



2024

BLUEPRINT FOR CHANGE

IMPACT REPORT



A MESSAGE FROM OUR PRESIDENT & CEO



It has been a tremendous honor to lead alongside such dedicated colleagues across the Prevent Child Abuse America (PCA America) network. Each year, our mission grows stronger as we work together to reshape prevention strategies, strengthen families, and build a future where all children and families are living a purposeful and happy life with hope for their future.

This past year has been a season of transformation—one that has deepened our impact and reaffirmed the power of prevention. By mobilizing evidence-based policies, expanding key programs, conducting cutting-edge research and strengthening community partnerships, we are ensuring that families have the resources they need long before challenges arise.

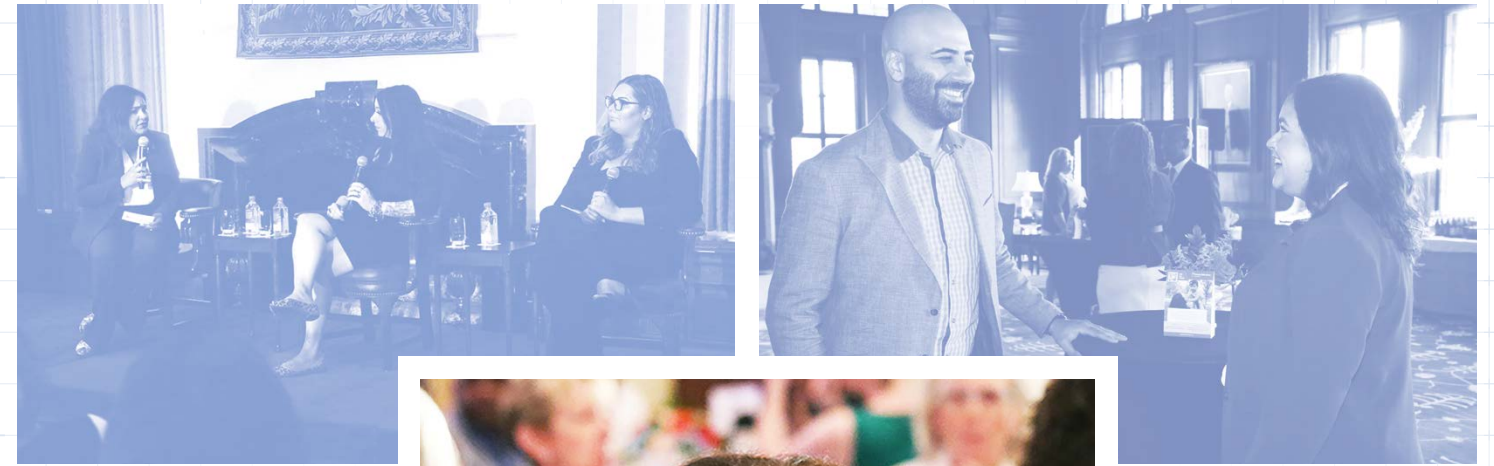
Our collective efforts led to significant strides in policy, research, funding, and program expansion.

We helped secure \$10 billion in additional childcare funding through Title IV-B Reauthorization, a critical step in supporting working families and ensuring children grow up in safe, healthy environments. We also expanded our primary prevention ecosystem pilots, testing new strategies in local communities that provide families with proactive support before crises occur. Across the country, our network grew as we welcomed two new state chapters and rechartered nine, while our Bi-Annual Chapter Network Meeting saw record-breaking attendance, bringing together leaders committed to advancing prevention. We also secured one year in federal funding to evaluate prevention policies and to provide technical assistance to our chapters to translate research findings into practice.

Preventing child abuse and neglect is not the work of one organization alone, it requires all of us. This year, we welcomed the Kering Foundation and Pritzker Children's Initiative as new partners in this mission. HFA Live saw unprecedented volunteer participation, with over 200 volunteers stepping up to support families, and Kappa Delta and Sigma Delta Tau continued their record-breaking contributions to prevention efforts and our nation's families.

We are deeply grateful for the leadership and dedication of our outgoing board chair, Matt Walch, whose unwavering commitment to our mission and strategic vision has helped shape the future of PCA America. His guidance has been instrumental in ensuring our organization remains strong, focused, and positioned for continued impact.

But our work extends beyond child abuse prevention alone. We are focused on ensuring families have the pathways they need to thrive—from education and economic stability to community support services. Prevention is about building a foundation where families are strong, resilient, and supported at every stage—because when families thrive, children are safer, healthier, and more likely to reach their full potential.



DR. MELISSA T. MERRICK
PRESIDENT & CEO



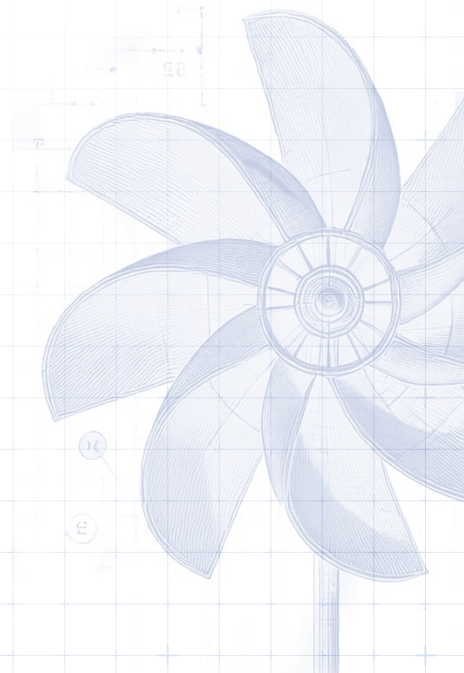
LOOKING FORWARD: COMPREHENSIVE SUPPORT SYSTEMS FOR FAMILIES

The PCA America network is stronger than ever, but the challenges facing children and their families today have never been greater. Parenting has become more complex, with expectations constantly shifting and fewer places to turn for support. Families are navigating financial pressures, mental health concerns, rapidly changing technology and systemic barriers, all while trying to provide their children with a safe and stable upbringing. The reality is that forces far beyond parenting skills are shaping the well-being of our children.

Prevention requires a system of support, not just individual effort. The safety of all children depends on our ability to build strong, community-based ecosystems that offer families the resources, connections, and tools they need. These local support networks—tailored to the unique needs of each community—are essential to keeping children safe and families strong. While each ecosystem may look different, their purpose remains the same: the primary prevention of child abuse and neglect.

At PCA America, we are committed to leading a national movement that ensures families have access to comprehensive support before challenges become crises. By strengthening partnerships, expanding access to prevention services, and using our research to advance evidence-based policies that support families, we can create a future where no parent feels alone and every child has the opportunity to thrive.

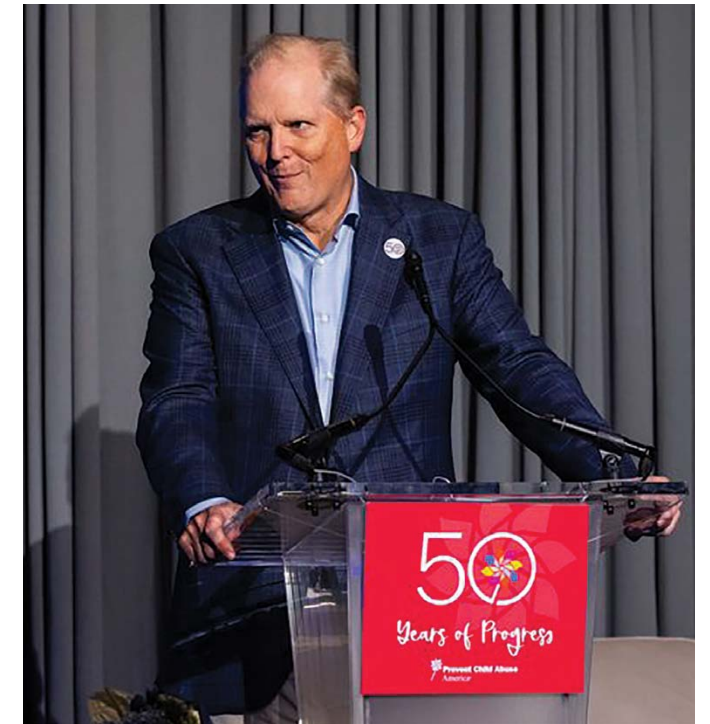
With your support, we can build a stronger, more connected prevention network that meets families where they are—ensuring children are safe, healthy, and hopeful for generations to come.



Thank You & Farewell to Former Board Chair Matt Walch

“Matt’s leadership has been a steady and guiding force for Prevent Child Abuse America. He brought strategic clarity, generosity, and heart to every decision, every conversation. His legacy is one of deep integrity and unwavering commitment to the well-being of children and families. We are better because of his service, and I am deeply grateful for the care and vision he shared with all of us.”

—Dr. Melissa Merrick, President & CEO, Prevent Child Abuse America



With heartfelt gratitude, we thank Matt Walch for his years of visionary service.

As Chair of the National Board of Directors, Matt helped shape the future of Prevent Child Abuse America. From strengthening governance and expanding national visibility, to securing critical

pro bono legal counsel and rallying fundraising support, Matt’s leadership has left an indelible mark on our mission.

We are proud to celebrate his legacy and honor his enduring contributions to children, families, and the national prevention movement.

NOTABLE | NONPROFIT BOARD LEADERS

Reprints Share



December 2, 2024 8:47 AM

Matthew Walch

National board chair, Prevent Child Abuse America; Partner, Latham & Watkins

Nonprofit contribution: Walch has served on Prevent Child Abuse America’s board for nearly a decade, chairing the board for the last four years. His leadership fosters relationships with affiliated chapters, and he has secured pro bono services and funding through Latham & Watkins, amplifying PCA America’s prevention initiatives.

Biggest professional win: Walch has achieved litigation victories for clients such as Dalton Education and Pharma Logistics, defending them against trade secret and copyright claims, and has secured multimillion-dollar judgments for others.

Other contributions: Walch serves on the boards of the Legal Aid Society and Metropolitan Family Services, mentors new board members, and contributes through the Richard Linn American Inn of Court to promote legal integrity in intellectual property law.

CRAIN’S CHICAGO BUSINESS

“[Matt Walch’s] leadership fosters relationships with affiliated chapters, and he has secured pro bono services and funding through Latham & Watkins, amplifying PCA America’s prevention initiatives.”

A MESSAGE FROM OUR BOARD CHAIR

The vision for safer children and stronger families began with Donna J. Stone and continues today through the leadership of Dr. Melissa Merrick and the dedicated efforts of Prevent Child Abuse America (PCA America). Having been committed to this important work for decades, I am honored to serve as Board Chair and to be part of a movement that places primary prevention—stopping child abuse and neglect before it happens—at the forefront.

Prevention is the most effective way to protect children. Research confirms that early childhood experiences shape lifelong outcomes and that toxic stress and Adverse Childhood Experiences (ACEs) have lasting consequences. Yet, we also know that proactive, evidence-based strategies—such as home visiting programs, economic supports for families, and community-based prevention efforts—can stop abuse before it starts by strengthening families and reducing risk factors.

As a father, lawyer, and entrepreneur, I've seen firsthand how important it is to address challenges before they become crises. A reactive system alone is not enough. For too long, child protection has focused on responding after harm has occurred. But real, lasting change begins with primary prevention—ensuring families have access to support and resources before hardship sets in. Every child deserves the opportunity to grow up in a safe, stable, and nurturing environment—and it's up to all of us to help make that possible.

Prevention is a shared responsibility. You don't have to be a social worker or policy expert to make an impact. Advocate for prevention policies, support family-friendly workplaces, volunteer, or help spread awareness—every action counts.

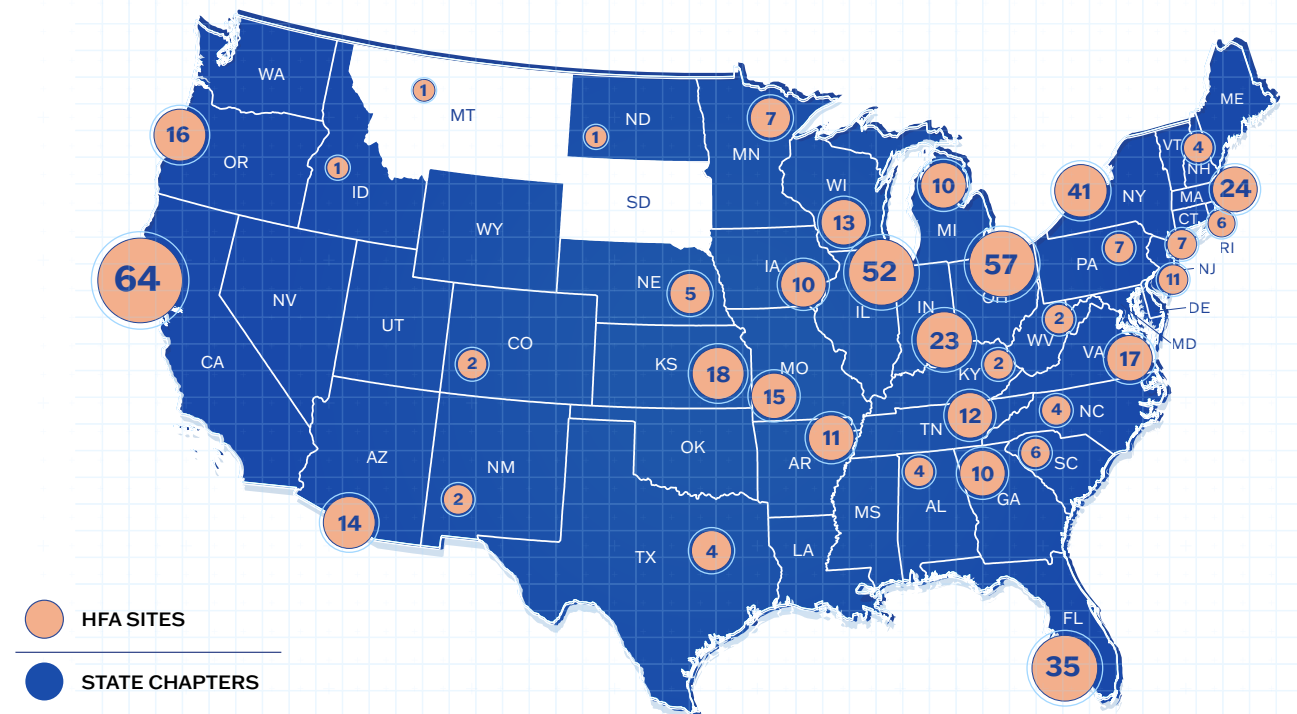
We all have a role in building a culture of prevention. With your support, we can break the cycle of abuse and ensure that every child has the opportunity to thrive—not by waiting for harm, but by preventing it from happening in the first place.



MICHAEL AXELROD
BOARD CHAIR

PCA AMERICA NATIONAL NETWORK

Our National Footprint



● HFA SITES
● STATE CHAPTERS

CHAPTER NETWORK BY THE NUMBERS

47 CHAPTERS IN 46 STATES AND D.C.

IN 2024 WE WELCOMED 2 NEW PROVISIONAL STATE CHAPTER AFFILIATES

HEALTHY FAMILIES AMERICA SITES BY THE NUMBERS

HFA IS IN 38 STATES + DC + US TERRITORIES

IN 2024 WE WELCOMED 24 NEW AFFILIATES

AN ANALYSIS FROM TUFTS UNIV. REVEALED EVERY \$1 INVESTED IN HFA MA SAVES \$3.11 IN CHILD WELFARE COSTS

ECOSYSTEMS OF SUPPORT FOR CHILDREN & COMMUNITIES

Every child and family deserves the foundation to thrive. Our **Healthy Families America (HFA)** network **serves** as a vital system of support, strengthening communities and empowering families through evidence-based home visiting.

EXPANDING OUR REACH AND STRENGTHENING OUR NETWORK

This year, we welcomed **24 new HFA affiliates** across seven states—California, Georgia, Iowa, Maryland, Missouri, New York, and Oregon. These new partnerships allow us to reach more families with life-changing support and guidance, ensuring that every child has the opportunity to thrive.

Thanks to the dedication of our **HFA trainers**, we completed **282 training courses** this year, engaging over **3,500 learners** from across the HFA network.

RESEARCH-BACKED IMPACT: INVESTING IN FAMILIES MAKES FINANCIAL SENSE

New research continues to affirm the profound impact of Healthy Families America programs. A **2024 cost-benefit analysis from Tufts University** found that **for every dollar invested in Healthy Families Massachusetts, there is a cost savings of \$3.11** in future health and child welfare costs.

This analysis is one of many studies demonstrating how **HFA programs help families break cycles of adversity and build futures filled with possibility.**

Through these collective efforts, we are strengthening the ecosystems of support that children and families rely on, ensuring that prevention remains at the heart of community well-being. By investing in families today, we are building a brighter, healthier future for generations to come.

CELEBRATING CONNECTION: HFA LIVE

We hosted our **third annual HFA LIVE**, a three-day virtual gathering that brought together nearly **2,000 attendees** from across the HFA network. To celebrate this step forward, we dedicated the first day of HFA LIVE as **HFA Parent Day**, underscoring the power of lived experiences in shaping family support programs.

“If you take one thing away from today, I want it to be how important it is for families to have the support that they need. There are so many families that are like mine. We are hardworking and trying to make ends meet. We want to be the best parents we can be...With the right support we can do that, and I know other families can too.”

—Margaret, HFA parent participant



PRIMARY PREVENTION OF CHILD ABUSE AND NEGLECT FOR FAMILIES

Primary prevention—that is making sure that abuse and neglect never occur—is key to building safe, stable, and nurturing environments for all children. At Prevent Child Abuse America, our strength lies in the deep connections across our nationwide network of state chapters. By working in partnership with these chapters and our national partners, we not only strengthen family support systems and expand access to resources at the community level—we also drive coordinated efforts and advocate for policies that create broad, national impact.



STRENGTHENING LEADERSHIP & COLLABORATION

This year, we hosted our **largest-ever bi-annual Executive Directors' Meeting in Phoenix, Arizona**, bringing together more than **100 chapter leaders** for the PCA America-only gathering, and **more than 170 attendees** for the joint session with the **Children's Trust Fund Alliance**. The energy in the room reflected our collective commitment to deepening our impact across the country.

During this gathering, **leaders shared best practices, discussed innovative prevention strategies and cutting-edge research, and explored ways to strengthen programmatic and financial support for Healthy Families America (HFA) sites.** The event also provided an opportunity to reinforce our shared vision: ensuring every family has access to the support they need to thrive.



CHAPTERS DRIVING CHANGE IN THEIR COMMUNITIES

Our **state chapter network** remains a powerful force for prevention, with **17 PCA America chapters** directly implementing Healthy Families America (HFA) in their states, and many others investing in evidence-based home visiting (EB HV) programs to support child well-being. These chapters—spanning **Alabama, Arizona, California, Colorado, Florida, Illinois, Indiana, Kansas, Maryland, Michigan, New Jersey, New York, South Carolina, Tennessee, Virginia, West Virginia, and Wisconsin**—are essential partners in ensuring families have access to services that foster long-term health and safety.

One inspiring example of local impact comes from **PCA Louisiana (ViaLink)**, which **officially transitioned from provisional to chartered chapter status this year.** This achievement highlights the chapter's dedication to sustainability and deepened community engagement. To further its mission, PCA Louisiana secured a **grant from the Blue Cross Foundation**, allowing the chapter to **expand free mental health assistance for mothers and caregivers across the state.** This initiative ensures that families—regardless of income—can **access vital mental health support, reducing stress and strengthening family bonds.**

A UNIFIED MOVEMENT FOR PREVENTION

Across the country, our chapters are leading efforts to prevent child abuse and neglect by fostering **cross-sector partnerships, advocating for policy changes, and expanding direct services that address families' needs.** Our state chapters play a critical role in ensuring that families have access to evidence-based programs like Healthy Families America (HFA), which support child well-being through home visiting services.

From state-level advocacy to community-based programming, our network remains dedicated to ensuring that prevention is not just possible—it is **prioritized.** By investing in leadership, fostering collaboration, and expanding essential family services, we are building a future where **every child grows up in a safe and supportive environment.**



Prevention requires big vision, clear strategy, and persistence, and there is nothing more galvanizing to our work than being together in person. **Togetherness fuels our ability to adapt.** The ED meeting offered our network leaders the time and space to reflect, share and build on each other's ideas, and inspire one another to persist in the achievement of our critically important shared mission.



Claire Louge,
Executive Director
of PCA Arizona

ONE FAMILY'S STORY

THE "POWER OF ONE" BY LATYRAN ADAMS

"The power of one referral, one home visitor, and one person with the superpower of support changed everything for me."

Latyran Adams' journey with HFA began in 2007 when she joined as a parent participant, graduating in 2012. At a pivotal time in her life, her home visitor, Jane Jasmine, became a guiding force.

"[Jane] was there for me and my family unit to support us no matter what that looked like... And as my life ebbed and flowed with transition and challenges, she transitioned with me and provided the support I needed... She was always there, encouraging cheerleading, reminding me to celebrate my accomplishments and pointing out how those changes I was making would impact my son's life in the future."

Jane's impact went beyond supporting Latyran as a mother—she also inspired Latyran to build a career dedicated to helping others.

"Due to the impact Jane [had] on our lives through the home visiting program, I decided to change my major from psychology to human services because I was full of gratitude and I was inspired to support and give back to others the way Jane was giving to our family."

Jane also encouraged Latyran to take on a leadership role by joining the local HFA Advisory Committee. Latyran was one of the first parents to ever be invited to serve in this capacity.

"During my time on the advisory committee, I received the opportunity to give back, [to] tell my story to parents, [and to] use my stories to help funders understand the impact of the home visiting programs on families."

Latyran's passion for supporting families has only grown. Today, she is inspiring the next generation of parent leaders as the facilitator for HFA's National Parent Advisory Committee. Launched in 2024, this committee consists of 11 dedicated parents from across the country who contribute their time and expertise to ensure HFA continues to meet the needs of families nationwide.

Reflecting on her journey, Latyran shares, "I will always be so grateful for the opportunities that evolved - from me being a parent participant, to becoming a parent leader, and advocate for Healthy Families America."



Pictured Above L to R: Kevair Adams, Latyran Adams, Jane Jasmine

WITH SUPPORT, CHILDREN THRIVE

All that we do at PCA America to support families and communities is informed by the best, most cutting-edge research. What sets PCA America apart is our ability to conduct, translate, and quickly disseminate our work through our chapter and HFA networks.

Over the past 5 years, we have grown our capacity to conduct rigorous research and evaluation studies. In 2024 alone, PCA America secured over \$3 million in multi-year funding to evaluate policies that provide economic stability and mobility to families and safety for children. Results of our research have been featured in high-profile publications and enhance our primary prevention advocacy work at the state and federal level.

WHAT DID WE LEARN?

CHILD ABUSE
GOES DOWN

When states allow more families to qualify for childcare subsidies, child abuse and neglect go down.

LOWER
RATES OF
ABUSE

States that have a universal paid family leave policy have lower rates of child abuse, neglect, and intimate partner violence than states without such a policy.

ONLY
27 STATES
REQUIRE CHILD SEXUAL
ABUSE TRAININGS

Only 27 states require that school personnel receive training on how to identify the signs and symptoms of child sexual abuse.

"Our research consistently finds that when states make it easier for families to qualify for programs like paid family leave and childcare subsidies, child abuse and neglect are decreased."

— DR. J. BART KLIKA, CHIEF RESEARCH OFFICER

ADVANCING PREVENTION THROUGH POLICY

We know that strong policies, backed by science/data/research, create the foundation for strong families. By working alongside lawmakers, community advocates, and national partners, we advocate for legislation that expands support for families, strengthens prevention programs, and ensures every child has the opportunity to grow up in a safe and nurturing environment with hope for the future.



BRINGING THE NATION TOGETHER FOR FAMILIES

This year, we co-hosted a Bipartisan Congressional Briefing on the Primary Prevention of Child Abuse and Neglect, bringing together seven Congressional co-hosts to discuss how prevention is possible through federal programs that support families before they are in crisis.

The briefing highlighted existing federally funded programs that provide critical resources to parents and caregivers, reducing the likelihood of adverse childhood experiences (ACEs) and breaking cycles of maltreatment before they begin. This event reinforced the urgent need for continued investment in prevention-focused policies that ensure every child has the opportunity to thrive.



FEDERAL INVESTMENTS IN PREVENTION

This year, we saw the need for funding that will directly impact children and families across the country recognized in federal decisions, through efforts within the federal appropriations wins:

\$420 million was secured for Title IV-B, a \$75 million increase from prior funding, ensuring more families can access support services that keep children safe and reduce the need for child welfare intervention.

Over \$1 million in funding for three of our state chapters Congressionally Directed Spending projects were successfully included in the Senate Labor, Health and Human Services (LHHS) appropriations bills to support their work in strengthening families.

\$75 million for Community-based Child Abuse Prevention grants to provide critical support for locally driven programs essential to building healthy and thriving communities.

While the LHHS priorities were ultimately not included in the final funding bill, this effort highlights strong bipartisan support and lays the groundwork for future appropriations.

\$1 million was recommended for three of our state chapters

\$75 million recognized for Community-Based Child Abuse Prevention grants

\$10.35 billion was recognized for child care assistance

TURNING POLICY INTO IMPACT

These policy wins translate into real change for families and communities—ensuring that parents have access to critical support services, quality child care, and financial resources that strengthen family stability. Our advocacy efforts continue to drive momentum toward a nation where prevention is prioritized, families are supported, and every child can thrive.

By working together—with policymakers, communities, and families—we are shaping a brighter, safer future for children across the country.

BUILDING
A Hopeful Future
TOGETHER

CAP MONTH 2024:
BUILDING A HOPEFUL FUTURE, TOGETHER

Every April, Child Abuse Prevention (CAP) Month unites communities in a shared commitment to strengthening families and ensuring every child has the opportunity to thrive. In 2024, under the theme Building a Hopeful Future, Together, PCA America and our state chapters turned awareness into action—mobilizing local leaders, families, and advocates to create meaningful change.

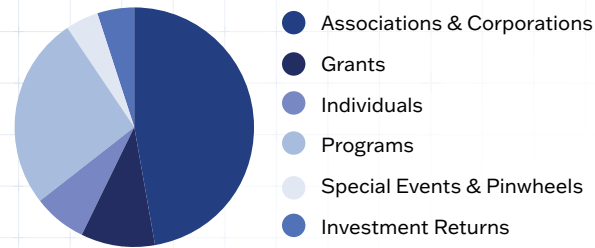
From pinwheel gardens and family resource fairs to advocacy days at state capitols, chapters led powerful community events that highlighted the importance of prevention. Through social media campaigns, media outreach, and storytelling initiatives, they amplified real stories of impact—showing how strong support systems can make all the difference for families. The campaign also received the incredible support of WNBA champion Candace Parker, whose advocacy helped shine a national spotlight on the power of prevention and the need to invest in families.

This year's campaign reinforced a simple yet profound truth: prevention happens in partnership. By bringing together families, policymakers, and local organizations, CAP Month 2024 helped build momentum for a future where all children grow up safe, supported, and full of hope.



2024 FINANCIAL INFORMATION

REVENUE SOURCES



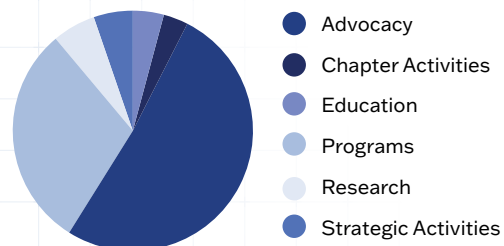
Revenue Sources

Associations & Corporations	\$7,979,636
Grants	\$1,652,439
Individuals	\$1,219,998
Programs	\$4,399,342
Special Events & Pinwheels	\$753,271
Investment Returns	\$795,933
Total	\$16,800,619

Functional Expenses

Total Program Expenses	\$13,345,385
Total Supporting Service Expenses	\$2,281,088
Total	\$15,626,473

PROGRAM EXPENSES



Program Expenses

Advocacy	\$561,682
Chapter Activities	\$449,405
Education	\$6,864,550
Programs	\$3,989,927
Research	\$781,634
Strategic Activities	\$698,187
Total	\$13,345,385

PCA America was awarded \$4.34 million in new grants to support PCA America research and programs over the next 3-5 years.

PCA America received over \$6.27 million of in-kind advertising to support our strategy of transforming the narrative around child abuse prevention.

PCA America had strong investment returns on endowments and other investment accounts.

Year-over-year net assets increased \$1.17 million.

Assets

Cash & Equivalents	\$2,616,635
Accounts Receivables	\$1,638,037
Deposits & Prepaid Expenses	\$140,648
Endowment Investments	\$5,732,872
Investments without Donor Restrictions	\$6,210,652
Right-of-Use Lease Asset	\$1,300,620
Copyright, net	\$3,333
Furniture & Equipment, net	\$177,361
Total	\$17,820,158

Liabilities

Accounts Payable	\$185,822
Accrued Expenses	\$35,756
Operating Lease Liability	\$1,417,528
Deferred Revenue	\$221,219
Total	\$1,860,325

Net Assets

Without Donor Restrictions	\$7,722,573
With Donor Restrictions	\$8,237,260
Total	\$15,959,833

DONORS: 1972 SOCIETY

Annie E. Casey Foundation
 Barbara Smith
 Brad and Barb Sacks
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 J.B. and M.K. Pritzker Family Foundation
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DAVID GOLDBLUM Chief Executive Officer at Conscious Contact Entertainment

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A TRIBUTE TO SUELLEN FRIED

SEPTEMBER 18, 1932 – OCTOBER 03, 2024

**POWER
OF
KINDNESS**



A Legacy of Compassion and Kindness: It is with profound gratitude and admiration that we honor the legacy of SuEllen Fried, a true champion of children and families. As Prevent Child Abuse America's first Kansas Chapter Director and a lifetime member of our Board of Directors, SuEllen devoted her life to creating a safer, more nurturing world for children and families. Her work as a trailblazer in child abuse prevention and her devotion to human dignity has changed countless lives and inspired a movement.



SuEllen's journey with Prevent Child Abuse America (PCA America) began in 1976 when she was asked by PCA America Founder Donna J. Stone to establish the first state chapter in Kansas. Her boundless energy and vision quickly became evident, and from 1980 to 1982, she served as Chairman of the National Board of Directors, laying the groundwork for our enduring mission. Through her tireless advocacy and leadership, SuEllen helped set the standard for our prevention efforts, always focusing on proactive support to help families thrive before a crisis ever arises.

A proud sister of Sigma Delta Tau, SuEllen helped forge a lasting philanthropic partnership between her beloved sorority and Prevent Child Abuse America, exemplifying her lifelong commitment to both community and service. In 1984, Sigma Delta Tau honored her with its Achievement Award, and later named her one of its Outstanding Alumnae. SuEllen even returned as a celebrated speaker for the sorority's centennial celebration in 2017.

Beyond her work with PCA America, SuEllen co-founded Reaching Out from Within, a pioneering self-help program for incarcerated individuals, where she dedicated over 35 years to helping others rewrite their futures. Under her compassionate guidance, more than 90% of participants in this program have not returned to prison—a profound testament to the life-changing power of empathy and human connection.

SuEllen often shared that she saw “an angel and a beast” within everyone and believed deeply that “the more we are willing to hold onto the angel, the more we are willing to look at the beast.”

Her gentle presence and unshakable belief in people's potential have inspired transformation far beyond the walls of Prevent Child Abuse America.

SuEllen's contributions to child advocacy were equally far-reaching. A national voice in the anti-bullying movement, she co-authored three influential books on bullying and spoke to over 80,000 students, educators, and parents across 36 states. Her advocacy has reached millions, highlighted on platforms like The TODAY Show and CBS News. In 2022, she received the Prevent Child Abuse America Power of Kindness Award, underscoring her unwavering belief that kindness is not just an action—it is a way of life that can change the world.



