



Photo courtesy of Prevent Child Abuse Minnesota

**Prevent Child Abuse America
2008 Annual Report**

Looking Back Moving Forward

“It takes an organization like Prevent Child Abuse America to provide the synergy, leadership, and advocacy to help move policy makers and raise awareness. Thus, I am proud to help raise a voice and serve in my researcher role with others on the Board from varied backgrounds who are so humanistically dedicated to this wonderful organization.”

John Lutzker, former Member
National Board of Directors
Prevent Child Abuse America

Recently, I had the great honor to be elected as the Board Chair for Prevent Child Abuse America. It is a privilege to have this responsibility in the oldest national organization dedicated solely to prevent the abuse and neglect of our nation's children.

Child abuse and neglect affects far more than the child, it is also a vast drain on economic resources. The research completed by Prevent Child Abuse America in our recent report, "**Total Estimated Cost of Child Abuse and Neglect in the United States,**" has proven our belief that preventing child abuse and neglect before it occurs is far more cost effective than intervening after the maltreatment has taken place.

When the history changing events have occurred in our nation that have shaken our sense of national security or individual economic stability, the political, public policy, administrative and budgetary responses have been immediate and comprehensive. This same sense of urgency must be applied to the healthy development of our nation's children and to creating better conditions for parents to be the kinds of parents they want to be.

As importantly, the adverse impacts of child abuse and neglect often have life-long consequences on children that affect them socially, academically and personally. This in turn impacts the success of our neighborhoods, our communities and eventually even our nation.

The board of directors is responsible for not only supporting our organization's vision, but ensuring our National Office and State Networks can do their jobs. In fulfilling these obligations, the board continues to prioritize the financial well-being of our organization through diversifying revenue sources, enriching the endowments, and supporting the organization at special events.

Our 45 state chapters and Healthy Families America sites in over 385 communities in 32 states are the keys to fulfilling our mission to prevent child abuse and neglect, but we need your help in order to give each child an equal opportunity to live a life free of abuse and neglect.

We hope you will join us in this effort.

Myle Turpen, former Board Chair
Prevent Child Abuse America

As a nation, we must share a common mission to prevent the abuse and neglect of our nation's children before it ever occurs.

As I reflect on 2008, both personal and professional experiences remind me that all parents experience stress. We all must recognize the difficult job of being a parent, regardless of wealth. Prevent Child Abuse America is dedicated to providing all parents with the information we need so that we can parent to the best of our ability. I believe our national policies must incorporate and make available home visiting and in-depth parenting education to all families. These services have been proven to decrease risks to families, and the unhealthy childhood experiences that can result when we don't.

We know that these adverse childhood experiences can have repercussions across the lifespan that result in an economic impact of \$103.8 billion per year when abuse and neglect isn't prevented.

It's time we re-think our public policies on prevention and child development, both because it makes good common sense and because it makes "cents" for our country and our economy.

Prevention is the best remedy for child abuse and neglect. While prosecution and intervention are necessary components of services to families, they are not the sole factors to provide justice to each and every child across the country. Prevent Child Abuse America is dedicated to all children and all families.

Please join us in this most important of missions.

James M. Hmurovich, President & CEO
Prevent Child Abuse America

Why is prevention personally important to you?

“I was brought up to care about others and taught that all people are linked together in some way and that we all affect each other. Kids are wonderful, funny, cute, innocent, delightful people. We all started out as kids and we all deserve to have a wonderful life. Why should anyone child not be able to have that?”

Barb Shaffer, Senior Director Chapter Services

Public Policy

2008 Highlights

Public Policy successes happen as the result of the collective hard work of people at the national, state, and local levels. Prevent Child Abuse America is a leader in a coalition that activates advocates at these three levels to educate members of Congress about the importance of investing in a range of evidence-based early childhood home visitation services. In 2008, our joint efforts resulted in significant action on legislation to plan, develop, and fund statewide home visitation systems. The coalition successfully engaged the support of over 100 Members of Congress and over 660 organizations for the legislation. This support ultimately resulted in the legislation being considered and passed with broad bipartisan support by a U.S. House Committee. Congress ultimately adjourned without completing action on the bill, but the momentum built in 2008 is already translating into policy gains for home visiting in 2009.

Expectations for 2009

Prevent Child Abuse America advocates for policies that promote healthy child development by preventing child abuse and neglect from occurring in the first place. Prevent Child Abuse America, with the help of our Chapter and Healthy Families America networks, 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. Prevent Child Abuse America will also continue to advocate for policies that support a range of evidence-based early childhood home visitation services.

Chapter Services

2008 Highlights

Prevent Child Abuse America convenes a state chapter Executive Directors' meeting every year. The 2008 planning committee developed an agenda in which nationally known speakers provided remarks on interacting with the media, addressing prevention within the current political context and the latest information on messaging. We had a great dialogue about multiple topics ranging from Statewide Prevention Planning as a "new way of thinking" to the development of Prevent Child Abuse America's National Signature Campaign which will help us speak with a consistent message on prevention. Chapter Services also has initiated discussions in each state that does not have a chapter. Throughout this past year, the National Office's effort resulted in the addition of state chapters in Montana and Missouri.

Expectations for 2009

For 2009, the Chapter Services Department is focusing on additional ways to support the 45 Prevent Child Abuse America chapters in our network. We have started by creating chapter support calls that are intended to open the lines of

communication among chapter staff members around particular areas of interest. We are also working with chapters to renew the focus of our continuous quality improvement process which re-charters each chapter every three years. The current focus is to assist chapters on building their capacity by revamping the process. Along with looking at a chapter in a holistic way, we have added peer reviewers along with on-site technical assistance. As chapters tell us, every chapter, no matter how strong, can always improve upon their current work. The challenge is how to do that moving forward in the current tough times. Our chapters are inventive and prove time and time again that they can do it!

Research Center

2008 Highlights

In 2008, the Research Center launched a new project in partnership with the National Indian Child Welfare Association and Purdue University, focused on childhood victimization and juvenile delinquency among American Indian/Alaska Native youth. Research staff also released a revised and updated report on the Total Estimated Cost of Child Abuse and Neglect in the United States, and continued our work with Healthy Families America, evaluation of the Circle of Parents Responsible Fatherhood Project, the Research Teleconference Seminar Series, and serving as an information resource to our networks and the general public.

Expectations for 2009

The Research Center's projects described above will continue into 2009 and beyond. Our central focus is our role as an information resource to the child maltreatment field. For example, in 2009 we plan to update our report on the Total Estimated Cost of Child Abuse and Neglect in the U.S upon the release of the latest National Incidence Study (NIS-4). Also in 2009, the Tribal Youth Project will develop and field a national web-based survey of American Indian/Alaska Native youth, and research staff will initiate the groundwork for our national HFA Research Agenda.

Division of Meetings & Conferences

2008 Highlights

In May 2008, the Division of Meetings & Conferences produced Prevent Child Abuse America's successful national conference in Milwaukee, Wisconsin, which provided world-class education and networking opportunities for 1,100 professionals in the fields of child maltreatment prevention and family support. Conference highlights included a non-traditional keynote panel discussing the future of child abuse prevention from many different perspectives, a plenary address on infant mental health by Dr. Martin Maldonado, and standout sessions delivered by subject matter experts including Cordelia Anderson, Lawrence Wallack and Jeff Linkenbach. The 2008 national conference was successful both financially and programmatically as

witnessed by satisfied attendees offering feedback such as this: “Very good – well organized! Good variety of topics to choose from and different skill/knowledge levels”; “The workshops were phenomenal”; and “The standout sessions were very thought provoking ... a true eye opening experience.”

Healthy Families America

2008 Highlights

Healthy Families America has accomplished a great deal in the past year due to the hard work of the many dedicated people at national, regional, and state levels. Through a generous donation from Healthy Families Indiana and Indiana University we will be able to provide the entire network of Healthy Families America programs with access to 35 hours of quality distance learning modules. These training modules offer a range of important topics including keeping babies healthy and safe, fostering infant and child development, addressing domestic violence, preventing child abuse, recognizing substance abuse, responding to relationship issues, and promoting mental health.

Expectations for 2009

The current economic crisis has created even more stressors for families. This, in turn, makes it more essential for direct service staff to be able to identify, address, and help families resolve the issues or challenges interfering with their relationships with their children. In 2008, we began to enhance our long-standing collaboration with Great Kids, Inc. (GKI) in order to strengthen our training processes across the network. GKI is an international training and consulting organization dedicated to developing exceptional early childhood and home based programs for families with children 0-5 years. Healthy Families America is an evidence-based program, meaning research has shown positive outcomes for families; however, in this ever-changing world it is essential for us to keep getting the research out there for the public to review and gain better understanding. Not only for what successes we have had, but more importantly how we can continue to improve Healthy Families America. We will be working with the Healthy Families America network to publish evaluations and focus on new funding opportunities to continue researching the effectiveness of the program.

Development

2008 Highlights

With a little—make that a LOT— of help from our friends, the Development Team was able to make steady progress amid the economic storms of 2008. Our National Board, volunteers, individual donors, and corporate partners, including Kappa Delta, the Wm. Wrigley Jr. Company, Verizon Wireless, Foresters, Target, Sigma Delta Tau, the National Basketball Association, and Kohl’s, faithfully sustained our work.

Kohl's Kids Day events, Kappa Delta and Sigma Delta Tau's on-campus fundraising events not only gathered financial support, but brought the message of prevention to an ever-widening circle of friends. "We Can Be Heroes" was the theme of a summer evening under the stars to support Healthy Families America. We teamed up with the Chicago Bulls and Verizon Wireless for a fantastic August golf outing. The Blue Ribbon Ball brought us together to celebrate our success.

Expectations for 2009

In 2009, the world of philanthropy is different from the year before, with plenty of challenges, and plenty of opportunities, as well. Time-tested partnerships—with The Wm. Wrigley Jr. Company, Verizon Wireless, Kohl's, Kappa Delta, Sigma Delta Tau, and the NBA—will evolve in new directions. The energy and commitment of volunteers will be more critical to our continuing success than ever before. We'll combine traditional events like the Wrigley Start Early Run and the Verizon Wireless Charity Open, with exciting new events, like the House Party Weekend, a nationwide series of events to prevent child abuse, taking place October 23-25. Our goal in all of this is to raise funds, true; but even more important for the long-term, to engage people across the nation in our vital mission for children.

Communications

2008 Highlights

2008 was a year where the Communications Team sought to expand its influence on traditional media while simultaneously looking to build its presence in social media. With the former we ramped-up our efforts to develop timely press releases and letters to the editor, engage reporters and make Prevent Child Abuse America the go-to organization when it comes to discussions and coverage on child abuse and neglect prevention. Even as we accomplished this, we also pushed to create a new blog—Changing the Way We Think About Prevention—as well as YouTube and Facebook pages. We saw 2008 as a time then for not only building our media presence, but the platforms we need to reach the public wherever they are.

Expectations for 2009

In 2009 the goal is to increase the variety of communications strategies we utilize, adding Twitter and other social media tools for example, while also seeking to better integrate all of these platforms across the organization. We will also seek to continue to pursue our goals for more consistent messaging and communications across the agency, our networks, and the field of prevention. Additionally, we are also looking to further enhance and ground our work in updated framing research from our long-time partners at the FrameWorks Institute, and obtain funding for a national media campaign that builds upon Pinwheels for Prevention and all of the wonderful possibilities it holds to engage the public and build a national movement around the prevention of child abuse and neglect.

Marketing Division

2008 Highlights

The Marketing Division was established and endeavored to build upon the successful launch of the Prevent Child Abuse America national signature campaign -- Pinwheels for Prevention™ -- and implement cause-related marketing efforts to advance our work. In 2008, Pinwheels for Prevention took root as more than 400,000 blue and silver pinwheels were planted nationwide. Through this introduction of the pinwheel as the new symbol for child abuse and neglect prevention in the U.S., building upon market research and messaging recommendations from the FrameWorks Institute, we began to tell a more solution-focused prevention story designed to mobilize the public in support of our mission. In 2008 we launched new cause-related marketing partnerships with the Wm. Wrigley Jr. Company and NBA ("Wrigley's Double-Double Challenge") and with Six Flags in support of Healthy Families America, and enjoyed continued cause-related marketing efforts with FTD, Good Cause Greetings, and Heartfelt Charity Cards.

Expectations for 2009

The Marketing Division expects continued growth with Pinwheels for Prevention in 2009, highlighted by the expansion of the campaign to additional state chapters, the introduction of multiple traditional and social media promotional and fundraising activities, and the cultivation of additional corporate partners and campaign spokespeople. From a cause-related marketing perspective, it's expected we will welcome new corporate partners into the fold and continue to work with our aforementioned partners on the expansion of those respective campaigns.

Financial Statements -- Year ending 12/31/2008

Statement of Financial Position

Assets	
Cash & Equivalents	\$1,705
Receivables	\$323,394
Other assets	\$49,456
Investments	\$2,211,480
Furniture & Equipment	\$217,224
Total Assets	\$2,803,259
Liabilities & Net Assets	
Payables	\$774,690
Rents & Leases	\$646,395
Deferred revenue	\$228,532
Line of Credit	\$125,000
Total Liabilities	\$1,774,617
Net Assets	\$1,028,642
Total Liabilities & Net Assets	\$2,803,259

Revenue & Expenses

Revenue	
Corporations, Foundations, and Associations	\$807,963
Individuals	\$352,762
Special Events	\$500,488
Conferences and Chapter Activities	\$872,972
Government Grants & Contracts	\$345,654
Publications	\$135,181
Investments	\$99,818
Other	\$205,417
Total Revenue	\$3,320,255
Expenses	
Prevention Services	\$1,333,562
Prevention Research	\$752,535
Prevention Network	\$425,699
Prevention Education	\$345,306
Prevention Advocacy	\$258,291
Total Program Expense	\$3,115,393

Management & General	\$351,506
Development	\$714,143
Total Expenses	\$4,181,042

\$250,000+Donors

Centers for Disease Control and Prevention

\$100,000+Donors

Chicago Board Gift

Foresters Prevention of Child Abuse Fund

Kappa Delta Sorority and Foundation

Kohl's Department Stores

Sigma Delta Tau Sororities

Target Community Fund

Verizon Wireless

Wm. Wrigley Jr. Company Foundation

\$50,000+Donors

Mr. and Mrs. Paul Harvey

Pritzker Early Childhood Foundation

\$10,000+Donors

A.G. Cox Charity Trust

American Airlines

Mr. and Mrs. Thomas Carhart

Channing Bete Co., Inc.

DraftFCB

Ms. Linda Post and Mr. Robert Glavin

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Mr. James M. Hmurovich

F.M. Kirby Foundation, Inc.

The Leibowitz and Greenway Family Foundation

The Francis L. Lederer Foundation

The A.L. Mailman Family Foundation, Inc.

Michael Bolton Charities, Inc.

National Basketball Association

National City Bank

National Philanthropic Trust

Wells Fargo Insurance Services

\$5,000+Donors

Aetna Life & Casualty Foundation

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Best Buy Children's Foundation

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\$1,000+Donors

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Grainger Matching Gifts Program
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Mr. Jason Greschler
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The Happiest Baby, Inc.
Heartfelt Charity Cards
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Indian Trail Junior High
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TRC Holding Inc.
Ms. Myle Turpen
UTStarcom, Inc.
Mr. Bryant Walton
Ms. Nancy Warren
Workflow One
Zeller Realty
Mr. and Mrs. Scott Zettek

Our Mission

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

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