



2025 IMPACT REPORT

Centering Families Through *Every Turn*

Message from the CEO and Board Chair

At Prevent Child Abuse America, the work of building a future where all children and families can thrive begins with a simple but powerful belief: families do best when they are surrounded by strong relationships, meaningful support, and communities designed to promote well-being. Throughout 2025, that belief continued to shape how the organization showed up for families, partners, advocates, and communities across the country.

This year's progress reflects a growing national understanding that child and family well-being is not created by one program, one policy, or one institution alone. It is built through partnership, shared responsibility, and sustained commitment to prevention, connection, and the conditions families need to thrive. Across the country, partners advanced this work by strengthening systems, elevating family voice, and investing in approaches that help create the foundations for lasting impact.

Prevent Child Abuse America continued to help lead that work by advancing research, shaping public narrative, supporting field-building efforts, and deepening partnerships that move prevention upstream. From national collaborations to community-informed strategies, the organization remained focused on helping transform how the country understands and supports children, families, and the systems that serve them.

This momentum was on full display at our 2025 National Conference, held August 12-14 in Portland, OR, where a record-breaking 1,200+ leaders gathered in person, joined by hundreds more via livestream. Attendees heard from keynote speakers Desmond Meade, Dr. Bruce Perry, and Dr. Nadine Burke Harris, and took part in sessions such as the 'Strengthened by Prevention' breakout, all centered on advancing our shared Blueprint for Family Well-being.

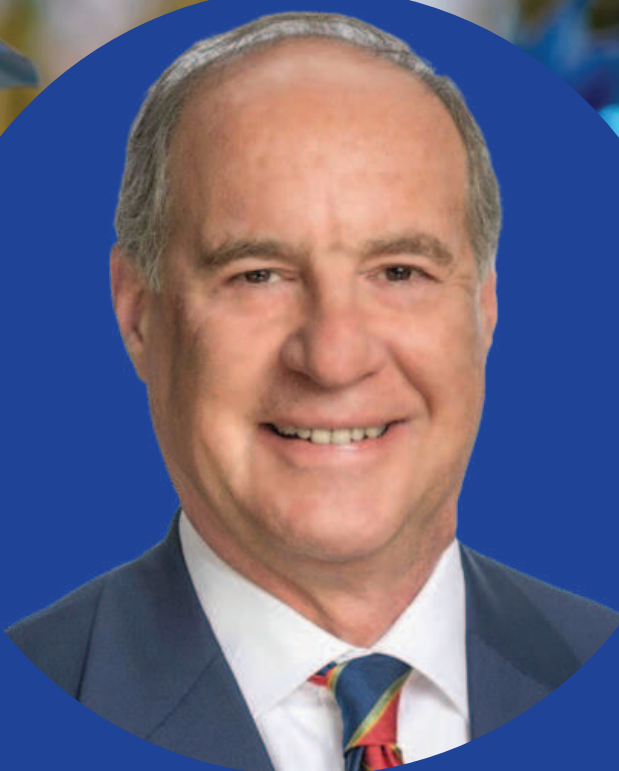
None of this happens alone. This progress is possible because of the dedication of PCA America staff, the leadership of the Board, the commitment of state chapter partners, the insight of families and community leaders, and the support of funders, advocates, and allies across the country. Together, these partners are helping create a future in which every family has the opportunity to thrive.

This report reflects more than a year of activity. It tells the story of a movement gaining strength, partnerships deepening, and a shared vision for a country where prevention is prioritized and family well-being is at the center of policy, practice, and culture. The work ahead remains urgent, and the momentum is real.

Thank you for being part of this work and for helping build a stronger future for children, families, and communities.



Dr. Melissa T. Merrick
President & CEO



Michael Axelrod
Board Chair

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Changing the Narrative, Changing the Policy

PCA America is driving narrative and policy change by combining research, policy education, and strategic communications to elevate primary prevention nationally.

12:00



“Not a Bad Parent Problem”

TV PSA: more than \$18.5 million in total ad value, aired on over 400 outlets, reached 319 million viewers.



[Watch Here](#)



26K



1.5K

From Narrative Change to Policy Change

The Shift: Voices of Prevention podcast released 13 episodes:

The Shift gave families and the field a place to be heard, releasing 13 episodes in 2025. In their own words, parents, practitioners, and policymakers shared what it really takes to help families thrive — turning research into stories people could feel.

Our National Primary Prevention Messaging Toolkit:

Provided a unified set of messages, social media templates, and educational materials that anyone in the prevention field can use to strengthen understanding of primary prevention and amplify our shared voice.

2025 CAP Month:

Child Abuse Prevention Month 2025 carried a message of resilience: Powered by Hope, Strengthened by Prevention. The month closed by looking ahead, unveiling 2026's theme, Pinwheels of Possibility — giving chapters a full year's head start to build momentum.

National Articles:

PCA America's research reached beyond its own network in 2025, with national articles on positive childhood experiences and other topics published in outlets including JAMA Network Open — putting the organization's evidence directly in front of the researchers and policymakers shaping the field.

Policy in Action

Coordinating a National Effort to Navigate the Shifting Federal Landscape



Six federal action alerts generating nearly 2,000 messages to members of Congress in support of prevention investments.



Policy toolkits and messaging resources for the network to advance primary prevention with lawmakers.



Direct technical assistance to two chapters and policy support to nearly 20 chapters and HFA programs, helping both networks navigate the shifting federal policy landscape.



Leadership in Thrive From the Start, including a joint policy agenda on infant and toddler homelessness.



U.S. Senate and House Child Abuse Resolutions, including a video created by Representative Andy Barr (R-KY) highlighting the importance of prevention.



State policy profiles on child sexual abuse prevention laws in schools.



Research & Partnerships

PCA America continues to lead with research and deep partnerships with policymakers and experts to further change.





2025 Progress



PCA America advanced its Child Sexual Abuse Project through a national conference data walk, new findings on how school-based training policies affect educator reporting of abuse and neglect, and ongoing conversations with policymakers to put the evidence into practice.



THRIVING *Families* SAFER *Children*

A NATIONAL COMMITMENT TO WELL-BEING

Thriving Families, Safer Children is a national partnership and effort co-founded by Prevent Child Abuse America that supports communities and lived experts in sites across the country in developing approaches for community well-being that help families avoid child welfare system involvement.

Healthy Families Create Healthy Economies

HFA remains rooted as a community-designed, community-driven home visiting model.



Healthy Families America in 2025

HFA remains rooted as a community-designed, community-driven home visiting model. In 2025, the National Office began its multi-year process to revise the HFA Best Practice Standards (BPS). For the first time in more than 30 years, communities implementing HFA were invited from the start to contribute suggested changes based on their firsthand experience. HFA's national Parent Advisory Committee will also help shape the BPS.



Around

PRINT



Evolutionary Ideas

BRE

STRENGTH

Love

Just do it.

2025 PCA America National Conference



**Prevent Child Abuse
America®**

2025 NATIONAL CONFERENCE

Power of Prevention

AUGUST 12-14, 2025 | PORTLAND, OR

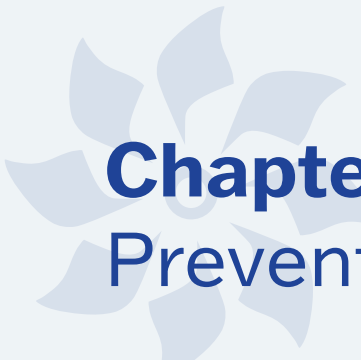
The 2025 PCA America Conference in Portland was an inspiring showcase of family-centered prevention.

The conference included an engaging session from the HFA site in American Samoa, which demonstrated through song and story how HFA's flexibility allows communities to be culturally responsive and family-centered.

At a national MIECHV All-Grantee meeting, HFA anchored to its core principles of family-centered support, with two members of the HFA national Parent Advisory Committee joining National Office staff to present their co-created Parent Leadership Toolkit.



**See You
in Chicago
2027!**



Chapter Network: Prevention Proven Statewide

In 2025, PCA America's state chapters turned national strategy into local momentum, adopting The Blueprint for Family Well-being and adapting shared tools, building the case for prevention as a sound public investment, and extending the network's reach into new communities.

- Conducted 13 chartering and capacity-building site visits, offering technical assistance, coaching, and peer learning in partnership with State Chapter Directors serving as peer reviewers.
- Awarded and managed three discretionary 2025 Chapter Grants — to Arizona, Kentucky, and South Carolina — focused on shifting mindsets toward primary prevention.



Chapter Spotlight: Kentucky

A Statewide Blueprint in Action

The clearest proof of what's possible came from Prevent Child Abuse Kentucky, which adapted PCA America's Blueprint for Family Well-being — its Theory of Change — for use across the state and within its Partners in Prevention Network of more than 340 organizations.

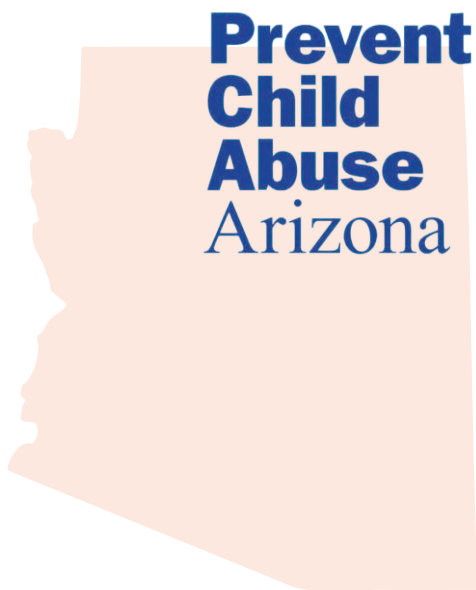
**Prevent
Child
Abuse
Kentucky**

100% agreed they understood the Blueprint as a shared direction for systems change.

The chapter turned shared strategy into shared practice: building a Kentucky Blueprint Partner Toolkit and a suite of plain-language visuals, reframing donor messaging in ways that contributed to a 14.7% increase in annual appeal contributions, and launching a legislative advocacy prototype — a geo-fenced digital ad campaign supporting House Bill 4 that generated 610,555 impressions across 13 key legislative districts. Among partners who joined virtual learning sessions, 100% agreed they understood the Blueprint as a shared direction for systems change.

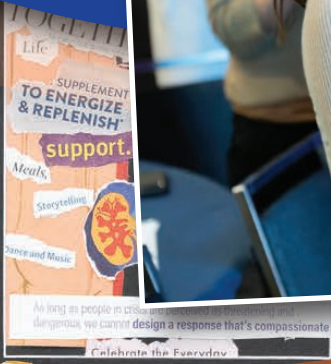
Chapter Spotlight: Arizona

Expanding the Front Door to Prevention



Prevent Child Abuse Arizona uses the Blueprint as the foundation for changing their programming and aligning their budget with the essence of the framework.

They tested prevention messaging with business and community leaders and launched two statewide Family Resource Center platforms, now promoted by the state's Department of Child Safety Office of Prevention.



Sorority Partnership Spotlight

In 2025, our partnerships with long-time sorority partners Sigma Delta Tau (SDT) and Kappa Delta (KD) reached new milestones, reinforcing their dedication to Prevent Child Abuse America's mission. Both sororities achieved record-breaking fundraising results, collectively donating almost \$1 million to PCA America, demonstrating the enduring power of collegiate philanthropy in supporting child and family well-being initiatives.



Sigma Delta Tau





Sorority Feature

Sigma Delta Tau

In October of 2025 at the University of Georgia, the Eta Chapter of Sigma Delta Tau hosted the largest Greek philanthropy event on their campus for the past 21 years, bringing together the other 19 Panhellenic sororities to participate in a lively dance competition. This year, the chapter utilized a new venue to allow more attendees at their Greek Grind event and subsequently raised an impressive \$123K for PCA America, making this chapter one of PCA America's top donors.

In November of 2025 at the University of South Florida, the Gamma Eta Chapter of Sigma Delta Tau hosted their 35th annual Putting on the Hits philanthropy week, creating traction, tradition, and community bonding for decades. With participation from 14 organizations throughout the week and almost 500 attendees at their lip sync battle, the chapter raised over \$50K for PCA America.

In 2025, Sigma Delta Tau chapters together raised over \$377K for PCA America, bringing the total amount raised to over \$6 million since our partnership began in 1982.

Kappa Delta

At The University of Texas at Austin, the Sigma Epsilon Chapter of Kappa Delta brings the community together each year for a high-energy Shamrock Fun Run hosted at the Texas State Capitol, the highlight of a full week dedicated to philanthropy and engagement. This year, more than 900 runners participated, helping the chapter raise \$57.9K for PCA America and the Center for Child Protection.

The Alpha Chi Chapter of Kappa Delta at Louisiana Tech University has turned philanthropy into a year-round mission. Their chapter hosts two major fundraising events each year: the Shamrock 5K and Fun Run in the fall and the Kappa Delta Klassic Golf Tournament in the spring. Together, the events raised more than \$103K to support PCA America and the Louisiana Methodist Children's Home, a partnership that has endured for more than 75 years.

In 2025, Kappa Delta chapters donated more than \$500K to PCA America, and more than \$2 million for our state chapters and other prevention organizations across the country. Since 1983, Kappa Delta has raised \$38 million for the prevention of child abuse.



Strategy

2025 sharpened PCA America's strategy. The organization renamed its Theory of Change The Blueprint for Family Well-being and introduced a new brand and tagline, Centering Families Through Every Turn — one shared language for the network's work. PCA America continued its support for the CDC's Essentials for Childhood Community of Practice, convening partners nationwide with technical assistance and support. In Virginia, an Ecosystem Pilot tested how the Blueprint translates into action at the community level — a first step toward scaling strategy into local practice.

Brand Refresh and New Tagline:
Centering Families Through Every Turn.



Prevent Child Abuse
America®

Centering families through every turn.



Blueprint for Family Well-being

Introducing the PCA America
Family Well-being
[Indicators Data Dashboard](#)

Prevent
Child
Abuse
America®

67%

Children flourishing since 2024

and continued investment
is needed to reach every child

Blueprint for Family Well-being

Introducing the PCA America
Family Well-being
[Indicators Data Dashboard](#)

Prevent
Child
Abuse
America®



Behind every data point
is a family.
A child.
A community

Blueprint for Family Well-being

Insights & Data
the PCA America
Family Well-being
[Indicators Data Dashboard](#)

Prevent
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Blueprint for Family Well-being

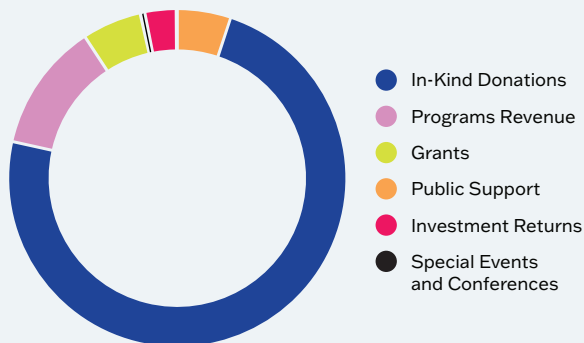
Insights & Data
the PCA America
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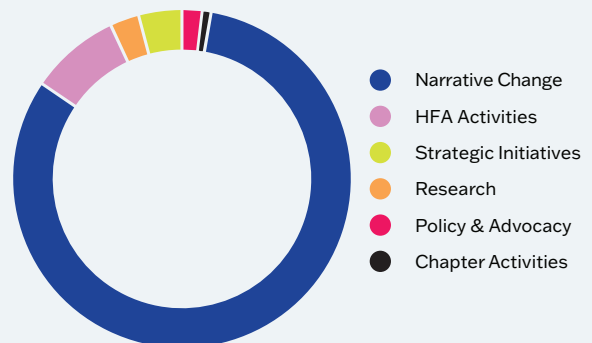
Financial Information: FY2026

(April 1, 2025 - March 31, 2026)

Revenue Sources



Program Services



Revenue Sources	Amount
Public Support	\$2,318,779
In-Kind Donations	\$33,177,166
Programs Revenue	\$5,569,537
Grants	\$2,569,089
Special Events and Conferences	\$199,499
Investment Returns	\$1,351,840
Other	\$46,456
Total	\$45,232,366

Functional Expenses	Amount
Program Services	\$41,236,575
Supporting Services	\$2,498,407
Total	\$43,734,982

Program Services	Amount
Policy & Advocacy	\$795,662
Chapter Activities	\$353,246
Narrative Change	\$33,693,688
HFA Activities	\$3,547,521
Research	\$1,142,332
Strategic Initiatives	\$1,704,126
Total	\$41,236,575

Assets	\$19,583,241
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Liabilities	\$2,949,165
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Net Assets	Amount
Without Donor Restrictions	\$8,856,588
With Donor Restrictions	\$7,777,488
Total	\$16,634,076

Select 2025 Donors

Total Giving \$100,000+

ACEs Aware (now ACE Resource Network)*
 The Barbara J Barr Charitable Remainder Unitrust
 Kappa Delta Foundation
 Kering Foundation*
 Latham & Watkins LLP
 National Philanthropic Trust
 Pritzker Children's Initiative
 Sigma Delta Tau Foundation
 Treehouse Family Foundation

Total Giving \$50,000+

Estate of Michael S. Aamoth
 In-N-Out Burger Foundation
 The Janis Paige Gilbert Living Trust*
 Lilli Emily Ross
 Michael E. Axelrod and Leah Harrison
 Sharon McHale
 Three Sisters Foundation*
 The Wasily Family Foundation

Total Giving \$25,000+

Alexis and Steven Strongin
 Dr. Bruce and Barbara Perry
 Chris & Melody Malachowsky Family Foundation
 Eisler Family Trust; Decedents Charitable Remainder Trust & The Charitable Remainder Trust
 Jeffrey Fried and Sherry Williams-Fried
 Jodi Scheurenbrand and Michael Smith; Chubb Charitable Foundation and The Morgan Stanley Gift Fund
 Kay Family Foundation
 Leibowitz and Greenway Family Foundation
 Tom and Dita Carhart

Total Giving \$10,000+

Barry and Laura Korobkin
 Carol Oppenheim and Jerome Lamet Charitable Fund
 Jamie Trish
 Matt Walch and Sandra Muhlenbeck
 Michel and Claire Gudefin Family Foundation
 Maureen Willett
 Dr. Richard Krugman
 Robert R and Gay Cull Family Foundation
 Season Goodpasture
 Smidt Family Foundation Trust
 Stephen and Wendy Ban
 W.S. & M.L. Meyers Charitable Foundation II
 Dr. William Boltz and Dr. William Erhardt; Fidelity Charitable

Total Giving \$5,000+

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 artbyFORM Inc.
 Artur Bergman and Barbie Beltran; Fidelity Charitable*
 Bert and Terry Romberg; Wells Fargo Clearing Services LLC
 Carlsen-Merriman Charitable Fund*
 Chapin Hall
 David and Sherry Patick; Charles Schwab
 Jeffrey Nock; Ameriprise Financial
 Jodie Mavis Cohen-Tanugi

Kevin Moore
 National Debt Relief*
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 Robert and Heather Rotondi
 Shane Drabing
 Terri Ucci
 The Smith-Sethi Charitable Trust
 Three Sisters Foundation
 United HealthCare
 Wan Jou Chen
 Yum! Brands Foundation, Inc.

*Donations received between January 1 – March 31, 2025, during the transition to our new fiscal year April 1– March 31.

DONORS Continued

2025 Annual Luncheon Sponsors

BDO Alliance USA	Latham & Watkins LLP
Dr. Bruce Perry	Michael E. Axelrod
CliftonLarsonAllen LLP (CLA)	Muller & Monroe Asset Management
Combined Insurance	Sandeep Nain
Dr. Deborah Daro and Coleman Tuggle	Saul Ewing LLP
Huntington National Bank	Verizon Wireless
Kalen Thornton	

2025 National Conference Sponsors

ACE Resource Network	Haywood Burns Institute
The Annie E. Casey Foundation	The Kempe Foundation + EndCAN
America Solutions for Business	National Basketball Association (NBA Cares)
BMO Harris Bank	The New York Foundling
Casey Family Programs	PCA America Board of Directors
Childhelp	Springboard Group

2025 National Conference Exhibitors

The Adventure Agency	Family Connects International
Badass Grandma Ventures LLC	FSU Partners for a Healthy Baby
California Training Institute (CalTrin)	Great Kids, Inc.
CARF International	Institute for Child and Family Well-being
Casey Family Programs	Institute for Home Visiting Workforce
Center for Quality Family Support	Development and Case Management Center
Center for Trauma and Leadership	Kansas Infant Death and SIDS Network
Childhelp	Lauren's Kids- Safer, Smarter Schools
Circle of Parents	Made for Freedom
Clarvida Oregon	Marble Press - Kimberly King & Angie Lucas
DataKeeper Technologies	The New York Foundling
Datatude, Inc.	Parenting Now
Diggs Publishing	Prevent Child Abuse Oregon
Discovery Toys	Public Knowledge
E-Pulse	The Unloved Child
Evident Change	

Thank You



Prevent Child Abuse
America®

Centering families through every turn.

Board of Directors



Michael Axelrod
Board Chair, Managing
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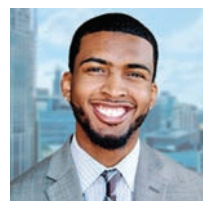
Stephen Ban
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Investment Solutions,
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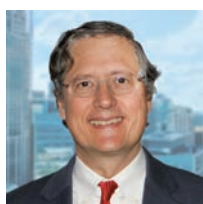
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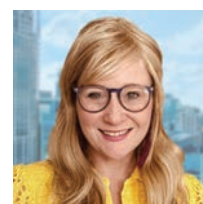


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Joined
in 2025



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America



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Joined
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Center

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