At this point I have formally retired, but I am proud to say, that for 10 years, the staff and I have worked to deliver on evidence-based strategies to promote healthy child development, supportive services for parents and the primary prevention of child abuse and neglect.

I am also honored to have been a member of a national office team that expanded Healthy Families America from 360 sites to over 600, increased the state chapter network from 41 to 50, introduced the Pinwheels for Prevention® campaign, oversaw the creation of technical assistance services to the networks on bullying prevention and child sexual abuse prevention, and the development of a national movement for children and families, Connect the Dots.

As a representative of the organization, I have also been able to serve as the Chair of the National Coalition to Prevent Child Sexual Abuse & Exploitation, and was also a member of the Board of Directors of the National Human Services Assembly and the National Child Traumatic Stress Network.

So it is fitting that in 2015, my final year at the helm of Prevent Child Abuse America, we continued to expand our programs and campaigns. In this last year we expanded our Big Pinwheel Garden event to our nation’s capital, bringing the issue of child abuse and neglect prevention to the footsteps of our policymakers. Our Healthy Families America home visiting program was the subject of two more studies, in Oregon and Massachusetts, demonstrating the efficacy of the program in helping to improve the lives of children and families. And, yet again, in 2015 we received top-rated charity awards from every major charity oversight group. Achievements like these have made me proud to have led such an organization for the past 10 years.

I am honored to have been trusted with the leadership of such an honorable mission, a team of dedicated and committed staff, a knowledgeable and impressive Board of Directors, and two outstanding networks of chapters and Healthy Families America sites, respectively. But more than all of that, I am humbled to have been given the opportunity to serve the children and families of this great nation. Every child should have the right to experience a loving, caring and abuse-free childhood. At Prevent Child Abuse America we not only believe that, we work every day to accomplish it.

James M. Hmurovich
President & CEO
Prevent Child Abuse America
I want to begin by stating what a great year this has been for Prevent Child Abuse America.

When I wrote this letter last year I told you about how proud I was of the work we had done during the previous year and how much I looked forward to the great opportunities to come.

Now that year has passed and I couldn’t be prouder.

We have continued to strengthen our signature prevention program Healthy Families America; we are working on crafting new, and unprecedented, federal prevention legislation; we achieved top ratings from Charity Navigator, Charity Watch, GuideStar and the Better Business Bureau; as well as received recognition from Consumer Reports as a top children’s charity for donors, and much, much more.

I could go on, but now I want to look forward, because we know what to do, and we know child abuse and neglect is preventable, but it doesn’t happen without all of you.

We need you to play a role, big or small, because if all children are going to have the great childhoods they deserve, we’re all going to have to ensure that this occurs.

Finally, I want to heartily welcome Dan Duffy as our next President & CEO, while also taking a moment to thank James M. Hmurovich for the role he’s played over the last decade in ensuring all of this has been possible.

Jim has done the hard work, he’s done it with a sense of urgency, and while he will not be going forward with us, his impact on the organization will be felt for years to come.

Fred M. Riley
Board Chair
Prevent Child Abuse America

In Memoriam - 1948-2016
GOAL 1

DEVELOP A NATIONALLY RECOGNIZED BRAND THAT MOVES PEOPLE TO ACTION
In April, a Big Pinwheel Garden was held in Chicago between two elementary schools (bottom left photo) with hundreds of students, faculty and parents to further promote the pinwheel as the symbol for the great childhoods all children deserve.

Headline speakers included Illinois First Lady Diana Rauner and Chicago Alderman Mary O’Connor. Six days later in Times Square in New York, we staged another Big Pinwheel Garden, this one headlined by Ginger Zee of “Good Morning America,” New York Knicks legend John Starks and Cristina Cuomo, Manhattan magazine Editor in Chief (bottom right photo). Our thanks to Kappa Delta, Sigma Delta Tau, Modern Luxury Publishing, Chartwells K12 and the General Federation of Women’s Clubs for their support. Finally in October, Prevent Child Abuse America and its Virginia and Maryland chapters celebrated the great childhoods that all children deserve with a “National Pinwheel Garden.” Together more than 1,000 pinwheels were planted near the Washington Monument on the National Mall in Washington, D.C. (top right photo), by the public and members of event partners, General Federation of Women’s Clubs, Sigma Delta Tau, Kappa Delta and Chartwells K12 to celebrate the people who helped them enjoy great childhoods by having pinwheels planted in their honor in the National Pinwheel Garden.
GOAL 2

STRENGTHEN THE COLLECTIVE IMPACT OF THE NATIONAL OFFICE, ITS NETWORKS & PARTNERS

Prevent Child Abuse America
“When I learned that our Prevent Child Abuse America leadership meeting was going to be in Washington, D.C., I was delighted! As a die hard advocate for prevention public policy, I knew this would be a golden opportunity to meet with members of the Arizona delegation and ask for their support for the re-authorization of the Maternal Infant Early Childhood Home Visiting (MIECHV) program, which has provided almost $5 million to the Healthy Families Arizona program annually for the past four years.

The receptionist at our statewide office is a young single mom, herself a recipient of a home visiting program. While she is very bright and willing to do any task, making appointments for me with congressional staff in Washington was clearly outside of her comfort zone, at least at first. I coached her that the person on the other end of the phone is someone just like her whose job it is to give the caller the best customer service they can. I was delighted when just before I left for Washington she handed me a list of NINE appointments carefully timed over one day on the Hill, with the promise of actually meeting face to face with two members of Congress! Hill Day dawned cold and snowy, and off I went to attack the itinerary planned for me. When comparing notes with other Prevent Child Abuse America state leaders I was shocked to find most of them had four or five appointments. At the end of the day (as they say in D.C.) I had worn blisters on my feet trotting back and forth between the massive congressional offices, but all appointments were completed with various levels of agreement that helping young parents succeed in keeping their infants and toddlers safe, healthy and developing well, made sense for Arizona. The MIECHV program was of course ultimately re-authorized and our receptionist back at the office in Arizona was VERY proud of her hard work to do her small part in advocating for a very effective child abuse prevention strategy!”
In March, Prevent Child Abuse America held a Hill Day and Congressional Reception. Our 50-state chapter network flew in from around the country and met with over 100 offices in the U.S. Senate and U.S. House of Representatives to discuss reauthorization of the MIECHV program and the Child Abuse Prevention and Treatment Act with lawmakers.

“EXCELLENT! AND THIS CONNECTION LED TO AN INVITE FOR PREVENT CHILD ABUSE LOUISIANA TO PARTICIPATE IN A SELECT WORKGROUP LEADING UP TO VITTER’S GUBERNATORIAL CAMPAIGN.”

--Prevent Child Abuse Louisiana

Chapters were enthusiastic about their meetings with staff and Members of Congress and reported constructive and important conversations with policymakers on the key issues central to our mission. The Hill Day culminated with a Congressional Reception where we honored U.S. Senator Chuck Grassley (R-IA) and U.S. Senator Robert Menendez (D-NJ) with our 2015 Legislative Leadership Award. We honored them for their tireless work and effort to support the MIECHV program. Both U.S. Senators spoke about the importance of the program and the need for advocates like the chapter network to educate and be a voice on the Hill for these important programs and policies. In attendance, we had five federal commissioner members from the Commission to Eliminate Child Abuse and Neglect Fatalities: Commissioner Patricia Martin, Commissioner Theresa Martha Covington, Commissioner Susan N. Dreyfus, Commissioner Marilyn Bruguier Zimmerman and Commission Executive Director Liz Oppenheim. We also had four home visitors from Virginia join us on the Hill and at the Reception to share stories about the families they serve and the important work they do. All in all it was a successful event!

“IT WAS GREAT, I HAD A WONDERFUL EXPERIENCE.”

--Prevent Child Abuse Florida
“{It was a} very positive day. We feel that it’s important to foster these relationships. May be a good idea to have a ‘Hill Day’ once a year so that we continue this relationship with our policy makers.”

-- Prevent Child Abuse Alabama

“Very exciting and fun to meet Congressional members and staff.”

-- Prevent Child Abuse Hawaii

“Very positive – all staff and Congressman Young were very gracious and interested.”

-- Prevent Child Abuse Indiana
The 2015 Healthy Families America Leadership Conference was a major success! This was the second year in which this conference was held and signaled the beginning of a new tradition for Healthy Families America.

More than 270 state and site leaders from around the country came to Chicagoland prepared to share success stories and strategies for home visiting and to learn about the new projects and initiatives happening at a national level. Additionally, leaders enjoyed networking opportunities and the chance to see a fun blend of magic and team building courtesy of “The Mind Tripping Show.” The Conference featured keynote speeches from HFA National Director Cyd Wessel on the topic of resonant leadership and Sam Davidson from ONWARD Strategy on the new direction of the HFA brand. Another highlight of the conference was the research panel featuring Jessica Goldberg, Ph.D., Deb Daro, Ph.D., Beth Green, Ph.D. and Kristin Kirkland, Ph.D., entitled “From Practice to Policy: A Non-Linear Journey,” in which these four impressive researchers shared some of their findings and the tactics they used to put their results to work.
“Loved the culture of the conference, all doing the same job, and all having the same mission with different methodologies.”
-- Participant

“Great chance to hear about how other programs operate and use their resources. Networking opportunities were great. Venue was very nice and conveniently located.”
-- Participant

“Enjoyed the networking. Really love the new bonding.”
-- Participant

“Donna Beegle was wonderful. Enlightening. Reminded me of the things we need to know and the importance of words of the language we use.”
-- Participant
GOAL 3

TRANSFORM SOCIAL NORMS REGARDING CHILD ABUSE AND NEGLECT
Connect the Dots is an initiative that seeks to lift-up and link individual and collective actions across the country that make children and families a priority in our communities, budgets and policies. We believe that individuals and organizations are doing great things across the country, but that they aren’t always connected. To address this, we created an interactive map on whatsyourdot.org.

With this map, individuals and organizations have the opportunity to submit a “dot” to our website. A dot is anything a person or organization does to help children and families thrive—from writing a senator asking for support for a kid-friendly policy, donating baby clothes to a local shelter, or “catching” your own child being good. People and organizations can use this map to view their own dot, search other dots in their area or simply to get inspired to do more in their communities.
DEVELOP A STANDARDIZED ASSESSMENT FOR CHILD WELL-BEING THAT IS ALIGNED WITH NATIONAL AND INTERNATIONAL METHODOLOGIES AND IS USEFUL TO BOTH COMMUNITY AND STATE LEVELS
“Paper Tigers“ is a documentary that takes an intimate look into the lives of students at Lincoln High School, an alternative school that specializes in educating traumatized youth.

The film examines the inspiring promise of Trauma Informed Communities - a movement that is healing youth struggling with Adverse Childhood Experiences (ACEs). This film depicts the dramatic transformation in troubled teens when the staff at the school incorporates the findings from the ACE Study into their education and support services. Prevent Child Abuse America is proud to be the nonprofit partner for “Paper Tigers” and to date our chapter network has facilitated more than 50 screenings of the film.

“Thanks so much for bringing this important film to the communities of Alaska. This a topic we need to be talking about. I work with military children and can see the impact of these ACEs on the children.”

-- Guidance/counseling/social work, Alaska

“This film needs to be viewed by all teachers as part of in-services. All community members and all individuals need to view this too.”

-- Educational Consultant, Iowa

“It was an amazing documentary ... The film made me want to use the advantages I was born with ... to help better other people’s standards of living. But, just like the teachers in the film seemed to illustrate, with these issues it’s not about recognition for all the work you do - the reward is watching your work pay off.”

-- Student, Iowa
Supporting our belief that everyone has a role to play in preventing child maltreatment, Prevent Child Abuse America teamed with Chartwells K12 to promote a positive environment in school cafés. Food service professionals have a unique opportunity to reinforce classroom learning by helping students practice their social and emotional learning in the social context of the cafés. Through their daily connections with students, café employees serve as trusted allies, and are now educated and empowered to have a supportive impact.

“As a cafeteria worker, I not only give children food, I’m an adult that can help kids not bully, show them the light on what’s okay and what’s not.”

“Since I started working here, I’ve helped two kids with their anger issues.”

“There are many times that I have caught things that teachers don’t pay attention to.”

“Anyone can be bullied. Anyone can help.”

To help normalize “help seeking” behaviors and positive helping behaviors, we collaborated to create Gardens of Gratitude in the Chartwells’ cafés during Child Abuse Prevention Month. Students had the opportunity to decorate a pinwheel and personalize it with a message of gratitude. In addition to increasing positive emotions, research suggests gratitude makes students feel more connected to school and important relationships and motivates others to reciprocate with acts of kindness or initiate with others.
GOAL 5

INCREASE THE ANNUAL OPERATING BUDGET BY $500,000 IN UNRESTRICTED FUNDS AND SUSTAIN THAT REVENUE TO MEET THE GOALS AND OBJECTIVES OF THE STRATEGIC PLAN
HONORS AND ACHIEVEMENTS

CONSUMER REPORTS
Prevent Child Abuse America was named one of the two best charities for child protection in the U.S. by Consumer Reports.

THE BETTER BUSINESS BUREAU WISE GIVING ALLIANCE
The Better Business Bureau Wise Giving Alliance helps donors make informed giving decisions and promotes high standards of conduct among organizations that solicit contributions from the public. It produces reports about national charities, evaluating them against 20 comprehensive Standards for Charity Accountability, including governance, measuring effectiveness, finances and fundraising. Prevent Child Abuse America has met all 20 standards to be considered an accredited charity.

CHARITY NAVIGATOR
Charity Navigator works to guide intelligent giving by rating national organizations based on accountability and transparency. Prevent Child Abuse America received 4/4 stars in 2015.

GREAT NONPROFITS
Because of reviews from donors, supporters, experts in the field and many others, Prevent Child Abuse America received the Top Rated Charity Award from Great Nonprofits for the fourth consecutive year!

GUIDESTAR
Prevent Child Abuse America has earned the GuideStar Exchange Gold Participant Award, which denotes the commitment to transparency throughout the organization in regard to programs, impact, finances, people and more.

CHARITYWATCH
CharityWatch, founded more than 20 years ago as the American Institute of Philanthropy, is America’s most independent, assertive charity watchdog that will allow donors to see how efficiently a charity uses donations to fund the programs donors want to support. Prevent Child Abuse America has earned an A rating.
### ASSETS

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### LIABILITIES AND NET ASSETS

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<td>Total Net Assets</td>
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### FUNCTIONAL EXPENSES

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<td>Total Supporting Services Expenses</td>
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<td><strong>TOTAL EXPENSES</strong></td>
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### PROGRAM AND SERVICE EXPENSES

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<td>Research</td>
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<tr>
<td>Programs</td>
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<tr>
<td>Advocacy</td>
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<td>Chapter Activities</td>
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### REVENUE SOURCES

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<th>Description</th>
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<tr>
<td>Individuals</td>
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<tr>
<td>Associations and Corporations</td>
<td>21%</td>
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<tr>
<td>Programs and Conferences</td>
<td>63%</td>
<td>$3,174,168</td>
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<td>Special Events, Net of Direct</td>
<td>5%</td>
<td>$265,210</td>
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<tr>
<td>Benefit to Donors</td>
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<tr>
<td>Royalty and Other Income</td>
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<tr>
<td>Investment Return</td>
<td>1%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>63%</strong></td>
<td><strong>$5,028,889</strong></td>
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“IT IS A PRIVILEGE TO PARTNER WITH A GREAT ORGANIZATION LIKE PREVENT CHILD ABUSE AMERICA. IT IS SO HEARTBREAKING TO THINK THAT ANYONE COULD ABUSE A CHILD AND YET, OF COURSE, THE REALITY IS THAT IT IS AN ALL TOO COMMON OCCURRENCE. PREVENT CHILD ABUSE AMERICA IS OUT ON THE FRONT LINES WORKING TO PROTECT CHILDREN, TO PREVENT ABUSE AND TO GIVE A BRIGHTER FUTURE TO KIDS THAT ARE AT RISK IN THEIR HOMES AND LIVES. WE APPRECIATE THE GOOD STEWARDSHIP OF THE ORGANIZATION, IN PARTICULAR THAT 92% OF THE FUNDS COLLECTED GO DIRECTLY TO HELPING THE KIDS. THIS WORK IS TOO IMPORTANT NOT TO SUPPORT. THANK YOU FOR ALL THAT YOUR ORGANIZATION DOES.”

-- ANONYMOUS DONOR
“I first got involved with Prevent Child Abuse America by being a guest at our annual fund-raiser. At the Kick-off for Kids event at Pinstripes, I heard from our CEO, Jim Hmurovich, about the importance of our organization and our mission. I was intrigued and moved by the mission and was determined to get more involved.

I quickly became part of the host committee for the Kick-off for Kids event and worked with the committee team and our Senior Director of Marketing to help with the event. Each year I expanded my involvement, going from a guest to hosting three tables of my own. I strategically host business associates and friends at the event to spread the word and get more people aware of our mission, as well as to raise money. I typically get two teams to bowl with Chicago Bears players and I have a running competition going with my guests, and I have made it into an annual event that my associates and friends look forward to and ask about.

My guests and I try to give back to Prevent Child Abuse America for such a fun evening by generously bidding on auction items and spreading our mission to others. This year one of the guests has already inquired about having their own table and will be expanding our reach even further.

Given my involvement with the Kick-off for Kids host committee, I was asked to consider applying for a seat on the Board in 2014. I was honored to be considered and submitted my information for review and consideration. I was voted in as a member of the Board of Directors in the summer of 2014 and I am continuing to support Prevent Child Abuse America in a number of ways.”
“In 1995, a senior partner at Latham & Watkins asked me to work on a small pro bono project for Prevent Child Abuse America. I loved the project and was particularly excited to work with the many great people at Prevent Child Abuse America and to support its wonderful cause. Since I worked on that first project, Latham (through my work and the work of other attorneys at the firm) have continued to provide a wide range of legal services to Prevent Child Abuse America.

While the leadership and people within the organization have changed since 1995, the organization’s commitment to protect our nation’s children from abuse and neglect has never wavered. This past October, I was excited when Prevent Child Abuse America asked me to take on a new role with the organization and join its management as a member of its Board of Directors. In this new capacity, I have had the opportunity to work even more closely with the organization’s leadership and staff and witness their passion for and dedication to the organization’s focused mission — the prevention of child abuse and neglect throughout the United States. By striving to prevent abuse before it occurs, Prevent Child Abuse America and its partners have reduced and will continue to reduce the significant burdens abuse imposes on our children and the institutions that need to deal with the aftereffects of such abuse.

Giving Tuesday provided me the first opportunity to use social media to communicate with my network regarding my involvement with Prevent Child Abuse America as a board member. By creating a “Giving Tuesday” webpage and promoting that webpage through social media, I was able to inform my friends, family and business network regarding my role with Prevent Child Abuse America and ask for their assistance. As a result of these efforts, I was thrilled to raise $6,500 to support Prevent Child Abuse America and its mission.”
Since 1981, Kappa Delta collegiate and alumnae chapters have held Shamrock Events throughout the year — local fundraisers that vary from jambalaya feeds and Twister games to luncheons and golf classics — to support the prevention of child abuse, raising approximately $10 million for the prevention of child abuse, including $430,000 in 2015.

Sigma Delta Tau has been empowering families through its partnership with Prevent Child Abuse America since 1982, when it was named to be SDT’s national philanthropy. Each SDT undergraduate chapter conducts an annual service project, educational program and a major fundraising event to benefit the prevention of child abuse. SDT donated $388,000 in 2015, bringing its total since 1982 to more than $2.2 million.

Dear PCAA,
Throughout the fall semester we, the Chi chapter of Sigma Delta Tau, have been working to raise money for your organization. Our most successful event was All You Can Eat, our annual event through which we raised $3735.50. We also raised an additional $500 by entering and winning a homecoming banner competition, which will be sent to you by the University of Michigan Panhellenic Association. Most recently, we had a trunk show that raised $341. We absolutely love working with such a great organization and we look forward to continuing our relationship with you!

Sincerely,
The sisters of Sigma Delta Tau, Chi chapter
A LIST OF OUR CHAMPIONS

$300,000
Kappa Delta Sorority
Sigma Delta Tau Sorority

$20,000+
America’s Charities
The American Gift Fund
Chartwells K12
SC Johnson & Sons, Inc
Thomas Ortega (bequest)
Verizon Wireless
The Wasily Family Foundation
We Care Recycling

$10,000+
A.G. Cox Charitable Trust
Bear Construction
Thomas and Linda Bonelli
Chicago Office Technology Group
The Church of Jesus Christ of Latter-Day Saints
Employee Giving through Benevity Causes
The HAND Foundation
Jan Bryant Trust
Kohl’s
The Leibowitz and Greenway Family Foundation
Walter and Margaret Meyers Charitable Foundation
Ms. Foundation for Women
National Basketball Association
Robert and Mayari Pritzker Family Foundation
# A List of Our Champions (Continued)

## $5,000+

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<tr>
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<tr>
<td>Robert A. Cook</td>
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<tr>
<td>Patrick Cunningham</td>
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<tr>
<td>Laura L. Delman</td>
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<tr>
<td>Patrick and Janette Forman</td>
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<tr>
<td>Angelo P. Giardino</td>
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<tr>
<td>Zac Goldberg</td>
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<td>Laura Johnston</td>
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<tr>
<td>Karmin Family Foundation</td>
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<td>Geoffrey M. Knoerzer</td>
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<td>NBC Universal Media, LLC</td>
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<td>Pritzker Pucker Family Foundation</td>
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<td>David Roher</td>
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<td>The Sandcastle Foundation</td>
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## $2,500+

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<td>Matt and Kate Bialecki</td>
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<td>Bridgeview Bank Group</td>
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<td>Tiffany Claggett</td>
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<td>David Colleran</td>
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<td>Michael and Liz Downey</td>
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<td>Ruth Gray</td>
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<td>Hampton Creek, Inc.</td>
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<td>Chad Henry</td>
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<tr>
<td>James M. Hmurovich</td>
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<td>John’s Plumbing</td>
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<td>JSR Micro, Inc.</td>
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<td>Beth Langford</td>
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<td>Latham &amp; Watkins LLP</td>
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<td>Cindy Levine</td>
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<td>Michael Pfister</td>
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<td>PNC</td>
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<td>Rex Electic &amp; Technologies, LLC</td>
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<td>Andrea and Kenneth Robertson</td>
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<tr>
<td>Manuel Rodriguez</td>
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<td>Glenn Shepard</td>
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<td>John Suk</td>
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<td>Tandus Centiva</td>
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<td>Tejon Ranch Company</td>
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<td>Toyota Motor Sales, USA, Inc., Los Angeles Region</td>
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<td>George Wienold</td>
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CHAMPIONS
(CONTINUED)

$1,000+

Darrell L. Armstrong
Wayne Beach
Jessica Berman
Diane Chait
Gee Chuang
Cirillo Family Fund
The Consultants Consortium
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Maura Somers Dughi
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Elevate My Brand, Inc.
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PLUS Program, Miami Correctional Facility (Indiana)
PLUS Program, Rockville Correctional Facility (Indiana)
PLUS Program, Wabash Valley Correctional Facility (Indiana)
Psomas
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Doug and Stephanie Rascher
Rice Mechanical, Inc.
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Byron Schneider
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President, Olson Engage

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Partner, Latham & Watkins

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