

2022 ANNUAL REPORT

DR. MELISSA T.
MERRICK, PHD
President & CEO



MATTHEW W. WALCH
Board Chair



A MESSAGE FROM OUR CEO + BOARD CHAIR

Families are the foundation of all communities. When we invest in parents and children, including the prevention of child abuse and neglect, we are simultaneously investing in better educational outcomes for children, safer communities free from violence, healthier children and adults, a stronger workforce, and greater economic opportunity and prosperity for all.

From our national headquarters in Chicago, Prevent Child Abuse (PCA) America—the oldest and largest organization leading the nation’s efforts to prevent child abuse and neglect before it happens—celebrated its 50th anniversary this year. For five decades we’ve partnered across public, private, and philanthropic sectors to break harmful intergenerational cycles of trauma and poverty and develop more equitable systems that support all children, parents, and families. Through a combination of proactive, holistic programs, collaborative partnerships, passionate advocacy, and extensive research, our dedicated staff, Board of Directors, state chapters, sorority partners, and other community collaborators are bringing creative ideas to the forefront—bridging communities to build safe, nurturing environments where children can grow, learn, and thrive.

The prevention wins that we’ve shared together are truly inspiring. In 2022 alone, PCA America state chapters providing direct services, served **126,836 individuals through their Adverse Childhood Experiences**, neglect, child sexual abuse, abusive head trauma, and corporal punishment prevention programs. Through our signature home visiting program, Healthy Families America (HFA), we supported over **66,000 families** with more than **98,000 children**, providing them with a wide range of tools, resources, information, and support to weather storms big and small. Last year, we also helped lead the reauthorization effort for the Maternal, Infant, and Early Childhood Home Visiting (MIECHV) program, doubling the amount of MIECHV funding over the next five years—the first increase since the program’s inception more than a decade ago.

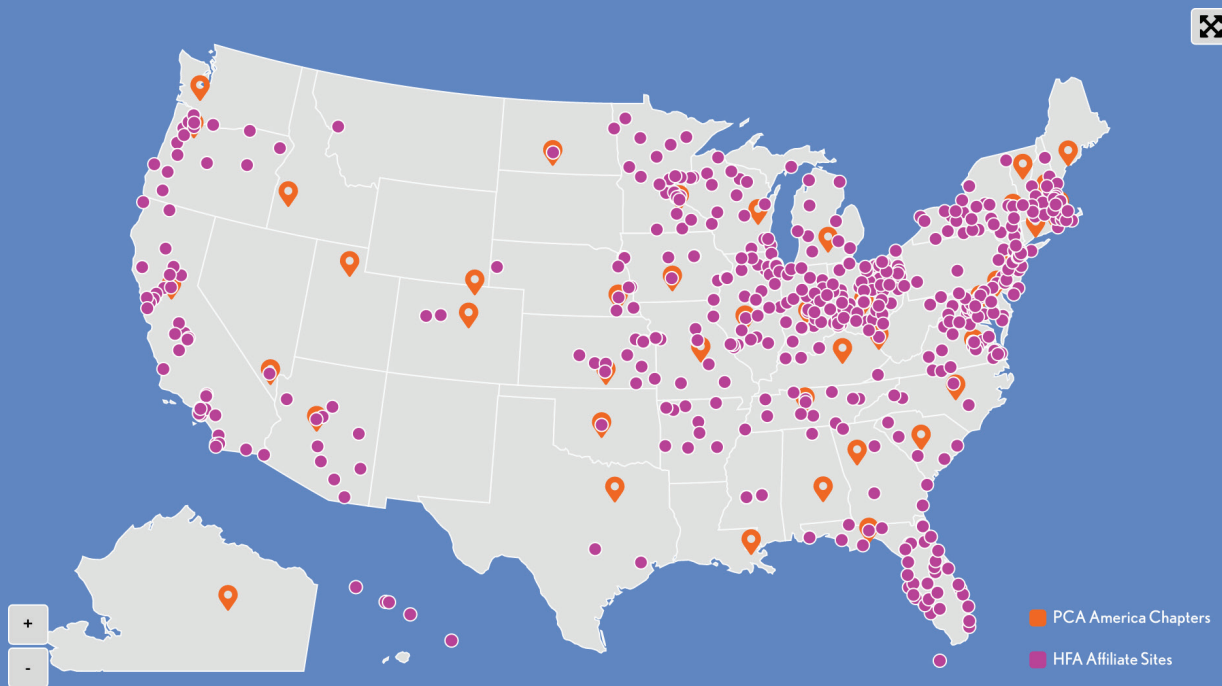
PCA America is powered by its partnerships. Our longtime relationships with organizations and supporters like the Ann & Robert H. Lurie Children's Hospital of Chicago, American Academy of Pediatrics (AAP), NBA Cares, Kappa Delta, Sigma Delta Tau, and lifetime board members SuEllen Fried and Maura Somers Dughi, enrich and strengthen PCA America's legacy of building better childhoods. Our collaboration with Social Current and the Frameworks Institute led to the development of a brief titled "Reframing Childhood Adversity: Promoting Upstream Approaches" that later informed the creation of the Building Better Childhoods Toolkit. Newer partners like the Centers for Disease Control and Prevention (CDC), Thriving Family Safer Children, the Alliance of Children's Trust Funds, the Annie E. Casey Foundation, and the Casey Family programs are expanding our efforts to shine a light on prevention and transform harmful systems that take a toll on child and family well-being. Also, new individual and media influencers like Stephen Bishop, Harold Green, Jessica St. Clair, Erika Alexander, and Oprah Winfrey lent their voices to raise awareness of our critical work while media companies like ReachTV and iHeartImpact have elevated our presence across TV screens, phones, and radios nationwide.

As we celebrated our 50th anniversary in 2022, we took time to reflect on our impact through the years and renew our commitment to helping children and families reach their full health and life potential. We remain steadfast in our belief that family and child well-being are community issues. Child abuse and neglect are preventable when children and families are well supported. During our 50th Anniversary Gala, we spoke about the importance of prevention with PCA America's Co-Vice Chair, Dr. Bruce Perry and our longtime partner in prevention, Oprah Winfrey, who mentioned a powerful takeaway from her interview with Toni Morrison, highlighting "the ability to offer your full presence is the most validating gift you can give a child."

Propelling the field of primary prevention forward requires us to deeply partner with one another; center families as decision-makers in our work; experiment and rapidly test new ideas; measure progress in real-time; and educate and advocate for policies, structures, and budgets that truly create more equitable, responsive, and effective systems. We all have a pivotal role and responsibility in the building of an effective primary prevention ecosystem. As President and CEO and Chair of the Board of Directors, we are grateful to everyone reading this report and supporting PCA America's mission as we embark on our next 50 years and continue growing together to create a better tomorrow for our children.

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

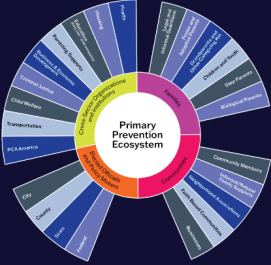
OUR LOCATIONS



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.

2022 STRATEGY UPDATES

THEORY OF CHANGE



(Click to enlarge)

PCA America staff and board of directors are leading the way to change the narrative in this country and shift efforts towards primary prevention and creating conditions for *all* children, families, and communities to thrive.

As we celebrated 50 years of progress in 2022, PCA America staff and Board of Directors embarked on an exciting adaptive strategy planning process to write our next chapter to ensure the safety and well-being of all our children and families, across the country. As part of the adaptive strategy process, we created a theory of change to help guide our efforts. Our theory of change draws on the most cutting-edge thinking and research in our field. It lays out a bold North Star vision, the ultimate outcomes we are trying to bring about for children and families, what we need to build an aligned and comprehensive primary prevention ecosystem, the strategies PCA America needs to employ to achieve our aspirations, and ensuring all of the work is grounded in our values and beliefs.

The process was intentionally inclusive of many voices; engaging individuals, and groups from diverse perspectives, each bringing their own knowledge, experiences, and expertise. It was developed through a series of design sessions, interviews, and surveys that engaged nearly 500 individuals representing families, PCA America staff, the Board of Directors, Healthy Families America staff, State Chapter Executive Directors, national thought leaders, and other relevant partners. A random survey through You. Gov was completed by over 1,200 adults across the United States which provided further insights from families and caregivers on the emerging theory of change. In August, we launched a “Zooming Out” speaker series which provided our staff, Board of Directors, and networks an opportunity to understand more deeply the contexts, environmental factors, and trends that impact our work.

This comprehensive, inclusive, and evidence-based planning approach provided us with a deeper understanding of the systems and varying contexts within which we all work, live, and play and the levers we need to pull to advance the impact we desire for children and families. Through this adaptive strategy process, we have developed PCA America’s North Star vision and theory of change, which is currently being finalized. The theory of change will continually evolve and adapt in response to emerging evidence about what works to advance the well-being of children and families in our ever-changing world.

Thriving Families, Safer Children (TFSC) is a national partnership, working across public, private, and philanthropic sectors, and rooted in the belief that youth and families with lived experience are best positioned to reimagine and recreate systems that work for families. The Annie E. Casey Foundation, Casey Family Programs, the National Center for Injury Prevention and Control at the Centers for Disease Control and Prevention (CDC), Prevent Child Abuse America, The Children's Bureau, and lived experience experts along with young people and families with experience in the child welfare system and site partners across the country, have come together to co-create solutions to improve child and family well-being and safely reduce the number of families who have contact with child welfare. PCA America considers our role as a national partner with the Thriving Families, Safer Children initiative a critical piece of our work.

There are 22 sites across the country that are working in collaboration with the TFSC initiative led by the guiding principles of Leadership by Lived Experts, Community Engagement, and the Pursuit of Racial Equity. The sites are supported through a plethora of learning opportunities that provide a knowledge exchange as well as connections among sites. These sessions provide guidance in the areas of primary prevention, race equity, engaging youth and young adults, and community leadership. Additionally, the national partners provide resources and technical assistance. PCA America staff serve in roles that support the Thriving Families, Safer Children effort through the Executive Team, Operations Committee, Design Team, and Site Liaisons.

To bolster the work of the sites, and to enhance the authentic engagement with lived experts and the community, the national partners recognized the need for additional financial resources. Funding from the Annie E. Casey Foundation provided PCA America an opportunity to support ten community-based non-profits with a history of engaging Black, Latino, and Indigenous youth, and families within designated Thriving Families, Safer Children sites. These sub-grantees were selected to help TFSC sites innovate and improve their youth, family, and community partnership building and center their work on racial equity.

PCA America also received funding from the W.K. Kellogg Foundation (WKKF) to support the Thriving Families effort to foster meaningful long-term partnerships and pathways between primary prevention and downstream prevention work. Specifically, PCA America selected nine state chapters in the TFSC sites and provided financial and technical assistance supports that helped to innovate and improve their primary prevention efforts and center their work on racial and child well-being.

We believe that prevention happens in partnership. The Thriving Families, Safer Children initiative is a prime example that true systems transformation requires strategic collaboration and partnership.



KATHLEEN STRADER, MSW,
IMH-E® (IV) National
Director, HFA

Greetings from the National Office of Healthy Families America!

As I reflect on HFA's 30th anniversary year, and the multitude of HFA accomplishments at the local, state, and national levels during 2022, I am filled with profound awe and appreciation. In January we launched the 8th edition of HFA's Best Practice Standards based on input from the field and incorporating the Diversity-Informed Tenets for working with infants, children, and families. In March HFA featured prominently at the first congressional hearing on MIECHV reauthorization as we listened to powerful testimony from an HFA family and their Family Support Specialist. This set in motion a months-long network-wide advocacy effort that ultimately resulted in MIECHV's successful reauthorization and the doubling of MIECHV funding over the next 5 years! We ended the year on another high note with HFA LIVE, a 3-day virtual conference with nearly 2,000 HFA network members! It was an amazing event...uplifting, inspiring, and energizing!

The biggest highlight is, without question, all that happened in the smaller moments every day as HFA staff from around the country partnered with families in their communities and in their homes. It is abundantly clear, as you can see from the included video, that HFA's goals to 1) cultivate and strengthen nurturing parent-child relationships, 2) promote healthy childhood growth and development and 3) enhance family well-being, are being realized!

With immense gratitude,
Kathleen Strader

2022 HFA LIVE



“Leaving the conference feeling more proud of the work we do and how we all are making a difference.”

Our HFA Live Conference was a hit! The impactful keynote speakers included Romero Davis, Dr. Juanita Daly, and Neil Pasricha. According to our post-conference survey, after the HFA Live Conference, the majority of attendees are confident that HFA and our network are committed to racial equity.

66,883

FAMILIES SUPPORTED

98,258

CHILDREN SUPPORTED

584

HFA SITES

38

STATES +

5

U.S. TERRITORIES, WASHINGTON D.C. & ISRAEL

900,000+

HOME VISITS

5,200

LOCAL STAFF IMPLEMENTING THE HFA MODEL



HIGHLIGHTED STORIES FROM **HEALTHY FAMILIES AMERICA**



STATE CHAPTER NETWORK EXECUTIVE DIRECTORS' MEETING

PCA America Chapter Network convened in beautiful Denver, Colorado for our first in-person annual Executive Directors' meeting in almost three years.

43 CHAPTERS NATIONWIDE (42 STATE CHAPTERS AND A CHAPTER IN WASHINGTON D.C.)



40 CHAPTERS

PARTNER WITH HOME VISITING PROGRAMS



29 CHAPTERS

PARTNER WITH HFA



15 CHAPTERS

PROVIDE DIRECT SERVICES

Top Three State Chapter Led Advocacy/Policy Issues



ECONOMIC SUPPORTS FOR FAMILIES

18



HOME VISITING

13



FUNDING SUPPORT**

9

**"funding support" is defined as continued programmatic or primary prevention system funding support at the state level, including a variety of primary prevention strategies



State Chapter Network Workforce: 1,014 FTE

15 State Chapters provided direct services in the following prevention categories:

PREVENTION CATEGORY	# CHAPTERS PROVIDING DIRECT SERVICE	TOTAL NUMBER OF INDIVIDUALS SERVED
Neglect Prevention	11	49,444*
Adverse Childhood Experiences Prevention	9	22,244
Child Sexual Abuse Prevention	6	33,965
Corporal Punishment Prevention	6	11,791
Abusive Head Trauma Prevention	6	9,059*
Total	-	126,836

*One chapter did not report the number of individuals served



2022 POLICY HIGHLIGHTS

In 2022, the reauthorization of the Maternal, Infant, and Early Childhood Home Visiting (MIECHV) Program was a priority for the PCA America and Healthy Families America networks. MIECHV is a federal-state partnership that provides evidence-based home visiting services in states, territories, and tribal communities. **Approximately one-third of HFA programs receive some MIECHV funding.**

PCA America helped lead the reauthorization effort by serving on the National Home Visiting Coalition Steering Committee and co-chairing its State and Local Advocacy Committee. In March, an HFA Family Support Specialist and HFA parent from the Henry Booth House HFA site in Chicago testified at the Ways and Means hearing on MIECHV. Their testimony was well received and helped lay the foundation for the development of a thoughtful, bipartisan bill — the *Jackie Walorski Maternal and Child Home Visiting Reauthorization Act of 2022*.

The bill passed the House with overwhelming bipartisan support and was signed into law as part of the final FY23 Omnibus Appropriations Act. It reauthorized MIECHV for five years and doubled its funding – the first increase since the program’s inception. It also doubled the tribal set-aside from 3% to 6% and allowed for continued virtual home visiting. The PCA America and HFA networks, including board members, staff, chapters, and programs, played a critical role in this advocacy success!

In addition, the FY23 Omnibus appropriations bill included increases for other PCA America federal priorities:



Child Abuse Prevention and Treatment Act (CAPTA) **increased by \$15 million.**



Centers for Disease Control received an additional **\$1 million** for child sexual abuse prevention and **\$2 million** for ACEs research.



Child Care Development Block grant **increased by \$1.856 billion** (30% increase) and Preschool Development Grants **by \$25 million.**

PCA America continues to support the policy efforts in our state chapters. The Government Affairs Initiative (GAI) supported five PCA state chapters in 2022; 22 states since 2019. Direct one-on-one technical assistance, consultation, and strategy development were provided. Highlights include:

- Identifying state-level policy priorities and creating policy agendas, tactics, and strategies
- Strengthening outreach and building relationships with members of Congress
- Developing or expanding relationships with state leaders, including planning legislative engagement and education opportunities, identifying legislative champions, and supporting roundtables and discussions with legislators
- Facilitating a monthly Policy Affinity Group with representatives from PCA chapters to promote cross-state learning and sharing on primary prevention policy options and initiatives



“ TESTIMONIAL

I also think it's important that Myia says "I'm proud of you. I'm proud of the kids." Not everyone has family that does that for them. She makes people feel love, because a lot of the time they don't have that. Myia, and all of the home visiting team at Henry Booth are there encouraging us.

I would tell any parent thinking about Healthy Families America to try it. Home visiting changed our lives forever, and for the better because of Myia. She is helping me and Louis help our kids succeed. For parents – moms or dads – that want and need this kind of support, it should be there for them. In the end, it's about the education and support that people like Myia provide. That is what changes everything.

Erica Beck, HFA Parent from Henry Booth House, Chicago, IL

“ TESTIMONIAL

I'm helping families through their challenges, while also helping them strengthen relationships with their children. HFA helps parents and families by offering critical support when it is most needed. I love what I do, to see them be successful lets me know I am doing my job right. I know the research shows HFA has amazing outcomes with families, and I know for sure that is true based on my own experience! Our programs produce real results in the lives of children and families and I am proud of the work I do.

Myia Smith, HFA Family Support Specialist, Henry Booth House, Chicago, IL



2022 COMMUNICATIONS HIGHLIGHTS



GELASIA CROOM, MSPR
Chief Communications
Officer

Joining the incredible team at PCA America in April, I was struck by the unique perspectives of staff, board, chapter leaders, and partners whose wide-ranging expertise and experience elevated the importance of Child Abuse Prevention Month. I immediately saw the mosaic of opportunities to do impactful work, building on the organization's powerful 50-year history.

The work and the wins are woven through the fabric of each day – a connecting email; an improved web page experience; or a social media post that captures the imagination of our audiences. Our goal is to create energy, engagement, and investment around our cutting-edge strategies and research. It is to illuminate the stories and lived experiences of our partner families and supporters. And it is to look through a lens of equity to create a public, emotional relationship with evidence and data that explain both the challenges and the hope that serve as the engine for this organization's mission.

What we say and how we say it matters. We're asking the hard questions and listening closely to the answers that will help guide the way forward. What we're doing has the potential to manifest true and lasting change for families, including my own! I'm excited to keep evolving alongside all of you as we nurture the prevention ecosystem that we're building together!



Oprah Winfrey discussing the need to feel seen at PCA America's 50th anniversary.

We celebrated our 50th Anniversary in 2022



PCA America welcomed OPRAH WINFREY as a supporter and influencer on its mission of working to prevent child abuse and neglect *before it happens*.

OTHER HIGHLIGHTS INCLUDE





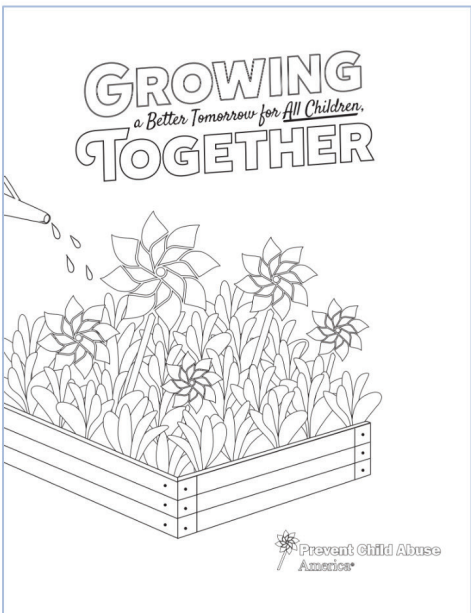
CAP MONTH VIDEO



STEPHEN BISHOP JOINS PCA AMERICA

2022 CAP Month Highlights

Click the PDF's below to see more.



2022 RESEARCH UPDATES

AAP/CDC/PCA America/Tufts Project:

[Read More](#)

The [American Academy of Pediatrics \(AAP\)](#), in collaboration with the [Centers for Disease Control and Prevention \(CDC\)](#), [Prevent Child Abuse America \(PCA America\)](#), and [Tufts Medical Center](#), surveyed **9,000 caregivers** to understand the impact of the COVID-19 pandemic on family life, adverse childhood experiences (ACEs), and positive childhood experiences. The project team conducted three rounds of the survey with 3,000 participants in November 2020, March 2021, and July 2021. Check out [the AAP's webpage overviewing key findings and project materials](#)—this includes collaborative state-level work with [AAP chapters and PCA America and/or HFA affiliates](#).

CDC CoAg:

[Read More](#)

PCA America was awarded a **two-year cooperative agreement (\$650K) from the CDC** to evaluate state policies associated with the prevention of child sexual abuse in schools.

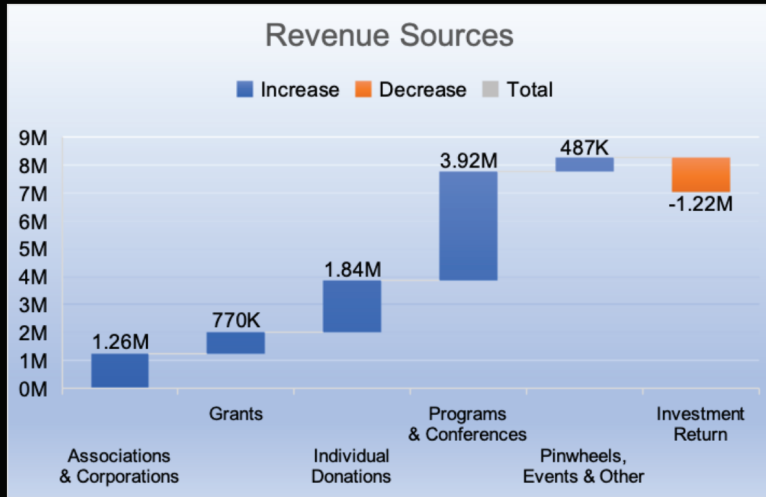
CDC Grant:

[Read More](#)

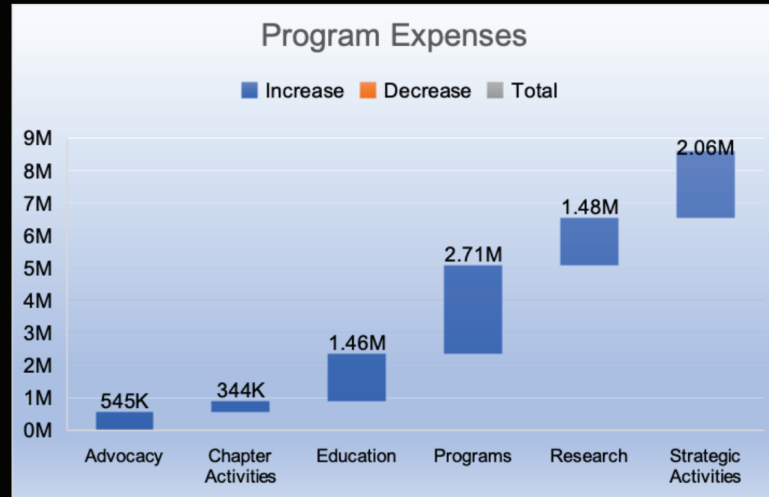
PCA America began the final year of a **three-year, \$1M CDC grant** examining the effects of paid family leave and childcare provisions on rates of child abuse and neglect and intimate partner violence (IPV). The research team has published several articles from this work, including findings on [childcare subsidy enrollment income generosity and child maltreatment](#).

2022 AUDITED FINANCIAL INFORMATION

REVENUE SOURCES



PROGRAM EXPENSES



ASSOCIATIONS & CORPORATIONS:	\$1,256,631
GRANTS:	\$770,327
INDIVIDUALS:	\$1,836,600
PROGRAMS & CONFERENCES:	\$3,921,364
SPECIAL EVENTS, PINWHEELS & OTHER:	\$487,298
INVESTMENT RETURNS:	-\$1,224,535
TOTAL REVENUE:	\$7,047,685

ADVOCACY:	\$545,034
CHAPTER ACTIVITIES:	\$344,230
EDUCATION:	\$1,464,009
PROGRAMS:	\$2,706,876
RESEARCH:	\$1,477,451
STRATEGIC ACTIVITIES:	\$2,064,702
TOTAL PROGRAM EXPENSES:	\$8,602,302

FUNCTIONAL EXPENSES

TOTAL PROGRAM EXPENSES:	\$8,602,302
TOTAL SUPPORTING SERVICE EXPENSES:	\$2,278,056
TOTAL FUNCTIONAL EXPENSES:	\$10,880,358

PCA AMERICA ASSETS

CASH & EQUIVALENTS:	\$2,449,788
ACCOUNTS RECEIVABLE - SHORT TERM, NET:	\$1,565,827
ACCOUNTS RECEIVABLE - LONG TERM, NET:	\$470,745
DEPOSIT & PREPAID EXPENSES:	\$201,566
ENDOWMENT INVESTMENTS:	\$4,705,175
INVESTMENTS WITHOUT DONOR RESTRICTIONS:	\$5,226,589
RIGHT-OF-USE LEASE ASSET:	\$1,731,102
COPYRIGHT, NET:	\$20,104
FURNITURE & EQUIPMENT, NET:	\$793,274
TOTAL ASSETS:	\$17,164,170

LIABILITIES & NET ASSETS

LIABILITIES - OPERATING:	\$662,782
LEASE LIABILITY:	\$1,764,486
TOTAL NET ASSETS:	\$14,736,902
TOTAL LIABILITIES AND NET ASSETS:	\$17,164,170

2022 DONORS LIST



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Donors who committed \$50,000+ in 2022. Learn more and join today!

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\$100,000

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50TH ANNIVERSARY DONORS

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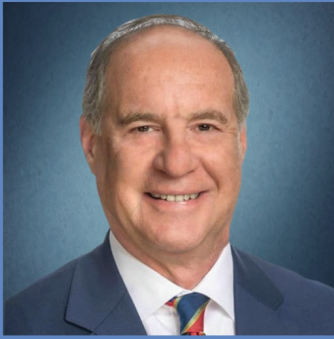
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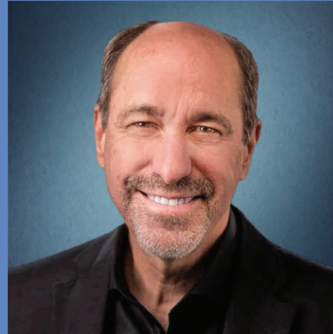
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