

GOAL 1



Develop a nationally recognized brand that moves people to action

Pinwheels for Prevention® – In April, Big Pinwheel Gardens were held in New York and Chicago to further promote the pinwheel as the symbol for great childhoods. Ginger Zee of “Good Morning America,” New York Knicks legend John Starks and Cristina Cuomo, Manhattan magazine Editor in Chief, headlined in New York, while Illinois First Lady Diana Rauner and Chicago Alderman Mary O’Connor headlined in Chicago. Pinwheels were also planted at the Washington Monument in Washington, D.C. in October. Thanks to Kappa Delta, Sigma Delta Tau, Modern Luxury Publishing, Chartwells and the General Federation of Women’s Clubs for their support.

GOAL 2



Strengthen the collective impact of the National Office, its networks and partners

Hill Day – In March, Prevent Child Abuse America held a Hill Day and Congressional Reception. Our 50-state chapter network traveled to our Nation’s Capital 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.

GOAL 3



Transform social norms regarding child abuse and neglect

Connect the Dots – 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.

GOAL 4



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

Chartwells – 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.

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

Additional resources will allow Prevent Child Abuse America to raise more awareness and reach more people with our services. "Strengthening our case" are the strong ratings we enjoy from the major charity review sites and that Consumer Reports named Prevent Child Abuse America as one of the two best child protection charities in the U.S. in 2015.

“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