



FOR IMMEDIATE RELEASE

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SWAG FAMILY RESOURCE CENTER CELEBRATES FIFTH ANNIVERSARY

GAINESVILLE, FLA – The SWAG Family Resource Center (SWAG FRC), a collaborative endeavor between Partnership for Strong Families (PSF), the Southwest Advocacy Group and other community partners is celebrating its fifth anniversary as a brick-and-mortar resource to the citizens of southwest Gainesville. The SWAG FRC will host a birthday party on its grounds at 807 SW 64th Terrace on June 22 from 5:30 p.m. to 7 p.m.

The party will celebrate the impact that the (SWAG FRC) has had on the Linton Oaks and surrounding communities. Since opening in 2012 SWAG FRC has had over 57,000 visits and has provided almost 63,000 unique services. In its first year, SWAG FRC received over 4,590 visits. Just four years later, a total of 13,199 visits took place, an increase of 187%. Data also shows a 45% reduction in the verified child maltreatment counts in the area directly served by the center.

“We are thrilled to be a part of this event and the work to support this community,” stated Stephen Pennypacker, President/CEO of PSF. “With the help of volunteers and service providers, SWAG FRC has become a safe place for families to receive services that increase their self-sufficiency as well as offer hope for a brighter future. We’re immensely grateful for the work that all our partners have put in to make this possible.”

SWAG FRC offers programming and services based on the five protective factors: concrete supports in times of need, knowledge of parenting and child development, nurturing and attachment, social connections and family functioning and resiliency. When present in families, these have been shown to reduce the likelihood of child abuse or neglect. Programs that have been successful over time are After-School Enrichment, Retain. Apply. Play Summer Program, community dinners, holiday toy drives, school supply drives and various family enrichment programming.

“Our resource center has become the hub of the community and served as the catalyst for all of the great things that have followed for our grassroots group,” said Dorothy Benson, founding SWAG Member. “SWAG will be forever grateful that Partnership for Strong Families shared our vision and supported us to make our vision a reality, and we can’t wait to celebrate this milestone with our community partners and members.”

Longstanding partners and service providers include the Alachua County Board of County Commissioners, Casey Family Programs, and numerous others across multiple sectors in the Gainesville area. In the last five years, volunteers have contributed nearly 39,000 hours of service to the SWAG Family Resource Center.

To learn more about the Center, its success or to contribute as a donor or volunteer, visit www.pfsf.org/resource-centers.

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About Partnership for Strong Families:

Partnership for Strong Families is the lead community-based care agency for Florida Judicial Circuits Three and Eight, including Alachua County. PSF is contracted by the Florida Department of Children and Families to deliver comprehensive child welfare services to children who are victims of abuse and neglect. Partnership for Strong Families also works with at-risk families to prevent child abuse and to decrease the risk of children entering the foster care system. PSF serves more than 5,000 children in 13 counties annually.

About SW Advocacy Group

The SW Advocacy Group (SWAG) is a grassroots community-based organization that strives to improve living conditions, health, educational opportunities, and quality of life for residents in the Tower Road corridor just west of I-75 in the 32607 zip code. SWAG addresses the needs of the community by connecting individuals and families to services and resources through advocacy and collaboration with many agencies and community partners. SWAG's unique partnerships have led to the creation of a family resource center, a playground, a health clinic, and, coming soon, an early learning center.