

## FOR IMMEDIATE RELEASE

# The \$16 Million ROI: St. Louis Leaders Celebrate 45 Years of Reclaiming Fatherhood During Women's History Month



**ST. LOUIS, MO** – While national conversations often focus on the "fatherless home" crisis, one St. Louis organization has spent 45 years quietly perfecting the solution. This March, in honor of **Women's History Month**, [Fathers & Families Support Center](http://FathersSupportCenter.org) (FFSC) is proud to recognize the two women driving this mission forward: CEO Cheri Tillis and COO Destini Goodwin. Celebrating a

combined 40+ years of leadership, Tillis and Goodwin are being honored for their role at the helm of a movement that is as much about economic revitalization as it is about social stability.

**In 2024**, FFSC proved that responsible fatherhood is a powerhouse for the local economy. On a program investment of **\$3.5M**, the agency returned a staggering **\$16,423,312** in value to the St. Louis community. From driving up average wages to **\$18.16 per hour** to slashing recidivism rates to a mere **3%**—nearly 12 times lower than the Missouri state average of 35%—FFSC's data-driven approach under this female-led executive team is setting the national gold standard.

### **Economic & Community Impact by the Numbers (2024):**

- **\$10.7 Million Reinvested:** Generated by 298 participants who obtained or maintained employment.
- **\$5.9 Million in Child Support:** Total collected through FFSC's efforts between 2019 and 2024.
- **3% Recidivism Rate:** Achieving a significantly lower rate of re-offending than the state average for re-entry participants.
- **83% Growth in Parenting:** High-impact training resulted in a significant increase in nurturing skills.

- **Accreditation Excellence:** FFSC is one of only 44 nonprofits out of 54,000 in Missouri to hold COA accreditation.

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## Voices of Leadership

"For 45 years, we've known that you can't heal a community without healing the bond between a father and his child. My 20+ years here have been about moving past stereotypes and proving that when you give a man the tools—legal, professional, and emotional—he doesn't just show up; he leads. As we celebrate Women's History Month, I am proud to show that women leaders are often the fiercest advocates for strengthening the men in our families." — [Cheri Tillis](#), CEO

"Our 'full immersion' model is rigorous because the stakes are high. Seeing our graduates earn an average of \$18.16 per hour—well above the state minimum— isn't just a statistic; it's the sound of a family becoming self-sufficient. It is an honor to be recognized during Women's History Month alongside Cheri, as we continue to break cycles of poverty in real-time." — [Destini Goodwin](#), COO

## About Fathers & Families Support Center (FFSC)

FFSC is a nationally recognized agency dedicated to breaking the cycle of poverty and child neglect by preparing fathers to be financially and emotionally present. **Since its first class in 1998, FFSC has supported 22,000 men on their journey to responsible fatherhood, benefitting over 53,000 children** with parents who can support them emotionally, developmentally and materially. As a United Way Member Agency, FFSC provides "full immersion" parenting education, legal services, and employment mentoring to foster healthy, cohesive families.

**Media Contact:** Sid Officer (Text/Call) 314-351-2818 [sofficer@fatherssupport.org](mailto:sofficer@fatherssupport.org)  
[FathersSupportCenter.org](http://FathersSupportCenter.org)

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