

# SMART LOVE<sup>®</sup>

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## FAMILY SERVICES

**ANNUAL REPORT 2020**



## OUR MISSION

Our mission is to help children, parents, and families achieve greater inner well-being, sustain closer relationships, and build happier, healthier lives. We do this by providing counseling, early childhood education, assessments, therapeutic tutoring, and community and parenting support programs.

## SMART LOVE

The principles of Smart Love™, an approach to parenting and child development originated by Martha Heineman Pieper, Ph.D. and William J. Pieper, M.D. inform and guide all of our programs. Endorsed by scholars and child development experts around the world and supported by the latest child development research, the Smart Love approach focuses parents' attention on maximizing their positive influence on their child by understanding the child's mind and emotions at every age and stage.

One of the cornerstones of the Smart Love approach is the knowledge that every young child copies the care they receive but cannot evaluate it. For this reason, informed

parenting, teaching, and caregiving are crucial if children are to grow up treating themselves and others with compassion and have the ability to care for their bodies, work productively, have stable inner happiness, and sustain enjoyable relationships.

Programs and interventions based on Smart Love principles promote closer, more enjoyable parent and child relationships, and increase success and confidence for both caregiver and child. *Smart Love* (1999) describes the application of the Piepers' approach to parenting, and their underlying psychological theory is described in *Intrapsychic Humanism* (1990), the Piepers' book for professionals.

## EQUALITY & INCLUSION

Creating a future that is free from racism and hate of all kinds begins with how we treat our children today. Children grow into open-minded, patient, caring, and loving adults through the relationship they experience with their parents and caregivers. When parents offer kindness, acceptance,

and love even when children display mad, angry, or other unhappy behaviors, children will grow up to show that same kindness, acceptance and love towards others. Smart Love's programs are designed to help create that future for the children of today and the children of tomorrow.



17,778

Telehealth Visits  
in 2020





## FROM THE EXECUTIVE DIRECTOR



Dear Friends,

No one could have imagined all the upheavals 2020 would bring. Yet even in the midst of all the divisions and suffering, there were moments of inspiration and hope that sustained us. And now that we've started the new year, it's a relief to see more clearly the possibilities ahead. We aren't

"there yet" by any means, but the children and families we care for are nurturing new hopes for happier futures.

COVID-19 is having enormous impact on the mental and emotional well-being of everyone and every family. In response, Smart Love has been working like never before to help people survive this fraught time.

In our counseling program, we were able to provide services to over 1100 clients thanks to the flexibility, skill, and energy of our outstanding clinical team and organizational adaptiveness. When the pandemic hit, we relied exclusively on providing in-person therapy and it was threatened. Within a week or two, we remarkably transitioned the entire program to a telehealth platform. The stability that our financial supporters provided as well as an early PPP loan, made it possible to enable our entire staff to work from home and at the same time allowed us to care for more children and families than ever before.

Helping so many has brought out the best in Smart Love and the demands have spurred us to develop new ways to serve. Our new therapeutic tutoring program has expanded as we help children struggling with their learning. And just as with our counseling team, we have added staff to meet demand. Our team also created an entirely new webinar series, *In the Pursuit of Happiness*—free and open to the public—and the advice and perspective they have been providing have proven so popular that we will be continuing the series in the future.

Our Preschool staff has done truly amazing work in sustaining the excellence of the Natalie G. Heineman Smart Love Preschool and support to preschool families. From the earliest days of the pandemic, parents have struggled with the competing demands of caring for their children suddenly at home and earning a living. Recognizing this, our teachers swiftly adapted to virtual programming to engage children individually and as a class in learning, while maintaining relationships and encouraging their socio-emotional development. And by the end of the summer, thanks to very careful preparation and strong health and safety protocols—we were able to re-open the Preschool to in-person learning. We are already adding new families, having proven our ability to keep everyone safe.

At the same time, driven by the national conversation spurred by the murder of George Floyd and other events that have broken open and revealed the racism, injustice, and inequities that rack our country, our Board and entire staff have been reflecting on how best we can contribute to building racial equity and inclusion, both internally and in the community—and taking steps to advance those efforts. Among ongoing exploration of ways we can contribute to progress, we expanded support for diverse parents, added new persons of color to our staff, augmented our ability to provide bilingual services, and more—and we will continue these efforts in the days and years ahead.

We expect 2021 will be another demanding year. There is much yet to do, but thanks to our dedicated staff, board members and many generous supporters, Smart Love is ready.

With very best regards,

A handwritten signature in black ink that reads "Carolyn Stolper Friedman". The signature is fluid and cursive.

Carolyn Stolper Friedman, M.A.  
President & Executive Director



# FINANCIALS

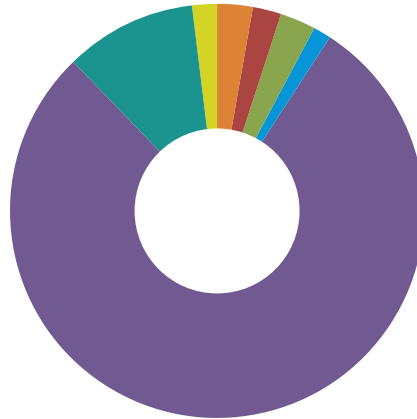
## Revenue

### Contributed Income

Individual Donors	\$88,500
Foundations, Corporations & Public Support	\$66,728
Annual Gala & Other Events (net)	\$77,138
Other Income	\$43,013

### Earned Income

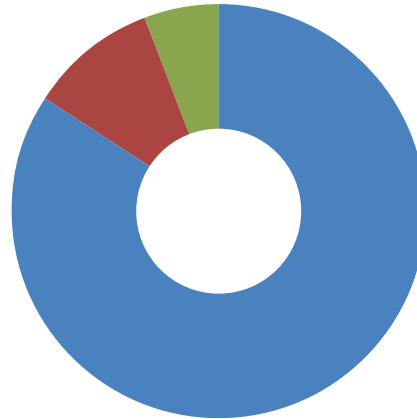
Counseling Services	\$2,332,491
Early Childhood Education	\$304,912
Learning Services, Tutoring & Parenting Support	\$57,426
<b>Total</b>	<b>\$2,970,208</b>



- Individual Donors
- Foundations, Corporations & Public Support
- Annual Gala & Other Events
- Other Income
- Counseling Services
- Early Childhood Education
- Learning Services, Tutoring & Parenting Support

## Expenses

Program Services	\$2,475,956
Operating & Administrative	\$293,649
Contingency Reserve	\$165,000
<b>Total</b>	<b>\$2,934,605</b>



- Program Services
- Operating & Administrative
- Contingency Reserve





## PROGRAMS

### Counseling

The emotional, social, and psychological impacts of the pandemic on parents and children alike have caused many to seek help with the challenges and traumas they are facing. Accordingly, requests for Smart Love's services grew dramatically as the crisis wore on. Ensuring that our services could be provided through a secure, confidential virtual platform took an immense effort by our clinical and support staff. And the result has been the creation of a strong, flexible model for providing the best in care and services in the time of COVID-19.

Being able to provide telehealth services has enabled us to serve more clients in a given day, which has helped us meet the high demand. But even with technology enabling us to serve more people, we hired and trained four new clinicians during the pandemic to meet the needs of an ever-growing client base.

More people are seeking care to help cope with the ravages of the pandemic. As the pandemic continues so does the havoc it is causing and, even after things are more "normal", there will be lingering impacts from it on the mental health of many children and families.

We look forward to returning to in-person later in 2021.

### Therapeutic Tutoring

Smart Love's Therapeutic Tutoring program was launched in 2019 but as the pandemic impacted children's learning it grew to meet increasing demand. Our approach offers traditional academic tutoring combined with supportive, therapeutic responses and has been helping dozens of families to date. With most schools in our area switching

to online/virtual instruction as the pandemic took hold, parents of children who were already having learning challenges in the classroom were left scrambling to find solutions. Moreover, the disruptions, sense of loss from missing friends and teachers, and all the other new realities of remote school have had a marked impact on students who hadn't evidenced such challenges before but now need help in sustaining their success in school. The weekly sessions with their Smart Love tutors is giving all these children the support and encouragement they need, helping them feel successful, and improving family relationships at the same time.

### Nurturing Equitable Health

The Minority Family Program continued to engage families from the West Side and the greater Oak Park area, moving the sessions from in-person at Smart Love's Oak Park offices to meeting virtually. Among the new additions to the clinical team are two African-American therapists who are helping lead the parent and youth groups, which both launched new cycles in January 2021. Also happening at the same time is the launch of the much-anticipated Spanish language/bilingual track for parents, which is being led by a new Latina therapist. We also created a student assistant volunteer position for the program specifically for local counseling graduate students of color interested in learning about and experiencing innovative community-service programming.



324

Therapeutic Tutoring  
Visits in 2020



## The Natalie G. Heineman Smart Love Preschool

Every family with preschool-aged children has found the COVID crisis to be an extremely demanding and taxing experience. And in March, our Preschool closed in response to government orders. With children all of a sudden at home, parents were suddenly also now teachers, which proved to be incredibly challenging particularly for families where both parents were working, whether from home or at their workplace.

Our teachers quickly adapted activities and developed new ways to interact with the children from afar as the Preschool morphed into a virtual format. It was an immense effort but appeared almost seamlessly effective for the families. Our model kept the preschoolers engaged and interacting with their teachers and one another, along with their parents and caregivers. The pandemic safety regulations, however, also meant that we could not run our ever-popular summer camp—but our teachers also transformed summer camp into a virtual at-home experience as well.

Job stresses, economic uncertainty, family health crises, and more increased the pressures on families over the spring and summer—and Smart Love responded by carefully exploring if and how best we could safely re-open the Preschool in Logan Square.

With the health and safety of our preschoolers and their families as our fundamental priority, Preschool Director

Kelly Perez developed strict protocols and guidelines in conjunction with state and local authorities in order to open our doors in September.

With news of vaccinations coming and confidence growing, 2021 has started with an even greater increase in new families enrolling in the Preschool.

## Community and Parenting Support *In The Pursuit of Happiness: New Webinar Series*

Responding to the many mental health and parenting concerns families were voicing across our community, we launched a new webinar series called *In the Pursuit of Happiness*. Members of our clinical team have been sharing knowledge, strategies, and perspectives for parents, families, and providers in a schedule of free-of-charge, open to the public, webinars. As of February 2021, the webinars have attracted 300 plus viewers since their launch last summer. Smart Love clinicians with deep experience in a variety of subjects present information and answer questions from the public.

To date, the individual webinars have covered subjects ranging from talking to children about race and the COVID epidemic to preparing them for a very different school year. The series will continue in and beyond 2021 as we leverage technology to share Smart Love's insights and give area families even more support.



1,394

Health Screenings  
Conducted in 2020



## FY20 ANNUAL & PROGRAM SUPPORT

Smart Love is profoundly grateful for the financial support of our foundation, corporate, and individual donors and all that their healing generosity made possible in FY20. Always a critically important component of our work, this support was more important than ever to Smart Love's ability to serve all those who came to us for care in 2020.

### Benefactors

Cristine Russell and Ben Heineman

### Guarantors

Emily and Robert Carroll

Katherine L. Knight

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Westlake Health Foundation

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Community Mental Health Board of  
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Robin Hershey and Norman Nexon  
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Glynnis and Glenn Reinhart  
Margaret and Larry Sondler  
Tina Tan  
Ann S. Wolff



348

At Home Learning  
Hours Provided in 2020





## OUR 2020 VIRTUAL GALA

Transitioning our annual benefit from its usual in-person celebration in March to a new virtual event in June was a big undertaking. The tremendous generosity of the Smart Love community, contributing over \$100,000, supported our work with families facing hardship and distress. At a time when so many have been struggling since the advent of the COVID pandemic, the Gala's proceeds helped more children and families than ever before.

### Gold

Emily and Robert Carroll  
Katie and Ted Karn  
Cecelia Pikul and Thomas Gallagher  
Anne and Stephen Rowley

### Silver

John D. Carroll  
Kristi and Matt Carroll  
Carolyn and David Friedman  
Diana and Robert Jackson  
Jean Klingenstein  
Katherine Knight  
Jean and Chuck Murphy  
Martha Heineman Pieper  
Susan and Richard Sanders  
Maureen and Adam Spielman  
Robert Stone

### Bronze

Gloria and Bruce Cox  
Catherine Croxson  
First American Bank  
Amber and Jeremy Guenther  
Corinna and Rodrigo Lema  
Rebekah Scheinfeld and Ben Seigle  
Linda Silverstein

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Susann Ball  
Paul Beatrici  
Amy Bergren  
Sara and Ty Johnson  
Ed Lennox  
Judy Storey Maritato  
Missionary Sisters of the Sacred Heart  
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Lois and Earl Nudelman  
Kelly and Korey Partenheimer  
Kelly and Juan Perez  
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Mary Jo and Sam Radcliffe  
Lindsey Scarlett  
Marian Sharkey  
Daniel Swinney  
Patricia Walker and Stephen Budde  
Michael Zakalik and Kelly Jones

### Leaders

Sarah and Kyle Ambrose  
Michelle Armstrong  
Laura Bentley  
Pamela Bertucci and Kraig Smith



314

Community Webinar  
Registrations in 2020



Megan and Adam Burns  
Karen Cox  
Judy and Bob Crandall  
Sheila and David Crumrine  
Jennifer and Benjamin Fisher  
Patsy and Jay Guenther  
Stephanie Harris and Doug Rosenberg  
Cheryl and Joe Irmiter  
Joan and Tony Janowski  
Carol Johnson  
Brienne and Jeffrey Jones  
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Patricia Miller  
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Attorney and Litigation Consultant

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UX Design and Digital Media Market,  
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Clinical Assistant Professor of Executive Education and  
Academic Director, Kellogg School of Management,  
Northwestern University

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#### Gloria Cox

Senior Partner, The Cambridge Group and Associate  
Pastor, Pilgrim Congregational Church, Oak Park

#### Martha Heineman Pieper, Ph.D.

Author, Psychotherapist and Mental Health Consultant

#### Cecelia Pikul

Broadcast Media and Production Professional

#### Dr. Anne Rowley, M.D.

Professor in Pediatrics-Infectious Diseases and  
Microbiology-Immunology  
Feinberg School of Medicine, Northwestern University

#### Robert J. Stone

Former Senior Vice President, Franklin Electric Co. Inc.  
and President, International Water Systems (retired)

## STAFF

### EXECUTIVE OFFICE

Carolyn Stolper Friedman  
President & Executive Director

Bill Cospers  
Program and Resource Development Director

Carlos Escobar  
Bookkeeper & Office Manager

Amber Guenther  
Marketing Director





## COUNSELING

### Directors

Carla M. Beatrici, Psy.D.  
Director of Clinical Services

Tamara T. Garrity, Psy.D.  
Director of Training and Clinical Supervisor

Carol Johnson, M.S.W, LCSW  
Clinical Supervisor

Felicia M. Owens, Psy.D., LPC  
Founder, Minority Families Program

Kari Terrill, Psy.D.  
Director of Learning Services

Julia Wright, M.S.W., LCSW  
Clinical Supervisor

Michael Zakalik, Psy.D.  
Director of Clinical Marketing and Clinical Supervisor

### Programs Team

Stephen Budde, Ph.D., LCSW  
Project Leader, Quality Care and Evaluation

Felicia Carmel, Psy.D.  
Neuro & Psychological Testing

Gabrielle Rodriguez Franco, Psy.D.  
Group Therapy Facilitator

Jessica Hudnall, M.A.  
Group Therapy Facilitator

Kelly Jones, Psy.D.  
Neuro & Psychological Testing

Katie Majko  
Therapeutic Tutor

Alison Pildner  
Therapeutic Tutor

### Therapists

Laura Bentley, LCPC

Megan Burns, LCSW

Katherine Ford, M.S.W.

Angela D. Hunsicker, LCSW

Amy Krutky, Psy.D.

Jennifer Lubelchek, M.A., LSW

Bonnie McDaniel, LCPC

Ilinka Novakovic, M.S.W., LCSW

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Sara Stone, Psy.D.

Olivia Tinati, M.A., LPC

Daniece Townsend, M.A., LPC, NCC

Jane Weinberg, M.S.W., LCSW

### Clinical Trainees

Michelle Giuffre, Psy.D (cand.)

Blaire Paulsen, M.A. (cand.)

### Clinical Support Team

Pamela Bourdeau  
Billing Specialist

Chelc DeValk  
Intake Specialist

Nancy Luepke  
Parent Services Coordinator and  
Clinic Office Manager

## THE NATALIE G. HEINEMAN SMART LOVE PRESCHOOL

Kelly Perez  
Preschool Director

Sarah Fink  
Lead Preschool Teacher and Gardener

Amy Knapp  
Assistant Teacher

Amanda McGee  
Lead Toddler Teacher

Maddy Perez  
Preschool Teacher

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## SMART LOVE FAMILY SERVICES

### EXECUTIVE OFFICES

Natalie & Ben Heineman Smart Love Center  
2222 N. Kedzie Blvd.  
Chicago, IL 60647  
p 773 665-8052

[www.smartlovetfamily.org](http://www.smartlovetfamily.org)  
[www.smartlovetpreschool.org](http://www.smartlovetpreschool.org)



### COUNSELING

1010 Lake Street, Suite 500  
Oak Park, IL 60301

Natalie & Ben Heineman Smart Love Center  
2222 N. Kedzie Blvd.  
Chicago, IL 60647

### THE NATALIE G. HEINEMAN SMART LOVE PRESCHOOL

Natalie & Ben Heineman Smart Love Center  
2222 N. Kedzie Blvd.  
Chicago, IL 60647