



phoenix  
center

Innovative Therapies. Inspiring Stories.







## A Message From Our Founder

At the age of 19, I taught ceramics at a summer camp with children in foster care. On the first day of camp, I asked the children to create sculptures about their neighborhoods.

Nothing could've prepared me for what the campers would create. The imagery was of trauma, violence, shootings, abuse—things that no child should ever have to experience.

Suddenly, I was questioning my idealistic ambition. In the face of a lifetime of trauma, could one person make a difference? Could I really make a difference?

One child taught me the answer.

Diedre started camp with several attempts at running away and was aggressive and oppositional. One day, she thrashed and kicked and screamed from a deep, primal place. I couldn't look away.

"Is this really the best we can do for her?," I wondered. How could I connect with this child who was so obviously in deep emotional pain.

I found the answer in ceramics class. Diedre was a factory—churning out work after work, seemingly in a trance. She would leave the room changed, as if she had taken a deep breath and let out a massive sigh.

At the age of ten, her art revealed the pain of her experience. And it mattered. It was making a difference. Her behavior began to improve everywhere else.

From that moment, I knew what I wanted to do with my life. I wanted to work with kids like Diedre.

Ten years later, my husband, Allan, and I moved to Marble Falls with our children. I began volunteering with victims of child abuse. I was shocked to discover that child abuse rates in our area are twice as high as the state rate. I realized then that all of my past experiences led me right here.

I had not forgotten Diedre. She taught me to never give up—that children can transform, even when obstacles seem insurmountable. Because of her, I wanted to create a very special healing place—an organization unlike any other. Today, the Phoenix Center is unique in the state and country.

Many children at the Phoenix Center have been unsuccessful everywhere else. Often we are the end of the road—or, as I see it, a new beginning.

There is a growing and immense need in our area. It is hidden beyond the natural beauty of the lakes

and big sky. Our high child abuse rates are not numbers, but individual children who need us now.

We can change the future for these children. And for their children. We can break this cycle of trauma. We are doing so every day at the Phoenix Center.

## This Is Our Legacy— Our Call To Action.

One person can make a difference. You are that person. I am that person. Together, we are one and our legacy is generations of transformation.



Sarah Garrett, LCSW, RPT  
Founder and Executive Director

**2007**

Founded as  
Camp Phoenix

Partnered with  
Boys & Girls Club

**2008**

First Camp Phoenix  
at Candlelight Ranch  
served 24 kids

**2009**

Phoenix Center  
established with  
first therapy  
services offered

**2011**

Moved to  
present facility in  
Marble Falls, TX  
to increase capacity

**2012**

Parenting groups  
established to meet  
community need



**2013**

Additional therapists added to serve more children

**2014**

Record number served, 567 children and parents

**2015**

New partnerships with Juvenile Justice System, Head Start Early Childhood & added Assistance Dog, Mabel

**2016**

Partnership with Marble Falls ISD to offer school-based services and trauma-informed trainings

**2017**

Secured future site for new Phoenix Center campus





An integrative approach  
found nowhere else.

## Our Mission

Phoenix Center inspires hope, health and healing by providing the highest level of mental health care to every child and family through innovative trauma-informed therapy and education.

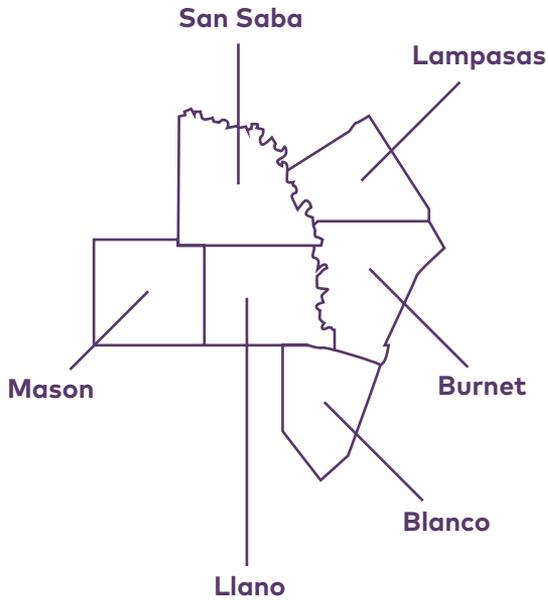
## Our Vision

Phoenix Center improves the health of children and families and breaks the cycle of abuse through our in-depth treatment model that meets a child's and their family's long-term needs.

Our evidence-based methods impart positive parenting skills that will be passed down through generations.

## Who We Serve

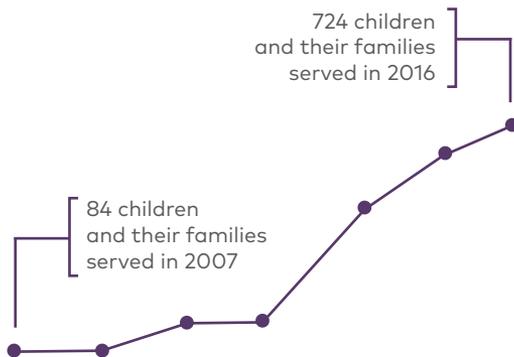
Phoenix Center serves children ages two to eighteen and their families. Our focus is on children who have experienced physical abuse, sexual abuse, or trauma. We also serve children with other critical mental health needs who do not qualify for services at other area agencies.



The rate of child abuse in our counties is **2x higher** than the state average.

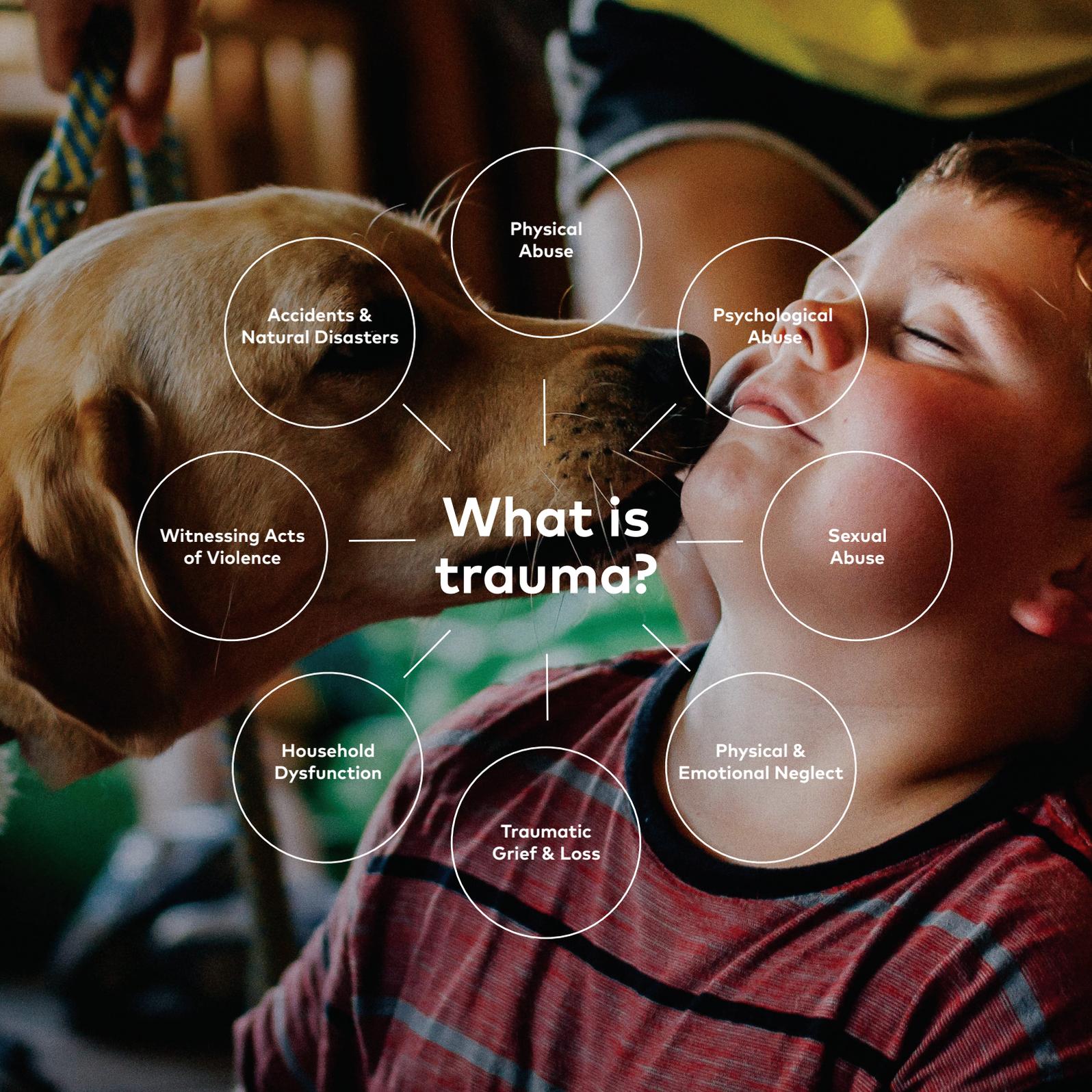
Currently, the Phoenix Center serves children and families within a six county rural area. Many low-income families in these counties can only access critical mental health care through the Phoenix Center. All counties served are designated Mental Health Professional Shortage Areas.

More than 4 in 5 children we serve are considered low-income.



Number of children served has increased **762%** from 2007-2016.





# What is trauma?

Physical Abuse

Psychological Abuse

Sexual Abuse

Physical & Emotional Neglect

Traumatic Grief & Loss

Household Dysfunction

Witnessing Acts of Violence

Accidents & Natural Disasters

## People who have experienced trauma are:

# 15x

more likely to attempt suicide.

# 3x

more likely to develop depression, heart disease, and job problems.

# 4x

more likely to become an alcoholic, contract a sexually transmitted disease, develop an eating disorder, or use drugs.

Trauma in youth can lead to risky behaviors such as drug and alcohol use, teen pregnancy, STDs, delinquency, and poor grades. Childhood trauma is also related to disease, disability, and social failures in adulthood.

Without intervention, these children will face a lifetime of devastating challenges at a higher rate than children who do not experience trauma.

## Why trauma-informed?

*Trauma can actually change a child's brain.*

Research shows that trauma changes the way that the brain develops, impacting how a child is able to learn, grow, play, balance, and connect with others.

One-third of traumatized children will eventually go on to victimize their own children, unless they are provided with mental health treatment.



## But There Is Hope

We know that childhood trauma and abuse can be overcome. Decades of research teaches us that these children need intensive, ongoing, individualized care—not a one-size-fits-all treatment.

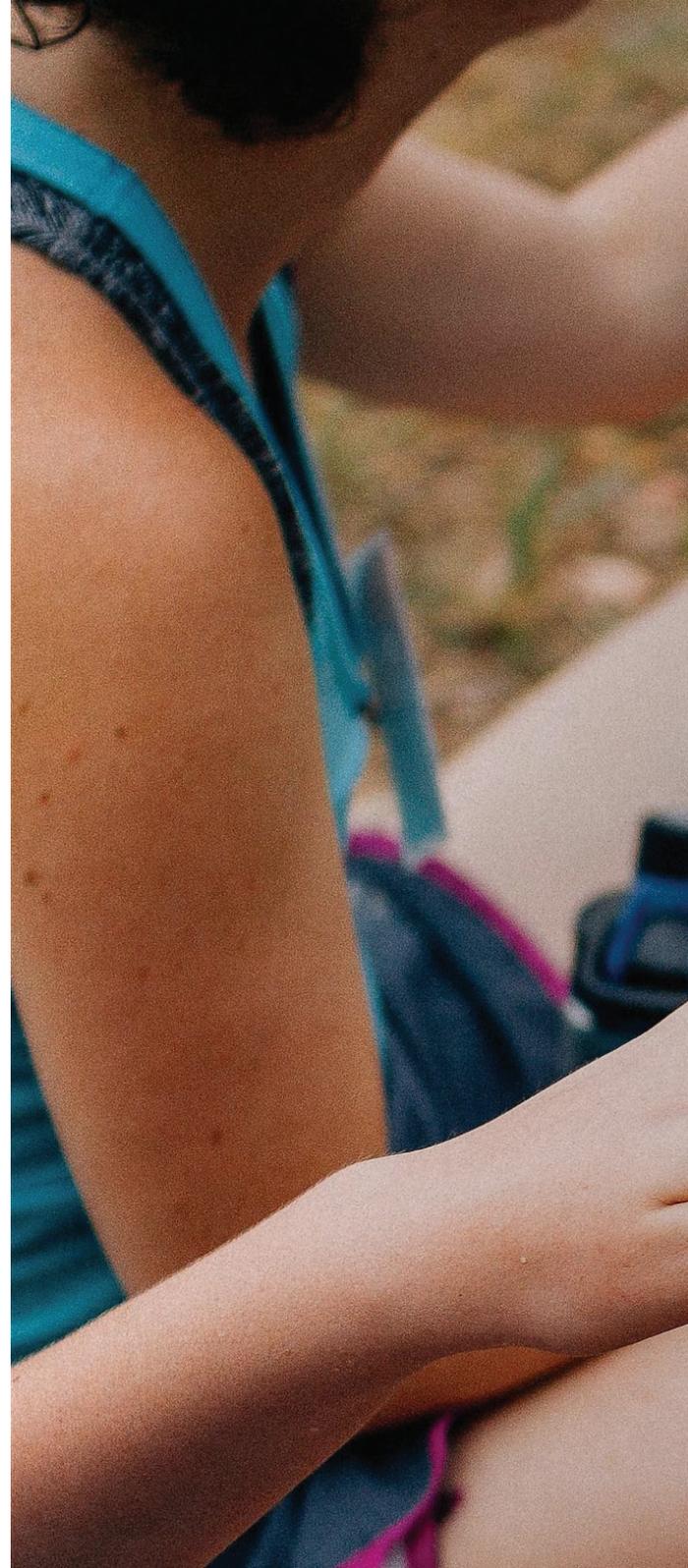
## Our Methods

Our therapists have specialized, advanced training in the treatment of childhood trauma. All Phoenix Center methods are based on current brain research related to how trauma changes the brain. Our innovative therapies help the brain heal and grow.

Trauma-informed care is based on cutting-edge brain research and answers the question:  
*What helps the brain heal and grow?*

## Why Do We Use These Methods?

Research demonstrates that our methods are highly effective with children who have experienced trauma. We help children express their emotions in a safe, age-appropriate way. Our therapies also help the brain grow by rebuilding neural networks diminished due to trauma. Neuroplasticity indicates that the brain can heal and grow at any age.





The background image shows a group of people, likely children, sitting in a circle and playing drums. The drums are of various colors and designs, including one with a red and black pattern. The people are wearing casual clothing, and the setting appears to be outdoors. The text overlay is centered and consists of a main title and several sub-titles in white circles connected by lines.

# Types of Therapies

Play  
Therapy

Equine  
Therapy

Music  
Therapy

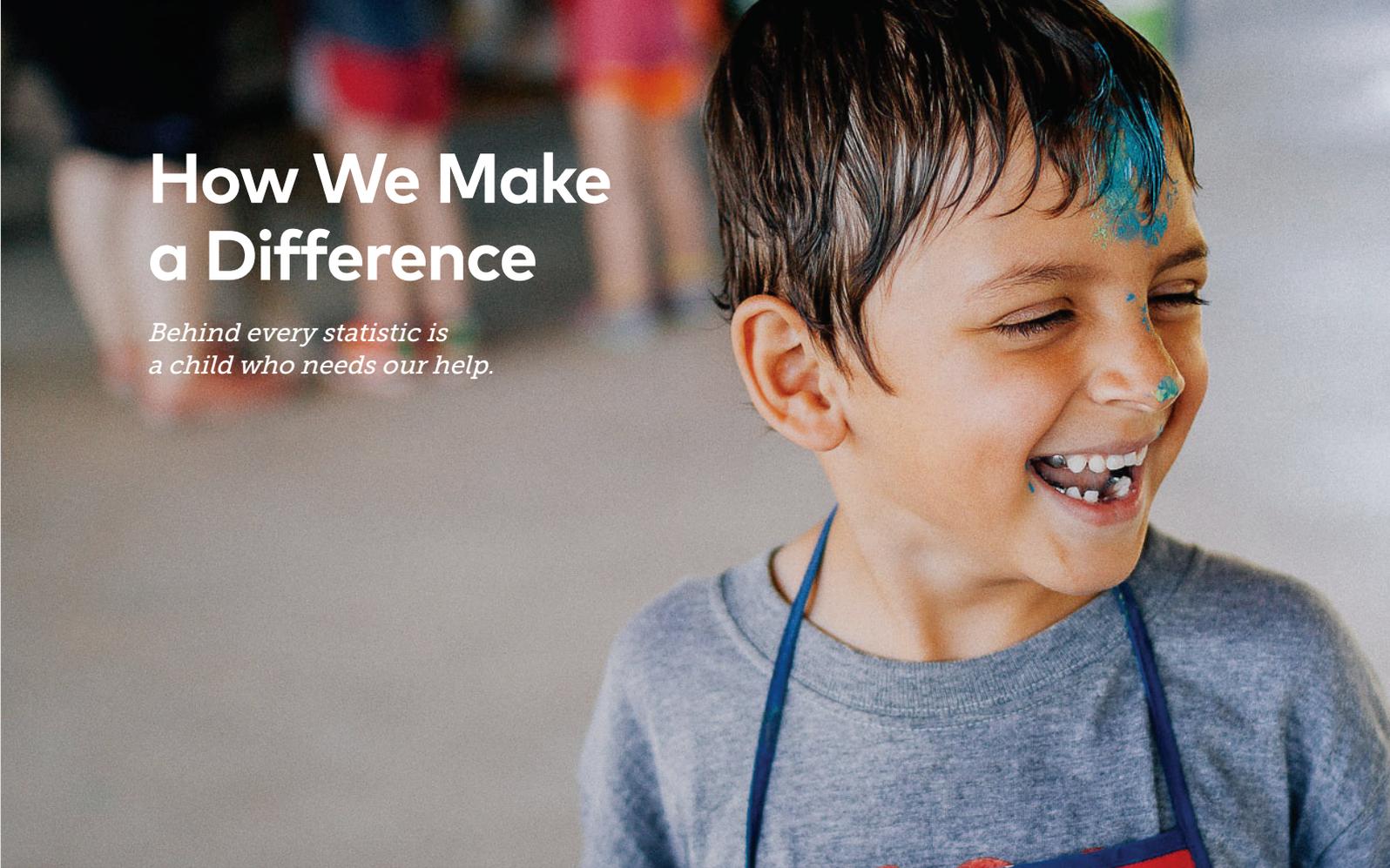
Assistance /  
Courthouse Dog

Art  
Therapy

Outdoor /  
Wilderness  
Therapy

Child-Parent  
Relationship  
Therapy

Yoga /  
Mindfulness  
Therapy



# How We Make a Difference

*Behind every statistic is  
a child who needs our help.*

## Phoenix Counseling

Our mental health center provides the highest level of care for children who have experienced trauma.

## Children's Groups

Therapy groups are offered throughout the week for children and adolescents who have experienced trauma. Innovative groups include music therapy, art therapy, animal-assisted therapy & yoga programs at our center and in local schools.

## Camp Phoenix

Camp Phoenix is a therapeutic camp with programs serving children who have experienced trauma. With a ratio of one adult to every two children, the therapies offered at Camp Phoenix are shown to help the brain recover, increase coping and social skills, and decrease depression, anxiety and Post Traumatic Stress Disorder symptoms. Camp Phoenix offers an innovative therapeutic camp experience found nowhere else in the country.



The Phoenix Center is the only place in the country that offers this innovative model of care under one roof.

All services provided by the Phoenix Center are offered free of charge to families facing financial challenges.

*No child is ever turned away due to inability to pay.*

## Parenting Groups

Due to the high rate of child abuse in our area, parenting interventions are necessary. For parents in need, the Phoenix Center utilizes research-based curricula with documented results. Groups are all provided at no cost and include school-based programs for pregnant teens and teen parents.

## Partnership with Marble Falls ISD

We offer school-based trauma-informed services for students and training and support for teachers. This includes early childhood intervention at Head Start, and Pilot Programs on multiple campuses. In addition, a full-time Phoenix Center staff member provides therapy services in local schools.



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# Changing Lives – Our Children, Our Community

"When I first found the Phoenix Center, I had no hope. My kids, my life, and myself were completely out of control. I had been searching for answers for so long...countless counselors, mentors in my church, our pastor, friends, doctors – you name it. NOTHING ever helped.

No one understood me or my situation. They tried to help, but eventually would say they just didn't know what to do and they would turn their backs on us completely.

"As a Juvenile Probation Officer, I am constantly surprised at how quickly our kids feel comfortable opening up to the counselors at the Phoenix Center.

To see a child face challenges most adults would have difficulty facing, stand taller, have pride in themselves and what they do, gain a stronger sense of self-worth, and build confidence in themselves to believe they have the ability to overcome whatever obstacles they may face in life, is one of the most amazing things I've ever seen.

**I am truly grateful** not only for the existence of the Phoenix Center, but for the fact it is in our own community, too."

–Hannah Venne, Juvenile Probation Officer

I just figured this is the way it was and it wasn't going to change, but I was miserable.

Finally, I found the Phoenix Center! I have learned how to approach my kids in a way that builds them up instead of tearing them down. I have learned so many things it's hard to put it all in words. My kids have confidence. They believe in themselves so much more.

I know at the Phoenix Center you are 'all in' and will never give up. I have hope, and I can keep moving forward with confidence that our lives are changed forever and that it's only going to get better!

**You believed in me until I could believe in myself."**

–Parent Feedback

"Without the Phoenix Center, I don't know where I would be today, probably just stuck in my own head and my own trauma.

Since coming to the Phoenix Center, I don't feel so heavy or tied down.

**I feel released.**

I still think about the abuse at times, but I'm free to move forward – I am moving forward!

I am a better me and see things in a whole new way. I feel understood and encouraged and insightful, and like maybe, one day, I can make a difference."

–Age 17

# You Can Become A Part Of Our Amazing Future

In our present capacity, the Phoenix Center does an impressive job of providing services to a large number of children and families. But for every child we are able to serve, there are many others who could benefit from our cutting-edge programs. The greater region we serve has an ever-growing need for quality trauma-informed therapy and parenting interventions. With the Phoenix Center's Five-Year Plan, we are poised to have a greater capacity to serve the children and families within the six-county region and beyond.

## **Increased Program Capacity**

New programs and initiatives will not only increase the quantity of children and families we serve, but also the quality of care.

A properly funded endowment means that the Phoenix Center can help children and families heal for generations.

## **A New Campus On 100+ Acres**

Our present facility and property has served us well for many years. However, it no longer adequately supports our present programming, and certainly not the vision for the future of the children and families we serve. With 100+ acres and a new 16,000 square foot facility, the Phoenix Center can begin to provide space for activities and programs that greatly enhance the lives of those we serve and for those that are waiting.

## **State-Of-The-Art Facilities**

Child-friendly mental health clinic, equine therapy center, and music therapy, sensory therapy, play therapy, art therapy rooms, family and outdoor therapy spaces, water play area, residential camp cabins, facilities for Camp Phoenix, ropes course, food garden, forest, and hiking trails.





# What Will It Take?

The relocation of our crowded facilities, and our increased program capacity, will require the private, thoughtful consideration on the part of many people throughout our area who care deeply about

children and our community's future. You are invited to participate meaningfully and substantially. Your response to this opportunity will make the dream a reality.

## 5-Year Financial Plan

Program Expansion	2017	2018	2019	2020	2021	Total
Phoenix Counseling & Groups	\$189,849	\$247,037	\$361,199	\$390,096	\$634,544	\$1,822,725
Phoenix Parenting/Outreach	\$14,221	\$15,359	\$16,588	\$17,915	\$19,348	\$83,431
Camp Phoenix	\$30,426	\$33,469	\$36,816	\$40,498	\$142,488	\$283,697
Equine Therapy	\$2,400	\$3,600	\$5,400	\$15,000	\$16,500	\$42,900
Assistance/Courthouse Dog	\$10,000	\$2,500	\$12,500	\$5,000	\$5,000	\$35,000

5-year total: **\$2,267,753**

### One Time Capital Investments

Flagship Childhood Trauma Facility	\$3,872,000	Camp Facilities/Structures	\$620,000
Equipment & Furnishings	\$75,000	Camp Vehicles & Equipment	\$50,000
Premiere Equine Therapy Facilities	\$1,072,400	Camp Water Play Area	\$100,000
Equine Fencing, Equipment & Supplies	\$116,000	Camp Ropes Course - High & Low	\$100,000
Improvements/Infrastructure	\$600,000		

Total Capital Expenditures: **\$6,605,400**

### Endowment Goal

Phoenix Center Endowment Fund \$850,000

5-Year Campaign Goal: **\$9,723,153**

"I've had the privilege of being able to support the Phoenix Center's programs for several years now, and it has been simply stunning and thrilling to see the impact they are having in the lives of the children, their families, and in our community.

**They are truly changing lives."**

– Robert Ruff, Donor



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