

# Families Empowering Families at Community Connections Receives 2014 Neotrope Non-Profit PR Grant

WASHINGTON, D.C., Dec. 1, 2014 (SEND2PRESS NEWSWIRE) – Families Empowering Families at Community Connections, is pleased to announce it is one of 10 recipients for 2014 of Neotrope’s annual J.L. Simmons Non-Profit PR Grant award. With this commitment, Neotrope® will provide public relations and cause-marketing support to Families Empowering Families over the next year to raise awareness around its programs and accomplishments.

This grant will assist Families Empowering Families in their mission of developing a family peer support network for families whose children are enrolled in mental health services at Community Connections.

“We are grateful to have Neotrope help us raise awareness about the power of family peer support for families who have children with mental health needs. Their services will be extremely helpful as we raise awareness of family peer support in the mental health field and develop sustainable funding sources for our program,” says Katie Webster, Project Director, for Families Empowering Families.

As part of this in-kind grant program, Neotrope® is providing PR solutions, news dissemination (through its Send2Press® Newswire service), and social media marketing, for Families Empowering Families. This cause-related marketing program is intended to help raise awareness of the 501(c)3 non-profit to traditional media, to the public, as well as to potential sponsors and donors, regarding their efforts.

“We’re honored to be providing assistance to such a worthy cause as Families Empowering Families,” said Neotrope CEO, Christopher Laird Simmons; a member of PRSA and ASCAP. “We greatly admire their mission of helping families with children enrolled in mental health programs.”

## **About Families Empowering Families at Community Connections:**

Community Connection is the largest not-for-profit mental health agency serving men, women and children in Washington D.C. Since its founding in 1984, Community Connections has provided comprehensive, community-based mental health services for the District of Columbia’s most vulnerable citizens. The Child and Adolescent Program’s goal is to disrupt the intergenerational transmission of mental illness and trauma. Families Empowering Families (FEF) was developed to provide a family-to-family support aspect to our current model of treatment.

FEF’s goal is to amplify family voices and to help our families connect and learn from each other, so their progress through treatment is more effective and children are less likely to return to formal mental health services. By empowering families to connect, network, and promote understanding, we seek

to reduce the stigma often associated with a mental health diagnosis.

Through the District of Columbia's DOH CHA Maternal and Child Health Service Title V Block Grant funding, FEF has spent the last year and a half building a family support network for families who have a child enrolled in mental health treatment at Community Connections. Families Empowering Families provides a safe and supportive environment for children, youth and their families to come together to build relationships, develop resource networks, and share experiences.

In addition, a partnership has been created between mental health clinicians and parents to change the traditional model of treatment ensuring that services provided at Community Connections are trauma-informed and family driven.

For more information on Community Connections, visit their website at <http://www.communityconnectionsdc.org/>.

To follow Families Empowering Families activities follow them on Instagram: @FEFCommunity

#### **About Neotrope:**

Since 1983 Neotrope® has delivered services to raise organization awareness including brand identity, marketing, public relations (PR), and SEO services. Neotrope is also an entertainment publishing company involved in books, music, software, and online magazines. The company pioneered the concept of search optimization of press release content back in 1997 and has been at the forefront of many communication and technology movements for three decades. Neotrope was an Inc. 5000 company in 2009. More information: <http://www.Neotrope.com/>.

#### **About the Non-Profit PR Grant:**

The Non-Profit PR Grants™ program was originally launched in 2000 to help assist U.S. 501(c)3 worthy causes to raise awareness, attract halo sponsors, and better connect with donors and volunteers.

Starting in 2013, the Grant was named after the company co-founder, the late Dr. J.L. Simmons, PhD, who passed away in 2003. The Neotrope PR Grants are now known as the "J.L. Simmons Non-Profit PR Grant."

With this cause-related marketing grant program, Neotrope has been honored to help many worthy causes in past years, including Camp Blue Skies, Catalysts Powering Educational Performance (CPEP), Children Awaiting Parents, Food Finders Inc., Fresh Start Surgical Gifts, Girls Write Now, Move for Hunger, The Native Voices Foundation, The Pacific Pinball Museum, The Bob Moog Foundation, Special Equestrians, Starlight Children's Foundation, The National Inclusion Project, World Savvy and dozens more.

Grant recipients are selected by Neotrope/Send2Press staff based on qualified applications filled out and submitted by U.S. based non-profit orgs. Choices for grant "winners" are both subjective, and based on overall activities and actual need, as well as best fit for support from the marketing team. No

reciprocal branding or linking is required to receive the grant.

Additional information regarding the Neotrope 2013 J.L. Simmons Non-Profit PR Grant program for U.S. charitable non-profits and grant recipients can be found at: <https://www.send2press.com/non-profit/> and also <http://prgrants.com/>.

### About Send2Press:

Send2Press® (a service of Neotrope) offers best-in-class affordable Direct-to-Editors™ news distribution to working print and broadcast media, and to social media, with high visibility in search engines using proprietary Neotrope ContextEngine™ technology. Send2Press is unique because it was the first online newswire service with staff entirely comprised of accredited public relations professionals, published authors, working journalists, and marketing experts. The service was spun-off of Neotrope's traditional PR services in 1999. Learn more about Send2Press at <https://www.Send2Press.com/about/>.

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\* 300dpi Logo for Media (Families Empowering Families): [send2press.com/wire/images/14-1201-families-empower-300dpi.jpg](https://www.send2press.com/wire/images/14-1201-families-empower-300dpi.jpg) .

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