>Toddler Treatment 2</b>	\$ 100,000
<b>Preschool Treatment</b>	\$ 100,000
<b>Lobby / Entrance</b>	\$ 100,000
<b>Therapeutic Playground</b>	\$ 50,000
<b>OFC A: Director's Office</b>	\$ 20,000
<b>OFC B: Assessment Office</b>	\$ 20,000
<b>Resource Room</b>	\$ 15,000
<b>Clinical Office 1</b>	\$ 10,000
<b>Clinical Office 2</b>	\$ 10,000
<b>Clinical Office 3</b>	\$ 10,000

Questions? Call Scott Dishman at (864) 915-0801.



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# Investing in Serenity's Children: The Numbers

Sources for all figures are outlined on the back of this sheet

**Increasing treatment capacity to 150 families with children-  
with a goal of avoiding foster care- will bring high public return.**

Immediate Public Return: \$ **2,419,080** ROI: **95%**

Long-term Public Return: \$ **26,693,160** ROI: **2,051%**

*Lifetime return from graduates of each year in operation*

How were these returns calculated?

Addiction in the home drives 85% of all child neglect and entry into foster care, triggering both immediate and long-term public liabilities.

Greenville County Children in Foster Care, 2012: **561**

Annual Public Liability: \$ **11,309,199**

Long-term Liabilities: \$ **124,790,523**

Targeted and evidence-based treatment keeps families together, avoids the expense and trauma of foster care, and brings significant public return.

Cost of treatment for one parent and one child, 20 weeks: \$ **8,273**

Public Return of Keeping **One Child** Out of Foster Care

Immediate Public Return: \$ **20,159**

*One dollar invested returns \$ 2.44, for an ROI of 144%*

Long-Term Public Return: \$ **222,443**

*One dollar invested returns \$ 26.89, for an ROI of 2,589%*

Increasing treatment capacity for families accelerates public return.

Cost of 20-week treatment for **150 families** per year: \$ **1,240,950**

Public Return if **80%** of These Families **Avoid Foster Care**

Immediate Public Return: \$ **2,419,080**

Long-Term Public Return: \$ **26,693,160**



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# Where did we get our numbers?

**A. Greenville County foster children affected by addiction in the home:** The figure of 85% is an estimate from The Greenville County office of the South Carolina Department of Social Services.

**B. Greenville County children in foster care, 2012:** South Carolina Department of Social Services, "Total Number of Children Served by Office During SFY 2012-13." This report is available online at [https://dss.sc.gov/content/library/statistics/cw/2012-13-4-TotalChildrenServedDuringFY13\(XLS\).xlsx](https://dss.sc.gov/content/library/statistics/cw/2012-13-4-TotalChildrenServedDuringFY13(XLS).xlsx)

**C. Annual Public Liability:** Drawn from The SC Department of Social Services Accountability Report, 2012-13 (available at <https://dss.sc.gov/content/library/statistics/mgmt/acct1213.pdf>). This figure reflects DSS spending for foster care administration. Total statewide cost of \$95,029,053 was divided by 6,246, the number of children receiving foster care services in 2012-13, to arrive at a per child cost of \$15,214 per year, or \$1,268 per month. Per the Accountability Report, average length of stay for South Carolina children in foster care is 15.9 months, resulting in a total foster care cost per child of \$20,159. Multiplying this cost times 561 Greenville County children in foster care equals \$11,309,199.

**D. Long-term Liabilities:** Drawn from "The Economic Burden of Child Maltreatment in the United States and Implications for Prevention," by Fang, Brown, Florence and Mercy, Centers for Disease Control. Published February 2012 in The International Journal of Child Abuse & Neglect. This study is available online at <http://www.sciencedirect.com/science/article/pii/S0145213411003140>. This work estimates the long-term negative economic impact of a child in foster care to be \$210,012 in 2010 dollars. This figure includes \$32,648 in additional child healthcare costs, \$10,530 in adult medical costs, \$6,747 in criminal justice costs, \$7,999 in special education costs, \$144,360 in lost productivity costs, and \$7,728 in child welfare costs. This last figure was changed to \$20,159 (see C above), resulting in a total negative economic impact of \$222,443 over the lifetime of the child. Multiplying this cost times 561 Greenville County children in foster care equals \$113,481,324. Adding this to \$11,309,199 (see C above) equals \$124,790,523.

**E. Cost of treatment for one parent and one child, 20 weeks:** This figure was provided by The Phoenix Center. The estimated treatment cost for one child at Serenity's Children is \$1,480 per month, or \$7,400 for 20 weeks. The treatment cost for one adult in Intensive Outpatient and regular Outpatient services at The Phoenix Center over the course of 20 weeks is \$873. Adding these two figures results in a family treatment cost of \$8,273. Note: child treatment is more expensive than adult outpatient treatment due to required staffing ratios and a higher number of treatment delivered.

**F. Public Return of keeping one child out of foster care:** For Immediate Public Return, a program cost of \$8,273 (see item E) that generates a public savings of \$20,159 (see item C) in foster care expenses results in an ROI of 144%. For Long-term Public Return, a program cost of \$8,273 that avoids the estimated Long-term Liabilities (see item D) results in an ROI of 2,589%.

**G. Cost of 20-week treatment for 150 families per year:** The figure of 150 families is an estimate of the number of families in Outpatient Treatment who will gain access to services for their kids in any given year. The cost of 150 families receiving treatment at \$8,273 per family (see item E) is \$1,240,950.

**H. Public Return if 80% of these families stay together:** The public savings figures shown are based on 150 families in treatment, with 120 of those families successfully keeping their children out of foster care. The Immediate Public Return is shown as 120 families multiplied by \$20,159 (see item B). The Long-term Public Return is shown as 120 families multiplied by \$222,443 (see item C). At a treatment cost of \$8,273 per family (see item E), the Immediate Public Return represents an ROI of 95%, and the Long-term Public Return represents an ROI of 2,051%.

**Questions?** Contact Scott Dishman at (864) 915-0801, or [sdishman@thefamilyeffect.org](mailto:sdishman@thefamilyeffect.org).



**Serenity Place  
Family Recovery Complex  
Greenville, SC**

**PRELIMINARY ORDER OF MAGNITUDE PROJECT BUDGET**

**PHASE 2 ONLY**

Updated: August 27, 2013

<b>CONSTRUCTION AND DEVELOPMENT COSTS</b>					
		Gross SF	Unit	Cost/Unit	Subtotal
A.	Building Cost				
1.	Children's Treatment Building (CTB)	8,032 SF	\$/SF	\$124.70	\$ 1,001,621
B.	New Site Development Cost				
1.	CTB Associated Courtyard Development				\$ 55,315
2.	CTB Associated Site Development & Landscaping				\$ 377,366
<b>C.</b>	<b>Construction Cost Subtotal</b>		<b>(A thru B)</b>		<b>\$ 1,434,302</b>
D.	Construction Contingency (2.5%) + Escalation (1 Yr. @ 3.5%)		% of C	6.0%	\$ 86,058
E.	Owner Project Reserve/Contingency		% of C	2.5%	\$ 35,858
<b>F.</b>	<b>Contingency Subtotal</b>		<b>(D thru E)</b>		<b>\$ 121,916</b>
G.	Design & Surveying Fees (All Phases)				
	Architectural/Engineering - DP3 Architects, Ltd.				\$ 65,000
	Construction Materials Testing - TBD		% of A1	0.5%	\$ 5,008
H.	Movable Equipment Cost (Owner Provided Furnishings and Equipment)		% of A1	3.5%	\$ 35,057
I.	Fixed Equipment Cost (Owner Provided Kitchen & Laundry Equipment)		% of A1	3.0%	\$ 30,049
J.	Telecommunications/Data/Security		\$/SF of A1	\$3.00	\$ 24,096
<b>K.</b>	<b>Additional Owner Items Subtotal</b>		<b>(G thru J)</b>		<b>\$ 159,209</b>
	<b>TOTAL ESTIMATED PROJECT BUDGET</b>		<b>(C+F+K)</b>		<b>\$ 1,715,427</b>

**Approximate Cost per Square Foot: \$214**

**NOTES:**

1. Budget costs above do not include land acquisition costs, moving costs, or tap fees.
2. Budget above assumes that construction is completed within 2 years of the date of the budget. For each year beyond 2 years add 3.5%/year.
3. Budget assumes that all buildings are constructed as one project and are not split into multiple phases.



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# Footnotes

Additional information can be found in the pocket at right.

- 1 Greenville County children neglected and / or abused in 2012:** The number of **1,481** is reported by the South Carolina Department of Social Services in their published document entitled "Decisions for CPS Referrals Received between July 1, 2012 and June 30, 2013." The number of children affected in the five counties of the Upstate is reported as **4,027** for the same period.

**Greenville County children in foster care, 2012:** The number of **561** is reported by the South Carolina Department of Social Services in their published document entitled, "Total Number of Children Served by Office During SFY 2012-13." The number of foster children in the five counties of the Upstate was **1,755** for the period.
- 2 Percentage of foster care children who graduate from a four-year college:** The figure of **3%** is taken from the report entitled "Foster Care by the Numbers," published in September 2011 by Casey Family Programs, an initiative of the Annie E. Casey Foundation.
- 3 Immediate public expense of foster care:** Drawn from The South Carolina Department of Social Services Accountability Report, 2012-13. This figure reflects DSS spending for foster care administration. Total statewide cost of \$ 95,029,053 was divided by 6,246, the number of children receiving foster care services statewide in 2012-13, to arrive at a per child cost of \$ 15,214 per year, or \$ 1,268 per month. Average length of stay for South Carolina children in foster care is 15.9 months, resulting in a total foster care cost per child of **\$ 20,159**. Multiplying this cost times 561 Greenville County children in foster care equals **\$ 11,309,199**.
- 4 Long-term public expense of foster care:** Drawn from "The Economic Burden of Child Maltreatment in the United States and Implications for Prevention," by Fang, Brown, Florence and Mercy, Centers for Disease Control. Published February 2012 in The International Journal of Child Abuse & Neglect. This work estimates the long-term negative economic impact of a child in foster care to be \$ 210,012 in 2010 dollars. This figure includes \$ 32,648 in child healthcare costs, \$ 10,530 in adult medical costs, \$ 6,747 in criminal justice costs, \$ 7,999 in special education costs, \$ 144,360 in lost productivity costs, and \$ 7,728 in child welfare costs. This last figure was changed to \$ 20,159 (see footnote 3), resulting in a total negative economic impact of **\$ 222,443** over the lifetime of the child. Multiplying this cost times 561 Greenville County children in foster care equals \$ 113,481,324. Adding this to \$ 11,309,199 (see footnote 3) equals **\$ 124,790,523**.
- 5 Cost of treatment for one parent and one child, 20 weeks:** This figure was provided by The Phoenix Center. The estimated treatment cost for one child at Serenity's Children is \$ 1,480 per month, or \$ 7,400 for 20 weeks. The treatment cost for one adult in Intensive Outpatient and regular Outpatient services at The Phoenix Center over the course of 20 weeks is \$ 873. Adding these two figures results in a family treatment cost of **\$ 8,273**.
- 6 Public Return if 80% of served families stay together:** Figures shown are based on 150 families in treatment, with 120 of those families successfully keeping their children out of foster care. The Immediate Public Return is shown as 120 families multiplied by \$ 20,159 (see footnote 3). The Long-term Public Return is shown as 120 families multiplied by \$ 222,443 (see footnote 4). At a treatment cost of \$8,273 per family, the Immediate Public Return represents an ROI of **95%**, and the Long-term Public Return represents an **ROI of 2,051%**.

*All photos (except page 3) by Zach Suggs. Families shown have successfully completed treatment at Serenity Place.*



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