



LandmarksTM
for Families

PRESS KIT

A NEW DIRECTION

FEBRUARY 2024

FOR IMMEDIATE RELEASE
March 1, 2024
Kerry Welch
808.429.0548
kerry@trio-solutions.com

Carolina Youth Development Center Unveils New Name *Becoming Landmarks for Families—revealing new brand, mission remains the same*

NORTH CHARLESTON, S.C. (March 1, 2024) – Carolina Youth Development Center has unveiled its rebranding to Landmarks for Families, Inc. (Landmarks for Families) with a press conference held on the North Charleston campus. The rebrand is a natural evolution in the nonprofit's more than 230-year history and comes after careful consideration of its services and position in the community.

To mark this momentous occasion, Senator Deon Tedder was on-site to present Landmarks for Families with a resolution honoring the organization's history and solidifying the commitment to serving families and children for generations to come.

"It is an honor for me to celebrate this historic moment with an organization that has served the Lowcountry's children and families for more than 230 years," said Sen. Tedder. "Originally founded as the Charleston Orphan House, this organization has been the open-door place for children and families seeking help from the very beginning."

"Those seeking a safe haven, healing, support, education and shelter, they found help here," Sen. Tedder continued. "On this day we honor this organization's service to our community and the thousands of individuals whose lives have been made safer and whose futures are brighter because of the work that happens here."

The goal was to develop a brand representing how the agency has expanded its reach to support the family as a whole. Landmarks for Families will continue to offer robust services and programs as a community resource with an expanded footprint across the state. The nonprofit continues to be a thought leader surrounding children and family welfare.

CEO Beverly Hardin said, "We are excited to embark on this new chapter of our organization's more than two centuries of service to our community. We look forward to this new direction's impact on our children and families. Landmarks for Families truly encapsulates where we are right now as a nonprofit while maintaining our legacy and setting us up for great success in the future."

In late 2023, the board of directors voted to change the name to Landmarks for Families, marking another significant shift in the history of this organization after operating as Carolina Youth Development Center for over 40 years.

ABOUT LANDMARKS FOR FAMILIES

Landmarks for Families, formerly Carolina Youth Development Center (CYDC), is a 501(C)3 nonprofit supporting children and families in the Lowcountry of South Carolina. For more than 230 years, the organization has evolved to meet the community's needs and provides holistic residential and

family programs in safe environments that empower the children and families served to find a new, hopeful direction. The organization's programs and services reach over 1,000 children and families each year. It serves families seeking support, families in crisis and children experiencing homelessness or who are victims of physical and sexual abuse, neglect and abandonment. Visit [Facebook](#), [X](#), [Instagram](#), [LinkedIn](#) and landmarksforfamilies.org to connect and learn more.

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Our Mission

To cultivate thriving children and families.

Fast Facts

- **For over 230 years**, Landmarks for Families has provided community and residential services to children and families seeking help in the Lowcountry.
- **The first municipal orphanage** to open in the United States in 1790.
- Landmarks for Families is the **longest-operating nonprofit organization in South Carolina** and has served thousands of children and families.
- One of the **first organized efforts at early childhood education** in the United States.
- Landmarks for Families is **nationally accredited by the Council on Accreditation**, indicating the nonprofit's commitment to achieving the highest standards of quality and best practices in its field.
- Landmarks for Families is **accredited by the Teaching-Family Association**, a rigorous process that ensures that program standards are met with fidelity, reliability and consistency.
- In 2023 alone, Landmarks for Families **served 1,100 children and families** through our education, preservation, reunification and residential programs.

Program Outcomes

Residential:

86% of youth were discharged within 9-12 months, meeting national best practice standards.

65% of youth were discharged in under 12 months, with **52%** successful (i.e., reunifying with a family or transitioning into independent living – going out on their own, e.g., apartment, roommate, self-sufficient).

81% of youth who were in the care of Landmarks for Families for 30 or more days had visitations with their family.

58% of youth in placement at Landmarks for Families remained stable with the nonprofit or were successfully discharged.

Community:

An evaluation of Landmarks for Families' 2022 parenting program by an independent third-party evaluator determined that the nonprofit met or exceeded program fidelity standards in all categories, including Community and Environmental, Target Population, Program, Staffing and Curriculum.

NOTE: As of Feb. 29, 2024, Carolina Youth Development Center (CYDC) has rebranded to Landmarks for Families.



Beverly Hardin

Chief Executive Officer

Beverly Hardin is an experienced leader with more than 20 years in organizational system design and implementation, program delivery and evaluation, board development, project management, fund development and legislative advocacy.

As Chief Executive Officer of Landmarks for Families, Hardin leads the multi-service child welfare and social services organization in South Carolina. Under her guidance, the 501(c)(3) increased revenue by \$2.2M in five years, implemented a comprehensive operating system and streamlined then expanded services to include mental health treatment and trauma-informed care. She is passionate about the growth and development of the nonprofit sector and has expertise in capacity building, strategic and annual planning, staff and board development, logic model design, implementation science, quality improvement, data collection and program evaluation.

Prior to joining Landmarks for Families, Hardin served as the executive director of communities in schools of Durham, the director of community outreach for the University of North Carolina at Chapel Hill Nutrition Research Institute, and the director of government affairs and community development at Eckerd Youth Alternatives, Inc.



Hardin received her Master of Public Administration (MPA) from North Georgia College and State University (now the University of North Georgia) and a Bachelor of Arts in Political Science and History from The Women's College at Brenau University. She is currently pursuing a Doctorate in Educational Leadership (EdD) from Charleston Southern University.

Hardin is actively involved in advancing the transformation of child and family well-being systems in the Lowcountry, throughout South Carolina and nationally. She serves on the Child Welfare League of America's annual conference planning committee, the Palmetto Association for Families and Children's Group Care and Public Policy Committees, and volunteers as an administrative team member for The Church at Life Park's Refuge Ministry. She is an experienced public speaker and is often asked to present at national conferences and to community organizations, testify before the South Carolina Legislature and its child and family well-being-focused committees, and is a frequent source of expertise and advisement for media about family and youth well-being.



Janaqué McDonough

Chief Operations Officer

As Chief Operations Officer, Janaqué McDonough is dedicated to ensuring the operational excellence and success of Landmarks for Families and delivering the best care outcomes for its clients, partners and the larger community.

With over 20 years of experience in the healthcare and human services industries, McDonough oversees the nonprofit's various operational areas, including facilities, information technology, people services, patient/client experience improvement planning, employee engagement, frontline and leadership training, strategic planning and department budget and performance.

Prior to joining the Landmarks for Families team, she successfully developed and supervised award-winning multidisciplinary programs focused on enhancing skill development for three different health systems. McDonough also co-implemented a highly effective two-day on-site consultation program for inpatient psychiatric units referred by the Joint Commission.

She holds a bachelor's degree in human rehabilitative services from the University of Northern Colorado and a Master of Science in Organizational Leadership (MSOL) with specializations in change management and strategic innovation from Colorado State University Global.





Katie Smith

Vice President of Advancement

Katie Smith is the Vice President of Advancement for Landmarks for Families, a nonprofit organization dedicated to cultivating thriving youth and families. Ms. Smith oversees the development team, which is responsible for all fundraising efforts, communications and marketing, events, volunteers and grants.



Additionally, Ms. Smith supervises quality improvement initiatives and data management processes to ensure the organization meets its goals and adheres to best practice standards.

Throughout her more than 20-year career in child welfare, Ms. Smith has dedicated herself to serving vulnerable children and families in need, building experience in policy writing and foster/group home licensing. Prior to moving to South Carolina, she served as executive director of an Ohio county social services agency.

She holds a Bachelor's degree in sociology and communications from Wright State University and a Master's in public administration from Indiana Wesleyan University.



Kristen Rossino, LISW-CP

Vice President of Children and Family Services

Kristen Rossino is a Licensed Independent Social Worker (LISW-CP) dedicated to serving at-risk individuals, children and families and helping organizations develop effective, impactful programming through her experience with a diverse clinical background, program logistics, quality improvement and training development.



As Vice President of Children and Family Services for Landmarks for Families, Ms. Rossino oversees a continuum of services, ranging from in-home family support services, to enrichment and summer programming to community based learning groups. She is an advocate for the growth of Landmarks for Families and its clients, working to identify and develop new initiatives to meet unmet service needs in the community and champions the agency's use of the evidenced-based and trauma-informed Teaching Family Model.

As a native of New York City, she started her career providing trauma services for Lenox Hill Neighborhood House and then moved to Boston, where she found a passion for providing in-home therapeutic services as director of a community-based mental health organization.

Wanting to impact more families and continue her work in the nonprofit sector, she became involved in a statewide Community-Based Prevention Services initiative that provided services to at-risk families throughout South Carolina. Through this macro lens, she helped develop policies, programming and training that supported a statewide network of providers.

Ms. Rossino holds a Bachelor of Social Work (BSW) from Providence College and she obtained a Master of Social Work (MSW) from Columbia University.



Megan Davis

Associate Vice President of Development

Megan Davis has been part of Landmarks for Families since joining in 2015. She is committed to Landmarks for Families' vision, having guided the nonprofit's efforts in pivotal roles, including director of governance and accreditation and the donor and board engagement manager.



In her current role as Associate Vice President of Development, Davis spearheads efforts to identify annual fundraising goals aligned with the organization's strategic plans. She guides her team, overseeing the organization's donor recruitment, cultivation and stewardship practices to ensure supporters experience meaningful engagement and recognition for their contributions.

Her leadership drives the implementation of initiatives that promote Landmarks for Families' mission to cultivate thriving youth and families.

Davis holds a Master of Public Administration (MPA) from the College of Charleston and a Bachelor of Arts in Communication Studies from Clemson University. Her educational background equips her with a unique perspective and a comprehensive understanding of effectively communicating Landmark for Families' mission to the community.



Our Logo

Our logo symbolizes Landmarks for Families' unique ability to guide children and families on their way to success and wholeness. The lantern's glow reveals a new path while the halo is the warm embrace of our community coming together to support their journey.



Our Social Channels

Be a part of the Landmarks for Families community. Stay connected with us to see the impact we are making on the lives of those we serve, as well as the latest news and information on how you can engage with us!

Landmarks for Families can be found on the platforms below [@LandmarksForFamilies](#).

