

2017 ANNUAL REPORT



"Prevention is the solution and volunteerism is the means." – Donna J. Stone

IN 2017, PREVENT CHILD ABUSE AMERICA
**CELEBRATED OUR 45TH
ANNIVERSARY**

What began as the dream of a young woman has today blossomed into the nation's oldest and largest non-profit organization dedicated to preventing child abuse and neglect. With this anniversary edition of our Annual Report, we are looking back at where we began, celebrating what we have achieved today, and looking forward to the bright future we are building.



Thank You For Your Support!



DONNA J. STONE **RETROSPECTIVE**

In 1972, Donna J. Stone had a plan for a better future. A true visionary, **Donna was ahead of the curve.** At a time when many people didn't even agree that babies could feel pain, she founded the Family Achievement Center in order to provide a place to support children and promote healthy child development. Donna knew then what we all know today: by preventing child abuse and neglect before it ever occurs, our children will grow up healthier and happier, ready to become the leaders, scientists and entrepreneurs of tomorrow.

Today, Donna's vision has spread from one small building in Chicago to offices, homes and minds in every state across the country. Forty-five years after our humble beginnings, Prevent Child Abuse America is now the nation's oldest and largest non-profit organization dedicated to preventing child abuse and neglect. Through our 50-state chapter network and nearly 600-site Healthy Families America home visiting program we are at the forefront of the movement to raise America's next generation in homes and communities that are safe, stable, and nurturing.

"Prevention is the solution," was Donna's mantra during the formation of our organization. Through our work today, we are implementing that solution nationwide and are looking forward to achieving our mission to ensure that no child is ever abused or neglected. Find out how we moved the needle in 2017 in this report.

A MESSAGE FROM OUR **PRESIDENT AND CEO**

I am proud to be the CEO of Prevent Child Abuse America because our organization has been at the forefront of efforts to strengthen American families and communities for the past 45 years.

As I complete my second year, it is rewarding to see all that we have accomplished. By working with new parents to focus on the most critical years of a child's life for brain development, our proactive programs prevent abuse and neglect before it has a chance to occur. Our services help parents raise healthy, happy children and give every child – from every community -- the chance to live the American dream.

In 2017, we completed the second year of our Quantum Leap strategy. Our quantum leap is helping us effectively and efficiently reach more children and families than we ever dreamed possible.

We have achieved some key accomplishments over the past year, including:

- Received highest ratings from national charity oversight organizations, including *Charity Navigator*, with 94 cents of every dollar donated going directly into our programs and services. *Consumer Reports* has rated Prevent Child Abuse America, “one of the top charities for children in the nation.”
- Hired several new, innovative senior management team members who are helping to lead our chapter network and nearly 600 Healthy Families America sites to new heights.
- Exceeded previous fundraising goals and established an operating reserve account to help prevent future economic downturns from adversely affecting our organization.
- Helped secure \$400 million, per year, in federal funding for the advancement of all home visiting services across the country through the reauthorization of the Maternal Infant and Early Childhood Home Visiting (MIECHV) legislation.

Due to all of your help and generous support, we have had another record-setting year at Prevent Child Abuse America. We have made some great strides forward in the advancement of our mission in 2017. In the pages of this report you will find stories about our work, facts about our organization and highlights from the past year. After you read the report, I encourage you to visit us at preventchildabuse.org to learn more about how you can join us in our mission to prevent the abuse and neglect of our nation's children.

Sincerely,
Dan Duffy



A MESSAGE FROM OUR **BOARD CHAIR**

Forty-five years ago, what began as the dream of a young woman has developed into a nationwide movement. As Chairman of the Board of Directors for Prevent Child Abuse America, I have the privilege of helping to guide our organization and movement that was borne from Donna Stone's dream.

We know that the future of our nation depends on the children of today. At Prevent Child Abuse America, we are dedicated to creating the great childhoods that all children not only deserve, but need in order to grow into the next generation of American leaders, innovators and entrepreneurs.

During my time as Chairman, I have learned much about the importance of the first three years of life, of the effects that toxic stress can have on a child's developing brain, and of the negative consequences of Adverse Childhood Experiences, or ACEs. I've learned that abuse and neglect are more common than we think and that every neighborhood in every city in every state is affected by these problems.

But I have also learned much about the impact that each of us can have on a child's life. I've learned that you don't have to be a social worker, pediatrician, or prevention professional to make a real and lasting impact on a child's life. I've learned that prevention is possible and we all have a part to play in carrying out Donna's legacy.

In 2017 we accomplished a tremendous amount at Prevent Child Abuse America with our networks. I want to thank our dedicated Board of Directors and Prevent Child Abuse America staff for their efforts in achieving so much in 2017. I can only be humbled by their passion and dedication.

We all have a responsibility to help great childhoods happen. I hope you will learn more about the different ways that you can get involved and help Prevent Child Abuse America as we seek to accomplish our mission.

It's hard work and it takes a lot of time, but with all of us working together, Donna's vision of a future in which no child is ever abused or neglected will become a reality.

Warmest Regards,
Thomas (TJ) Fox



CHAPTER NETWORK:

HELPING CHILDREN AND FAMILIES FROM COAST TO COAST

Prevent Child Abuse America has broad reach and impact through our national chapter network, which currently has 49 active state chapters with development underway to expand to all 50 states. Through this chapter network, we are able to provide programs and resources that help children and families thrive. Programs such as child sexual abuse, shaken baby syndrome and bullying prevention, as well as home visiting and parent self-help programs give parents, caregivers and communities the tools and resources they need to establish a strong foundation for healthy child development.

49 STATE
CHAPTERS

2 STATE
CHAPTERS
ADDED IN 2017

514 FULL-TIME DIRECT SERVICE
WORKERS ARE EMPLOYED
BY PCA CHAPTERS

43% OF CHAPTERS PROVIDE
DIRECT SERVICES

WE SERVED

OVER
100,000
ADULTS



OVER
60,000
CHILDREN

35 CHAPTERS INVOLVED
IN HOME VISITING



CHAPTER HIGHLIGHTS

In 2017, we officially welcomed the Texas and Oregon state chapters to the network.



In February, we welcomed TexProtects, a statewide organization that already has a strong track record of influencing child protection policy for more than a decade under the direction of founding CEO Madeline McClure. “In 1999, I began a personal mission to protect children from abuse and neglect that eventually grew into founding TexProtects in 2004,” said McClure. “We’ve grown from a tiny start-up with a budget of \$50,000 to a \$1.3 million full-fledged advocacy organization. Making a connection with a major non-profit with national reach like Prevent Child Abuse America is the next logical step in our growth.”



In March, Prevent Child Abuse Oregon was formally established. PCA Oregon has forged and guided a statewide commitment to prevent child abuse in all its forms through supporting promising and evidence-based programs, public awareness activities, training and education, advocacy, and networking.



Leading the charge in bullying prevention in Kansas

To help meet demand for bullying prevention strategies, Prevent Child Abuse Kansas teamed up with nationally-recognized bullying prevention expert and Lifetime Prevent Child Abuse America Board Member, SuEllen Fried, to offer an innovative range of learning opportunities for students, educators and community members. In 2017, SuEllen trained student ambassadors from Labette County High School in the BullySafe model. She emphasized kindness, empathy and effective ways to stop bullying, and provided opportunities for the student ambassadors to discuss situations and strategies that they can utilize to solve problems.



Helping parents reach their full potential through PCA Tennessee's Nurturing Parents program

The journey of parenthood can be a rocky, yet rewarding road. When families face situations that impact their ability to parent, they often don't know where to go for help to deal with stressful situations, or even day-to-day issues. Prevent Child Abuse Tennessee's Nurturing Parents Program focuses on fostering positive, protective adult behaviors and safe environments in order to promote healthy coping skills and resiliency in children. The curriculum places greater emphasis on helping parents develop concrete parenting skills, as well as understanding the importance of parent-child relationships.

Lindsey's Experience:

“It was amazing to be a part of the conversation around protecting children and empowering other parents, but what was even more amazing was the way my experiences helped strengthen my family and made me a better parent. I gained self-esteem and was provided with so many opportunities for growth and a sense of personal power.”

HEALTHY FAMILIES AMERICA:
**CREATING A BRIGHTER FUTURE
STARTS IN THE HOME**

Grounded in an infant mental health approach and guided by attachment theory, Healthy Families America (HFA) is a voluntary, evidence-based home visiting model. In 1992, HFA began with less than 25 sites and today, 25 years later, we have nearly 600 sites nationwide delivering more than 1,000,000 home visits every year.

HFA is the signature prevention program of Prevent Child Abuse America. By supporting parents and children in the home, we help build a strong foundation for nurturing, safe and trusted relationships between caregiver and child that leads to future success and maximizes opportunities for all kids to reach their full potential. Twelve randomized control trials have proven that HFA helps parents and children by:

- Reducing child maltreatment
- Improving child health
- Promoting parent-child interaction
- Increasing school readiness in children
- Strengthening family self-sufficiency
- Better coordinating services and referrals

565 TOTAL SITES

HAVE HELPED

73,000

FAMILIES

WITH

1,135,000

TOTAL HOME VISITS

IN

38

**TOTAL
STATES**

5

**TOTAL
TERRITORIES
MP, AS, GU, PR, VI**

Creating happy, healthy homes

“I’M A THRIVING SINGLE MOM BECAUSE HEALTHY FAMILIES AMERICA HELPED ME HEAL MYSELF AND REALIZE MY POTENTIAL TO SUCCEED.”

Kelly grew up in a verbally and physically abusive household, and by the time she was 25, she had been in several abusive relationships and had begun using drugs. When she found out she was pregnant she knew she had to make a change. She found out about Healthy Families America through a neighbor and enrolled in the program. Her family support specialist, Mrs. Freddie, not only helped her prepare for labor and learn how to take care of her son, but also connected Kelly to a licensed mental health counselor.

“We started to flourish. It wasn’t overnight, but over a couple months I gained a confidence I had never known before. My son was healthy, thriving, and smart. I was excelling at my college classes and felt confident enough to start working and try to get myself off of government assistance. I started with a nanny job and then got a full time job as a preschool teacher. Fast forward to now. I have my bachelor’s degree, graduated cum laude and work for a local credit union. I am 100% self-sufficient, off all government assistance and trying to buy a house. My son goes to a private school and is about to start 1st grade.”

Healthy Families helped me heal myself and obtain the tools that I need to be a functioning adult. They helped me have the strength to stop the cycle of abuse that has plagued multiple generations of my family. My son reaps the benefits of a healthy, happy home, full of love and free from abuse.”



HELPING FAMILIES THRIVE

Parents often lack the skills and resources to raise their child

64% are single parents

32% are younger than 22 years old

37% have not graduated high school / do not have a GED

Parents often come from unstable homes or have faced other hardships

29% were abused and neglected as a child

12% were involved in child welfare

14% experience depression

19% have a history of substance abuse

Parents often lack the financial resources and insurance coverage to get the help they need

82% are Medicaid eligible

9% have no medical insurance

Parents come from diverse backgrounds

29% are Hispanic

26% are African American

22% are White

4% are American Indian

2% are Asian

How we help families thrive

While Healthy Families America home visiting services are available to all families, the program best serves high-risk and disadvantaged families who are most in need of support. These services help children develop the fundamental social, emotional and cognitive skills that promote overall child well-being while also helping parents become more self-sufficient. Families who enroll in HFA receive the support they need based on their specific needs.

HFA promotes healthy child development by educating parents about:

- « The stages of early child development and activities to promote learning and achieve developmental milestones
- « Child safety and the prevention of child injuries including safe sleeping, shaken baby syndrome, child passenger safety, etc.
- « Proper nutrition and other healthy habits
- « Critical thinking, problem solving skills, and stress management techniques

HFA enhances family functioning by reducing risk through:

- « Screening for depression, domestic violence and substance abuse and coordinating referrals to available community resources
- « Addressing challenging issues and promoting healthy lifestyle behaviors

HFA also helps cultivate and strengthen nurturing parent/child relationships and promote positive parenting by:

- « Creating trusting, nurturing relationships between parent and child
- « Educating parents about infant capacities, baby cues, attachment and empathy
- « Reinforcing positive discipline techniques

HFA is free of charge and voluntary, providing help to those who need it most by:

- « Supporting school, job, housing and child care needs
- « Developing goal plans and supporting parents' success
- « Providing access to healthcare and other services

HFA provides culturally-sensitive support with a nationwide staff that speaks over 40 different languages

PUBLIC POLICY

IMPROVING CHILD WELL-BEING AND FAMILY SELF-SUFFICIENCY

Our work on behalf of children and parents doesn't stop at home. We advocate for policies that will have a positive impact on the families we serve, whether by increasing support for evidence-based programs, providing funding for interventions that help keep families together, or other ways.



Rep. Jackie Walorski, (R-IN)
doing a home visit

MIECHV

The **Maternal, Infant and Early Childhood Home Visiting program** (MIECHV) is a key federal policy supported by Prevent Child Abuse America. MIECHV provides critical funding for evidence-based home visiting programs like Healthy Families America.

MIECHV supports overburdened families that are at-risk for adverse childhood experiences (ACEs) and in 2017 was in need of re-authorization in order to stay funded. MIECHV is a bi-partisan program, widely supported because of its federal-state partnership and commitment to evidence-based services. Despite this wide support, the path to reauthorizing MIECHV in 2017 was fraught with challenges. Fortunately, after months of visits to congressional offices and countless phone calls and e-mails, MIECHV was authorized for five years at level funding.

Through this reauthorization, we have helped ensure funding for evidence-based home visiting services through September 2022, bringing much needed stability to home visiting programs, their staff, and the families they serve.



**“THERE IS NO BETTER PROGRAM,
DOLLAR FOR DOLLAR, THAN THIS ONE.”**
– SENATOR RON WYDEN (D-OR)
(PICTURED LEFT)



Family First

Like MIECHV, the **Family First Prevention Services Act** (Family First) provides critical funding for primary prevention services and programs. Family First contains many important provisions that allow federal funds to be used for prevention services and programs, including mental health and substance abuse prevention and treatment services, in-home parent skill-based programs, parent education, and individual and family counseling.

In a big win for prevention programs, Family First was enacted into law alongside the reauthorization of MIECHV. Thanks to its passage, Family First will provide evidence-based prevention services to children at risk of foster care. Family First will also help keep children safely with their families when they come to the attention of the child welfare system, and when placement in foster care is needed it provides an assurance of quality care for children in the most family-like setting appropriate for their special needs.

BRINGING AWARENESS FOR CHILD ABUSE AND NEGLECT PREVENTION



Raising Awareness During CAP Month

Every year, the nation recognizes April as Child Abuse Prevention month. During this time, Prevent Child Abuse America, our chapters and HFA sites join with advocates and organizations from around the country to hold events, plant pinwheel gardens, raise awareness and remind the world that prevention is possible.



“PREVENTION IS THE SOLUTION AND VOLUNTEERISM IS THE MEANS.”
– DONNA J. STONE



Stopping Human Trafficking Starts With Prevention

Child sex trafficking is an issue that has the potential to affect children in all communities, both in the United States and abroad. In order to prevent children from being trafficked in the first place, we need a coordinated response from local communities, dedicated advocates, and leaders in government. In November of 2017, we had the opportunity to talk to leaders in government about their role in preventing child sex trafficking at the Annual Conference of the National Foundation for Women Legislators (NFWL).

Prevent Child Abuse New Jersey is a national leader on the issue of child sex trafficking and we partnered with our New Jersey chapter for our presentation to the NFWL. Rush Russell, Executive Director of PCA-NJ, spoke to legislators about the success that programs like “My Life My Choice” have had in teaching young women about respectful relationships, how to recognize potentially abusive situations, and in connecting at-risk youth with older mentors who have had similar life experiences.



Celebrating Our Past While Looking Ahead To Our Future

At our 45th Anniversary Gala, we looked back on our history and celebrated Donna J. Stone and her vision. One of the highlights of the event was our keynote speaker, Dr. Norman Stone, Donna’s brother. A philanthropist and psychotherapist currently living in San Francisco, Dr. Stone shared stories about his older sister and her dedication to her cause.

Partnering with Chartwells to Teach High Schoolers About Bullying



One of our favorite events of the past year was held at Barrington High School in the suburbs of Chicago. Alongside our friends from Chartwells, Inc. we held an event for student leaders to help high-schoolers learn how to become “upstanders” when witnessing bullying situations.



Following an assembly where we taught students intervention strategies and demoed the new anti-bullying app SitWithUs, we walked through real-life anti bullying scenarios and signed students up to be “SitWithUs Ambassadors” during their school lunch period. State Senator Dan McConchie (R - IL 26) (pictured left) joined in.



AUDITED FINANCIAL INFORMATION

ASSETS

Cash and Equivalents	\$3,576,834
Receivables	\$206,010
Bequest Receivable	\$1,265,026
Deposits and Prepaid Expenses	\$111,475
Investments	\$4,368,831
Copyright	\$206,125
Furniture and Equipment	\$19,846

TOTAL ASSETS **\$9,754,147**

LIABILITIES & NET ASSETS

Total Liabilities	\$153,498
Total Net Assets	\$9,600,649

TOTAL LIABILITIES & NET ASSETS **\$9,754,147**

FUNCTIONAL EXPENSES

Total Program Expenses	\$4,447,772
Total Supporting Services Expenses	\$348,236
Total Fundraising Expenses	\$226,607
Total Administrative Expenses	\$84,825

TOTAL EXPENSES **\$5,107,440**

PROGRAM & SERVICE EXPENSES

Programs	76%	\$3,398,730
Education	7%	\$329,503
Chapter Activities	7%	\$303,303
Advocacy	5%	\$243,405
Research	4%	\$172,831

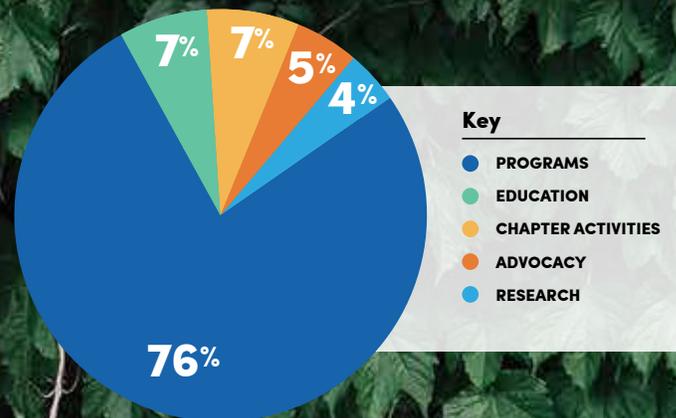
TOTAL **\$4,447,772**

REVENUE SOURCES

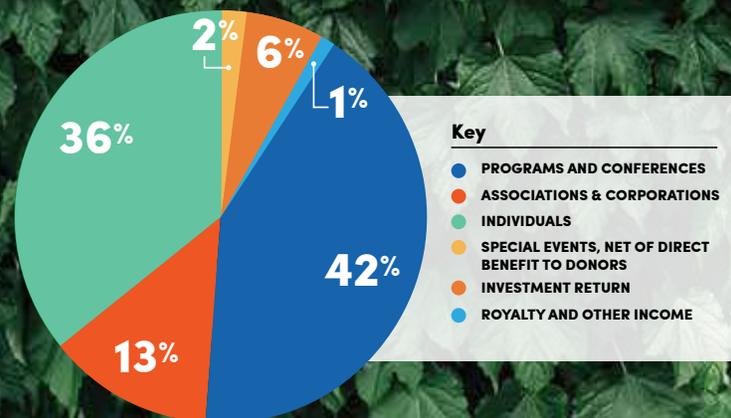
Programs and Conferences	42%	\$3,483,398
Associations & Corporations	13%	\$1,106,767
Individuals	36%	\$2,983,477
Special Events, Net of Direct Benefit to Donors	2%	\$179,336
Investment Return	6%	\$506,323
Royalty and Other Income	1%	\$78,594

TOTAL **\$8,337,895**

PROGRAM & SERVICE EXPENSES



REVENUE SOURCES



A LIST OF OUR
CHAMPIONS

\$1,000,000 +

Linda I. Garrity Trust
Michael Joseph McClesky Estate

\$300,000+

Kappa Delta Sorority
Sigma Delta Tau

\$200,000+

Latham & Watkins, LLP

\$20,000+

Individuals

Thomas Carhart
William Parker
Bruce Perry
Richard Uihlein

Companies and Foundations

American Gift Fund
America's Charities
Anonymous
Benevity Causes
Delta Beta Sigma
New Venture Fund
Robert & Cynthia
Mayo Foundation
Schmit Family Foundation
Wasily Family Foundation

\$10,000+

Individuals

Chris & Myrna Barton
Linda Bonelli
Victoria Dudley
Vincent Foglia
Norman Stone

Companies and Foundations

A.G. Cox Charity Trust
Bear Construction
The Church of Jesus Christ
of Latter Day Saints Foundation
Ina Kay Foundation

Leibowitz & Greenway Family
Charitable Foundation
Magic Charitable Foundation
NBA Cares
WS & ML Meyers Charitable
Foundation

\$5,000+

Individuals

Richard Avery
Michael Axelrod
Michael Broder
Maree Bullock
Donald Cleveland
Robert Cook
Bryan & Christina Cressey
Laura Delman
Michael Dervos
Maura Somers Dughi
Thomas (T.J.) Fox
Marci Kanstoroom
Fan Kuo
Andrea Robertson
Matthew Walch

Companies and Foundations

Bridgeview Bank
Career Builder
L4 Foundation
Macy's
Maine Township
High School District 207
Molina Healthcare
PAR, Inc.
Satter Foundation
Share Family Donor
Advised Fund

\$2,500+

Individuals

Tierra Baer-Warndahl
Daniel Barnhart
Brian Barth
William Boltz
Lacey Facer
Stacy Feehery
SuEllen Fried
Angelo Giardino
Linda Jeune
Grant Jones
Susan Kelley
Cheryl Marchese
Keith Mills
James Oliver
Wurzel Parsons-Keir
Michael Pfister
Alexandra Ponce de Leon
Carol Rickerson
David Rudd
Philip Scribano
Robert Vevoda
Brian Watson

Companies and Foundations

City of Chicago Employees
Everest Global Services, Inc
Golub Corporation
MB Financial
Mendon F Schutt Family Fund of the
Minneapolis Foundation
Network for Good
Pfizer Foundation
PNC Bank
Rice Mechanical
Ryan Enterprises Group, Pat Ryan
Vedder, Price, Kaufman & Kammholz
Verizon
Your Cause
Zachary M. Rolph Fund

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Dan Duffy
President & CEO, Prevent Child Abuse America

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