



**Help Me Grow WA 2025  
Impact Report  
Lunch & Learn Webinar**  
June 23, 2026

**A special thank you  
to our legislative  
champions,  
Senator Claire Wilson  
and Representative  
Julio Cortes!**



# Welcome

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**HMG WA Vision  
& Network**

02

**2025 Impact:  
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**2025 Impact:  
Stories**

04

**HMG WA Horizon:  
Looking Ahead**



# HMG WA Vision & System Model



# Help Me Grow

## WASHINGTON

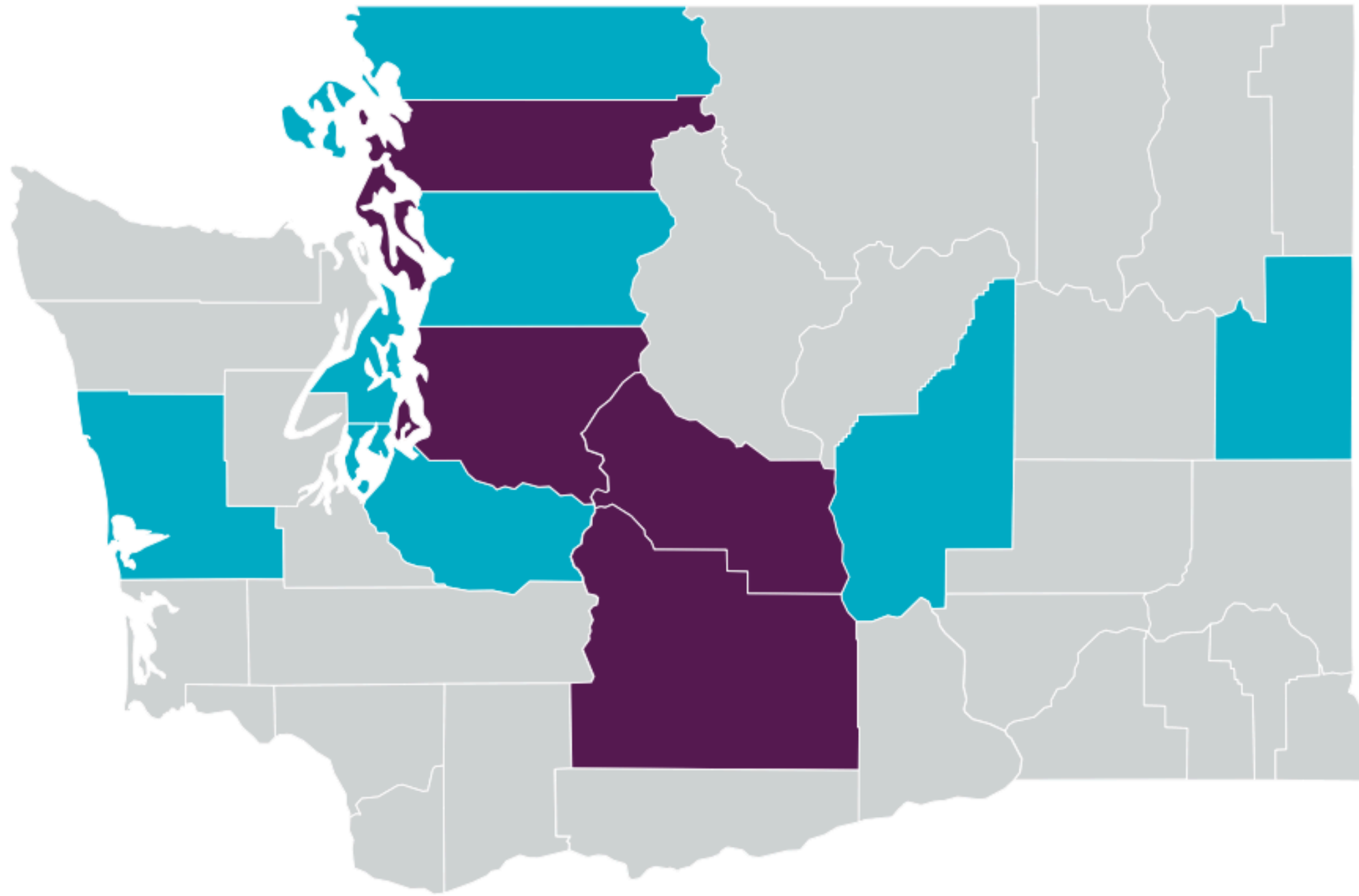
### **Vision:**

All families have access to what they need when they need it, specifically access to essential services (e.g., basic needs, health care, child developmental supports, and family supports) in a timely and appropriate manner.

### **Purpose:**

The Help Me Grow WA Network weaves together state and community systems, providers, and resources to offer a full spectrum of supports to all Washington state families with young children through a coordinated network of entry points.

We are a growing system of nonprofit organizations, tribal nations, regional and county level health and social service organizations, providers and provider organizations, and state agencies all working together to serve families in Washington.



### **HMG WA Local Systems**

- Skagit
- Central WA (Yakima and Kittitas)
- King County
- Island County

### **HMG WA Engaged Communities**

- Snohomish
- Grant
- Grays Harbor
- Whatcom
- Spokane
- San Juan
- Kitsap
- Pierce

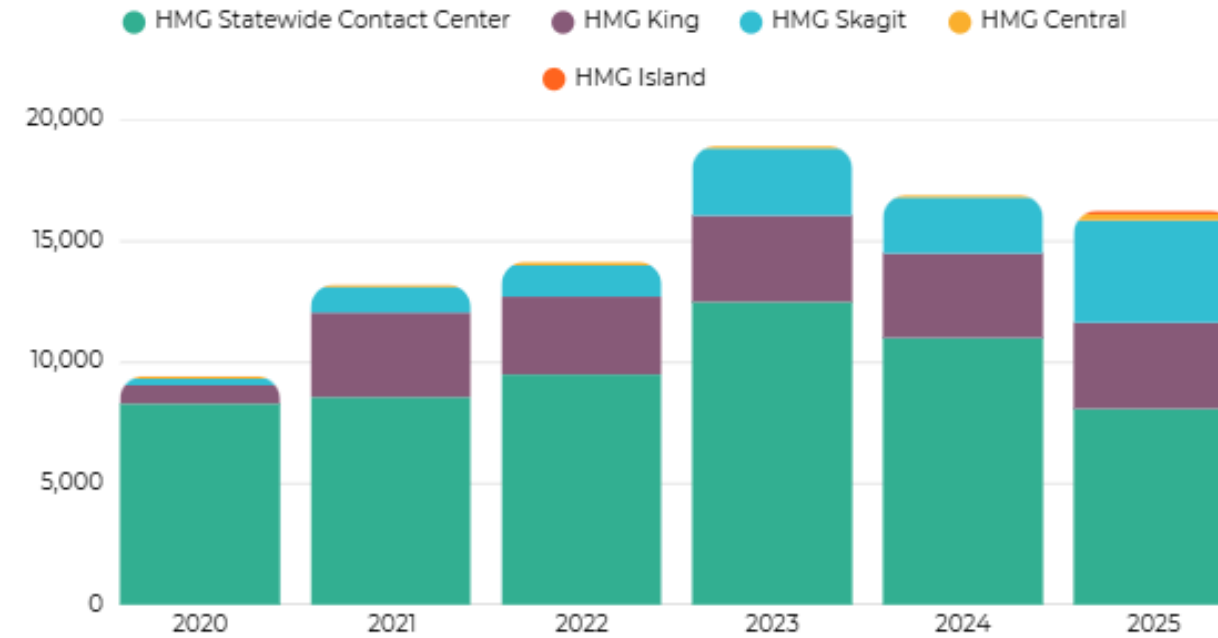
**Help Me Grow WA  
Network (2025)**



# 2025 Impact: Data

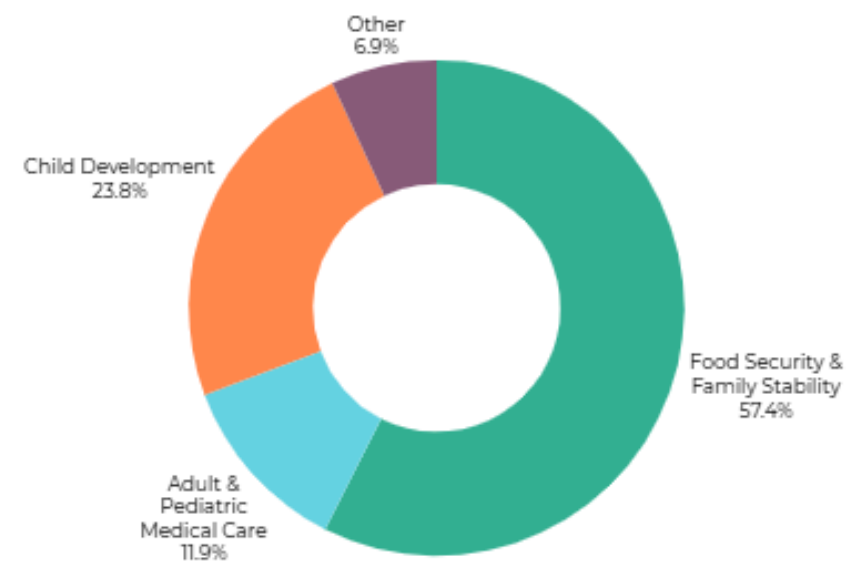
# By the Numbers

## Requests for Support



In 2025, Help Me Grow WA responded to **16,082** requests for support. Here is a breakdown of where and how we have supported families from 2020 to 2025.

## Referrals Provided by HMG WA



Help Me Grow Washington provided **42,292 resources and referrals.**

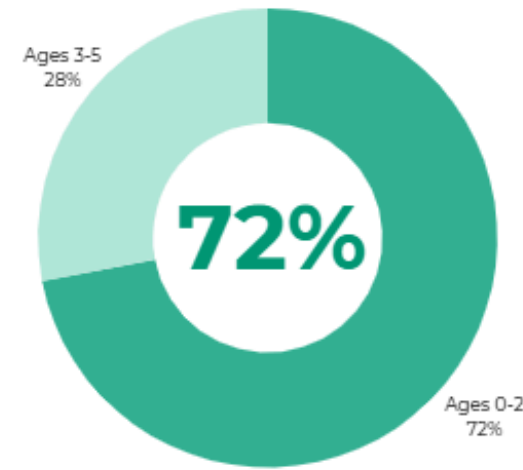
**Food security** and **family stability** resources were the most common referrals.

(n=42,292) Food Security & Family Stability resources includes food; Special Supplemental Nutrition Program for Women, Infants, and Children (WIC); financial, housing, or utility assistance; clothing; diapers; and transportation. Child Development includes developmental evaluation, services and support as well as childcare, play and learn groups, parenting programs, etc.

# The Families We Serve

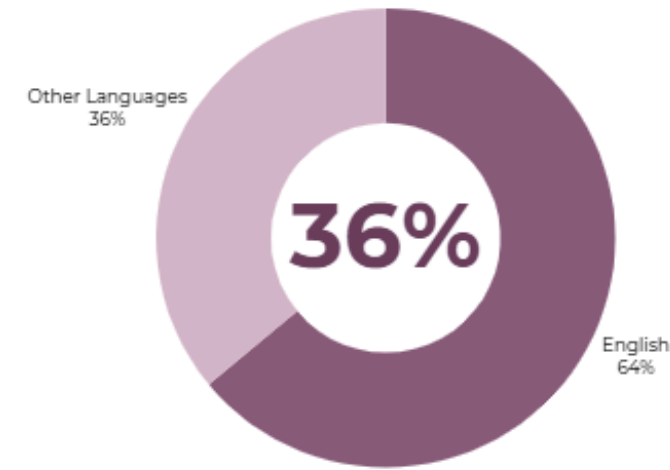
Help Me Grow Washington contact centers fulfilled **16,082** requests for support, serving **11,726** children and **877** expectant families.

## Ages of Children Served



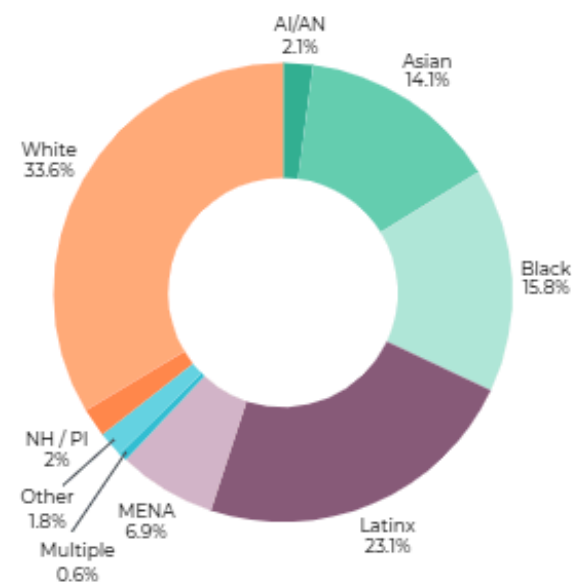
Most children were under age 3.  
(n = 7,133)

## Preferred Language



More than 1 in 3 people preferred a language other than English.  
(n=10,547)  
Families who accessed Help Me Grow represented 53 different languages.

## Race or Ethnicity

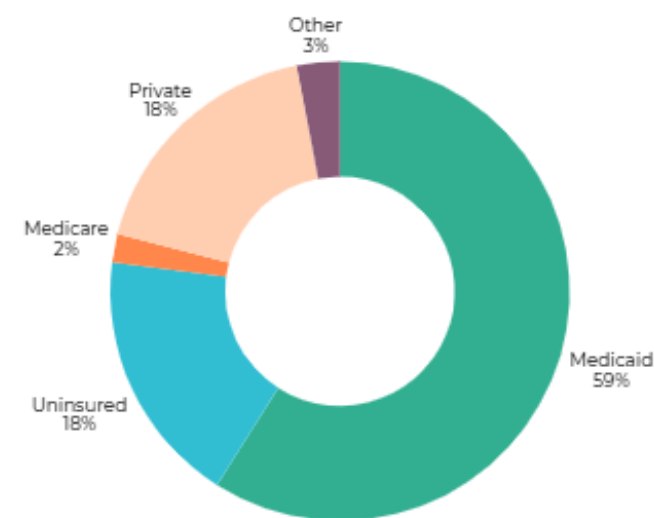


66% of Help Me Grow clients identified their race or ethnicity as BIPOC\*.  
(n=10,308)

\*BIPOC = Black, Indigenous or Person of Color

- American Indian / Alaska Native
- Asian
- Black / African American
- Latinx
- Middle Eastern or North African
- Multiple Races
- Other Race
- Native Hawaiian / Pacific Islander
- White

## Insurance



Over half of the people requesting support receive Medicaid / Apple Health benefits.

One in five were uninsured.

(n=2,825)



# 2025 Highlights

# Targeted Universalism

## What have we done so far?

- ✓ Created Theory of Change
- ✓ Established measurable goals
- ✓ Developed measurement framework
- ✓ Gathered baseline data
- ✓ Hosted a webinar to share the report
- ✓ Reflected on year 1 data

## Where are we heading?

- Targeted Universalism deep dive with Grays Harbor and Island County
- Creating reports section on [helpmegrowwa.org](http://helpmegrowwa.org)

# Resource Directory

## The Why:

- Unique Geographical Setting
- Rural Community/Relationship Culture
- Blended Military/Civilian Aspect

## Our Solution:

- Community Workshop & Listening Sessions
- Hired Project Manager/Website Contractor
- HMG Island County Resource Directory adaptation of ParentHelp123 model
- Deepened partnership with WithinReach

## Looking Forward:

- Maintenance & Continuous Improvement
- Adding additional resources important to our community on first touch: i.e. doula and midwife services



**Help Me Grow**  
ISLAND COUNTY

<https://www.helpmegrowisland.org/>

# Deepening Relationships with Tribal Partners

## HMG WA's Commitment:

- Honoring Tribal sovereignty
- Seeking Tribal guidance
- Elevating Tribal leadership
- Centering Indigenous voices
- Improving access to support for Native children and families

## In 2025...

We continued to expand engagement with Tribes and Native serving organizations.

## Examples:

- Emerging collaboration to strengthen Tribal partnerships across programs, including Plan of Safe Care (POSC).
- Feedback given to improve representation and access to Tribal resources, enhance culturally responsive support, and align referral pathways with Tribal values and family choice.



# Housing After Birth

- New parents with substance use disorder often face significant barriers to stable housing during a critical recovery period
- No safe place to sleep — many families lack access to sober living environments or transitional housing that accommodates newborns
- Immediate risk for infants and families — housing helps foster stability



# Housing Flex Fund Pilot

- Focused on immediate postpartum birthing parents with a recent history of SUD residing in Snohomish County
- Partnership with YWCA: Homeward House
  - Local housing expertise
  - Trusted community relationships
- \$50,000 flexible fund
  - \$10,000 to YWCA: Homeward House
    - Backend admin needs
  - \$40,000 to eligible parents
    - Max = \$4,000 per family
- July 2025 - Feb 2026



# Workflow and Data

- Referrals through HMG WA
  - Perinatal SUD Support Team
- Funds administered by Homeward House
- Support tailored to each family
  - 15 families accessed funds
  - Average \$2,693 per family
  - Used for rent, move-in costs, hotels, back pay for debt to help increase eligibility for rent, storage unit back pay



# Closing the Communication Loop with Providers

Taking the burden of information sharing off those we serve

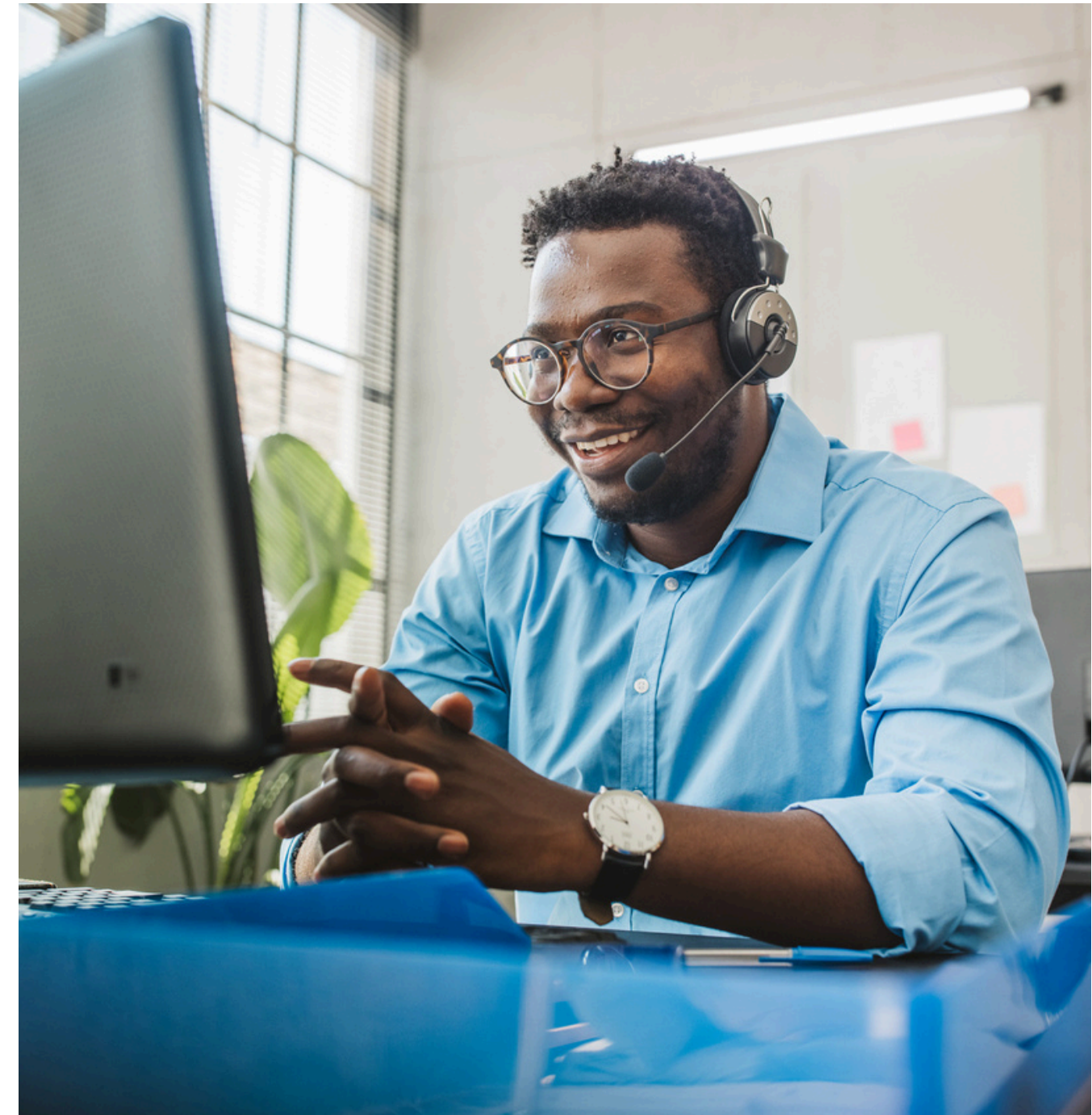
Providers often ask us, how will we know what happened after we referred a caregiver or family to you?

What does the closed loop do?

- Allows us to share information on the resources we connected a client to
- Takes the burden off families to remember this information for the next time they see that provider
- Encourages that provider to follow up with their client about those resources and getting their needs met

What doesn't the closed loop do?

- Give us a complete picture of whether or not the needs identified were met



# Closing the Communication Loop with Providers

Taking the burden of information sharing off those we serve

Closing the loop for us means that we can share an outcome report with the provider who referred to us.

- Consent is requested at the time the referral is placed and once HMG finishes working with a family
- Three scenarios:
  - A family consents, a report of outcomes is sent to their provider
  - A family opts out, an email is generated to the provider
  - A family is not reached, and email is generated to the provider
- Most people are either opting in or not able to be reached





# HMG WA Network: Looking Ahead

# Additional Impact Report Highlights

01

Bi-directional referral relationship with Child Care Aware of WA

02

Free child developmental screening access for ECE providers

03

Improvements made to the HMG WA Resource Finder

04

Local HMG Systems in Central Washington, Skagit, and King counties

05

Strengthening community-based care for families impacted by substance use

06

Partnership to improve access to infant and early childhood mental health

07

Collaboration with WA Chapter of the American Academy of Pediatrics

08

HMG WA Governance

09

Expanding family outreach through text messaging

10

Advocacy support

11

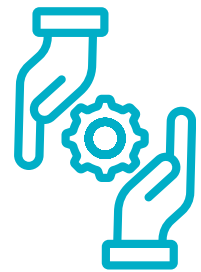
HMG WA Cost modeling

# Stay Connected



## Read the Full 2025 HMG WA Impact Report

- [Linked](#) in the chat



## Join Our Upcoming Resource Directory Webinar

- [July 16<sup>th</sup>](#) HMG WA Resource Directory Community Check-in.
- Email [KeriN@withinreachwa.org](mailto:KeriN@withinreachwa.org) to get the calendar invite!



## Keep in Touch with Help Me Grow

- [Subscribe](#) to HMG WA's newsletter, scan the QR code on the screen
- [Email HMGWA@withinreachwa.org](mailto:HMGWA@withinreachwa.org) for more information



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**Help Me Grow**  
WASHINGTON

Thank you!

**We want to hear from you!**

- **What stood out to you today?**
- **What do you want to learn more about?**

Questions? please contact:  
Keri Nguyen, Help Me Grow Partnership Manager at  
[helpmegrowwa@withinreachwa.org](mailto:helpmegrowwa@withinreachwa.org)