



Prevent Child Abuse America

Annual Report

2014

a message from our President & CEO

Every day for the past year, I have made it my goal to stretch and challenge myself with one purpose in mind: to ensure that **all children have the great childhoods** they deserve because our children are our future. All of us at Prevent Child Abuse America feel the same way; that's why we work here.

Because of the **generosity of our patrons** and the **commitment of our staff** and networks, we have expanded our programs, partnerships, networks and vision. We also have amplified our voice, and have not allowed ourselves to become distracted from the only outcome that matters, the prevention of child abuse and neglect before it ever occurs.

Through the development of new core values, a vibrant strategic plan and an engaged Board of Directors, I envision this growth to continue for years to come.

Recently, our organization also has engaged in important research to better understand the societal norms that govern child abuse and child abuse prevention. As we sharpen our understanding of the barriers that exist that prevent each of us from being good stewards of all children, the lessons learned will help us develop a strong national policy framework. Good people already are doing good child development and prevention work all over the country. What we need to do now is recognize these efforts, and **connect the dots** between what they do, and the benefit their collective efforts have on communities, so we can expand those efforts through our great nation.

So now the immediate question remains, "what's your dot" that will connect you to promote the great childhood every child deserves?

James M. Hmurovich
President & CEO
Prevent Child Abuse America



a message from our **Board Chair**

I am honored to chair the board of Prevent Child Abuse America. Child abuse and neglect, in all of its forms, is perhaps the single most important social/economic issue our society has to face. Child abuse has a detrimental impact on individuals, families and societies; emotionally, physically and economically.

It is time to bring the issue of child abuse out of the darkness which perpetuates this evil and **shine the light of knowledge** through programs and financing on this issue to illuminate the path to its end.

We can clearly illustrate that child abuse and neglect is no longer inevitable but preventable. We need to refocus our efforts to build more fences at the top of the cliff and less ambulances in the valley. **Prevention is possible** through developing and supporting children and families, friendly legislation, research to develop additional prevention models and to increase the availability of already proven models, such as Healthy Families America, and in-school education.

I am asking you to determine what your role should be to strengthen Prevent Child Abuse America, to enable our organization to continue to lead the efforts to strengthen parents, children, and society in their stewardships and to ensure all children have the best opportunity to have a great childhood.

As proud as I am of the work we have done as an organization during this past year, I am also looking forward to the great opportunities to come during the next year and beyond. I invite you to **join us on this journey**.



Fred Riley
Chairman,
National Board of Directors

A Year of Planning

“Our new strategic plan provides the opportunity to increase current modalities and find new processes that will more quickly than ever before allow for the prevention of child abuse permitting all to have a great childhood.”

*Fred Riley, Chairman,
National Board of Directors*

This year, we took our **vision** for every child to have a great childhood and our **mission** to prevent the abuse and neglect of our nation's children, and we created a new strategic plan to get us there.

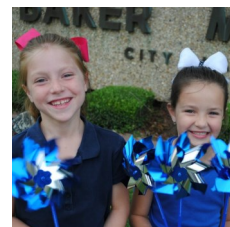
Using our core assumptions

- Prevention efforts are more effective and less costly than treatment “after the fact”
- Everyone has a role to play in preventing the abuse and neglect of children
- All parents need support at some time
- Children have the right to stable, loving and nurturing environments
- The abuse and neglect of children occurs across all socio-demographic groups
- There is widespread misunderstanding about child abuse and neglect
- Not everyone feels a personal connection to the issue of preventing child abuse and neglect



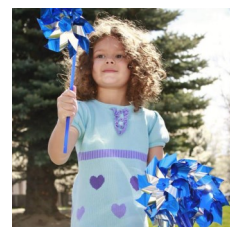
We developed five goals

- Develop a nationally recognized brand that moves people to action
- Strengthen the collective impact of the National Office, its networks and partners
- Transform social norms regarding child abuse and neglect
- Develop a standardized assessment for child well-being that is aligned with national and international methodologies and is useful at both the local and state levels
- Increase the annual operating budget by an additional \$500,000 in unrestricted funds, and sustain that revenue to ensure we meet the goals and objectives of our strategic plan



And five core values to guide our work

- **Catalyst:** We will lead and engage partners and communities in taking an active role in improving the lives of children and their families
- **Innovation:** We will generate creative ideas and novel collaborations to promote policies and practices that support healthy futures for all children
- **Integrity:** We will ensure that our organizational culture and strategic decisions reflect the highest standards of ethics, discipline and accountability
- **Strengths-Based Approach:** We will promote evidence-based strategies and harness the abilities of families, communities, staff, partners and networks to influence social change
- **Transformation:** We will move the public toward active engagement in the prevention of child abuse and neglect



“Our strategic plan is really not a plan for the organization....it is a plan for our nation's children with an invitation for everyone to be a part of it.”

*James M. Hmurovich,
President & CEO*

A Year of Growth

SAYING OUT WITH THE OLD AND IN WITH THE NEW:

In 2014, we developed and prepared to release a new logo. The pinwheel represents the happy, healthy and care-free childhood we want for ALL children in the context of family and community.



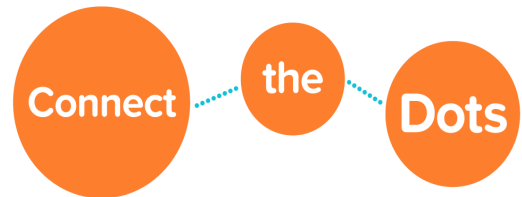
Previous logo



New logo

STARTING A MOVEMENT:

Connect the Dots is a revitalized effort to show the great things that are happening every day in communities across the country. The new website, www.whatsyourdot.org, is a place where individuals and organizations can put their dot on the map to bring light to the strong, though sometimes unseen, movement of people making a dif-



DEVELOPING NEW PROGRAMS:

A growing Bullying and Peer to Peer Abuse Prevention Team was able to secure a partnership with the school dining provider Chartwells to provide bullying and peer abuse prevention training to the staff in their 3,800 school cafes. Additionally, building



on our relationship with Sigma Delta Tau, we now have a mentorship in which collegiate women work with middle school girls to help prevent bullying and peer to peer abuse.



DOING OUR RESEARCH:

This year yielded insightful and essential research in the area of child abuse prevention. We undertook the task of understanding how to better reach, engage and motivate the public around our issue. A communications survey allowed the Healthy Families America Program to quantify their online national presence. We received new nationally-tested language so that we can better talk about child abuse prevention. Lastly, community norms research was conducted to further our understanding of what motivates individuals



Actor Josh Charles, *Manhattan and Beach* Magazine Editor-In-Chief Cristina Cuomo and Prevent Child Abuse America President & CEO James M. Hmurovich smile alongside 200 volunteers at the Times Square Big Pinwheel Garden on April 8, 2014.



Mayor Rahm Emanuel poses with volunteers at the Chicago Big Pinwheel Garden on April 16, 2014.

Child Abuse



Prevention Month

April is [National Child Abuse Prevention Month](#). This year, we coordinated two BIG Pinwheel Gardens in Times Square in New York City (pictured above left) and at Navy Pier in Chicago (pictured above right). In addition to these national events, Prevent Child Abuse America chapters all across the country held events to [raise awareness](#) and support for their year-round prevention efforts .



Florida First Lady, Ann Scott, hosts a reading circle.



Children attend a baseball fundraiser in Iowa.



Pinwheel Garden in Indiana.

The National Conference for America's Children

Health and prosperity don't happen by accident. 'Zackary Gibson, Chief Child Advocate, FL



Building healthy children is immeasurably cheaper than what we're currently doing." Robin Karr-Morse, Author

Featuring keynote speakers such as Dr. Bruce Perry (Senior Fellow of the ChildTrauma Academy), Dr. David Willis (Director, Division of Home Visiting and Early Childhood Services at HRSA), Robin Karr-Morse (author of “Ghosts in the Nursery” and “Scared Sick”), and Emily Ballance (motivational speaker), the National Conference for America's Children brought together more than **600 professionals** from around the country to attend talks on topics ranging from home visiting to building social movements.



Together we are stronger than the sum of our parts.'Dr. David Willis, Director of the Division of Home Visiting and Early Childhood

“What you’re doing is making a change...in the long term trajectory of our culture.” Dr. Bruce Perry, Senior Fellow, ChildTrauma Academy



Chapter Network

Since 1976, Prevent Child Abuse America chapters have carried out the day-to-day prevention responsibilities, 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. Through community partnerships they carry out this important work to create better childhoods.



Prevent Child Abuse Oregon fostered a partnership with the Children's Trust Fund and the Cambia Health Foundation to produce the Child Abuse and Neglect study. This county level analysis looked at the rates of child abuse and neglect, risk factors for maltreatments, and levels of implementation for twelve different evidence-based prevention programs. The findings from this study will be used to address communities in need and inform future investments in Oregon's families.



Prevent Child Abuse Iowa, with funding support from the Iowa Department of Human Services and leadership from the National Fatherhood Initiative, launched a project to better engage fathers in their important parenting role. Twenty-five facilitators across Iowa were trained to deliver "24/7 Dad," a program that provides education to fathers. One community is piloting a mobilization effort to provide greater supports for fathers. Prevent Child Abuse Iowa is advocating for continued

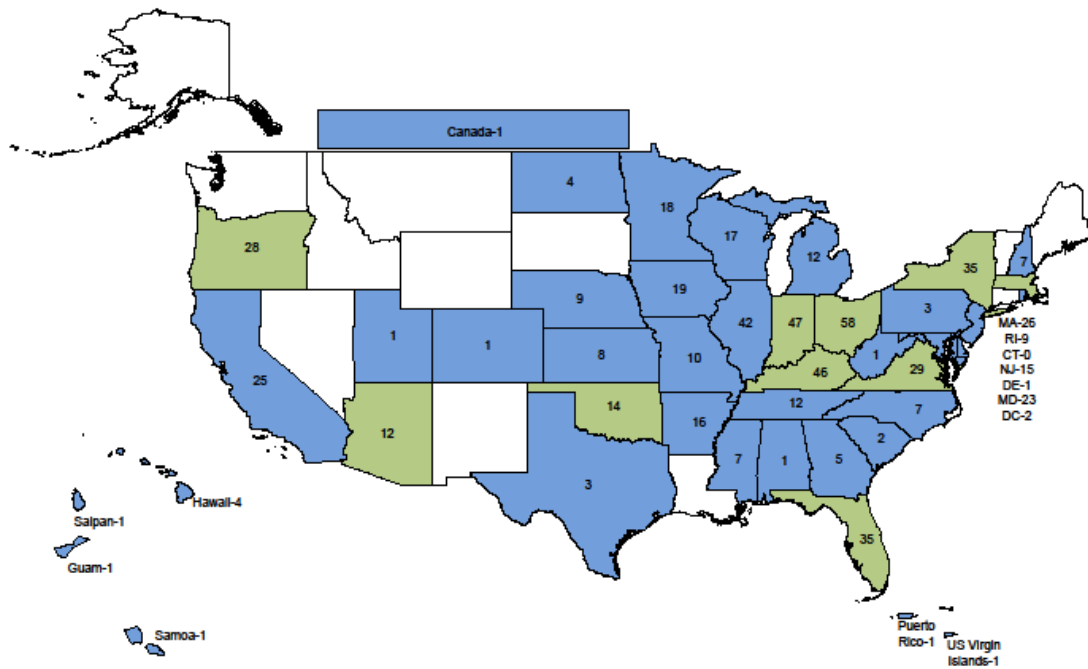


Prevent Child Abuse Tennessee, in partnership with the Nashville Child Protection Coalition, secured a grant from the HCA Foundation to implement a plan to have 5% of the adult population in the state trained to prevent, recognize and react responsibly to child sexual abuse using the Stewards of Children curriculum. This plan aims to minimize the incidence and impact of child sexual abuse in Tennessee, and in 2014 they were able to train 5,000 adults, which equates to 20% of their

Healthy Families America



Healthy Families America is the evidence-based, client serving arm of Prevent Child Abuse America. This home visiting program reaches 39 states, every territory, and Canada.



When young Jessica had Jordan, people told her that her life was over. As a single mother and student with no car or childcare, she struggled to survive. Healthy Families America taught her about healthy child development and, in her own words, how to enjoy her son. She was able to graduate from the University of Massachusetts magna cum laude and is pursuing her Master's degree while working for a women's center.

“You’d be surprised what you can do when someone believes in you.”

Married high school students Greg and Lisa were referred to the program as they struggled to prepare for the birth of their child. Through their work with Healthy Families America they were able to plan how best they could provide a great childhood and build a strong family for their daughter. They were both successful in graduating high school, and they

Honors & Achievements



Prevent Child Abuse America is accredited by the Better Business Bureau's Wise Giving Alliance. We have achieved this by maintaining 20 standards of accountability in the categories of governance, measuring effectiveness, finances and fundraising.

Prevent Child Abuse America has received a four-out-of-four star rating from Charity Navigator based on financial information, accountability measures and transparency.



Charity Watch, another charity accountability organization, gave Prevent Child Abuse America an A rating. This rating is based on our financial efficiency and fundraising.

Prevent Child Abuse America proudly holds the Guide Star Exchange Gold Participant Award, which denotes our commitment to transparency through the provision of the detailed information about our program, impact, finances, people and more.



Great Nonprofits marked Prevent Child Abuse America as one of the Top-Rated Charities in 2014. This special award is based on public ratings and reviews.



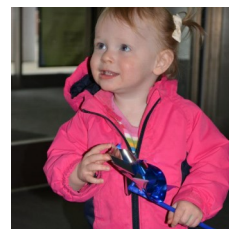
Policy Victories

Last year, as a leader in a broad-based coalition we worked hard to ensure successful **reauthorization of the Maternal, Infant, and Early Childhood Home Visiting** (MIECHV) program. We were successful in advocating for the passage of the extension of the MIECHV program at level funding of \$400 million [Bill H.R. 4302]. It is estimated that for each \$50 million reduction in funding, nearly 16,000 fewer children and parents would be served, and there would be nearly 100,000 fewer home visits to families over time.

Prevent Child Abuse America was appointed chair of the newly formed **prevention subcommittee within the National Child Abuse Coalition** (NCAC) in July of 2014. The subcommittee worked tirelessly to discuss and develop recommendations to submit to the federal Commission to Eliminate Child Abuse & Neglect Fatalities (CECANF). The recommendations included an array of tactics and strategies that would drive policy to prevent child abuse and neglect at the levels of the child, parent, family, community and society through public education, policies, and services that strengthen protective factors and reduce risk factors surrounding child abuse and neglect.

We advocated for the prioritization of healthy child development in **federal budget decisions**. Prevent Child Abuse America worked to ensure that decisions related to the federal budget were maintained and, where appropriate, enhanced the federal government's commitment to healthy child development on the Hill and in state legislatures.

Finally, Prevent Child Abuse America secured a **MS Foundation for Women Grant** to provide chapters with individual mentoring opportunities and group technical assistance in state level advocacy around child sexual abuse prevention. Training was offered on topics such as assessing community readiness, assessing needs and resources, advocacy and lobbying, developing a comprehensive planning framework using the social-ecological model and strategies for engaging key stakeholders.



Audited Financial Information

ASSETS

Cash and Equivalents.....	\$641,217
Receivables.....	\$332,077
Deposits and Prepaid Expenses.....	\$31,255
Investments.....	\$3,598,442
Furniture and Equipment.....	\$53,317
Total Assets.....	\$4,656,308

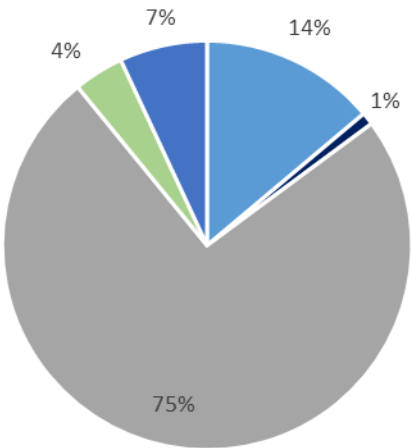
LIABILITIES AND ASSETS

Total Liabilities.....	\$232,475
Total Net Asset.....	\$4,423,833
Total Liabilities and Net Assets.....	\$4,656,308

FUNCTIONAL EXPENSES

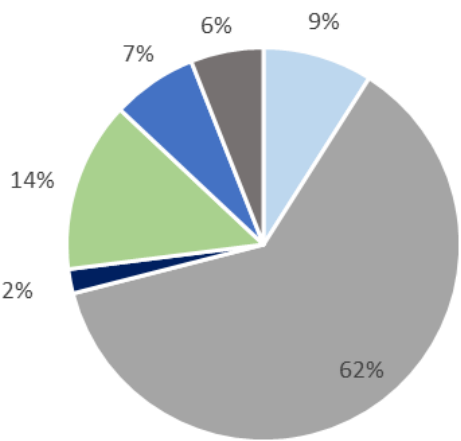
Total Program Expenses.....	\$3,663,863
Fundraising.....	\$189,622
Administrative Expenses.....	\$35,262
Total Expenses.....	\$3,888,747

PROGRAM AND SERVICE EXPENSES



■ Education ■ Research ■ Programs ■ Advocacy ■ Chapter Activities

REVENUE SOURCES



■ Individuals ■ Programs and Conferences ■ Royalty Income
■ Associations and Corporations ■ Special Events ■ Investment Return



A big THANKS to our partners



Sigma Delta Tau is a national sorority committed to empowering women. For more than 30 years, the sorority has supported Prevent Child Abuse America through its fantastic awareness and fundraising efforts. Each under-

graduate chapter of the sorority conducts an annual service project, an educational program and a major fundraiser to benefit our organization. Sigma Delta Tau's contribution to the organization totals more than \$1.7 million, though the awareness it has raised is priceless.



The Kappa Delta Sorority has been a supporter of Prevent Child Abuse America since 1981. Every year, thousands of women participate in the sorority's Shamrock Events to raise money for national and local child abuse prevention efforts, and over the years their donations have totaled more than \$3.2 million. From sports tournaments to color runs to chili cook-offs, their activities are as varied and creative as the generous women who host them.



Gracious House, a Chicago based non-profit, was established by designer M. Grace Sielaff for the purpose of connecting the world of interior design to charities benefitting children. The mission of Gracious House is "to raise awareness of epidemic poverty, neglect, and abuses of numerous children throughout America."

Gracious House brought together a team of designers to re-imagine a Chicago brownstone, designed from ground up to promote the happy and healthy vision that Prevent Child Abuse America has for families. Featuring the latest in design and decor, tickets were sold and the proceeds from the three-week event went to benefit the work of Prevent Child Abuse America. The next event is scheduled for 2016.



A big THANKS

200,000+

Kappa Delta Sorority

Sigma Delta Tau Sorority

100,000+

The American Gift Fund

20,000+

America's Charities

Chartwells

Kohl's

MS. Foundation for Women

Navigators Management Company, Inc.

NBA

Robert & Mayari Pritzker Family Foundation

10,000+

A.G. Cox Charity Trust

American Legion Child Welfare
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Bear Construction Company

The Church of Jesus Christ
of Latter-Day Saints

Chad Henry

James M. Hmurovich

Scott and Krystal Kurinsky

The Leibowitz and Greenway Family
Foundation

Pritzker Early Childhood Foundation

5000+

Autohaus on Edens

Tom and Linda Bonelli

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Laura L. Delman

Harry Fjuiyama Trust

Karmin Family Foundation

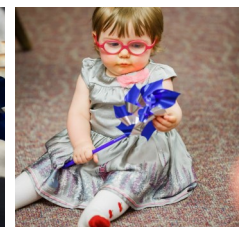
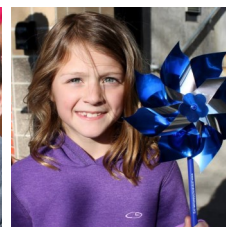
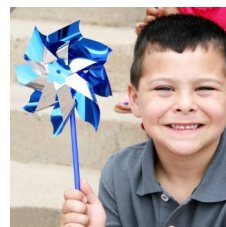
Geoffrey Knoerzer

Network for Good

Rex Electric & Technologies, LLC

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A big THANKS to our donors

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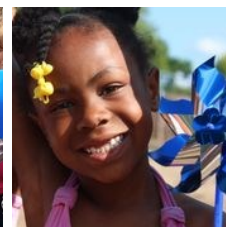
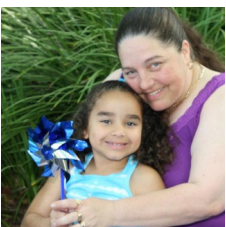
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