



Courtesy of Prevent Child Abuse Hawaii

## **Awakening a National Movement for America's Children**

**Prevent Child Abuse America  
2010 Annual Report**



**"While our society needs both prevention and intervention, prevention offers the highest return-on-investment for philanthropic giving. Physical, emotional, psychological inputs at the earliest time of life have by far the highest effect in the individual's future growth and prospects, versus investment later in life."**

**Shawn Dolley, National Board Member**



As a pediatrician and the Board Chair of Prevent Child Abuse America, I firmly believe that one of the fundamental obligations we have as a nation is the support of each and every child. All children are born with nearly limitless potential for success. We are not simply our brother's keeper. We are the keepers of each of the children whose lives we touch. Each of those children are our future leaders, scientists, bankers, teachers, farmers and gymnasts. They are also our future's parents. Today's children are tomorrow's mothers and fathers. The trajectory of our country depends on our ability to raise healthy children, and with that, prevent child abuse and neglect.

Unfortunately, many children still live in hostile environments. Many children are threatened by poverty, violence, abuse and neglect. These environments not only can permanently change a child's brain structure, but can lead to a life of physical and mental health challenges. These not only strain our healthcare resources, but also put a drain on our legal system and workplace productivity.

As a physician I regularly see the results of not preventing child and abuse neglect. As Chair of Prevent Child Abuse America I see the great potential in prevention. I see prevention working in our communities across the country. I see these challenges responded to with innovative solutions, ranging from home visiting to Shaken Baby Syndrome education; from sexual abuse prevention initiatives to school bullying programs.

Despite the dark financial environment, there is great possibility. All it takes is one more person to care. One more policy to change, one more community taking one more step forward. A healthy family remains the focus of a healthy child. All it takes for families to remain healthy is for people to take that one step. Our communities are the web binding our families together, and to each other. Strong communities help grow strong families and strong families grow strong children. Strong children grow a strong country. We all play a role in this. Prevent Child Abuse America is looking to create a National Movement for America's Children and we want you to be part of that as well.

Please take the time to learn more about what we're up to and thank you for your time and your support.

Dr. Christopher Greeley  
Board Chair, Prevent Child Abuse America



At Prevent Child Abuse America, we believe that our nation's continued ability to compete academically, economically and as a thought leader in the international community is directly related to the manner in which we promote healthy child development. We all want the best for our children and now is the time for us to come together as a society, as a nation and as an international leader to show that we mean what we say.

It's time for all of us to awaken to the notion that healthy child development for every American child, regardless of wealth or demographics is not only desirable, but absolutely critical to meet the on-going socio-economic values and democratic principles of our country.

However, too many of our nation's children live in environments and have experiences that surround them with exposure to poverty, family and community violence, and abuse and neglect that compromise their development. This, in turn, compromises our nation's strategic goals. Science clearly indicates that this exposure often has long-term repercussions and challenges a child's transition to adulthood as a contributing member of society; often resulting in chronic health and mental health issues, academic challenges, crime and lost productivity in the workplace.

We can make a difference though and the time to do so is now. Many Americans already advocate for policies and practices that are informed by research and evidence. Individuals often take the time to mentor children; dedicate time to babysit the children of their friends and neighbors who are experiencing stressful situations and donate their skills and time to organizations that promote healthy child, family and youth development.

We at Prevent Child Abuse America believe that everyone has a role to play in preventing the abuse and neglect of our nation's children. We also believe it is the time to launch a National Movement for America's Children to ensure the future of our children is not only guaranteed, but holds greater promise than any other generation of our great nation. Join us in this movement and learn more by visiting [www.preventchildabuse.org](http://www.preventchildabuse.org)

Thank you for all you do.

James M. Hmurovich  
President & CEO



## PREFACE

A wise prophet once wrote, “There is only one time when it is essential to awaken. That time is now.” And Prevent Child Abuse America believes the time is now to awaken to a National Movement for America’s Children.

- The federal government is beginning to look at issues in a more sophisticated manner; not as funding streams but as issues that affect children and families.
- Millions of people are volunteering for good causes to make their communities better places to live.
- A whole generation is growing-up with a drive to support social causes.
- Parents like never before are balancing work and family responsibilities in a healthy manner.

### ***So the time is right, and the time is now.***

- We must ensure that all children have an equal opportunity for growth and development.
- We must support the implementation of innovative prevention programming in all communities across the nation.
- We must be sure that every parent has the information they need to be the best parents possible, and that they don’t feel stigmatized when they seek help or information.

This can and will happen when policymakers and the public come together.

This can and will happen when we believe that it is less costly to society and individuals to get things right now as opposed to paying for them later.

The time is now and there is no better time for a movement...our kids’ futures depend on it



## **Chapter Services**

### ***2010 Highlights***

In building a movement for children, Prevent Child Abuse America's chapters comprise a significant network of prevention professionals throughout the country. Of the three strategic priorities for the national organization, technical assistance and leadership to our networks compliments the messaging of prevention and the development of evidence based public policy as some of the most important activities in which we are engaged. Chapter Services activities in 2010 were focused on increasing chapter viability, improving sustainability and leadership, and expanding the chapter network to 48 chapters while ensuring policies and activities were in place to improve outcomes for healthy child development. Chapter Services, in collaboration with National staff, Board and Chapter leaders, accomplished this through a range of services, assistance and resources such as Chapter Support calls, updating the chapter listserv, the annual Chapter leadership meeting focusing on Prevent Child Abuse America's social movement to improve healthy child development nationally, implementing the chartering process for quality improvement in building capacity, providing leadership on sexual abuse prevention while working with a national foundation, applications for joint chapter/national programmatic monies, and providing technical assistance on topical areas to staff and state chapter boards.

### ***Expectations for 2011***

Chapter Services enters 2011 with the expectation that technical assistance provision will be increased even further by utilizing chapter expertise to enable the chapter network in moving forward with strength. This focus on chapter overall viability assists chapters in being the prevention leaders in their states and establishing an on-going forum for discussion of important policy issues. The focus on unified messaging and branding this year is a critical component for chapters to show our unity and overall effectiveness in the national realm. 2011 is the year we will promote and lead child sexual abuse prevention efforts within our Chapter and Healthy Families America networks, while supporting the child sexual abuse prevention field in moving forward with the organized national strategy developed by the National Coalition to Prevent Child Sexual Abuse and Exploitation of which Prevent Child Abuse America is a member. Chapter Services also will continue to expand the network to all 50 states to prevent the abuse and neglect of our nation's children.



## **Healthy Families America**

### ***2010 Highlights***

2010 proved to be an extraordinary year for Healthy Families America. On March 23, 2010, the President of the United States signed into law the Patient Protection and Affordable Care Act of 2010 (PPACA). Through a provision authorizing the creation of the Affordable Care Act, Maternal, Infant, and Early Childhood Home Visiting Program, the PPACA provides an unprecedented opportunity for collaboration and partnership at the Federal, State, and community levels to improve health and development outcomes for at-risk children through evidence-based home visiting programs. As a result the Healthy Families America division created tools to support states, tribal communities and US territories in their exploration of the Healthy Families America program. The Healthy Families America network experienced new site development in Colorado, Delaware, and California, and the affiliation of existing home visiting programs in Ohio, Texas, and Minnesota. Healthy Families America also began improvements to the training for home visitors through a strategic partnership with Great Kids, Inc. and began messaging about Healthy Families America as an Infant Mental Health home visiting program.

### ***Expectations for 2011***

A key element in movement building is offering innovative programming and solutions and in 2011 the Healthy Families America division anticipates continued growth of the Healthy Families America network and could see as much as a 75%-125% increase in the number of sites due to the new federal funding source. Healthy Families America has plans to improve and strengthen the best practice standards utilized for program implementation, continuous quality improvement and accreditation. It is also essential to strengthen and improve model fidelity to the Healthy Families America program and the national office will do this through the support of a newly developed Research, Practice, Policy Council. The Council is comprised of individuals with extensive experience in research, program practice and public policy, who will assist the division in adding enhancements to the model that address barriers to preventing child abuse and neglect, such as substance abuse, intimate partner violence and mental health issues. In 2011 the Healthy Families America division will also implement a 3-day Advanced Supervision training, updated and improved Healthy Families America role specific training and begin improvements to the Healthy Families America comprehensive assessment process.



## **Advancement**

### ***2010 Highlights***

Despite the slow economic recovery, Prevent Child Abuse America gained new financial supporters in 2010 and developed creative campaigns to increase engagement on multiple levels. Through the power and versatility of technology (social media and mobile phone applications), Prevent Child Abuse America raised more than \$50,000 in new revenue in 2010. We were delighted and grateful to have attained 2,200 new donors through a campaign on Facebook urging people to use cartoon pictures as their profile pictures to raise awareness about child abuse and neglect. Although the campaign did not originate with Prevent Child Abuse America, many Facebook users felt the need to take action beyond changing a picture and chose to generously donate funds to Prevent Child Abuse America, as the leading organization whose sole focus is prevention. We are grateful for every contribution we received and pledge, as always, to use the funds effectively to transform the manner in which our country values children and families.

### ***Expectations for 2011***

During 2011, the Advancement division will focus on ongoing communication with supporters. We will re-introduce a quarterly e-newsletter that has been revamped to include only the most relevant information to readers. New users on Prevent Child Abuse America's website will receive emails to welcome them to the website, quickly summarize ways to get involved with Prevent Child Abuse America's mission, and thank users for their interest. We are focusing our efforts to gain long term supporters for the sustainability of our organization by not only continuing to build upon the relationship of long time donors, but also by appealing to the millennial generation and engaging more donors on a personal level by promoting the House Party Weekend campaign. This campaign encourages supporters across the nation to hold small home and community based events to raise awareness and funds for healthy child development and child abuse and neglect prevention. We look forward to sharing our mission and vision with supporters across the nation in exciting and innovative ways in 2011 as we raise funds, raise awareness and build a movement for America's children.



## **Research Center**

### ***2010 Highlights***

The Research Center guides and facilitates research efforts nationwide with the goal of filling the gaps in our knowledge for effective prevention of child maltreatment and promotion of child well-being. Our partnerships – with academic researchers, organizations concerned with child welfare, and direct service providers – ensure scholarly research to generate new knowledge of importance to practitioners. In 2010, the Research Center continued work on three long-term projects. The Tribal Youth Project, funded by the Office of Juvenile Justice and Delinquency Prevention (OJJDP), launched a national survey of American Indian young adults in partnership with the National Indian Child Welfare Association (NICWA) and Purdue University. The survey focuses on victimization and protective factors during childhood in relation to juvenile delinquency. Our work with Healthy Families America included analysis of the 2008 national survey of site characteristics, updating key information about HFA in 2010, and beta development of a new version of the PIMS data management system to support increased flexibility for independent HFA sites. In addition, we continued our evaluation of the Circle of Parents Responsible Fatherhood Project. Each of these activities has generated important information for preventing child abuse and neglect.

### ***2011 Expectations***

In 2011, the Tribal Youth Project will conclude with participatory guidance from American Indian young adults to interpret results of the national survey. We also will complete evaluation of the Circle of Parents Responsible Fatherhood Project. Healthy Families America work will be aided by a new advisory group, the HFA Research Practice Policy Council. In response to federal funding and expectations of home visiting programs, we plan to develop a more comprehensive information system for HFA and continue training and support for PIMS. These projects plus new efforts in 2011 will not only further reduce the gaps in our knowledge of preventing child maltreatment in all its forms, but further the work of Prevent Child Abuse America in building a movement for children.



**“It is exciting to think of a comprehensive National Movement for America's Children. It would be so powerful to see organizations and individuals from across the country all going in the same direction to create healthy child development opportunities for children and thus preventing child abuse and neglect!”**

**Barb Shaffer, Senior Director of Chapter Services**



## Public Policy

### *2010 Highlights*

In 2010, Congress enacted the Maternal, Infant, and Early Childhood Home Visiting Program, which will provide states and territories with \$1.5 billion over five years to provide evidence-based home visitation services, including Healthy Families America. Establishing a new dedicated federal funding stream for home visiting services had been Prevent Child Abuse America's top legislative priority since 2004. The enactment of the new program was a significant achievement for children and families made possible by years of hard work from our state Chapter and Healthy Families America networks, our national partners on the Home Visiting Coalition, our champions in Congress and the Administration, and many more advocates for children.



Courtesy of Kansas Children's Service League

### *Expectations for 2011*

In any movement an important goal is impacting public policy. Prevent Child Abuse America advocates for policies that promote healthy child development by preventing child abuse and neglect from occurring in the first place. In 2011, we will work with the Administration and Congress to outline specific steps that our nation must take to embrace child abuse and neglect prevention in a more effective, meaningful, and comprehensive manner. This will include ensuring that decisions related to the federal budget maintain and, where appropriate, enhance the federal commitment to healthy child development.



## **Communications**

### ***2010 Highlights***

2010 was a very active year for the Communications team at Prevent Child Abuse America with our push for a national movement for America's children. We had the opportunity to talk about messaging, storytelling and social movement building across the country as we met with people working in communities from Vermont to New York to Missouri and California. We further expanded our use of new, or social, media, working on rolling out more Tweets, Facebook and blog posts, and took advantage of a unique opportunity for a dialogue related to this work during the emergence of a nationwide effort encouraging people to change their Facebook profiles as a means of supporting the prevention of child abuse and neglect. We also saw an increase in interaction with traditional media and had the opportunity to do an array of interviews on the topic of child development, bullying and preventing child abuse and neglect. With support from the Doris Duke Charitable Foundation we commissioned a series of papers under the title of "Why Prevention Matters," explaining to policymakers and the general public why prevention is a common sense investment in our children and our country. And finally, we began to push to develop new creative concepts for our work, began building a web-based platform to support people as they organize around America and received a grant that will allow us to refresh and rethink our primary website.

### ***2011 Expectations***

In 2011 we look forward to expanding on the wealth of opportunities that presented themselves in 2010. We will develop more public awareness materials and more Public Service Announcements; we will find more ways to utilize paid media and we look forward to launching a new look and feel to our website and rolling out the web-based organizing platform that will encourage and support the efforts of people everywhere to organize on behalf of this issue. We will continue to look for media opportunities both traditional and new to talk about the issues of child development, preventing child abuse and neglect and movement building. We also will continue to inform, educate and train our local chapters to talk and communicate about this work in any and all communities in a consistent manner. We believe the time for a social movement is now and we look forward to working with enumerable national and local organizations to ensure its success.



## **Marketing**

### ***2010 Highlights***

In 2010, the Marketing Department experienced new successes and experimented with new methods for raising awareness of and funding for our mission, our message and our efforts to launch a national movement for children. We executed a Facebook-based campaign with natural beverage maker R.W. Knudsen Family in which the company donated \$1.00 to Prevent Child Abuse America for every person who joined its Facebook fan page November 1-21, 2010, up to \$10,000. The goal was met in 10 days and so the campaign was extended, resulting in a final total of \$13,420. Another \$3,000 was generated when individuals were invited to match part of Verizon Wireless' \$24,960 2010 grant. Prevent Child Abuse America also enjoyed new awareness and funding generated through the CauseWorld and ShopKick mobile phone applications, raising more than \$38,000 from the former alone. In 2010, the Marketing Department conducted the second annual Kick-off for Kids fundraising dinner with Tommie Harris and several other Chicago Bears players, grossing approximately \$100,000 for Prevent Child Abuse America and the Tommie Harris Foundation. We launched a renewed effort to achieve greater brand consistency within the National Office and chapters in 2010, and continued to grow the Pinwheels for Prevention campaign, an important launching pad for engaging the public in a movement for children, through an expanded product program and new sales channels, updated campaign logo and materials, and bestowing the first Pinwheel City USA designation upon Jacksonville, FL, in recognition of its commitment to child abuse and neglect prevention.

### ***2011 Expectations***

In 2011, the Marketing Department looks forward to achieving even greater brand consistency within the organization and chapters, the continued growth of Pinwheels for Prevention through expanded product sales and the first national rollout of the Pinwheel City USA program, welcoming more and new corporate partners into the fold and realizing continued growth with the Chicago Bears fundraising event. We also look forward to continuing to test new methods of generating awareness of and funding for Prevent Child Abuse America through the use of social media, highlighted by the implementation of the inaugural Tel-e-thon for America's Children, a Facebook-based version of a traditional telethon where individuals will have the opportunity to make one-time or recurring gifts over a 30-hour period in April.



**“It is going to take non-traditional stake holders to start a movement. Social service workers are already in the know. It is going to take the everyday person to become more aware and take action at a local level. People need to realize that "action" doesn't need to mean something big. It could be volunteering at the local community center one time a month or even as simple as paying attention to the local news in order to be aware of what is happening in your community. Action can mean so many different things. If everyone plays a small role, the change will be enormous.”**

**Felicia Kolodner, National Board Member**



## Financial Statements - Year ending 12/31/2010

### Statement of Financial Position

#### Assets

Cash & Equivalents	40,216
Receivables	95,607
Other assets	13,350
Investments	2,692,043
Furniture & Equipment	85,511

**Total Assets** \$2,926,727

#### Liabilities & Net Assets

Total Liabilities	559,374
Total Net Assets	2,367,353

**Total Liabilities & Net Assets** \$2,926,727



## Revenue & Expenses

### Revenue

Corporations, Foundations, and Associations	221,372
Individuals & Family Foundations	339,108
Special Events	355,884
Conferences and Chapter Activities	899,561
Government Grants & Contracts	362,873
Publications/Royalties	112,007
Investments	282,597
Other	3,047
<b>Total Revenue</b>	<b>\$2,576,449</b>

### Expenses

Prevention Programs	876,264
Prevention Research	459,096
Prevention Network	187,626
Prevention Education	405,904
Prevention Advocacy	201,442
<b>Total Program Expense</b>	<b>\$2,130,332</b>
Management & General	38,228
Development	328,973
<b>Total Expenses</b>	<b>\$2,497,553</b>



**\$200,000+ Donors**

Doris Duke Charitable Foundation, Inc.

Kappa Delta National Sorority

**\$100,000+ Donors**

Sigma Delta Tau National Sorority

**\$50,000+ Donors**

Verizon Wireless

Wm. Wrigley Jr. Company Foundation

**\$10,000+ Donors**

A.G. Cox Charity Trust

America's Charities

Thomas Carhart

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Chicago Office Technology Group

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Kohl's Corporate Offices

National Basketball Association

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Shopkick Inc

Vodafone Americas Foundation

Wells Fargo Insurance Services

**\$5,000+ Donors**

City of Chicago

Farmers and Merchants Trust Company

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F.M. Kirby Foundation, Inc.

Jack A. Somers Trust

**\$1,000+ Donors**

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Truist

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## **Our Mission**

To prevent the abuse and neglect of our nation's children.

Prevent Child Abuse America  
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[preventchildabuse.org](http://preventchildabuse.org) and [healthyfamiliesamerica.org](http://healthyfamiliesamerica.org)

[preventchildabuseamerica.blogspot.com](http://preventchildabuseamerica.blogspot.com)

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Please follow Prevent Child Abuse America and Healthy Families America on Facebook as well.

