



**Prevent Child Abuse**  
America

# 2013 Annual Report



**healthy  
families  
america®**

*a program of Prevent Child Abuse America*

## ***...a message from the President & CEO of Prevent Child Abuse America***



In the following pages you will learn about the range of impactful activities Prevent Child Abuse America has pursued during the past year as we continue to engage the public in a dialogue about the role all we play in child well-being.

You will learn about the work of our 50 state chapter network and of Healthy Families America, our signature prevention program which has over 600 sites and continues to grow in communities across the country.

You will also learn about our work on bullying and child sexual abuse prevention and our efforts to build a movement on behalf of America's children.

My personal vision is that every child regardless of geography, race, culture, and belief has the equal opportunity to enjoy childhood and transition into the adulthood as contributing members of our communities.

To accomplish this, the following lofty, but achievable, goals have been established:

- (1) A transformation in the cultural norms about how we think about children, so that we practice the prevention of abuse and neglect before it ever occurs.
- (2) An expanded presence of celebrity, and prominent everyday community, voices, alike, talking about the importance of children to our collective future.
- (3) The development of a national plan for the enhancement of child well-being and therefore the prevention of child abuse and neglect, that is policy-driven, evidence-based, and guided by accepted best practice standards.

When we achieve these goals, we will enhance the lives of all children, and their families everywhere, as well as, the future of our nation.

- James M. Hmurovich

## ***...a message from the Chairman of the Board of Directors***

As I assume the position of Board President of Prevent Child Abuse America, I want to honor the work of my predecessor, Dr. Christopher Greeley, one of the preeminent pediatricians in the nation. Knowing the importance of this work and the positive effects that its success will have on future generations causes me to assume this new position with a sense of great honor and urgency. I look forward to enriching my working relationship with James M. Hmurovich, the President and CEO of the organization.

However, having acknowledged all of this, I hope to help facilitate this organization's ability to meet its goals of helping parents to provide safe, nurturing environments in their homes that produce healthy, happy and successful children. It is critical to support and strengthen parents so they can succeed, and prevent child abuse and neglect before it occurs.

Prevent Child Abuse America has been at the forefront of this work for many years, and it is important for this organization to show a continued sense of urgency and collaboration. We will accomplish this, by becoming even more strategically focused and honoring those who fund us by ensuring a strong return on their investment in all our endeavors.

During the next year, I will play an active role in leading prevent Child Abuse America's strategic planning efforts. Child abuse can be prevented. We'll move forward to improve the methodology that has proven successful in preventing child abuse and neglect, search for new methodologies, and seek ways that will allow these proven methods to reach more parents and children so that they might be able to experience the quality of life important to them.

There is no more important issue facing our nation than the healthy development of children and the eradication of child abuse and neglect in all its forms. To accomplish this we will continue our role as a leading organization in moving this effort forward. To help ensure our success we will in the near future provide a strategic plan, clearly defining the role of this organization in moving this cause forward and how it might collaborate with others in a joint effort to ensure the future generations of our children.

I look forward to the challenges in helping to shape this strategic plan and direction for our organization and anticipate the coming year as one that will lay the foundation and advance this most important work.

-Fred Riley

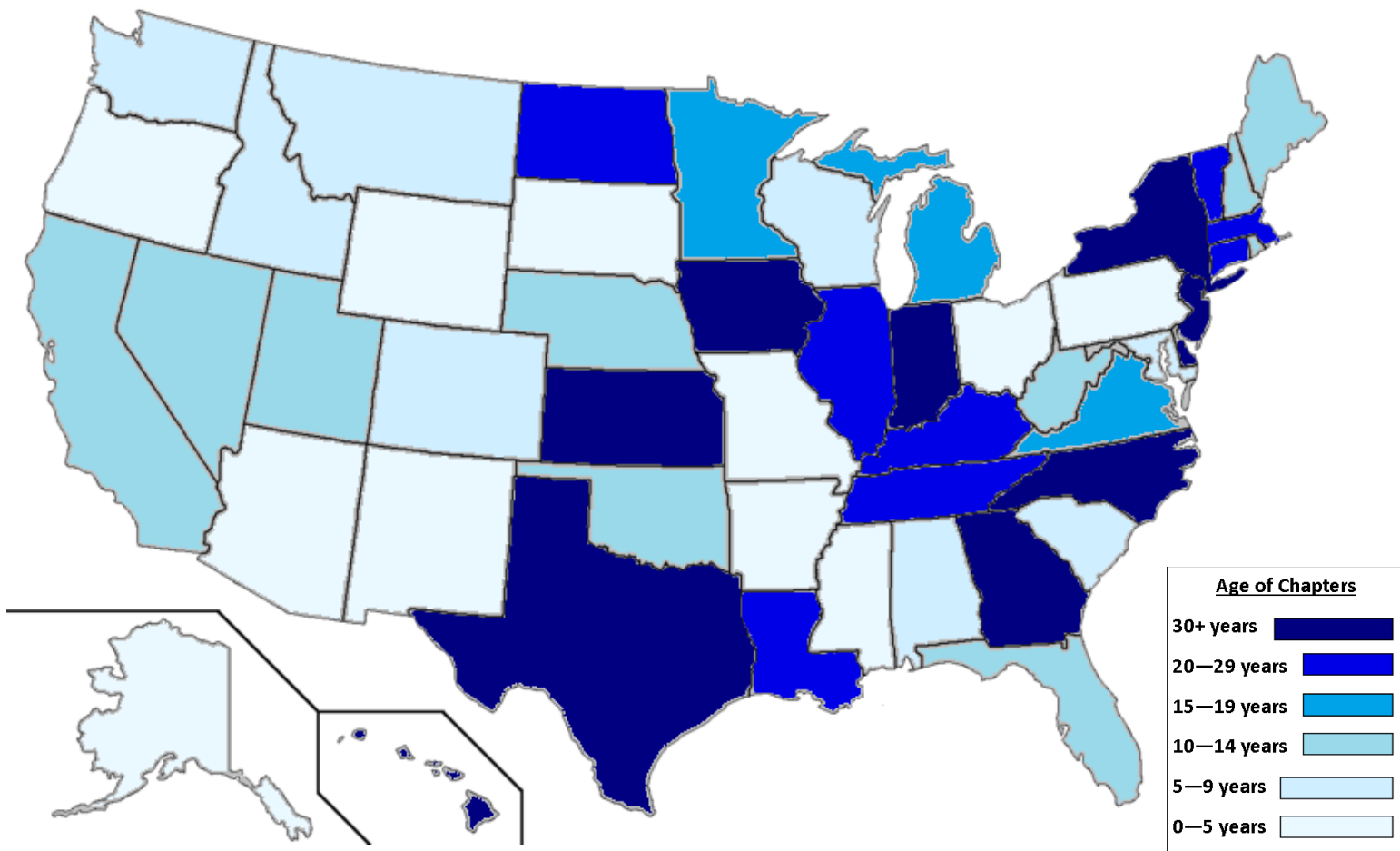


# The Prevent Child Abuse Family

## *Our 50 State Chapter Network*

**We are where you are.** Our chapters have been around since as early as 1976 in Kansas and have been added as recently as 2012 in Mississippi.

Chapter structures range from being independent 501c3 non-profits to operating within umbrella organizations such as universities and government departments. The majority of the work is conducted in tandem with community partners. Prevent Child Abuse chapters are responsible for the vast majority of our day-to-day prevention work, including the formulation of innovative strategies to prevent issues such as child sexual abuse and bullying, raising awareness for the prevention of child abuse and neglect, and advocating with state and local governments to ensure that there is funding available for programs designed to benefit children and families.



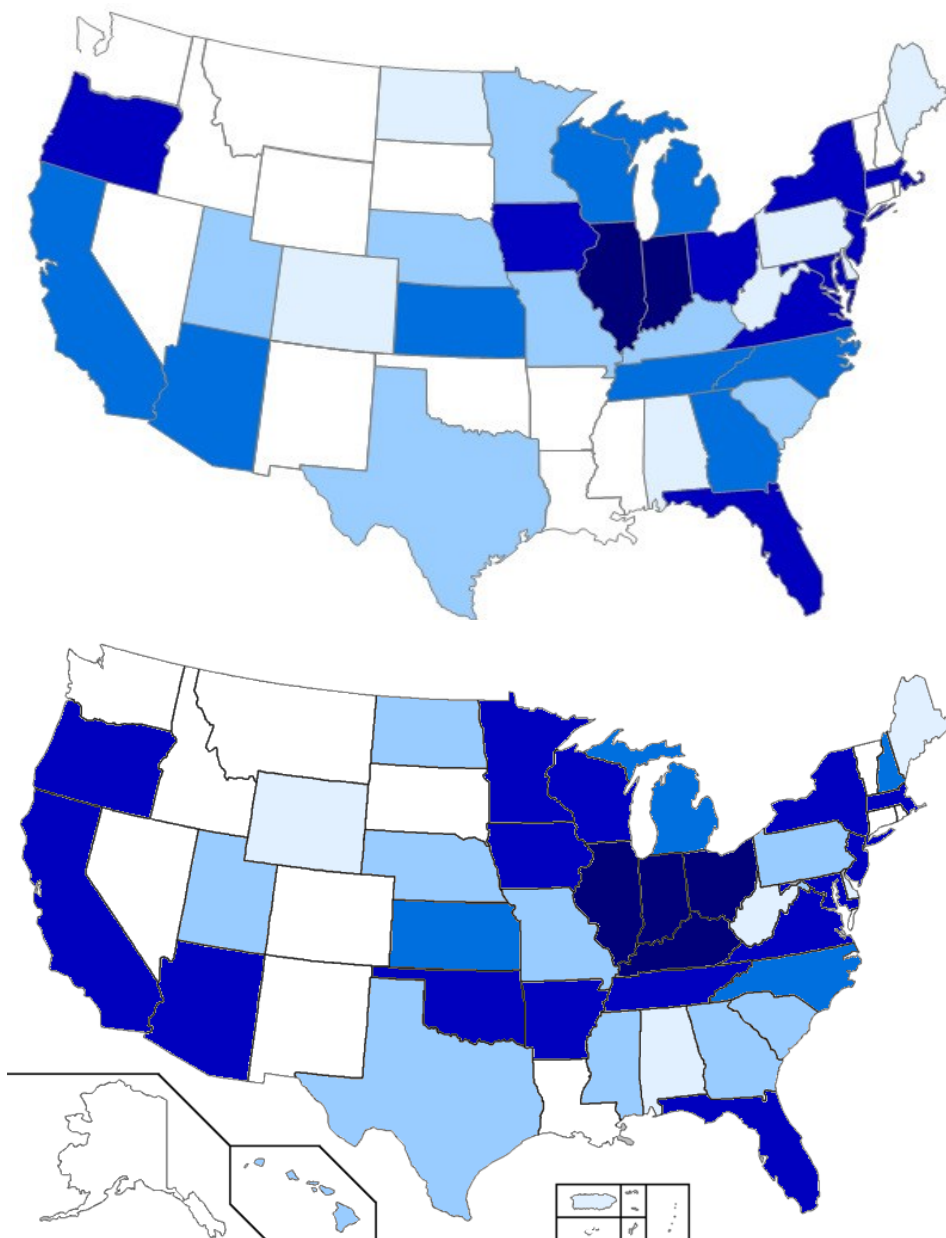
*Turning the nation blue: the above map illustrates just how long the Prevent Child Abuse chapter network has been supporting children and families nationwide. The darker the shade of blue, the older the chapter.*

# Healthy Families America:

## *Our Signature Prevention Program*

Healthy Families America (HFA) is a nationally recognized evidence-based home visiting program model designed to work with overburdened families who are at-risk for adverse childhood experiences, including child maltreatment. It is the primary home visiting model best equipped to work with families who may have histories of trauma, intimate partner violence, mental health and/or substance abuse issues. HFA services begin prenatally or right after the birth of a baby and are offered voluntarily, intensively and over the long-term (3 to 5 years after the birth of the baby).

HFA has a strong research base which includes randomized control trials and well designed quasi-experimental research. To date, research and evaluation indicates impressive outcomes, including reduced child maltreatment, improved school readiness, and decreased dependency on government assistance.



The maps to the left illustrate the growth in the number of HFA sites between 2011 and 2013. Over the course of two years, HFA has increased the number of program sites by almost **50%**. Currently more than 75,000 families are served by more than 600 HFA sites in 38 states, the District of Columbia, American Samoa, Guam, the Northern Mariana Islands, Puerto Rico, the US Virgin Islands and Canada.

### HFA Sites Per State

- 1 site
- 2 to 5
- 6 to 10
- 11 to 40
- 40+ sites

# Voices from the program: *a testimonial to HFA*

"I joined because I was afraid I would end up like my parents. I stay because Healthy Families gives me the tools not to."

From the outside I looked like I had it all together, I had a good paying job, owned my own house, and had (and still have) a loving husband.

On the inside I was a severely abused and neglected child. I knew nothing about how to lovingly care for a baby. I didn't know you could give a sick feverish child a popsicle to help them feel better. I didn't know how much baby food a 9 month old should be eating. Worst of all I didn't believe parents naturally loved their children. I thought it was something that had to be taught and I needed to learn it!

I truly thank God for Healthy Families. I know first hand the difference it can make in someone's life. How it can break a cycle of abuse when a parent wants the tools.

I told people I joined for the free books (ok that is a bit true), but I **actually joined for the hope that I could be a good mom. I stay because I am a good mom.**"

Valuing children

Strengthening families

Engaging communities



## CHAPTER HIGHLIGHT

2013 MLS Champions  
**Sporting Kansas City** wears  
blue in support of child abuse  
prevention and  
**Prevent Child Abuse Kansas!**

# The Big Apple becomes the Big Pinwheel

*Joining with Miss America to turn Times Square blue*



**Mallory Hagan**, Miss America (below) was the featured spokesperson for the Big Pinwheel event. (Left) **Jim Hmurovich** and supporters flood Times Square, turning it blue for child development!

Our Big Pinwheel event in Times Square was a rousing success! Joined by supporters from Kappa Delta, Sigma Delta Tau, Extra! correspondent A.J. Calloway, and Miss America 2013 Mallory Hagan, our event brought awareness to the Pinwheels for Prevention™ campaign and generated buzz around the Prevent Child Abuse commitment to the healthy development of children nationwide. The success of this event has led to plans for its continued expansion in 2014 and beyond.



**Rush Russell**, Executive Director of Prevent Child Abuse New Jersey, and Prevent Child Abuse America board member **Mike Dervos** had the opportunity to ring the opening bell at the NASDAQ exchange in New York on April 2. This event that opens the day for stock trading also marked the beginning of Child Abuse Prevention month, recognized every April.

# We're All in this Together:

*Building a national movement for America's children*

## What we're about:

The Movement is a fast-growing grassroots initiative of organizations and people from coast to coast, who are collaborating to develop a comprehensive national strategy to ensure that all of our children are given an opportunity to develop - socially, emotionally and cognitively - in healthy, nurturing homes, schools, neighborhoods and communities.

## What we're doing:

The Movement is collecting input from all corners of the country to develop this holistic national strategy, which will include policies and actions for government, businesses, communities, faith institutions and individuals - all of whom have a role to play in supporting healthy development for all children.

### Our projects include:

#### KidTips:

Each of our KidTips focus on building one of the Center For The Study of Social Policy's Five Protective Factors of the Strengthening Families Approach.

#### Movement survey:

We created a survey to get a feel for how our nation understands the needs for healthy child development.

## Where we're going:

The Movement is continuing to build on the success of the KidTips and meme projects, while looking to expand its reach and recognition among those who are not in fields directly related to children. Stay tuned for big things from The National Movement through 2014 and beyond!



## CHAPTER HIGHLIGHT

**Prevent Child Abuse Nebraska, Published and Empaneled**—Prevent Child Abuse Nebraska was honored by the Office of Child Abuse and Neglect and invited to give a panel presentation at their conference that discussed how data can be used for needs assessments and program development. Nebraska also worked with Melissa Lim Brodowski to publish an article in the September 2013 issue of *Families In Society*.

# Emerging Partnerships and New Opportunities



Founded and imagined by Chicago interior designer M. Grace Sielaff, Gracious House is a way for those in the design and architecture community to showcase their skills while contributing to the healthy development of children nationwide. Gracious House achieves their mission by holding Showhouse events that raise the profile of designers involved while raising money for the chosen non-profit for that event. For the inaugural Gracious House Showhouse in September 2014, Prevent Child Abuse America was chosen as the beneficiary of the event, and hopes to continue this partnership into the future.

Prevent Child Abuse America has enjoyed partnership with the General Federation of Women's Clubs since 2010. GFWC is "an international women's organization dedicated to community improvement by enhancing the lives of others through volunteer service." In our role as a signature project of GFWC, we have enjoyed the ability to communicate with leadership and members to engage them in our work and strive to connect clubs with our chapters for local level activities. Since our partnership was established in 2010, GFWC has shown particular interest in Pinwheels for Prevention, promoted and sent volunteers for our events, and provided opportunities to appear at their Annual Conventions.



Sigma Delta Tau has been a good partner and donor to Prevent Child Abuse America since 1982. Over that span, SDT has made considerable financial contributions to Prevent Child Abuse America, provided representation on our national Board of directors, provided volunteer support for events, promoted our initiatives and shared counsel on matters of strategic importance. Sigma Delta Tau donates 100% of funds raised through on-campus fundraising to the National Office to form its annual gift to us, and are constant champions for both our organization and our mission in their communities around the country.

Prevent Child Abuse America has had the good fortune to serve as Kappa Delta's national philanthropy since 1981. As one of Prevent Child Abuse America's longest partners and greatest donors, Kappa Delta chapters raise funds primarily through on-campus "Shamrock" events in March. With chapters at universities throughout the country, the women of Kappa Delta serve not only as fundraisers, but also as ambassadors for not only the Prevent Child Abuse family, but for the prevention of abuse and neglect itself. We are lucky and honored to have such dedicated women working on our behalf.



In 2013, Prevent Child Abuse America and five state chapter directors participated in a meeting with the key leaders of the Centers of Disease Control and Prevention Division of Injury Prevention to address key steps for moving forward as partners, including focusing on (1) Promoting Essentials for Childhood, (2) Dissemination strategies for the Adverse Childhood Experiences study, and (3) Supporting the expansion of home visiting in communities across the country. This fruitful partnership is one that Prevent Child Abuse America views as critical to our mission, and we will be actively finding new ways and opportunities to partner in order to cultivate this relationship for the future.



# 2013 Audited Financial Information

## Assets

Cash and Equivalents - \$281,270  
 Receivables - \$306,419  
 Deposits and Prepaid Expenses - \$55,778  
 Investments - \$3,343,569  
 Furniture and Equipment - \$23,509  
**Total Assets - \$4,010,545**

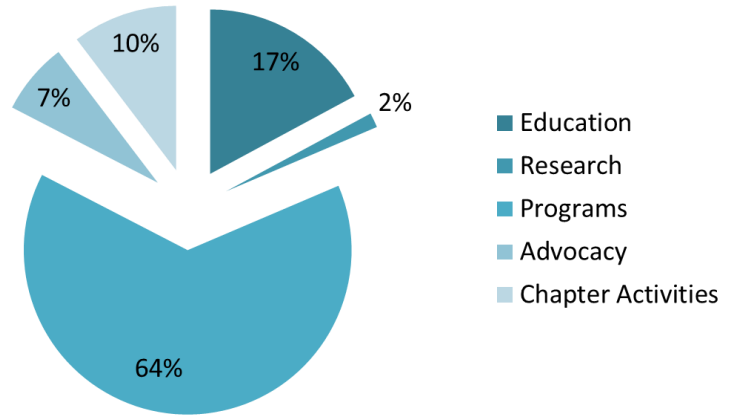
## Liabilities and Net Assets

Total Liabilities - \$262,676  
 Total Net Assets - \$3,747,869  
**Total Liabilities and Net Assets - \$4,010,545**

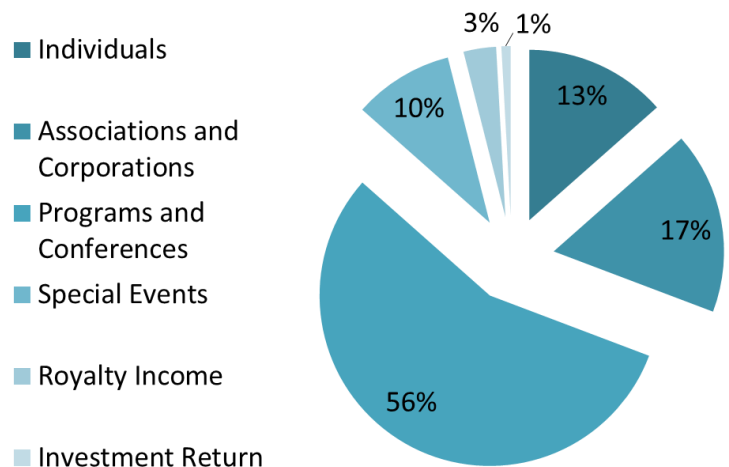
## Functional Expenses

Total Program Expenses - \$2,511,907  
 Total Supporting Services Expenses - \$318,150  
**Total Expenses - \$2,830,057**

## Program and Service Expenses



## Revenue Sources



## CHAPTER HIGHLIGHT

**Prevent Child Abuse Kentucky Executive Honored** —The Executive Director of Prevent Child Abuse Kentucky, Jill Seyfried, was appointed to the Child Sexual Abuse and Exploitation Board by Governor Steven L. Beshear. This is the third time that Jill has been appointed to serve on this board, having previously been honored by Governors Patton and Fletcher. Congratulations Jill and congratulations Prevent Child Abuse Kentucky!

# Our champions...

## **\$200,000+ donors**

Anonymous

Kappa Delta Sorority

Sigma Delta Tau sorority

## **\$100,000+ donors**

The American Gift Fund

## **\$20,000+ donors**

America's Charities

Ms. Foundation for Women

Verizon Wireless

## **\$10,000+ donors**

Kohl's

The Church of Jesus Christ of Latter Day Saints

Mr. Thomas Bonelli

A.G. Cox Charity Trust

The Leibowitz and Greenway Family Foundation

National Alliance of Children's Trust



# Champions, continued

## **\$5,000+ donors**

Career Builder

Mr. Robert A. Cook

Ms. Laura Delman

Mr. Michael Dervos

Hedge Funds Care, Inc.

Mr. Geoffrey M. Knoerzer

TJX Foundation

Truist

Ms. Cindy Levine

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## **\$1,000+ donors**

Ms. Andrea Robertson

Mr. Kenneth Londe

The City of Chicago

Mr. Chris Wallace

Ms. Beth Langford

Ms. Judy M. Judd

Mr. T.J. Fox

Mr. Joe Moravy

The Minneapolis Foundation

Farmers and Merchants Trust Co.

Bridgeview Bank Group

Cigna Health and Life Insurance Co.

Latham and Walkins, LLP

Linden Group Health Services

PNC Bank

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Ms. Mary Miller

American Solutions for Business

Channing Bete

Freddie Mac Employee Giving

Mr. Scott Greibel

Mr. Matthew Walch

Oswego State University of New York

The DeLisi Family Foundation

Mr. Gabe Moorman

Pendleton Correctional Complex

Mr. Thomas Curatolo

Network for Good

Mr. Kenneth L. Cirillo

EmployeeScreen IQ

Greater Kansas Community Foundation

Mrs. SuEllen and Mr. Harvey Fried

Kronlund Foundation

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Give With Liberty

Mr. Matthew Steinmetz

Global Mobility Services

Francez Radelet, Attorneys

Ms. Sarah Mottl

Mr. James Everett

Mr. Chad Weller

Mr. James M. Hmurovich

Dr. Christopher Greeley

Ashwood Properties

GEO Corrections

JMH Associates, Inc,

Madison Correctional Facility

Mr. Jack W. Nicklaus

# National Board of Directors

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Associate Professor of Pediatrics, University of Texas  
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President/CEO, Prevent Child Abuse America  
Chicago, IL

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Kirkland, WA

Beatrice Yorker  
Dean, College of Health and Human Services  
California State University  
Los Angeles, CA

## Our Mission

“To prevent the abuse and neglect of our nation’s children”

## Our Management Team

James M. Hmurovich, President and CEO

Robert Allen, Senior Director of Administration

Ben Tanzer, Senior Director of Communications

Cyd Wessel, Senior Director of Healthy Families America

Barbara Shaffer, Senior Director of Chapter Services



**Prevent Child Abuse  
America**



*a program of Prevent Child Abuse America*

Matthew Feldman, Senior Director of Marketing

Kathryn Harding, Senior Director of Research

Mallory Schiesher, Director of Individual Giving

Leslie Mitchel Bond, Director of Bullying Prevention

Marissa Morabito, Senior Director of Public Policy

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[preventchildabuse.org](http://preventchildabuse.org)

[healthyfamiliesamerica.org](http://healthyfamiliesamerica.org)

[movementforchildren.org](http://movementforchildren.org)

[pinwheelsforprevention.org](http://pinwheelsforprevention.org)