



2011 Annual Report

Prevention is Possible:
How We All Play A Role in the Lives of Children

Prevent Child Abuse America



**Prevent Child Abuse
America**

Photos Courtesy of (left to right, top to bottom): Prevent Child Abuse West Virginia, Prevent Child Abuse Florida, Prevent Child Abuse Alabama, and Prevent Child Abuse Minnesota

Our Message to You

The future of our nation depends on the support we give to each and every child and family. This year has been an important one for Prevent Child Abuse America. Our organization not only continued on its mission to prevent child abuse and neglect before it ever occurs, but we also helped launch the National Movement for America's Children, an effort to spark national discussion on how we can support the healthy development of every child.

As a pediatrician and the Board Chair of Prevent Child Abuse America, I am all too familiar with the long-term implications toxic environments can have on healthy child development. Thankfully most children in America are embraced by their families and friends and live a life full of love. There are some children though who unfortunately struggle. The lives of all children and the prosperity of the nation

A Word From Our President & CEO

This past year, in serving as a founding partner of the National Movement for America's Children, Prevent Child Abuse America worked harder than ever to organize and energize the public around the importance of healthy child development. So far we have been able to bring this subject into the national conversation, thanks largely to the support of our chapter and program networks, donors, partner organizations, and many interested and concerned individuals. However, we can and must do more.

We all have a role to play in the lives of children. Whether you volunteer as a mentor for a youth service organization or you simply knock on a neighbor's door to offer support to a new parent, we can all find ways to positively influence the lives of children and families. As a parent, grandparent, cousin, or even friend, you can ensure that our children are not only being read to and supported scholastically, but that they are also exposed to learning opportunities that teach them about empathy and cultural sensitivity that reduces bullying and aggressive behavior. And in the year to come, as the presidential campaign comes to dominate the news cycle, everyone can join together to advocate for leadership that creates and endorses policies that support children and families as they relate not only to individual well-being, but to the overall prosperity of our society.

Simply sharing research and outlining the argument for change is no longer enough, the social and economic costs to children, families, and our nation are already too high. The time to awaken at all levels is now. We CAN prevent child abuse and neglect. We CAN do more to support children and families. And together, we will build a call to action which ensures that our country is held accountable for delivering on our commitment to both this generation of America's children and future generations to come.

-James M. Hmurovich

depend on our recognition of the hazardous effects of these stressors. Now is the time for our society to commit to providing a healthier future for our children and communities.

Prevention is possible, and we, as a nation, have a responsibility to do everything we can to achieve this goal. We all have an impact on the lives of children, and their healthy development needs to be at the forefront of every decision we make. It may be a game of inches, but we are in it for the long haul.

Thank you all for your support over the last year. I hope you will continue to learn more about our organization and embrace the role you can play in the lives of children.

Sincerely,



Dr. Christopher Greeley
Board of Directors Chair



The Year in Review

GETTING THE WORD OUT

The National Movement for America's Children _____ **4**

- The movement reached twelve states in its first year through 21 town hall meetings. Over 500 testimonials were given in response to the question, "How can we ensure that every child has an equal opportunity for healthy growth and development?"

Pinwheels for Prevention[®] _____ **5**

- The campaign has distributed over 2.3 million pinwheels since it was taken nationwide in 2008 and is embraced by our chapters in more than 40 different states. In 2011, 414,000 pinwheels were distributed and 652,000 were ordered for 2012.

Child Sexual Abuse Prevention _____ **6**

- We continued to increase our leadership in the field of child sexual abuse prevention, through targeted research, partnerships, public policy, and in our response to national scandals.

EXPANDING OUR REACH

Healthy Families America[®] _____ **7**

- HFA was recognized by the US Department of Health and Human Services as a proven and effective home visiting model. With the addition of this funding eligibility, HFA is rapidly expanding its presence, anticipating 600 total sites by 2013.

New Chapters and Increasing Impact _____ **8**

- We are proud to welcome two new provisional chapters to the Prevent Child Abuse American System: Prevent Child Abuse Arkansas and Prevent Child Abuse South Dakota. Now in 49 states, our network is able to provide direct services to nearly 300,000 individuals in need.

Other 2011 Achievements _____ **9**

- Kick-Off for Kids
- Happy Anniversary!
- New Corporate Partnerships
- Increased Social Media Traffic
- Public Service Announcement wins Local Emmy

Vision for 2012 _____ **10**

2011 Audited Financial Information _____ **11**

Thank You to Our Donors _____ **12-13**

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Getting the Word Out

The National Movement for America's Children

More than a dozen child advocacy organizations joined with Prevent Child Abuse America this year to launch the National Movement for America's Children.* "Our country cannot continue to over-promise and under-deliver," said President & CEO, Jim Hmurovich. "We must create a sustained public will that it must be a priority to truly deliver for our children to keep our nation strong."

The movement is aimed at answering our big question, "How can we ensure that every child has an equal opportunity for healthy growth and development?" Feedback gained will then be used to form a national strategy for America's children.

We facilitated **21 town hall meetings** in **12 states** and created a **website** with a **discussion forum** to gather a total of over **500 testimonials**. The top five emerging discussion themes are listed below.

Our Partners

Zero to Three®: National Center for Infants, Toddlers, and Families; American Humane Association; Association of Maternal & Child Health Programs; Children's Trust & Prevention Funds; CLASP; Children's Leadership Council; CWLA; National Healthy Start Association; Voices for America's Children; The Washington Children's Foundation; General Federation of Women's Clubs; and the Center for the Study of Social Policy and Research

*Movement-related activities were accomplished with the generous support of the Doris Duke Charitable Foundation.



LISTENING TOUR

September

Indianapolis, IN • Grand Junction, CO • Denver, CO

October

Denver, CO • Albany, NY • Schenectady, NY • Chicago, IL • Palatine IL • Nashville, TN • Ladylake, FL

November

Claremont, NH • Concord, NH • Derry, NH • Durham, NH • Exeter, NH • Hanover, NH • Portsmouth, NH • Salem, NH

Emerging Discussion Themes

- The Well-Being of All Children
- Reducing Isolation and Stress on Families
- Social Services in the Community Actively Doing Their Part
- Cooperation Among Government Institutions
- The Role for Neighborhoods, Schools, Businesses, and Faith Community



For more information, please visit www.movementforchildren.org

Pinwheels for Prevention®

In April 2011, we celebrated the fourth anniversary of the nationwide expansion of the Pinwheels for Prevention® campaign. With more than 40 of our chapters participating, and partner organizations throughout the country embracing this symbol, we have been able to distribute a total of over **2.3 million pinwheels**.

In 2011, more than **414,000 pinwheels** were **distributed** to chapters and nonprofit organizations throughout the nation, and the reach of this campaign is only growing with **652,000 pinwheels** ordered for 2012



Thank You Supporters!

None of our success would have been possible without the support of our partner organizations, dedicated individuals throughout the nation and the ingenuity of our chapters.

We also would like to thank our Kappa Delta and Sigma Delta Tau national sorority partners, whose efforts have been essential in the growth of this program throughout the last several years.

“Pinwheels for Prevention has exceeded our expectations as the new brand symbol for child abuse prevention. It is exciting to see the growth and creativity surrounding this campaign at the local level.”

-Matt Feldman, Senior Director of Marketing



Child Sexual Abuse Prevention

Our focus on child sexual abuse prevention has increased significantly over the past year. We supported the expansion and evaluation of the Enough Abuse Campaign and have committed to increasing our leadership in guiding these efforts and in the national public response.

Replicating a Prevention Strategy

Thanks to a generous grant from the Ms. Foundation, we were able to assist Prevent Child Abuse Massachusetts in growing its child sexual abuse prevention program, the Enough Abuse Campaign (www.enoughabuse.org). After the expansion of this initiative to Maryland and New Jersey, we were able to initiate an evaluation of this replication and found the model to be especially effective in gathering stakeholders for planning, as well as in training community members.

Ms. Foundation for Women
Building women's collective power to ignite change

Building Partnerships

We also worked to increase our leadership in this field through strategic partnerships. President & CEO, Jim Hmurovich, now sits on the steering committees for:

the National Collaboration to Prevent Child Sexual Abuse and Exploitation, the National Alliance on Public Policy, and the National Collaborative to Protect America's Children.

Public Policy and Advocacy

Testimony was submitted to the Children & Families Subcommittee of the Senate Health, Education, Labor & Pensions Committee for the hearing on, "Breaking the Silence on Child Abuse: Protection, Prevention, Intervention, and Deterrence." We also worked in partnership with Stop It Now and Darkness to Light to advance child sexual abuse prevention at the federal level.

Finally, as a national advocate for children, we responded to the tragic cases of child sexual abuse uncovered this year at Penn State and Syracuse University by:

- Releasing **talking points** on child sexual abuse prevention tips and warning signs.
- Coordinating with our Pennsylvania chapter on the **community response** during Penn State's first home football game.
- Creating **Letters to the Editor** detailing the importance of child sexual abuse prevention and the role that everyone plays in this effort.
- Developing a Child Sexual Abuse **Primer for ESPN**.

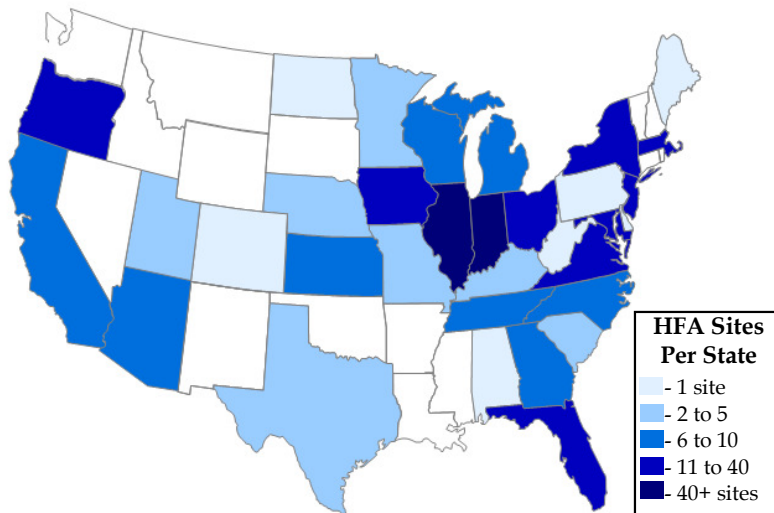
"All adults are responsible for protecting and promoting the healthy development of children. The fact is, not all perpetrators of sexual abuse are the same, and most often the perpetrator is the stranger we know. Everyone should learn the signs of sexual abuse, how to identify the grooming behaviors of sexual predators and advocate for sexual abuse prevention programming in their community. Our society must work together to ensure that we are preventing not only child sexual abuse, but all cases of child abuse and neglect before they ever occur."

-James M. Hmurovich, President & CEO



Expanding Our Reach

Growth of Healthy Families America®



The US Department of Health and Human Services and Healthy Families America®

In February 2011, after a thorough review of home visiting research, Healthy Families America was named one of seven proven and effective home visiting models by the US Department of Health and Human Services. HFA is the only model currently recognized as illustrating outcomes in all eight benchmark areas, with leadership especially shown in the categories of “Child Development and School Readiness” and “Reductions in Child Maltreatment.”

“The expansion of Healthy Families America is a reflection of over five years of public policy and advocacy efforts. This increased support and recognition makes it possible for us to continue to build a national foundation for successful early relationships between parents and their children.”

-Cydney Wessel, National Director,
Healthy Families America®

The Reach of HFA

Receiving this national recognition honors the organization and makes the program eligible to receive funding at the state level from the federal government. After a comprehensive needs assessment, the HFA model was chosen by more states than any other home visiting approach. This broad base of support made 2011 the start of rapid growth for the program.

Currently, HFA has a presence in 43 states, the District of Columbia, all five US territories and Canada. (Complete map of HFA continental sites pictured left.) By 2013, we anticipate having over 600 sites in our network, a 50% increase from where we are today.

HFA and the RPPC

The addition of the Research-Practice-Policy Council (RPPC) to the HFA network marks the first time we have had a formal group to advise national policy on HFA research and evaluation, the translation of research to practice, and responses to recent publications.

We believe strongly in keeping the HFA model relevant and up-to-date. By looking at research and practice findings, the RPPC allows us to live up to the endorsement we received.



For more information, please visit www.healthyfamiliesamerica.org

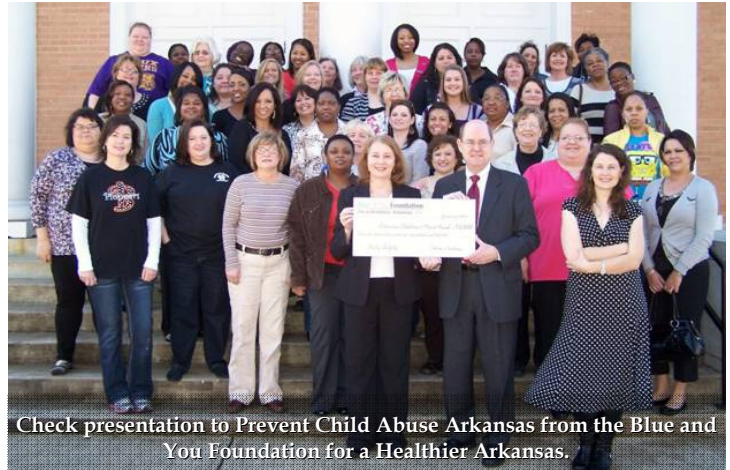
New Chapters and Increasing Impact

In the fall of 2011, Prevent Child Abuse America was happy to welcome two new provisional chapters: Prevent Child Abuse Arkansas and Prevent Child Abuse South Dakota. With these additions, our chapter network now reaches **49 states**, consists of **350 employees** and provides direct service efforts that **benefit almost 300,000 people**.

A special thanks to our organizational partners for their cooperation and support!

Prevent Child Abuse South Dakota

Prevent Child Abuse South Dakota is a result of four years of work with South Dakota organizations. With this new chapter, we are proud to work alongside Child's Voice, under the Sanford Medical Center umbrella and in collaboration with The Helpline, to further their promotion of healthy child development and the prevention of child abuse and neglect.



CHAPTER SNAPSHOT

Highlighting Chapter Activities

	<u>Total</u>
Public Service Announcements	3208
Training Work Shops	2822
Advocacy Contacts with Executive Branch	1073
Advocacy Contacts with Legislature	1829
Number of Conferences	62
Lead Statewide Coalitions	22

Prevent Child Abuse Arkansas

Prevent Child Abuse Arkansas started through a partnership with the Children's Trust Fund, a long time partner of the organization. "The Arkansas Children's Trust Fund for Child Abuse Prevention is pleased to be a part of the Prevent Child Abuse America family," said Executive Director of Prevent Child Abuse Arkansas, Sherri Jo McLemore. "I have always known about the good work of Prevent Child Abuse America, and I know the Trust Fund will benefit greatly by being affiliated with such dedicated and passionate people."

"We really have been able to extend ourselves across the states. Couple that with the presence of Healthy Families America, and we are in all 50 states plus the 5 territories! The impact of our prevention work and the amount of support we are able to give to children and families has truly been taken nationwide."

-Barbara Shaffer, Senior Director of Chapter Services



Other Achievements in 2011

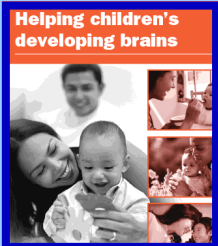


Kick-Off for Kids

Prevent Child Abuse America and Chicago Bears Wide Receiver Johnny Knox (pictured left) were proud to host the third annual Kick-off for Kids fundraising dinner. Over 180 guests attended the event, raising nearly \$90,000 in net proceeds for healthy child development. Increases were seen in all facets of the event, including sponsorships, ticket sales, auctions, and the raffle.

Happy 30th Anniversary!

Prevent Child Abuse America celebrated its 30th anniversary as the national philanthropy of the Kappa Delta Sorority in 2011. Our organization is fortunate to have strong partners in the Kappa Delta and Sigma Delta Tau sororities, whose decades of support have resulted in almost \$4,000,000 in donations. (Pictured right: Kappa Delta members at the Kick-off for Kids event.)



New Corporate Partners

We were proud to begin several new corporate partnerships in 2011. A campaign with the Atlanta Bread Company through Facebook Causes resulted in a donation of \$5,000, and a campaign during Groupon's *Grouponicus* holiday celebration led to over \$6,300 being raised, which will allow for the distribution of 10,000 brain development booklets (picture left) to families nationwide.

Social Media Presence

Throughout the year, Prevent Child Abuse America has made significant gains in increasing its social media traffic. The number of visitors to the website increased by 2,777 viewers, while the number of Facebook fans grew by 10,264 and Twitter followers by 2,618. Healthy Families America also had significant growth, with HFA Facebook fans increasing by 251 fans and HFA Twitter gaining 420 new followers.



PSA Receives Local Emmy

In 2010, Prevent Child Abuse America was honored to receive an Emmy Award in the category of Community/Public Service from the Suncoast Chapter of the National Academy of Television Arts and Sciences for its work on three 30-second ads created in collaboration with The Ounce of Prevention Fund of Florida and Ron Sachs Communications. The Emmy was presented to Prevent Child Abuse America staff at the 2011 Executive Director's Meeting (pictured left).



Vision for 2012

● Grow the Movement

We will continue to conduct Listening Tours throughout the country to grow the National Movement for America's Children. By targeting not only individuals and organizations, but also nontraditional partners within corporations, government, and society at large, we hope to ensure our message on the importance of healthy child development permeates all sectors. Our goal is to continue to generate awareness, activate the public to play a role in prevention and make discussions on how to support children part of everyday conversation.



● Increase Public Advocacy Efforts

Embracing our role as advocates will be especially important in the months to come. Our society needs more victories for children and families, and it is our duty to ensure this happens. We not only will strive to build our leadership in the policy arena, but also our public policy committee will aggressively target specific legislation to ensure prevention concerns and child development needs are being represented. As this year brings with it many political campaigns, we will also continue working with Every Child Matters and the Children's Leadership Council to highlight the importance of healthy child development throughout the rhetoric during this election season.

● Support Our Chapter and Program Networks

Supporting our networks is a major focus of our organization. We want to continue expanding the level of information and resource support we provide our chapters and programs so that they can continue to expand their role as conveners and experts within their states. Next year, we will hold the National Conference for America's Children, with speakers and trainings targeting best practices in public policy, healthy child development, messaging, marketing, and movement building, to help these groups build their competencies and convert this knowledge into actions benefiting all children and families.

● Next Program Priorities: Bullying and Child Sexual Abuse Prevention

We will continue our efforts to prevent child sexual abuse and promote a culture free from shame that embraces the need for the disclosure and discussion essential for long-term growth and abuse prevention. We will also look to take the lead in confronting the bullying problems plaguing America's school systems and ensure that every child is in an environment where they can thrive without fear of aggression or cruelty.

Thank you to all of our donors. We hope you will continue to support our work in the year to come as we promote the healthy development of all children and the prevention of child abuse and neglect.



2011 Audited Financial Information

Statement of Financial Position

Assets

Cash & Equivalents	\$11,719
Receivables	\$164,574
Other Assets	\$10,350
Investments	\$2,694,962
Furniture & Equipment	\$57,861
Total Assets	\$2,939,466

Liabilities & Net Assets

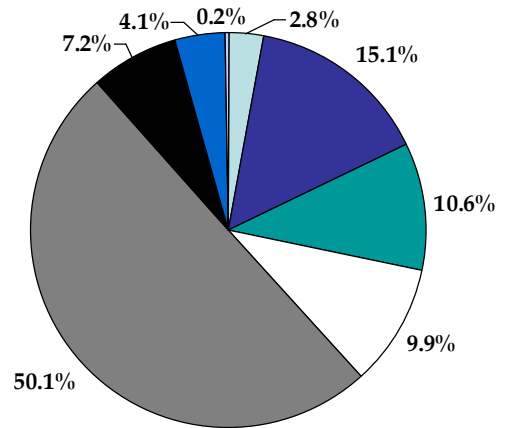
Total Liabilities	\$544,364
Total Net Assets	\$2,395,102
Total Liabilities & Net Assets	\$2,939,466

Functional Expenses

Total Program Expenses	\$2,148,492
Management & General	\$45,463
Expense Ratio	1.88%
Advancement	\$223,593
Expense Ratio	9.25%
Total Expenses	\$2,417,548

Sources of Revenue

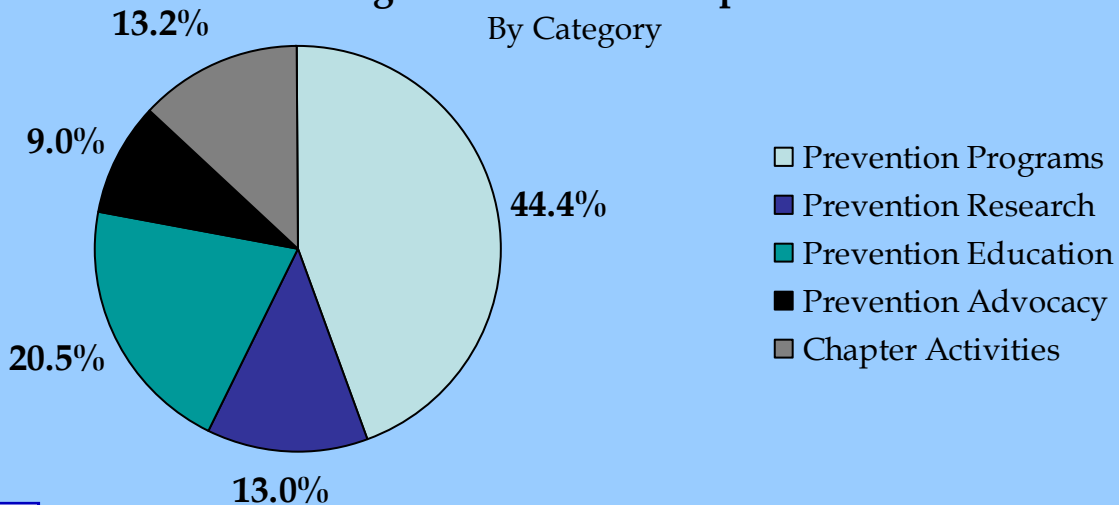
Total Revenue = \$2,445,410



- Individuals
- Corporations/Associations
- Foundations
- Special Events
- Program Revenue
- Government Grants/Contracts
- Publications/Royalties
- Other

Program and Service Expenses

By Category



Thank You to Our Donors

\$200,000+ Donors

Doris Duke Charitable Foundation
Kappa Delta Sorority
Sigma Delta Tau Sorority

\$100,000+ Donors

Latham & Watkins LLP*
Ms. Foundation for Women

\$50,000+ Donors

A.J. and R.A. Amoroso
Taproot Foundation*
Wm. Wrigley Jr. Company

\$20,000+ Donors

Kohl's Corporate Offices
Pritzker Early Childhood Foundation
Verizon Wireless

\$10,000+ Donors

A.G. Cox Charity Trust
The Church of Jesus Christ of Latter-
Day Saints
James M. Hmurovich
The Leibowitz and Greenway Family
Foundation
Al Mazure
Mike and Dayna Meyer
The Michael Bolton Charities
Microsoft*
National Basketball Association
National Philanthropic Trust
Network for Good

\$5,000+ Donors

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*Denotes in-kind donation of goods and/or services

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*Denotes in-kind donation of goods and/or services

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Our Mission

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

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

