SER FAMILIA, INC.

ANNUAL REPORT

2024 VISIONARY & MOMENTUM



LETTER FROM THE CEO



BELISA M. URBINA
CEO/ Co-Founder

Dear Friends and Supporters,

I am filled with deep gratitude and pride. This year, Ser Familia stood as a beacon of hope, healing, and resilience for over **10,800 indivduals** across **36 counties** in Georgia and **1,358** in Puerto Rico. Every one of them carries a unique story—of strength in the face of hardship, of transformation through connection, and of renewed possibilities for the future. Together with you—our partners, donors, volunteers, and friends—we walked alongside **1,949 children and teens, 2,812 victims of crime**, and thousands more who came to us seeking care rooted in culture and compassionate support. Our services remained deep-seated in dignity and driven by both outcomes and heart.

The year 2024 was also filled with exciting moments. At the beginning of the year Ser Familia made history, when we were able to become owners of a beautiful 80,519 square feet building in Kennesaw. This will become our permanent headquarters and also a place of hope and healing for families in the area. Our services model gained many important national recognitions including from the American Psychiatric Association, the US Substance Abuse and Mental Health Services Agency **(SAMHSA),** National Family Support Network, and others.

Who are we serving? The majority of our clients- **79% Latino, 59% women**, and many with high levels of childhood trauma (average ACEs score of **3.6 for adults, 3.2 for minors**)—live in Gwinnett, Cobb, Clayton, DeKalb, and Fulton counties. We continue to grow where the need is greatest, especially in communities that have long been underserved.

The need is vast, but so is our commitment. We are here. We are growing. And we are deeply grateful for your continued trust and partnership.

Thank you for believing in this work—and in the people behind every number.

Con infinito aprecio,
Belisa



COMPANY OVERVIEW

MISSION

Ser Familia's mission is to offer preventive family services and equip Latinos with the tools, resources, and skills they need to move from crisis to thriving.

VISION

Our vision is to see all Latino families flourishing and contributing to the wellbeing of their communities. To achieve this vision, we continually expand the breadth and depth of the services that we provide. We constantly research and develop programs and materials; identify and train new volunteers; organize and deliver new programs; reach new areas in the state; and empower other organizations to learn best practices to serve Latino youth, couples, parents, and families as a whole.

AWARDS AND RECONGITION

Ser Familia, Inc.

- Re-accredited by CARF (Commission on Accreditation of Rehabilitation Facilities)
- Agency of the Year by the Gwinnett County Solicitor General's Office
- Award for Advancing Minority Mental Health - American Psychiatric Association
- Proclamation from the DeKalb County Commissioners
- Community Outreach Champion by the Atlanta Business Chronicle

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Belisa Urbina (as a result of the work in Ser Familia)

- Atlanta's 500 Most Influential Leaders - Georgia Trend
- 2024 Women's History Month Honoree - City of Smyrna
- Appointed as a Commissioner to the Georgia Commission on Equal Opportunity by Governor Brian Kemp
- Latinas Poderosas de Atlanta - Zona VIP Magazine
- Captain of the Industry - Caribbean American Cultural Arts Foundation
- Completed International Women's Fellowship







STATS & OUTCOMES

- **Served 10,827 clients from 36 counties**
- **Out of the 10,827 served 1,949 were minors (under 18 years of age)**
- **59% of our clients were female**
    - *Distribution by race/ethnicity*
        - 79% - Latino
        - 4% - Black/African American
        - 2% - White
        - 15% - Other (including Multi-Racial, Native Americans).
    - *Distribution by County:*
        - 4% - Clayton
        - 3% - Cherokee
        - 26% - Cobb
        - 11% - DeKalb
        - 7% - Fulton
        - 40% - Gwinnett
        - 9% - Other
- **Completed 4,401 mental health assessments**
- **Served 2,812 clients who were victims of crime**
- **Clients participated in 95% of their scheduled mental health appointments, this is higher than the standard for other no-cost mental health programs.**

STATS & OUTCOMES

100% of survivors completing our Georgia Latinos Against Domestic Violence program reported feeling safer and more connected to their communities.

Parents who, at admission, had a high hostile parenting index, improved their hostility level by 38%, creating safer and more nurturing homes.





52% reduction (improvement) in the overall Basis24 (mental health and emotional wellbeing score) after 6 months of treatment.

The average ACEs (Adverse Childhood Experiences) score for a Ser Familia client is 3.6 (adults) and 3.2 (minors) with domestic violence victims having an average score of 5.2. demonstrating high levels of trauma.

Clients with moderately-severe depression had a 53% reduction in their symptoms contributing to a much better quality of life

66% reduction (improvement) in the “Relationships” sub-score of the Basis24 after 6 months of treatment.





94% of clients are “Extremely or Very Satisfied” with services received.

99% of clients report that as a result of the services received, their family situation is “Much Better” (84%) or “Somewhat Better” (14%)

OUR APPROACH

COUPLES

Couples Workshop: Our program for couples offers each person the opportunity to gain a better understanding of themselves, to know their spouse or partner better, and to strengthen the couple's love and commitment. We want couples to recover confidence in each other and regain mutual respect.

A Nuestro Alcance: Evidence-based curriculum developed by PREP, Inc. (based at the University of Denver, Colorado). PREP, Inc. is an organization that has been at the forefront of researching couples' relationships and developing couples and family curricula for over 30 years. The program has proved to be extremely effective in helping couples improve their communication and relationship which in turn gives them the confidence to effectively run a household and be able to contribute back to their communities.

PARENTS



Triple P – Positive Parenting Program®: Triple P is one of the most effective evidence-based parenting programs in the world. It gives parents simple and practical strategies to help them confidently manage their children's behavior, prevent developing problems, and build strong, healthy relationships. This program is facilitated on a group basis, Parents also get individual coaching calls to work on the specific parenting challenges they are facing.

YOUTH

SPARCS: It is group therapy that aims to set in motion adolescents' ability to make better choices in their lives by rousing them to mindful action. In this way, group members will be better able to identify those elements that give their lives purpose and meaning, cultivate healthy relationships, and spur healing.

Teen Talk: In Ser Familia's Teen Talk, teens will have the opportunity to talk about their friendships, dating relationships, sex, bullying, peer pressure, drug abuse, and many other issues affecting today's youth. Teenagers will have a safe space where they can talk about their everyday problems with the promise of confidentiality.

VISIONARY & MOMENTUM

MENTAL HEALTH

Ser Familia offers individual counseling and psychiatric services for clients of all ages from fully licensed clinicians. We offer a range of behavioral and mental health therapies at no cost, aimed at improving self-esteem and relationships with others and dealing with life events. Our counselors take a client-centered approach—body, spirit, and mind, and use therapeutic interventions tailored to the client's individual needs. We also offer Individual Play Therapy for children.



DOMESTIC VIOLENCE



Georgia Latinos Against Domestic Violence (GLADV): strives to bridge the gap between community service providers and victims of domestic violence and other crimes in the Georgia Latino community. Through this program, we provide the education and resources including a series of evidence-based workshops called Healthy Relationships, necessary to raise awareness and promote advocacy against domestic violence, and we host support groups for men and women, to help them process and overcome the traumas caused by an episode of violence in their lives.

C.A.F.E. - CENTER OF EMOTIONAL AND FAMILY ASSISTANCE

C.A.F.E.: a family resource center that was developed in conjunction with the Department of Family and Children Services (DFCS) to offer additional needed services to the Latino Community. The ultimate goal of the project is to reduce the number of Latino families who are referred to DFCS by providing them with the emotional and concrete support they need. At the moment, we have four locations: Smyrna, Norcross, College Park, and Lawrenceville. Coming Soon to our Kennesaw location.



CLIENT SUCCESS STORIES



A MOTHER'S PATH TO HEALING AND GROWTH

A mother came to Ser Familia feeling overwhelmed and disconnected from her children. Their relationship had broken down so severely that they were no longer speaking. Struggling with depression and unsure how to repair the damage, she bravely reached out for help. Her case manager quickly recognized the urgency of the situation and recommended the Triple P Parenting program. Through this transformative series of workshops, the mother began to develop powerful new tools for communication, emotional regulation, and parenting. She learned to pause, breathe, and approach difficult moments with calm and clarity —replacing verbal aggression with thoughtful, age-appropriate boundaries. With consistent support from the different providers at Ser Familia, she began making meaningful changes. She now practices breathing exercises to manage her emotions, sets healthy expectations for her children, and has gained a deep awareness of her own power to change her life. The impact has been profound. She no longer dwells on what's wrong—instead, she focuses on what she can improve. Inspired by her growth, she's actively seeking employment to strengthen her family's future and her own emotional well-being. With courage in her heart and hope in her voice, she recently shared: "I will not give up."

A JOURNEY TO HEALING AND STABILITY

A client was referred to Ser Familia after enduring domestic violence at the hands of her husband. Paralyzed by fear, she lost her appetite, reduced her work hours, and struggled to function. Even after separating, the threats and blackmail continued—forcing her to relocate to another city with her siblings' support. Despite the trauma, she took courageous steps toward rebuilding her life, starting both divorce and immigration processes. Through consistent counseling and participation in programs like Triple P and Health Relationships, she began to heal. With ongoing case management, she's now sleeping through the night, finding emotional stability, and reclaiming hope for her and her children. She obtained her work permit and found stable, flexible employment. Today, she's not only standing strong—she's passing on the tools she's gained, teaching her children about self-worth and acceptance, and modeling resilience every step of the way.

PROGRAMS SPOTLIGHT



SPARCS
Youth Program

"SPARCS helped me to be more calmer and to have a good relationship with family and friends. Also how they used activities to help us build our character." - Client

- SPARCS (Structured Psychotherapy for Adolescents Responding to Chronic Stress) was developed in partnership with Emory University, and provides a safe place for youth to explore their feelings and concerns in a group setting that allows for healing, personal growth, and cultivation of healthy and rewarding relationships.



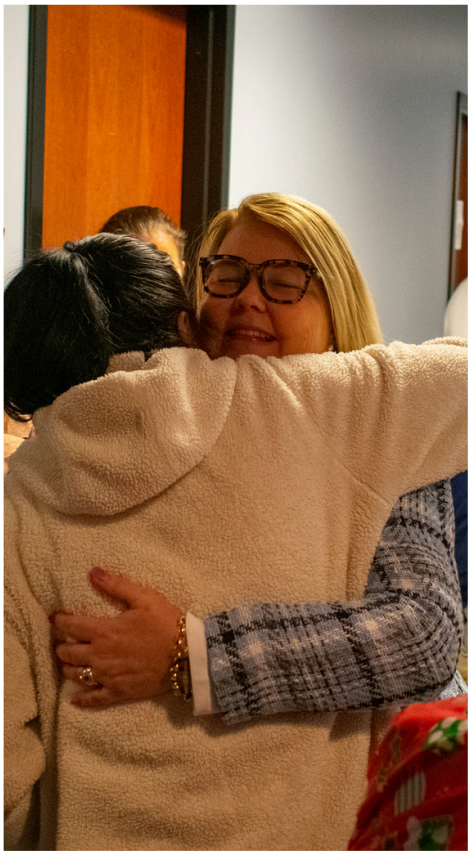
SENIOR PROGRAM
C.A.F.E.

“I want to express my deep gratitude for this space dedicated to the elderly in our community. The opening of this new group at the Norcross office has been a true blessing, as its proximity to my home has given me the opportunity to actively participate in activities that promote physical, emotional, and social well-being.” - Participant

- Ser Familia’s senior program provides a safe space to foster social connections, remain active, and prevent cognitive decline. Through cultural discussions, interactive workshops, and recreational activities, participants can connect with others and enjoy meaningful, enriching experiences that promote socialization and well-being.

EVENTS IN 2024









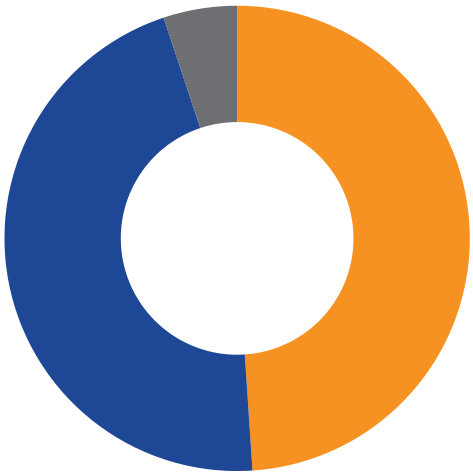


VISIONARY & MOMENTUM

FINANCIAL STATEMENTS

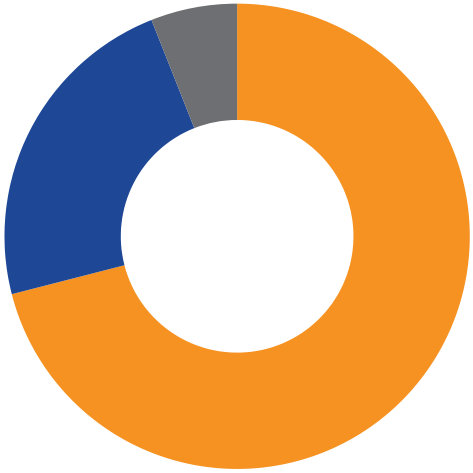
INCOME

- Government Grants and Contracts - **$ 3,648,844.31**
- Foundations, Corporations and Individuals - **$ 3,423,655.71**
- Other Income - **$ 381,588.17**



EXPENSES

- Program Services - **$ 4,734,186.48**
- Management and General - **$ 1,533,609.70**
- Fundraising - **$ 400,072.09**



OUR TEAM

BOARD MEMBERS

Board Chairman - Ramon Reyes
Board Vice-Chairwoman - Marta DeLoach
Board Treasurer - Rosa Marroquín
Board Secretary - Erika Hill

Hanna Dafne Bauer
Linda Perez-Campanucci
Rose Walker
Damaries Candelario-Soto
Catalina Villarreal

Jose O Rodriguez
Maranie Brown
Rose Walker
Alex Rivera
Andrew Diaz Winkelmann

Tony Gonzalez
Eric Hurst
Shelli Willis
Colleen Mousinho
Sarimar Hernandez

SER FAMILIA STAFF

As of December 31st, 2024

Belisa Urbina - Chief Executive Officer
Miguel Urbina - Deputy Director & Director of Franchise Operations
Humberto Lopez - Chief Operating Officer
Soel Rivera - Chief Financial Officer
Maria Paula Munevar - Clients Services Director
Juan Marrero - Programs Director
Raquel Rojas - Case Manager Supervisor
Lymari Vazquez - Human Resources Manager
Johanes Roselló - Development Manager
Monica Martinez - GLADV Program Manager
Kyana Patino - Youth Services Manager
Mauri Maza - C.A.F.E. Program Manager
Miguel Urbina Jr. - Marketing Manager
Carlos Cifuentes - Operations Manager
Linda Alicea - Executive Assistant to CEO

Alicia Castaneda - Case Manager
Andrea Garofalo - Administrative Assistant
Angela Mongui Silva - Cleaning Technician
Ariel Ramirez - Immigration Attorney
Camila Alvarez - Case Manager
Carlos Aguay - Grants Analyst
Carlos Urbina - Marketing Specialist
Cristina Marquez - Health Promoter
Eliana Uribe - Programs Specialist
Erika Silva - Programs Specialist
Genesis Jauregui - Intake Specialist
Jamie Chavez - Data Entry Specialist
Julia Pavon - Counselor
Justin Poole - Operations Team Member
Khushbu Patel - Staff Accountant
Kimberly Reyes - Case Manager
Leslie Gutierrez - Counselor

Lorena Arrieta Baquero - Case Manager
Ludemar Ball-Mora - Training Coordinator
Maribel Gonzalez - Health Coordinator (Fair Oaks Project)
Marlen Adames - Counselor
Natacha Butler - Community Engagement Specialist
Natalia Pedraza - C.A.F.E. Family Navigator
Obed Pérez González - Operations Team Member
Rebecca Sheetz - Counselor
Solei Ramos Egoavil - Case Manager
Tonaxi Garcia - Community Engagement Specialist
Wilmary Torres - Data Coordinator
Yajaira Campomanes - Case Manager

Those in bold are the Leadership Team

SER FAMILIA'S BOLD VISION FOR 2025

Celebrate a New Chapter in Kennesaw!

- Relocate our incredible team to our brand-new building in Kennesaw and launch an expanded lineup of services designed to meet the growing needs of our community.

Bring Health Home in Smyrna!

- Open the doors to our brand-new community clinic, offering vital preventative care and chronic condition management—because every family deserves access to quality health services close to home.

Empower Our Seniors Like Never Before

- Fuel the momentum of our senior program—already grown by 462% in the last year—by introducing innovative new services and expanding our reach into even more neighborhoods.

Go Where the Community Is

- Deliver Ser Familia's trusted services directly into local community spaces—extending our presence beyond office walls and into the hearts of neighborhoods.

Shape the Future: Launch Our New 5-Year Strategic Plan

- Set the stage for the next era of transformation by beginning the development of our visionary five-year plan—with our community at the center of every decision.

Support Mental Wellness with Mindfulness

- Launch mindfulness groups for adults to help navigate chronic stress and build resilience—because healing and hope go hand-in-hand.



SUPPORTERS

FOUNDATIONS AND CORPORATIONS

American Family Insurance Dreams Foundation
American Psychiatric Association Foundation
Ameriprise Financial
Amigos de Georgia Power
Arthur M. Blank Family Foundation
Athens Area Community Foundation
Atlanta Gas Light
Baldwin Paving Company
Betty and Davis Fitzgerald Foundation
BODYROK Atlanta
Brasfield & Gorrie
Building Connections LLC
Burns and McDonnell
Cadence Bank
Camps-Younts Foundation
Castan Lecca & Boeschen
Charities Aid Foundation of America
City of Marietta Board of Lights and Water Works
Cobb County Friendship Club
Cobb EMC Foundation
Community Foundation for Greater Atlanta
Costco
Coweta-Fayette EMC Foundation
Crown Linen LLC
David, Helen and Marian Woodward Fund- Atlanta
Delta AirLines
Emory University
Fracht Inc.
Georgia Power Company
Greystone Power Foundation Inc
Harlem Children's Zone
Health 1st Foundation Inc.
Imlay Foundation
Inspire Foundation
Jesse Parker Williams Foundation
John and Mary Franklin Foundation
Kaiser Permanente Foundation
Kimberly Clark
Laz Parking
Lopez Family Foundation
Mary Allen Lindsey Branan Foundation
McKenney's
Metro Power Inc.
Mopdog
Norfolk Southern
Norsan Meats
North Georgia Community Foundation
P2K
Parking Management Services Inc
PPC Foundation Inc.
Sandy Springs Society
Schwab Charitable
ScottMadden, Inc.
South Star Energy
Southern Company Gas Foundation
SouthState Bank
Synchrony
Teague Family Foundation
TEGNA Foundation by 11 Alive
The Atlanta Women's Foundation
The John and Polly Sparks Foundation
The Sartain Lanier Family Foundation
The Scott Hudgens Family Foundation
The United Methodist Children's Home
Thomas Pitts Trust
TR Joe E Johnston Foundation
Troutman Pepper Hamilton Sanders LLP
Truist Foundation
Tull Charitable Foundation
UBack Inc.
United Way of Greater Atlanta
Urbina Immigration Law
Voices for Georgia Children
Voices of Hope Foundation, Inc.
Walmart
WellStar
Yield Giving
Your Cause

SUPPORTERS

INDIVIDUALS

A.B. Jacks
Aaron Madliak
Abby Miracle
Adriana Ramirez
Albert Sorto
Alberto Peluzzo
Alejandra Dunphy
Alex Gonzalez
Alex Hooker
Alex Raul Rivera
Alexander Flores
Alicia Ache
Alida Velez
Allison Borden
Alvaro Lopez
Andrea Hernandez
Andrew Diaz Winkelmann
Andrew Heaton
Andrew Kuforiji
Andy Flores
Anita Beaty
Antonio Molina
Arnulfo Anaya
Ashley Jodhan
Ashley Moore
Ashton Watt
Austin Hensley
Belarmino Romero
Ben Graves
Ben Barrett
Ben Gourley
Benny Vega
Bo Bickerstaff
Bowie Evans
Brad Weeks
Brandon Boswell
Brenda Lopez
Brent Perkins
Brian Messick
Brian Dugan
Brian Vaughan
Brian Flach
Brian Keys
Brian Mattson
Brinton Smith
Bruno Byer
Bryans Mambell
Carlos Funes
Carlos Schauber
Carla Contreras
Carmen Collins
Carmen Rodriguez
Cassady Stewart
Casey Harrison
Cassandra Kirk
Cat McAfee
Catalina Villareal
Catherine Stranberg
Chad Waters
Chad Jacobs
Chelsey Williams
Chris Anglin
Chris Cochran
Christian Carrera
Christian Bateson
Christina Ow
Christine Meadows
Chylcie Clark
Cipriano Peinado
Cipriano Vega
Colleen Mousinho
Colton Bell
Craig Horrell
Daisy Arce
Damaries Candelario-Soto
Damian Martinez
Dan Gilmour
Danae Bruce
Daniel Castan
Daniel Kuemmerle
Daniel Garrity
Daniel Vinas
Daniel Willson
Daniela Fink
Danielle Burrows
Danny Nguyen
Darrin Roby
David Mathews
David Berdugo
David Mendez
Davis Brooks
Daysee Ortiz
Deanna Darlington
Diana Vesga
Donnie Regan
Doug Hall
Drew Kelley
Dustin Smith
Eddie Logan
Edgardo Cintron
Eduardo Pagan
Edwin Gonzalez
Eliana Lesser
Ellie Jones
Elvira Salgado
Ena Moncada
Enrique Garza
Enrique Maradiaga
Eric Hurst
Eric Brasington
Ericka Urbina
Erika Hill
Erika Rolon
Evan Pope
Erika Silva
Evelyn Molina
Farzeen Tejani
Felix Obregon Duran
Gabriela Morales
Galo Rojas
Gary Pierce
Gerardo Rojas
Gina Espinosa
Greg Hunsberger
Griffin Cornelia
Guiomar Obregon
Hailey Lann
Hanna Bauer
Heath Wadkins
Helen Schanbacher
Helen Powling
Henrry Ordonez
Humberto Garcia-Sjogrim
Iridian del Val
Isha Howard
Jacky Rendón
Jacob Collins
Jake Jeffrey
James Sexton
James McCullough
Jane Fishman
Janet Sevilla
Jared Wiseman
Javier Flores
Javier Montalvo
Jay Carroll
Jayesh Menon
Jazmine Frazier
Jenna Marcy
Jennifer Franco
Jeremy Simpson
Jeronimo Segovia
Jesse Lipson
Jesus Martinez
Jodi Taylor
Joe Wheeler
Johanes Rosello
John Owen
John Dye
John Bagwell
John Coffman
Jose Rodriguez
Joseph Giles
Joseph Pacheco
Joseph Ramaglia
Joshua Orton
Joshue Trujillo
Josue Ramirez
Josiah George
JT Hill
Juan Acevedo
Juan Carlos Mejia
Juan Muñoz
Julie Jacobs
Kathleen Marran
Ron Peterson
Kathryn Barriault
Katy Corley
Keith Johnson
Kenneth Underwood
Kent Bagwell
Kevin Zidar
Kim Whitehead
Kiran Takhar-Fenyoe
Kris Seymour
Kristy Arnold
Kristy Brooks
Kurt Weber
Kyle Dennis
Kyle Schuchmann
LaMarva Ivory
Landon Holden
Laura Saravia
Laurie Tavolaro
Leah Bilz
Leann Wegner
Len Al & Tina Haas
Leo Williams
Lidice Funes
Linda Perez-Campanucci
Lindsey Joyner
Liya Begosew
Liz Ramos
Long Tran
Lori Hayes
Luis Reyes
Luke Smoke
Lyam Rivera
Lynn Floum
Maddox Diaz
Makayla Patiño
Manny Portillo
Manuel Perotin
Maranie Brown
Marco Martínez
Marcela Fernandez
Marcela Sappington
Maria Lecaros
Maria Meza
Maria Perotin
Maria Lecaros
Maria Paula Munevar
Mariele Carrasco
Mario Padilla-Goodman
Mario Miranda
Maritza Alsina
Mark Collazo
Mark Kubista

SUPPORTERS

INDIVIDUALS

Mark Dempsey
Mark Chandler
Mark Smith
Matt Olson
Matthew Broady
Melissa Wiggins
Megan Barnidge
Megan Howard
Michael McKelvey
Michael Stainback
Michael Urbina
Michael Dominici
Michael & Janet Taylor
Michelle Polk
Miguel Martinez
Mike Ritchie
Mike Foushee
Mike Ritchie
Mike Henriquez
Mike Perez
Milka Medina
Mirna Marroquin
Mirtha Vaca-Wilkens
Missy Scott
Monica Wells
Natacha Butler
Nicholas Wilson
Nick Didonato
Nicole Radford
Noah Downer
Noah Bates
Noah Pavel
Noemi Patiño
Normary Rivera
Norris Morrison
Nuwayne Galeano
Oscar Uribe
Pablo Ospina
Paco Trevino
Pam Younker
Parker Haren
Paul Gressette
Peggi Mariduena
Peter Morrison
Peter Savitz
Priscilla Carroll
Rachel Ward
Rafael Quiñones
Ramon Reyes
Randy Wilkens
Raul Rangel
Reed Weigle
Ricky Gonzalez
Rob Roach
Robert Kirkland
Robin Lohse
Rodney Wyche
Rosa Gomez
Rose Walker
Roxane Fuchs
Rudy Beserra
Ryan Martin
Sakiyna Smiley
Samuel Olens
Santa Sandoval
Sara BethMack
Sarimar Hernandez
Savannah Patiño
Scarlette Carballo
Sean Frisbie
Shara Sanders
Shelli Willis
Sonia Tyler
Sophie Gibson
Stephanie Watson
Steve Herzlieb
Steve Tass
Steven DeCraene
Steven Massengill
Suganthi Simon
Susan Marinelli
Susan Schwartz
Suzi Raymond
Suzie Barriault
Sydney Phillips
Tami Waters
Tara Priest
Taylor Nester
Thomas Summers
Tiara Gomez
Tobi Shannon
Todd Craighead
Todd Hamby
Tony Gonzalez
Tori Collier
Tracey Pendley
Tre Hutchins
Trey Sanders
Tyler Bailey
Tyler Spayde
Vanessa Ibarra
Vivian Pham
Wallace Watanabe
Walter Mckee
Wanda Mendoza
Wanda Underwood
Wendy Arreguin
Wes Murrell
Wilbert Garcia
Will Brawner
Will Dean
William Musial
William Stocks
Willi Utrilla
Yamira Rentas
Yvonne Ruiz
Zach Collins
Ziv Gal



CONTACT US

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Developing Strong Families™



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Offices
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- Norcross
- Lawrenceville
- College Park

Platinum Transparency 2024 Candid.