

Some succeed because

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they are destined to,

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but most succeed

but most succeed

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because they are

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determined to.

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—Author Unknown

2003 Annual Report

Prevent Child Abuse America

Dear Friends:

The author of the quotation on the front cover of this annual report is unknown. But the statement is profound. It reflects what we believe, that success comes less through pre-destination than through determination.

This belief sustained us through 2003, as we continued to work through the challenges posed both by the economy and by our commitment to the important work of preventing the abuse and neglect of our nation's children.

Some succeed because

While overall charitable giving in the United States remained remarkably steady in 2002, charities involved in human services experienced a significant decline of 9.9 percent, according to *Giving USA 2003*, published in mid-2003 by the American Association of Fundraising Counsel (AAFRC) Trust for Philanthropy.

they are destined to,

Aside from the budgetary realities brought into full relief during difficult economic times, such situations also pose unique opportunities. Sometimes, during such periods of reflection, you discover new synergies and efficiencies.

but most succeed because they

We're pleased to report that PCA America made such discoveries during 2003, first and foremost by reaffirming our commitment to preventing abuse and neglect by valuing children, strengthening families and engaging communities. We also endorsed our organizational priorities: supporting and strengthening our network of state chapters and prevention programs; advancing our public policy agenda, and our continued commitment to the research that serves as our foundation.

are determined to.

—Author Unknown

To better enable us to pursue our priorities, we instituted a structural reorganization to increase the synergy of our efforts and reflect the overlapping interests and needs of our primary constituencies, including our state chapters, prevention programs and financial supporters.

valuing children

2

As a result of this restructuring, the Chapters and Prevention Programs Department, under the leadership of Barbara Rawn, now provides capacity-building, training and technical assistance and consulting services to both our state chapters and prevention program networks. The work of this newly merged team continues to focus on the strengthening of our state chapters and on the advancement of our Healthy Families America[®] (HFA) initiative, which experienced great success in building the capacity of Regional Resource Centers to take a more active role in the continued



(Left to right) Immediate Past Board Chair Michael Axelrod, Board Chairwoman Anne Reiniger, President & CEO Sid Johnson

evolution and growth of the Healthy Families America movement. The team also assists the National Family Support Roundtable in continuing to advance the Circle of Parents[™], a mutual support self-help group for parents around the country. We have been proud to support the strengthening and expansion of the national Circle of Parents network over the past few years, thanks to funding from the Office of Child Abuse and Neglect and the Office of Juvenile Justice and Delinquency Prevention.

The other restructuring move brought together the Marketing and Communications Department with our Advancement Department. This new team, led by Kevin Kirkpatrick, has centralized our efforts in employing public education and outreach to motivate positive changes in individual behavior, and to attract and sustain new sources of philanthropic giving. These efforts continue to be informed – and transformed – by our strategic reframing project, funded by the Doris Duke Charitable Foundation, that is examining how we can better engage both individuals and groups in the prevention of child abuse and neglect.

strengthening families

As with any structural reorganization, ours was not without its challenges. We are deeply grateful to our dedicated staff for its enduring good spirit and for never losing its focus on our prevention work.

Looking ahead, we eagerly anticipate the completion of our strategic reframing initiative and the opportunities it will present to PCA America and to the child abuse and neglect prevention field in advancing this cause.

As we continue to work toward the day when all children are free from abuse and neglect, we give our deepest thanks to our funders, donors, state chapter and prevention program networks, Board of Directors, staff and other prevention partners.

The Rev. Martin Luther King, Jr., once said, "We must accept finite disappointment, but never lose infinite hope."

As we enter a new year, we recognize that times are tough for nonprofit organizations, particularly those in the human services field. But, we remind ourselves that the parents and children of this country continue to need our help, and our faith in the goodwill of caring communities and dedicated individuals continues to give us hope.

With our enduring thanks and best wishes,



A. Sidney Johnson III
President & CEO



Michael Axelrod
Immediate Past Board Chair



Anne Reiniger
Chairwoman, Board of Directors

Resource Development

4

The fundraising environment for nonprofits nationwide, including PCA America, remained a difficult one throughout 2003. While the year presented many challenges, PCA America was grateful for the continued support it received from corporations, foundations and individuals. We also welcomed our newest partner in prevention, Foresters™, a financial services organization operating in the U.S., Canada and the United Kingdom. Foresters contributed \$1 million in support of our child abuse prevention efforts nationwide. Thanks to our many partners, PCA America continues to strengthen families and keep children safe through our programs, research and prevention efforts.

- > In October, **Foresters** presented PCA America with a \$1 million check at our annual Blue Ribbon Ball. This donation will help create the Foresters endowment fund and support PCA America's prevention education and awareness efforts, publication of the 2004-2007 Child Abuse Prevention Community Resource Packets, Healthy Families America, and new state chapter development. We are especially grateful to Foresters President and CEO **Michael J. White**, Senior Vice President and PCA America Board member **William Valiquette**, Senior Vice President **George Habib** and Assistant Vice President **Linton Carter**.
- > Over \$250,000 was raised at the **2003 Blue Ribbon Ball**, hosted by the PCA America Chicago Board in late October. During the festivities, **SuEllen Fried**, and **Robert Glavin** and **Linda Post** of United Recycling Industries, were honored for their generous support and commitment to preventing child abuse and neglect. Our many thanks to Chicago Board President **Kathleen Myalls**, Ball Co-Chairs **Vicki Cohen** and **Doug Prochnow**, and our event sponsors American Airlines, Draft, L3 Development, United Recycling Industries, the Wm. Wrigley Jr. Company, and Wildman, Harrold, Allen & Dixon LLP.
- > In honor of our founder, Donna J. Stone, PCA America established **The Donna J. Stone Society** to acknowledge those individuals who share Donna's passion for preventing child abuse and neglect. Members can join with an annual gift of \$1,000 or more.
- > This year, PCA America founded the **Blue Ribbon Council**, an informal group of representatives from the civic, business and philanthropic communities, as well as medical practitioners and leaders in the field of child abuse prevention, that will lend their names and support to our advancement efforts.
- > In 2003, PCA America was host to a number of **local events** to support our programs and prevention efforts. In April, over 1,400 people from the Chicago area participated in the **6th Annual Wrigley Start Early 5K/10K Run, Walk and Kids Dash**. Sponsored by the

Kappa Delta & Sigma Delta Tau

Sorority Partners

The Donna J. Stone Society

The Donna J. Stone Society



Wm. Wrigley Jr. Company, proceeds benefited PCA America and Voices for Illinois Children. Special thanks to PCA America board member **Myle Turpen** and **Kohl's** for their volunteer support of this event. Then in July, **Randy Zweiban**, executive chef of Chicago's **Nacional 27**, hosted a fundraiser at this trendy River North restaurant. Finally, in August, for the second year in a row, PCA America participated in the annual **Bloomington's Shopping Event**.

➤ PCA America welcomed two **new Honorary Board members** in 2003: NBC and HBO broadcaster and 15-time Emmy winner **Bob Costas** and Women's National Basketball Association star **Nikki McCray**. We would also like to acknowledge notable Honorary Board members **Paul Newman**, **Grant** and **Tamia Hill**, **Jack Nicklaus** and **Jonathan Kozol** for their continued support over the years. We are especially grateful to Honorary Board Chair **Michael Bolton** who once again supported PCA America in a variety of ways.

➤ In 2003, PCA America was grateful for the continued support of our sorority partners **Kappa Delta** and **Sigma Delta Tau**. We extend a special thank you to PCA America board member liaisons **Julie Johnson** of Kappa Delta and **Leslie Sacks Gross** of Sigma Delta Tau, and the many collegiate and alumnae members.

More than 250 different groups held events and raised funds for PCA America through Kappa Delta's Shamrock Events. Through a collaborative effort of collegiate chapters and alumnae associations, Kappa Delta contributed \$110,000 to PCA America in 2003 and more than \$1.25 million over the last 20 years. This amount represents 20 percent of the total funds raised to prevent child abuse and neglect, with 80 percent remaining in the local communities.

Over the past 22 years, the women of Sigma Delta Tau have contributed more than \$650,000 to PCA America. Through their incredible efforts in 2003, all 58 undergraduate chapters participated in educational awareness programs, community service projects, and fundraising activities. Creative year-round programming, combined with April's Blue Ribbon Campaign, generated over \$40,000 from the undergraduate chapters for PCA America.

Wrigley Start Early Run
Wrigley Start Early Run

Blue Ribbon Ball
Blue Ribbon Ball

Foresters
Foresters

Chapter Services

6

PCA America's child abuse and neglect prevention efforts would not be possible without our network of chapters in 38 states and the District of Columbia. In 2003, we focused on strengthening this network and providing our chapters with the training and tools necessary to best meet the needs of the families and children they serve. We expanded our network with the addition of three new chapters. With the continued growth of our chapter network we will be able to reach even more families and communities with effective prevention programs and services.

> In 2003, PCA America welcomed **three new chapters** to its national network: **the Ounce of Prevention Fund of Florida, PCA Nebraska**, and **Team for West Virginia Children**. These chapters are an invaluable addition to our national prevention efforts. Serving Florida's children and families for nearly 15 years, the Ounce of Prevention Fund supports more than 60 programs in 53 counties statewide, and runs one of the strongest HFA state systems in our network. A program of the Nebraska Children and Families Foundation, PCA Nebraska collaborates with Nebraska Children on a number of programs including the Nebraska Fatherhood Initiative and the Nebraska Foster Youth Initiative, and is establishing a network of affiliated councils statewide. Team for West Virginia Children is a leader in home visiting and has received funding to provide child abuse and neglect prevention grants statewide. We thank Ounce of Prevention Fund Director **Christie Ferris**, PCA Nebraska Director **Lynn Murray Smith** and Team for WV Children Director **Laurie McKeown** for their incredible commitment to children and families.

> In May, PCA America was awarded a \$50,000 grant from the **Freddie Mac Foundation** to implement the **PCA America Chapter Leadership Development Initiative**. This yearlong pilot project offers six teams – comprised of chapter executive directors with a member of their board – leadership training through a unique combination of assessment, executive coaching and a two-day seminar.

> President and CEO Sid Johnson and former Vice President of Chapter Services Susan Meier **visited our chapters, the Montana Council for Families** and **PCA Wyoming**, in the spring. This trip gave PCA America the opportunity to learn about the challenges and successes of providing child abuse prevention programs in rural, isolated communities. Learning how these communities work to prevent child abuse and neglect is integral to the work we do at the national level and to our networks nationwide.



A special thank you goes to the generous hospitality of [Sara Lipscomb](#), CEO of the Montana Council for Families, and [Rose Kor](#), executive director of PCA Wyoming.

- > Nearly 200 members of our chapter, Circle of Parents and Healthy Families America networks gathered in Jacksonville, Florida, in March to discuss and tackle common challenges in the prevention field at the **2003 Leadership Conference, "Prevention Leadership in Times of Change."**
- > In an effort to enhance the way the national office and the Chapter Network exchanges information, we developed two **technology pilots** in 2003. The first pilot, launched in December, is a web-based Intranet service developed by **Isoph** for our Chapter Network and their Boards of Directors. The second pilot, which will launch in 2004, is a web-based chapter impact management tool. Developed by **B2P**, this pilot will allow nine chapters and our national office to track and benchmark governance, fiscal management, fundraising and program performance. In exchange for conducting case studies of both pilots, as well as provide information on usability, both Isoph and B2P generously donated up to 90 percent of their services. Thanks to Isoph, B2P, and **Foresters** who funded the remainder of the project.
- > In September, PCA America staff and chapter executive directors gathered in Chicago, Illinois, for the **2003 Executive Directors Meeting**, hosted by **Roy Harley**, executive director of PCA Illinois. Executive directors from 35 chapters were in attendance. Session topics included building a public policy agenda and reframing our prevention message.

Prevention Education

8

Over the past 30 years, PCA America's public awareness and education efforts have successfully increased the public's awareness of child abuse and neglect, and provided parents with information about a wide range of topics from alternative discipline strategies to handling the daily stresses of parenting. This year, we continued to lead the way by engaging in groundbreaking research to help us better understand how the public thinks about child maltreatment. We also expanded our publication program and launched our newest Spider-Man® comic, "The Amazing Spider-Man® On Bullying Prevention." These new efforts will not only help shape the future direction of our organization, but also the field at large.

> In 2003 – the final year of our three-year, \$1.4 million grant from the **Doris Duke Charitable Foundation** – we embarked on a **strategic frame analysis** of child abuse and neglect with the **FrameWorks Institute** in Washington, DC, and its partners, **Cultural Logic** and **Public Knowledge**. This strategic frame analysis allowed us to evaluate our current public education strategies and identified numerous ways to improve our messaging on child abuse and neglect prevention. We now have a better understanding of how the public truly thinks about the issue, taking into consideration their values and frames of reference. What we have learned has implications not only for the work that PCA America does, but for the work all advocates are doing. In April 2004, PCA America will host a Child Abuse and Neglect Reframing Summit to share this groundbreaking research with others in the field.

> This year marked the 20th Anniversary of the Presidential Proclamation designating April as **Child Abuse Prevention Month**. Collaboration played a key role in our efforts during the month. We partnered with the **U.S. Department of Health and Human Services**, the **Children's Bureau's Office on Child Abuse and Neglect** (OCAN) and the **National Clearinghouse on Child Abuse and Neglect Information** (NCCAN) in the development of our annual Community Resource Packet. We also hosted a press conference with OCAN and many of the nation's leading children's organizations at OCAN's 14th National Conference on Child Abuse and Neglect, "Gateways to Prevention," in St. Louis. We are grateful to OCAN for funding the Community Resource Packet and for the opportunity to participate in this unique partnership.

> We launched our newest **Spider-Man® comic, "The Amazing Spider-Man® On Bullying Prevention,"** this year. This is the sixth comic in our Spider-Man® series. It emphasizes the role and importance of witnesses as well as targets, and urges both to speak out against bullying.

www.preventchildabuse.org

www.preventchildabuse.org



This was a collaborative effort by PCA America, **Marvel Comics**, **Target** and renowned bullying expert **SuEllen Fried**.

- > Our **web site www.preventchildabuse.org** received some updates this year. We redesigned the homepage and gave prominence to our new Spider-Man® comic. In 2003, we received over 370,000 visitors to our website.
- > In partnership with Channing Bete, Inc., we introduced three new titles in our **publication program**: *What Parents Should Know About Bullying*, *Your Child's Personal Safety*, and *Preventing Shaken Baby Syndrome*. With the addition of new titles each year, our publication program continues to experience impressive growth.
- > We reached over 56 million people through **print media coverage** of our issue this year. Due to our proactive media efforts, we received several prominent media placements, including a letter in "Dear Abby," and articles in *People*, *Newsweek*, *Woman's Day*, and the *Washington Post*.
- > In 2003, PCA America had the privilege of participating in the **Center for Disease Control and Prevention's** (CDC) **informational video project** about child maltreatment as a public health issue. **Sid Johnson** was interviewed along with **Dr. John Lutzker** from the CDC and STOP IT NOW! Founder **Fran Henry**. The video will be released in 2004.

Child Abuse Prevention Month

Child Abuse Prevention Month

Publication Program

Your Child's Personal Safety

Strategic Frame Analysis

Strategic Frame Analysis

Research

Research

10

A leader in the field, our National Center on Child Abuse Prevention Research has made significant contributions to the expansion of current knowledge of child abuse prevention and program evaluation over the years. We were the first to develop a nationwide system to determine the scope of child maltreatment, a practice later adopted by the U.S. Department of Health and Human Services. In 2003, our Research Center continued to lead the field in finding answers to child abuse and neglect with a National Prevention Research Agenda think tank, the HFA Research-Practice Council and the Report of the Prenatal Baseline Survey. Through our research efforts we are ensuring the safety of children across the country.



During OCAN's 14th National Conference on Child Abuse and Neglect, "Gateways to Prevention," in April, Research Center staff facilitated a think tank session to formulate a **National Prevention Research Agenda** on child abuse and neglect to help find answers to the issue. Over 200 individuals representing 130 government agencies, universities, PCA America chapters and programs, private organizations and donors attended the think tank.



In August, the **HFA Research-Practice Council** (RPC) held its fourth and final meeting on HFA quality improvement. Funded by the **David and Lucile Packard Foundation** and the **Gerber Foundation**, the RPC represents a collaboration of researchers and practitioners from 13 states. Over the past two-and-a-half years, the group has identified critical issues in the delivery of home visiting services, and has worked together to develop and address a series of research questions on the intensity and duration of home visiting services, the content of home visits, and staff retention and supervision. This information will provide important benchmarks for HFA quality assurance and benefit the field of home visiting in general.



This year, we published the results of the **HFA Prenatal Project "Great Beginnings Start Before Birth" Report of the Prenatal Baseline Survey**. This survey helped determine the status of HFA on prenatal services and father involvement, including the curriculum being used for home visits and the training of home visitors. Results showed that although 87 percent of sites provided home visiting services to families during the prenatal period, most did so on a small scale. In terms of father involvement, more than half of the sites made efforts to approach and offer services to fathers, but these strategies were usually informal and unstructured. Inadequate



resources or a lack of resources is a major factor limiting the availability of prenatal services and a site's ability to support father involvement, as well as much needed training for home visitors.



In 2003, two **new publications** were made available by the Research Center: the *2001 HFA Site Survey*, a descriptive study of HFA sites; and *Community Matters*, a report on the relationship between HFA programs and the communities they serve. Papers from PCA America staff were also included in two national publications. A special issue of *Child Maltreatment* included papers from the Research Center's first colloquium on emerging issues in child abuse. And **Dr. John Holton**, vice president of the Research Center, guest edited the first issue of *APSAC Advisor*, which also featured a paper by PCA America President and CEO **Sid Johnson**, "Preventing the Abuse and Neglect of Our Nation's Children."

Advocacy

12

Believing that the prevention of child abuse and neglect must be among our country's top public policy priorities, PCA America has worked over the years at the state and national levels to collaborate with numerous partners to raise the issue of prevention. In 2003, we furthered this goal by building our capacity to educate public officials on prevention and support our networks in their advocacy efforts.

> In 2003, PCA America welcomed **new Vice President for Advocacy Shaun Lane**. He brings to PCA America extensive experience advocating on behalf of children and families, and a deep personal commitment to the prevention of child abuse. Lane worked most recently for the University of Chicago, School of Social Service Administration, where he taught courses in social welfare policy and management, and directs the Management Institute and Professional Development Program. His expertise and leadership will be a valuable contribution to PCA America.

> In 2003, **Congress doubled funding for the National Family Support Roundtable**, providing PCA America with \$600,000 to work with the Roundtable to support the Circle of Parents program. In light of recent massive cuts to social services, we are deeply appreciative of this increase. The omnibus appropriations bill for federal FY 2003 (H.J. Res. 2), passed by both houses of Congress on February 13, provides funds to PCA America through a juvenile justice grant program in the Department of Justice. Thanks to **Senator Patrick Leahy (D-VT)** who led the effort to secure this earmark.

Congress Doubles Funding

Congress Doubles Funding

Position Statements

Home Visiting



PCA America and its Board of Directors continued an extensive two-year review and revision of our **position statements** to ensure that each reflects our mission and addresses contemporary issues. These position statements formalize our viewpoint on public policies and issues that pertain to the prevention of child abuse and neglect, providing a framework for responding to legislation, engaging the media, forming policy recommendations and participating in public activities or events. In November, the PCA America Board of Directors approved resolutions pertaining to the following:

- Bullying,
- Child care,
- Corporal punishment,
- Domestic violence,
- Early childhood development,
- Early hospital discharge of mothers and newborns,
- Family economic stability and its link to child welfare,
- Gun safety,
- Home visiting,
- Judicial proceedings,
- Parent mutual self-help support groups,
- Pediatric and primary care professionals and their role in preventing child abuse and neglect,
- Prenatal care,
- Sexual solicitation of youth on the Internet,
- The use of addictive substances during pregnancy,
- Therapeutic care for victims of abuse, and
- Violence in the media.

Shaun Lane
VP of Advocacy

Prevention Programs

14

After seeing tremendous growth in both our Healthy Families America and Circle of Parents programs, in 2003 PCA America began working to create strategies to help these programs plan for longer-term sustainability and capacity. Both programs continue to thrive as we look at the best ways to continue their support, while leaving flexibility for growth and autonomy.

Healthy Families America

- PCA America has begun implementation of our three-year effort to develop a network of Healthy Families America **Regional Resource Centers** (RRC's) designed to provide technical assistance and support in training, quality assurance, program development and long-term sustainability for HFA sites and state systems. The primary vision for this endeavor is to continue to maintain high-quality HFA services, including quality in implementation and in the commitment of local sites and state systems to the 12 critical elements that comprise the HFA model. We are grateful to the **Doris Duke Charitable Foundation** for providing support to establish the infrastructure and support necessary for effective implementation of the HFA Regional Resource Centers and to ensure the long-term sustainability and leadership of HFA.
- The **A.L. Mailman Family Foundation** awarded to PCA America a \$50,000 grant to support the start-up of the Healthy Families America RRC's including: the development of communication and marketing processes and materials; support for planning and implementation meetings including teleconference calls and in-person meetings; and evaluation of the project. **The Pritzker Early Childhood Foundation** awarded a grant to help PCA America build the technical assistance and quality assurance functions at the newly established RRC's and support ongoing efforts at the national office. PCA America is grateful to these supporters for their generous gifts and continued support of our prevention efforts.
- In April, **Healthy Families America** was selected as a model program for inclusion in the upcoming **Office of Juvenile Justice and Delinquency Prevention's Model Programs Guide and Database**. This resource is designed to assist communities in identifying delinquency prevention strategies that fit their needs and enhance their individual efforts.

Healthy Families America
A Model Program

HFA Regional Resource Centers

HFA Regional Resource Centers



- **Great Beginnings Start Before Birth**, HFA's prenatal project funded by **Ronald McDonald House Charities**, trained approximately 90 home visitors, assessment workers and supervisors and 63 HFA certified trainers. The project also developed tip sheets covering various stages of pregnancy for home visitors to use with families.

Circle of Parents

- In 2003, PCA America and the National Family Support Roundtable decided to incorporate **Circle of Parents** as an independent 501(c)3 at the end of the federal OCAN grant that has supported the collaboration since 2000. The new organization will continue to use the name Circle of Parents and will be supported in part by the federal grants made possible through the Office on Juvenile Justice and Delinquency Prevention.
- **Statewide networks** in Idaho, Mississippi, Nebraska, New Hampshire and North Dakota joined the Circle of Parents project in 2003. Circle of Parents programs are now available in 28 states, represented by 29 regional and statewide networks.
- This year, Circle of Parents added a **training curriculum** and updated **facilitators manual** to its technical assistance capabilities, and trained 25 trainers in May and 13 in November.
- Outreach **brochures for parents** were developed in 2003 and made available in English and Spanish.
- A **technical assistance series** of teleconferences was made available to Circle of Parents and Community-Based Family Resource Support Programs sites in 2003 in partnership with FRIENDS National Resource Center. Topics included children's programming, parent leadership and public relations and marketing issues.

Great Beginnings Start Before Birth

HFA Prenatal Project

Circle of Parents

Statewide Networks

Circle of Parents

National Organization

National Boards and Staff

24

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22

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Prevention Programs

14

After seeing tremendous growth in both our Healthy Families America and Circle of Parents programs, in 2003 PCA America began working to create strategies to help these programs plan for longer-term sustainability and capacity. Both programs continue to thrive as we look at the best ways to continue their support, while leaving flexibility for growth and autonomy.

Healthy Families America

PCA America has begun implementation of our three-year effort to develop a network of Healthy Families America **Regional Resource Centers** (RRC's) designed to provide technical assistance and support in training, quality assurance, program development and long-term sustainability for HFA sites and state systems. The primary vision for this endeavor is to continue to maintain high-quality HFA services, including quality in implementation and in the commitment of local sites and state systems to the 12 critical elements that comprise the HFA model. We are grateful to the **Doris Duke Charitable Foundation** for providing support to establish the infrastructure and support necessary for effective implementation of the HFA Regional Resource Centers and to ensure the long-term sustainability and leadership of HFA.

The **A.L. Mailman Family Foundation** awarded to PCA America a \$50,000 grant to support the start-up of the Healthy Families America RRC's including: the development of communication and marketing processes and materials; support for planning and implementation meetings including teleconference calls and in-person meetings; and evaluation of the project. **The Pritzker Early Childhood Foundation** awarded a grant to help PCA America build the technical assistance and quality assurance functions at the newly established RRC's and support ongoing efforts at the national office. PCA America is grateful to these supporters for their generous gifts and continued support of our prevention efforts.

In April, **Healthy Families America** was selected as a model program for inclusion in the upcoming **Office of Juvenile Justice and Delinquency Prevention's Model Programs Guide and Database**. This resource is designed to assist communities in identifying delinquency prevention strategies that fit their needs and enhance their individual efforts.

Healthy Families America
A Model Program

HFA Regional Resource Centers

HFA Regional Resource Centers



- **Great Beginnings Start Before Birth**, HFA's prenatal project funded by **Ronald McDonald House Charities**, trained approximately 90 home visitors, assessment workers and supervisors and 63 HFA certified trainers. The project also developed tip sheets covering various stages of pregnancy for home visitors to use with families.

Circle of Parents

- In 2003, PCA America and the National Family Support Roundtable decided to incorporate **Circle of Parents** as an independent 501(c)3 at the end of the federal OCAN grant that has supported the collaboration since 2000. The new organization will continue to use the name Circle of Parents and will be supported in part by the federal grants made possible through the Office on Juvenile Justice and Delinquency Prevention.
- **Statewide networks** in Idaho, Mississippi, Nebraska, New Hampshire and North Dakota joined the Circle of Parents project in 2003. Circle of Parents programs are now available in 28 states, represented by 29 regional and statewide networks.
- This year, Circle of Parents added a **training curriculum** and updated **facilitators manual** to its technical assistance capabilities, and trained 25 trainers in May and 13 in November.
- Outreach **brochures for parents** were developed in 2003 and made available in English and Spanish.
- A **technical assistance series** of teleconferences was made available to Circle of Parents and Community-Based Family Resource Support Programs sites in 2003 in partnership with FRIENDS National Resource Center. Topics included children's programming, parent leadership and public relations and marketing issues.

Great Beginnings Start Before Birth

HFA Prenatal Project

Circle of Parents

Statewide Networks

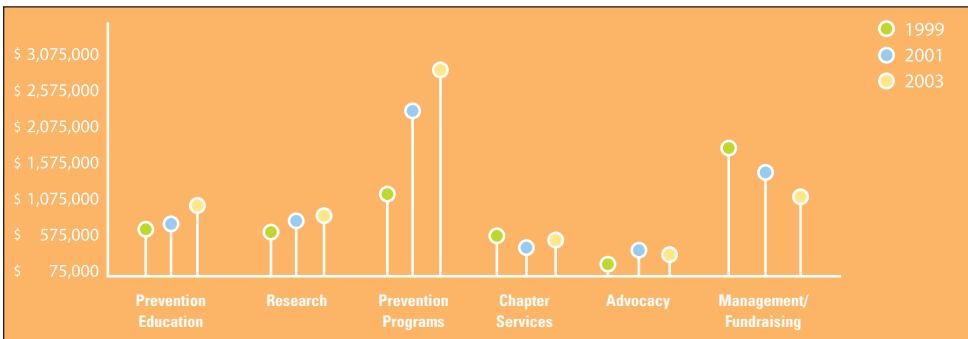
Circle of Parents

National Organization

Selected Financial Data

Expenses 1999-2003

	1999	2001	2003
Prevention Education	\$ 711,500	\$ 848,668	\$ 1,074,709
Research	665,441	854,333	787,028
Prevention Programs	1,340,402	2,297,441	2,845,062
Chapter Services	497,913	442,004	490,240
Advocacy	255,764	463,338	429,480
*Sub-Total	3,471,020	4,905,784	5,626,519
Management/Fundraising	1,749,247	1,480,614	1,108,829
Total	\$ 5,220,267	\$ 6,386,398	\$ 6,735,348



* Percentages of program costs to total costs are as follows: 1999, 66%; 2001, 77%; and 2003, 84%.

Prevent Child Abuse America's Financial Statements are audited by Scanlon & Mathews LLP, certified public accountants. The full annual audited financial statements are available upon request by writing to Prevent Child Abuse America. Prevent Child Abuse America is designated by the Internal Revenue Service as a not-for-profit corporation, 501(c)(3), and has been granted status as a public charity, 509(a)(1).

PCA America Chapters

Alabama

Prevent Child Abuse Alabama
334.271.5105

Alaska

Resource Center for
Parents & Children
907.456.2866

California

Prevent Child Abuse California
(Child Abuse Prevention Council
of Sacramento, Inc.)
916.244.1900

Connecticut

Prevent Child Abuse Connecticut
860.793.3375

Delaware

Prevent Child Abuse Delaware
302.254.4611

District of Columbia

Prevent Child Abuse of
Metropolitan Washington
202.223.0020

Florida

Ounce of Prevention
Fund of Florida
850.921.4494

Georgia

Prevent Child Abuse Georgia
404.870.6565

Hawaii

Prevent Child Abuse Hawaii
808.951.0200

Illinois

Prevent Child Abuse Illinois
217.522.1129

Indiana

Prevent Child Abuse Indiana
317.542.7002

Iowa

Prevent Child Abuse Iowa
515.244.2200

Kansas

Kansas Children's
Service League
785.274.3100

Kentucky

Prevent Child Abuse Kentucky
859.225.8879

Louisiana

Prevent Child Abuse Louisiana
225.925.9520

Maine

Maine Children's Trust
207.623.5120

Maryland

Prevent Child Abuse Maryland
410.841.6599

Massachusetts

Prevent Child Abuse
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(MA Citizens for Children)
617.742.8555

Michigan

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(MI Children's Trust Fund)
517.373.4320

(MI Children's Charter)

517.482.7533

Minnesota

Prevent Child Abuse Minnesota
651.523.0099

Missouri

Prevent Child Abuse Missouri
573.634.5223

Montana

Montana Council for Families
406.728.9449

Nebraska

Prevent Child Abuse Nebraska
402.476.7226

Nevada

(Provisional Chapter)
Southern Nevada Area Health &
Education Center
702.318.8452

New Hampshire

(Provisional Chapter)
NH Children's Trust Fund
603.228.7676

New Jersey

Prevent Child Abuse New Jersey
732.246.8060

New York

Prevent Child Abuse New York
518.445.1273

North Carolina

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919.829.8009

North Dakota

Prevent Child Abuse
North Dakota
701.223.9052

Ohio

Prevent Child Abuse Ohio
614.722.6800

Oklahoma

Prevent Child Abuse Oklahoma
405.232.2500

Rhode Island

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401.728.7920

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803.733.5430

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512.250.8438

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801.393.3366

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804.359.6166

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Prevent Child Abuse Wisconsin
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307.637.8622

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