

# 2012 Annual Report



Photo courtesy of Prevent Child Abuse West Virginia



**Prevent Child Abuse**  
America

# Messages to You

## President & CEO

We all have a role to play to ensure each child, every child, has an equal opportunity to develop in a healthy manner to enjoy the benefits of a level playing field as they move toward adulthood. The incidents in 2012 arguably reaffirmed the importance for an organization like ours to play the role we have been committed to for over 40 years...to prevent the abuse and neglect of our nation's children. This mission seemed far from attainable as we all lived through the horrific stories about what adults did to children last year.

But these tragedies also provide an opportunity to remind each of us that prevention is possible, and it is the responsibility of each and every one of us to ensure it is achieved.

During the last several months we have held several strategic thinking sessions to develop new short term action plans for the organization that will increase the amount of information we can share with parents, how we will encourage neighbors and friends to engage in volunteerism in youth development activities and how we, as an organization, can provide more support for our state chapter and Healthy Families America networks, because it is they who provide services locally to help parents and their families be everything they hope to be. Our plans will expand our media presence through the creation of a series of videos focused on preventing the various types of child maltreatment so children can be safe from ever experiencing the ill effects of these childhood adversities.

I look forward to sharing all of our upcoming work with you, but also want to thank you for your support and commitment to make sure every childhood is filled with good health, great happiness and wonderful memories as parents build lifelong relationships with their children.

There is no greater priority than raising healthy children and supporting their families, and without you, our supporters, partners, and sponsors, we couldn't do any of that.

**James M. Hmurovich**

## Chairman, Board of Directors

I am honored to serve as Board Chair of Prevent Child Abuse America. As a pediatrician, I well understand the long-term impacts of child abuse and neglect. I also understand, however, the tremendous impact we can have on the lives of children and families when we prevent child abuse and neglect before it ever occurs. Central to a healthy childhood is the family and their community. Ultimately, preventing child abuse depends upon strong families and communities.

No organization has focused on prevention longer or more effectively than Prevent Child Abuse America has, and yet, even after 40 plus years as an organization, Prevent Child Abuse America has had an especially good year.

Healthy Families America continues to expand to more communities every day. We now have statewide chapters in all 50 states. The National Movement for America's Children continues to hone its message and influence. And via Pinwheels for Prevention, there are thousands of pinwheels spinning across the nation symbolizing the belief that the healthy development of children, all children, is not only possible, but happening.

Yet, there remain challenges. As we have seen during the last year in terms of child sexual abuse and gun violence, some children and their families still face toxic environments every day. These environments not only undermine child health and development, but the nation's health and development.

Which is why Prevent Child Abuse America is going to continue to do what it has done for 40 years: focus on prevention, encourage solutions, impact public policy, and encourage everyone to take action on behalf of children and their families.

We all have a role to play, and we want to thank you for your support during the last year. When our children and families receive support, anything is possible, so please keep learning, keep sharing, and please stay with us on this journey.

**Dr. Christopher Greeley, M.D.**



# Research

## Child Maltreatment Cost Study

The updated Estimated Annual Cost of Child Abuse and Neglect report was released by Prevent Child Abuse America in April 2012. The report was funded by Macy's, Inc. and Prevent Child Abuse America commissioned internationally known researcher Dr. Richard Gelles from University of Pennsylvania to update the report. Dr. Gelles and his colleague, Dr. Staci Perlman from Kutztown University, made further refinements to the cost analysis in accordance with recommendations from experts in economic analysis of social issues.

The report offers comprehensive information on costs related to the short- and long-term consequences of child maltreatment to advocates and policymakers. It details expenditures that could be reduced with effective prevention strategies and invested in our nation's future, rather than paying for our failure to prevent child abuse and neglect before it occurs.

Our hope is to awaken the nation to the change we can make. Together we can prevent the abuse and neglect of our nation's children.

Estimated  
Annual Cost of  
Child Abuse and Neglect  
**\$80,260,411,087**

ANNUAL COSTS	\$80,260,411,087
• <b>DIRECT COSTS</b>	\$33,333,619,510
• <b>INDIRECT COSTS</b>	\$46,926,791,578
DAILY COSTS	\$220,000,000



# Healthy Families America

Provides expectant and new parents with the opportunity to receive the education and support they need at the time their baby is born.

## HFA Celebrates 20 Years

The HFA Model celebrated its 20th year in 2012 having grown from a network of 24 sites in 1992 to a total of 573 HFA affiliated sites in 40 states, the District of Columbia, American Samoa, Guam, the Northern Mariana Islands, Puerto Rico, the U.S. Virgin Islands and Canada. HFA was developed after the U.S. Advisory Board on Child Abuse and Neglect issued a report calling for immediate and urgent attention directed at the “national emergency” of child abuse in the United States and emphasized the importance of making prevention a key strategy by implementing a voluntary neonatal home visitation program.

Our nation’s children and families are fortunate to live in an era when the federal government is investing in the value of home visiting as a means to support vulnerable families. This investment has allowed HFA to increase its capacity by 53% and make a difference in the lives of tens of thousands of families.

The HFA National Office provided 60 trainings in 20 states and five U.S. territories, a 140% increase from 2011. Additionally, there are now 17 HFA state systems, an increase from 13 the previous year, and three states are developing an in-state infrastructure. These accomplishments demonstrate the continued support and commitment to the HFA model across the nation. To meet these increased demands, the HFA National Office has expanded its staff.

The HFA Training Department also has improved services and quality to the HFA Network through new and improved training resources, including the following:

- A strategic partnership with Great Kids, Inc. that has resulted in an update to the HFA core training for direct service providers.
- The development and launch of Advanced Supervision Training, which defines and improves reflective practice in the field thereby increasing the quality of supervision while reducing staff burnout.
- The translation of HFA training and support materials into Spanish to better serve HFA sites across a broader population.
- The completion and approval of the HFA training requirements as meeting the competencies of the Michigan Association for Infant Mental Health
- Endorsement to improve the capacity of the HFA workforce of more than 3,000 direct service providers ultimately increasing positive outcomes for children and their families.

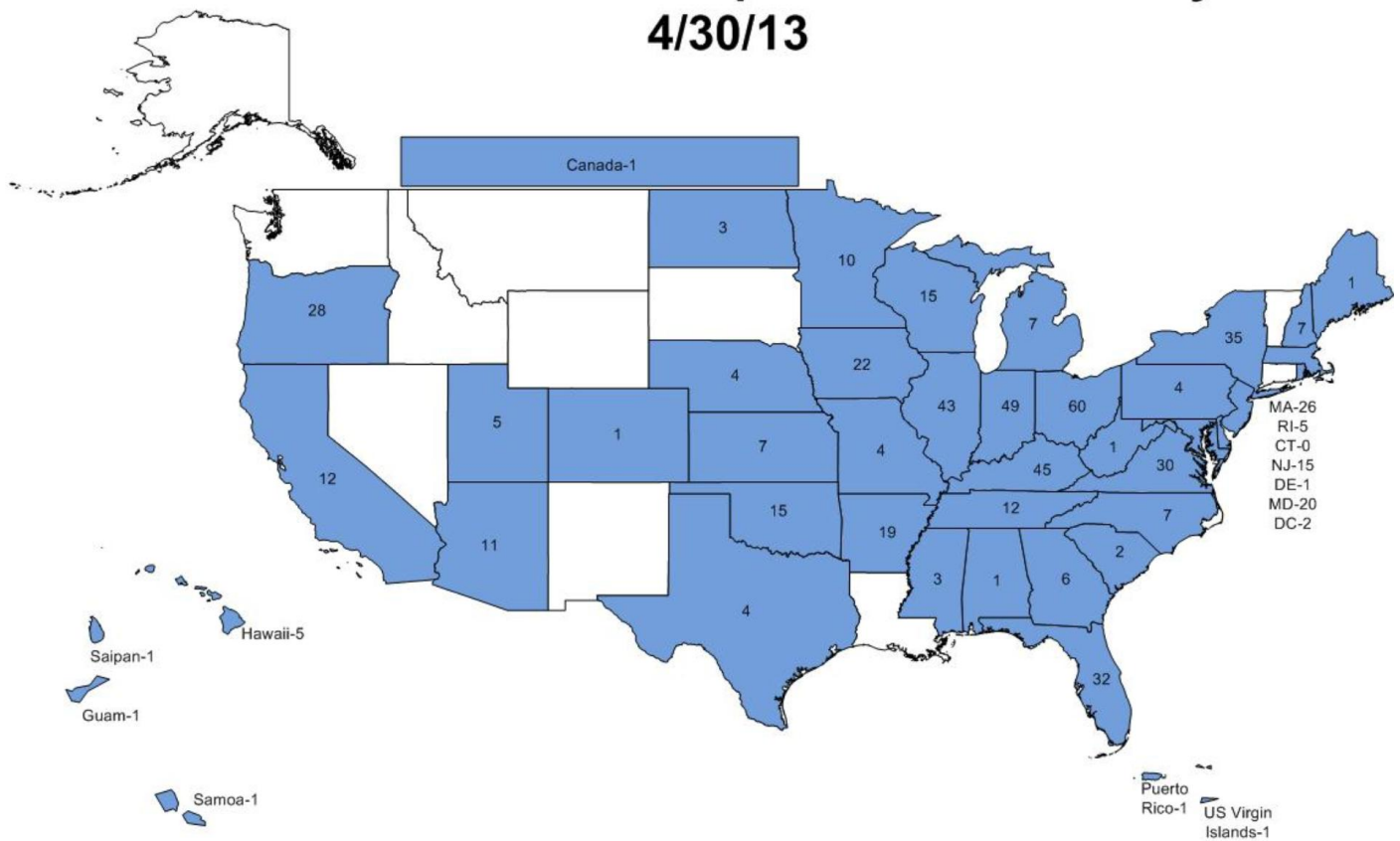
## Data Management

HFA expanded the program management and evaluation capacity of the HFA sites by:

- Implementing PIMS (a case management and evaluation database geared toward small/independent state systems) in six new states and 15 new sites.
- Improving the capacity of PIMS for tracking federal benchmarks and outcome measures in support of HFA goals.
- Providing data management consultation to states using their own data systems.



## Number of HFA sites per State or Territory 4/30/13





# Chapters...

## CHAPTER SNAPSHOT

The Chapter Services Division is celebrating a huge milestone in achieving **50 statewide chapters** by bringing on **Prevent Child Abuse Mississippi** at the Children's Justice Center in the University of Mississippi Medical Center as the final state joining the national chapter network. Over the past seven years, Prevent Child Abuse America has focused on creating a chapter in each state to promote healthy child development nationwide. Our goals are to strengthen every chapter so they can provide the prevention voice needed in each state.

Prevent Child Abuse America's state chapters engage in a range of prevention strategies to ensure that child abuse and neglect is prevented before it ever occurs. The strategies include raising awareness about the issue, advocating for innovative programs such as home visiting, influencing public policy, and working to locate funding sources to support family focused programming for families that need it. This work is accomplished in great part through strong collaborations with an array of partners, including community members, fellow nonprofits, local and state government, businesses, and faith-based communities.



Welcome Prevent Child Abuse Mississippi!

Photo courtesy of Prevent Child Abuse Mississippi



# The National Conference for America's Children

OCTOBER 12-15, 2012

Hyatt Regency Jacksonville Riverfront  
Jacksonville, Florida



“Families don’t live in a vacuum...we are all connected”

– George Sheldon

“Movements are fueled by people”

– Cordelia Anderson

“Until we invest as much in children as we do to build bombs, our national security will remain at risk”

- Darrell L. Armstrong

## “Knowledge without action is a missed opportunity for prevention!”

This quotation by James M. Hmurovich, President & CEO, Prevent Child Abuse America, aptly captures the very essence of why Prevent Child Abuse America continues to host our bi-annual national conference. We had a great turnout, and lots of energy, for the National Conference for America's Children, which was held in Jacksonville, Florida, from October 12-15. The four-day event saw 650 people being enriched by speakers of various backgrounds delivering a wide range of topics focused on public policy, direct services, and developments in research during the breakout sessions.

### Speakers

In addition to the exciting sessions, the Conference also included the attendance of six distinguished plenary speakers. These speakers enlightened us with their insightful and thought provoking speeches, providing insights into prevention efforts in their respective fields. These speakers included:

#### George Sheldon

Acting Assistant Secretary of the Administration for Children and Families, U.S. Department of Health and Human Services

#### David E. Wilkins

Secretary, Florida Department of Children and Families

#### Cordelia Anderson

Demand the Change for Children

#### Reverend Darrell L. Armstrong

Pastor, Shiloh Baptist Church of Trenton, NJ

#### Dr. Linda C. Degutis

Director, National Center for Injury Prevention and Control, Centers for Disease Control and Prevention

#### Betsy McAlister Groves MSW, LICSW

Founding Director, Child Witness to Violence Project at Boston Medical Center

# The National Conference for America's Children

“Knowledge without action is a missed opportunity for prevention” –James M. Hmurovich

## Awards

In addition, the 2012 Conference also saw trailblazers and outstanding contributors to the Healthy Family America program conferred awards through the Award Series.

**Healthy Families America Lifetime Achievement Award**, the highest honor by HFA, was awarded to **Phyllis Kikendall**, the Program Director for Healthy Families Indiana.

**Healthy Families America Shining Star Awards** were awarded to **Gail Breakey** and **Betsy Dew** in recognition of their profound influence on the national implementation of Healthy Families America.

## Healthy Families America Service Excellence Award

Additionally, five individuals also received Healthy Families America Service Excellence Award in recognition of their outstanding contribution.

**Angelita Rodriguez** for outstanding service as a Family Assessment Worker

**Julianne Hoffman** for outstanding service as a Family Support Worker

**Angie Newton** for outstanding service as a Supervisor

**Denise Kaspar** for outstanding service as a Program Manager

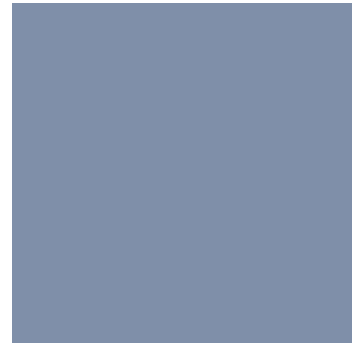
**Andrea Palmer** for outstanding service as a State leader

The National Conference for America's Children marked another successful chapter in 2012 to increase awareness, promote community engagement and to discuss new and innovative policy proposals



Photos courtesy of Grand Magazine



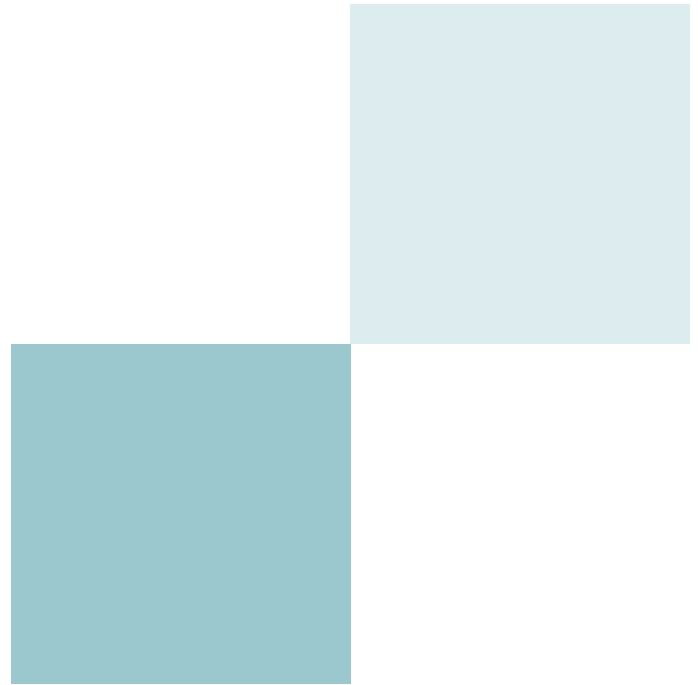


# Other Achievements in 2012

## **Child Sexual Abuse Prevention**

The development of a Technical Assistance Center on child sexual abuse prevention to serve our Chapter and Healthy Families America networks is nearly complete through the efforts of our child sexual abuse prevention consultant, Dr. Janet Rosenzweig. Key resources that have been completed include a capacity building readiness toolkit, a child sexual abuse prevention literature review, a report of chapter activities around child sexual abuse prevention, and a scan of existing national efforts.

Prevent Child Abuse America is collaborating with other key stakeholders, including Darkness to Light, Stop It Now!, The Pennsylvania State University, the National Coalition to Prevent Child Sexual Abuse and Exploitation to promote a national policy agenda on child sexual abuse prevention.



# Other Achievements in 2012

## **Bullying Prevention**

Activities to establish a national Bullying Prevention Center to support the Chapter and Healthy Families America networks is in progress. In 2012, a national environmental scan was conducted by Clemson University focusing on exploring existing key models and resources for bullying prevention. Johns Hopkins University developed a survey for the state chapter and Healthy Families America networks to determine their specific bullying prevention needs, and Butler University conducted key informant interviews to help inform subsequent decision-making. These activities are the result of a generous gift from the Sigma Delta Tau national sorority. In 2013, a Bullying Advisory Group will be convened to discuss “next steps.”



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

We all have a role to play in promoting well-being and preventing child abuse and neglect. And Prevent Child Abuse America continues to work with a coalition of national organizations on the *National Movement for America's Children* to provide tips, tools, ideas, and an interactive platform for everyday citizens to get involved. The idea is to inspire through simple ideas and everyday stories that help individuals realize that they have the power to help a family under stress. We see this effort as a work-in-progress that engages new members every day.





## 2012 Audited Financial Information

### Statement of Financial Position

#### Assets

Cash & Equivalents	\$357,965
Receivables	\$349,234
Other Assets	\$22,012
Investments	\$2,944,985
Furniture & Equipment	\$57,861
<b>Total Assets</b>	<b>\$3,715,008</b>

#### Liabilities & Net Assets

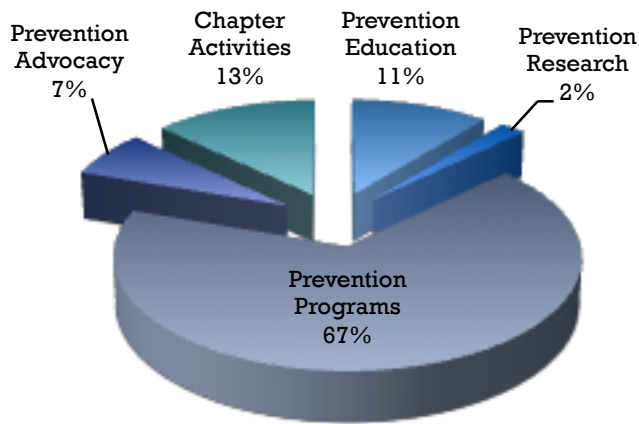
Total Liabilities	\$379,792
Total Net Assets	\$3,335,216
<b>Total Liabilities &amp; Net Assets</b>	<b>\$3,715,008</b>

#### Functional Expenses

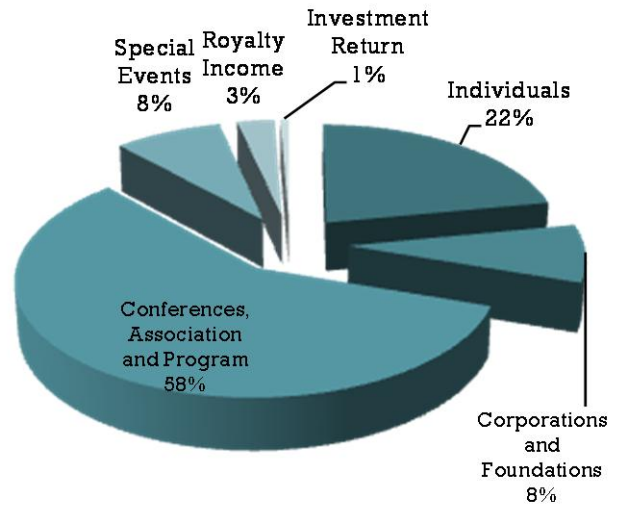
Total Program Expenses	\$2,134,411
Management & General	\$60,187
Fundraising Expenses	\$310,515
<b>Total Expenses</b>	<b>\$2,505,113</b>

# 2012 Audited Financial Information

## Program and Service Expenses



## Sources of Revenue



Thank  
You

# Donors List

## \$200,000+ Donors

Doris Duke Charitable Foundation

## \$100,000+ Donors

Kappa Delta Sorority  
Ms. Foundation for Women  
Sigma Delta Tau Sorority

## \$50,000+ Donors

The American Gift Fund  
Wm. Wrigley Jr. Company

## \$20,000+ Donors

America's Charities  
Delta Beta Sigma  
Kohl's Corporate Offices  
Robert and Mayari Pritzker Family Foundation  
Pritzker Early Childhood Foundation  
Verizon Wireless

## \$10,000+ Donors

A.G. Cox Charity Trust  
Chicago Office Technology Group  
Church of Jesus Christ of Latter-Day Saints  
James M. Hmurovich  
Leibowitz and Greenway Family Foundation  
Los Angeles Clippers Foundation  
National Basketball Association  
The Michael Bolton Charities, Inc.



Thank  
You

## \$5,000+ Donors

Best Buy Children's Foundation  
CareerBuilder  
Channing Bete  
Charitybuzz  
Thomas Curatolo  
Jen Mei Li  
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Ronny Turiaf

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Blue Cross Blue Shield of Illinois  
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Dean, College of Health and Human Services  
California State University



**Prevent Child Abuse**  
America

# Our Mission

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

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**Ben Tanzer, Senior Director of Strategic Communications**

**Cyd Wessel, Senior Director of Healthy Families America**

**James M. Hmurovich, President & CEO**

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[preventchildabuse.org](http://preventchildabuse.org)  
[healthyfamiliesamerica.org](http://healthyfamiliesamerica.org)  
[movementforchildren.org](http://movementforchildren.org)  
[pinwheelsforprevention.org](http://pinwheelsforprevention.org)

