

A Message from our CEO & Board Chair

2021 was certainly a year in flux, but our communities, families and children showed incredible and inspirational resilience in the face of adversity, highlighting the remarkable strength found in community collaboration.

The ongoing pandemic has continued to evolve and demand different precautions, considerations and behavior from us all – in particular, families and children have experienced ongoing instability as they adjusted to varying COVID-19 protocols in schools and childcare facilities. What’s more, the factors that contribute to parental stress and anxiety – including reduced or lost wages, housing insecurity and healthcare concerns – have continued to impact parents at unprecedented levels, especially in under-resourced communities.

At Prevent Child Abuse America, we know parenting is challenging even in the best of times. Throughout 2021, we worked with our network of chapters, partners and supporters to provide resources and assistance to families across the country. Healthy Families America, our signature home visiting program, continued to be a lifeline to tens of thousands of families – the vast majority of our nearly 600 sites across the country have adapted to offer virtual sessions along with in-person home visits. In addition, our amazing state chapter network has continued to provide the resources, services and support parents need to care for their children while coping with pandemic stressors.

Other developments included the rechartering of 11 state chapters, and we received a \$1,000,000 grant from Annie E. Casey Foundation as part of Thriving Families, Safer Children which was distributed to 10 community-based organizations nationwide in January 2022. At a time when all families and systems are experiencing some level of strain, our chapters and grantee organizations are bringing creative ideas to the forefront – bridging communities to build safe, stable and nurturing environments.

As we reflect on the achievements of this past year, we are all the more excited to mark our 50th anniversary in 2022. As an extension of the important work done in 2021, we continue our efforts to move away from reactive child welfare systems to a proactive, holistic approach that supports child and family wellbeing, with the goal of developing more just and equitable systems that benefit all children and families.

Our 50th anniversary provides an opportunity to celebrate the efforts of our staff, Board of Directors, state chapters, HFA affiliates, and numerous partners who have worked diligently and passionately to prevent child abuse before it happens. Looking forward to the next 50 years, we remain steadfast in our belief that family and child wellbeing is a community issue, not a personal one – the responsibility to build an environment where children can grow, learn and thrive belongs to all of us.

We’d like to express our gratitude, as President & CEO and Chair of the Board of Directors, to everyone reading this report for supporting our mission. It is through the contributions and service of our entire network that we are able to promote the wellbeing of children and families everywhere.

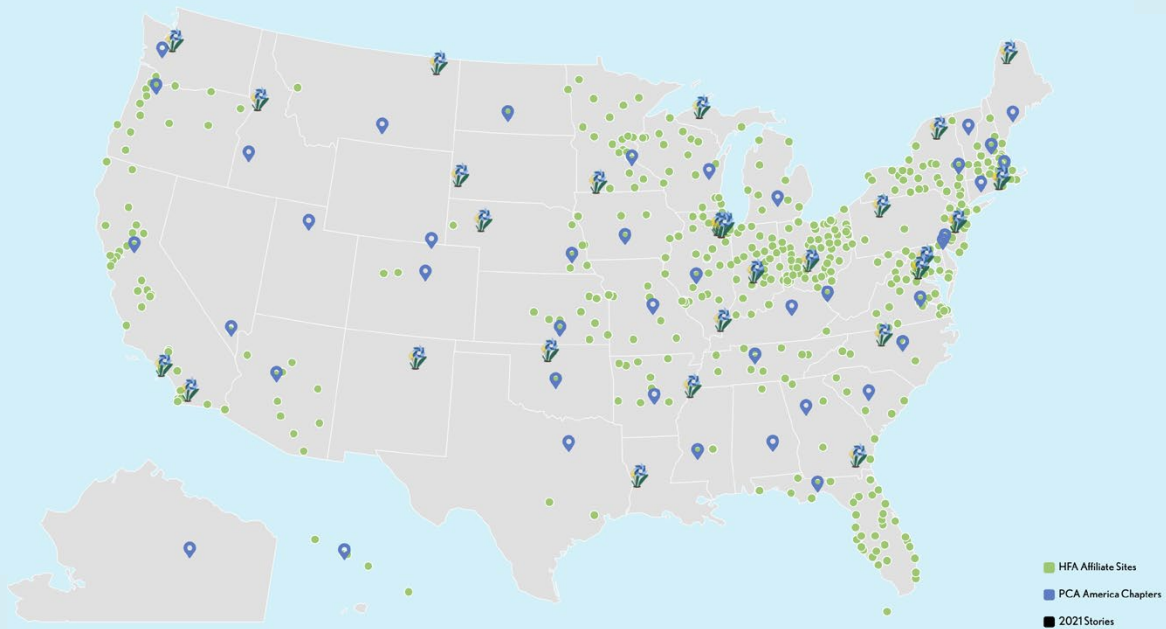
Together, we can prevent child abuse, America—because childhood lasts a lifetime.



MELISSA T. MERRICK
PHD, President & CEO



MATTHEW W. WALCH
Board Chair



Additional Healthy Families America sites are located across the country and internationally in American Samoa, Guam, Northern Mariana Islands, Puerto Rico, US Virgin Islands, and Israel. [Click here](#) to see the complete list.

HFA by the Numbers

Healthy Families America® (HFA) is one of the most widely implemented evidence-based home visiting models across the US and the signature family support program of Prevent Child Abuse America. All families can benefit from support during pregnancy and throughout early childhood owing to the enormous life transitions and rapid developmental changes during infancy. HFA home visitors are highly trained professionals who partner with families to provide support from pregnancy through their children’s first years of life. HFA focuses on building nurturing, safe and secure relationships between parent(s) and child, maximizing opportunities for all children –and parents– to achieve health and wellbeing.

Research over the past 30 years (including 35+ peer-reviewed published articles and 14 randomized control trials) has shown positive results and sustained impact with HFA families in geographically and racially diverse communities experiencing various amounts of stress and challenge. HFA has positive findings in all eight domains examined by the HHS Home Visiting Evidence of Effectiveness (HomVEE) review, and is rated at the highest level (well-supported) by the Title IV-E Prevention Services Clearinghouse for the Family First Prevention Services Act (FFPSA).

HFA ensures model fidelity through a rigorous accreditation process and set of Best Practice Standards. HFA prioritizes flexibility where it matters most — for communities and families.

- HFA puts communities in the driver’s seat. The community identifies existing service gaps and the best mechanism to get support to families, ensuring those who provide HFA services bring community knowledge and lived expertise to the work.
- HFA provides tailored support for families with varying amounts of stress and challenge. Our comprehensive relational health assessment process with all families at intake helps connect each family with the services most appropriate to their identified needs.
- HFA engages with families in partnership – honoring diverse family structures and parenting practices, elevating family voice and promoting equity in all facets of our work. Family strengths are the focus from the very first interaction with HFA staff

66,881
Families Supported

102,352
Children Supported

38 STATES
5 US Territories, Washington DC, & Israel

More Than
950,000
Home Visits

584
Sites

Nearly
6,000 PROGRAM STAFF



Chapter Network by the Numbers

The PCA America chapter network, located in 47 states and the District of Columbia, encompasses a diverse group of organizations with a shared mission to prevent child abuse and neglect before it happens.

Chapters are incorporating innovative approaches to address issues such as Adverse Childhood Experiences, child neglect, Child Sexual Abuse, Abusive Head Trauma, and corporal punishment and implementing research-informed strategies to help prevent child maltreatment.

Additionally, the network is promoting home visiting—including PCA America’s signature program, Healthy Families America (HFA)— to provide parents/caregivers and families resources and support to thrive.

Chapters lead through their advocacy, a third of which are focused on federal and state-level policies, including strengthening economic supports to families (e.g., paid family and sick leave or minimum wage increases).

Lastly, chapters connect with their communities through media channels and build relationships with key organizations in their area to promote and uplift their work.

47 CHAPTERS

Nationwide

39% of CHAPTERS

Involved in Home Visiting

57% of CHAPTERS

Involved with Healthy Families America

1,031 FULL-TIME

Employees are Employed at PCA America Chapters

36% of CHAPTERS

Provide Direct Services

Corporal Punishment Prevention:

6 CHAPTERS

SERVED A TOTAL OF

30,500 INDIVIDUALS

Child Sexual Abuse Prevention:

10 CHAPTERS

SERVED A TOTAL OF

84,300 INDIVIDUALS

Abusive Head Trauma Prevention:

6 CHAPTERS

SERVED A TOTAL OF

34,000 INDIVIDUALS

Neglect Prevention:

14 CHAPTERS

SERVED A TOTAL OF

60,600 INDIVIDUALS



Top three advocacy topics chapters were leading or leaning into:

17 CHAPTERS

ECONOMIC SUPPORT FOR FAMILIES

12 CHAPTERS

CHILD ABUSE NEGLECT PREVENTION AND HOME VISITING

10 CHAPTERS

CHILD WELFARE REFORM, CHILD SEXUAL ABUSE PREVENTION AND FUNDING SUPPORT



Audited Financial Information

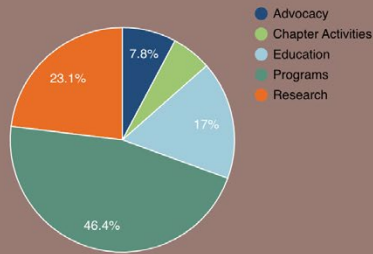
Assets

CASH & EQUIVALENTS:	\$4,437,782
ACCOUNTS RECEIVABLE, NET:	\$1,334,081
BEQUEST RECEIVABLE, NET:	\$766,289
DEPOSITS & PREPAID EXPENSES:	\$226,823
ENDOWMENT INVESTMENTS:	\$5,915,735
INVESTMENTS WITHOUT DONOR RESTRICTIONS:	\$5,553,787
COPYRIGHT, NET:	\$63,854
FURNITURE & EQUIPMENT, NET:	\$776,981
TOTAL:	\$19,075,332

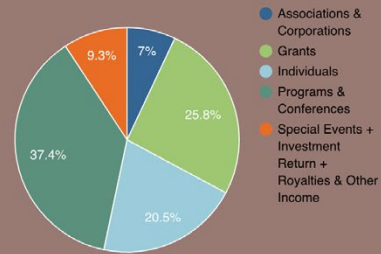
Liabilities & Net Assets

TOTAL LIABILITIES:	\$505,757
TOTAL NET ASSETS:	\$18,569,575
TOTAL:	\$19,075,332

Program Expenses



Revenue Sources



Functional Expenses

TOTAL PROGRAM EXPENSES:	\$4,968,664
TOTAL SUPPORTING SERVICE EXPENSES:	\$1,733,668
TOTAL:	\$6,702,332

Program Expenses

ADVOCACY:	\$386,286
CHAPTER ACTIVITIES:	\$285,673
EDUCATION:	\$846,638
PROGRAMS:	\$2,303,646
RESEARCH:	\$1,146,421
TOTAL:	\$4,968,664

Revenue Sources

ASSOCIATIONS & CORPORATIONS:	\$698,999
GRANTS:	\$2,577,125
INDIVIDUALS:	\$2,045,452
PROGRAMS & CONFERENCES:	\$3,733,425
SPECIAL EVENTS, INVESTMENT RETURN, ROYALTIES & OTHER:	\$926,411
TOTAL:	\$9,981,412

2021 Donor List

\$700,000+

The Annie E. Casey Foundation

\$300,000+

Kappa Delta

\$200,000+

Sigma Delta Tau

\$100,000+

Casey Family Programs

Linda I. Garrity Trust

Latham & Watkins

\$20,000+

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\$10,000+

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W S & M L Meyers Char FDN II

2021 Donor List

\$5,000+

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The Hartley Family Fund	

\$2,500+

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