



2018 ANNUAL REPORT

PREVENTCHILDABUSE.ORG



HELPING CHILDREN & FAMILIES THRIVE FOR MORE THAN 45 YEARS

Prevent Child Abuse America® is the nation's oldest and largest nonprofit organization dedicated to the primary prevention of child abuse and neglect. Through our national chapter network and evidence-based programs—including our signature Healthy Families America® home visiting model—we help prevent abuse and neglect before it can begin. Our work helps to strengthen families, support communities, and foster safe, stable, and nurturing relationships that help children thrive.

OUR MISSION

To prevent the abuse and neglect of our nation's children

OUR VISION

For every child to have a great childhood



A MESSAGE FROM OUR BOARD CHAIR

For more than 45 years, Prevent Child Abuse America has been helping to prevent the abuse and neglect of our children. I can think of no more important mission, and I am honored to serve as its Board Chair. I encourage you to read about just some of the achievements of our staff and the Healthy Families America and chapter networks in this report. I am proud to say that their efforts, along with the counsel of our dedicated Board of Directors and the generosity of our donors, have resulted in major legislative victories, expansion of our networks, and positive outcomes for families across the country.



Thank you to all who helped make 2018 a great year for PCA America. I want to particularly thank Immediate Past Chair T. J. Fox and President & CEO Dan Duffy for their leadership over the last three years of growth and positive change. Perhaps the greatest success leaders can have is to leave an organization stronger and better positioned for the future than when they took over. T. J. and Dan have done this with their tireless efforts and dedication to our mission. It has been an honor and pleasure to work with them. As we prepare to welcome a new President & CEO, our organization is positioned to continue its role as a leader in preventing the abuse and neglect of our children. We all play a role in ensuring great childhoods, and I look forward to working with all of you in fulfilling this important mission.

Sincerely,
Andrea Robertson

A MESSAGE FROM OUR PRESIDENT & CEO

We have completed another amazing year of growth and progress at Prevent Child Abuse America. Our financial position is strong, and our team is proud of the major milestones we have accomplished in 2018.

During the past year, we have developed groundbreaking research addressing social norms, raised awareness and hundreds of millions of dollars for child well-being programs through our efforts in the reauthorization of the federal MIECHV (Maternal, Infant, and Early Childhood Home Visiting) legislation, established a new chapter in Washington, DC, expanded our Healthy Families America program internationally to Israel—and, once again, received top ratings from national charity oversight organizations. We raised funds and developed operational efficiencies in 2018 that will help us reach more children and families than we ever dreamed possible.



We were able to achieve these goals due to the generous help from individuals like you. Our success is directly dependent on your support along with support from our wonderfully diverse network of collaborators, business and civic leaders, state and federal legislators, sorority partners, academic community members, and the entire PCA America network. Since 1972, when Donna Stone first articulated our mission, we have been helping to strengthen American families across the country. We have now expanded our programs to reach children and families across the world. I think Donna would be very proud.

For the past three years, it has been my honor to lead this remarkable organization. The people I have met at PCA America and the relationships I have formed will last a lifetime. As I prepare to transition out of the CEO role, I am confident we are well positioned for long-term growth and success. Our mission is one that I will continue to pursue, and I look forward to accomplishing much more together on behalf of children and families in the years to come.

Sincerely,
Dan Duffy

CHAPTER NETWORK BY THE NUMBERS

At Prevent Child Abuse America, we extend our reach and impact through our national chapter network, currently consisting of 48 active state chapters with plans underway to expand to all 50 states. Our chapters enable children and families to thrive through programs such as child sexual abuse, shaken baby syndrome, and bullying prevention; home visiting and parent self-help education; and other family support services that give parents, caregivers, and communities the tools they need to establish strong foundations for healthy child development.

[**48** STATE
CHAPTERS]

ONE
chapter added
in 2018

43% of chapters
provide direct services

35 chapters
involved in home visiting

720 *full-time*
employees are
employed at PCA America
— CHAPTERS —



CHAPTER HIGHLIGHTS



SAFE SHORES EXPANDS PCA AMERICA'S REACH IN OUR NATION'S CAPITAL

We're thrilled to announce our newest chapter: Safe Shores—The DC Children's Advocacy Center, in Washington, DC. Established in 1995, Safe Shores is an accredited Children's Advocacy Center that provides intervention, hope, and healing to children and families affected by child abuse in our nation's capital, serving 1,800 clients annually. Safe Shores works to address child abuse through community-wide education and training.



"It's been written that nothing says more about our society than what we do for children," explains Michele Booth Cole, Executive Director of Safe Shores. "Child abuse is preventable, and everyone has a role to play in making sure children are safe—physically and emotionally. Given our profound commitment to the safety and well-being of every child in our nation's capital and the ongoing need for increased public engagement in stopping child abuse, we are excited to pursue chapter status with Prevent Child Abuse America...We are honored to join the network." To learn more, visit www.safeshores.org.



Emily Chittenden-Laird & Jim McKay

PCA WEST VIRGINIA RECOGNIZED FOR CHILD SEXUAL ABUSE ADVOCACY

Our state chapters are the lifeblood of PCA America, and we're proud to have such a talented and dedicated network of experts advancing our mission across the country. In 2018 Jim McKay, State Director of Prevent Child Abuse West Virginia, was honored by the West Virginia Child Advocacy Network (WVCAN) with the well-deserved *Partner with Courage Award*, recognizing his work on child sexual abuse in the Mountain State.

McKay has been a steadfast leader on the West Virginia State Task Force on the Prevention of Sexual Abuse of Children and helped spearhead the legislative efforts stemming from the 2015 passage of Erin Merryn's Law, which requires that all public schools in each adopting state implement a prevention-oriented child sexual abuse program. According to WVCAN Executive Director Emily Chittenden-Laird:

"Jim has shown immeasurable partnership and leadership with the task force...His passion is contagious—for creating resilient communities and families that prevent abuse before it happens."

HFA BY THE NUMBERS

Healthy Families America (HFA) is the nationally recognized, evidence-based home visiting program of Prevent Child Abuse America. By supporting parents in the home, HFA builds a strong foundation for safe, nurturing, and trusted relationships between caregiver and child that maximizes opportunities for children to reach their full potential and enjoy lifelong success. Families who voluntarily enroll in HFA work one-on-one with a family support specialist and receive services tailored to their specific needs. Parents can enroll in the program starting prenatally or at birth, and receive support up until the child is five years old.

Started in 1992 with fewer than 25 sites, there are now nearly 600 HFA affiliates nationwide, delivering approximately one million home visits every year. Numerous studies prove that HFA, grounded in an infant mental health approach and guided by attachment theory, helps parents and children by:

- Increasing positive parenting practices
- Reducing child maltreatment
- Improving child health
- Strengthening family economic self-sufficiency
- Reducing juvenile delinquency, family violence & crime
- Improving maternal health
- Improving child development & school readiness
- Increasing linkages & referrals

More than
70,000
families helped

Approximately
1,000,000
total home visits

Sites located in
38 STATES

and

FIVE
territories...

...including:

- + American Samoa
- + Guam
- + Northern Mariana Islands
- + Puerto Rico
- + US Virgin Islands
- + ...and introducing



572 TOTAL SITES

HFA HIGHLIGHTS



HFA & Healthy Families Israel staff

ANNOUNCING HEALTHY FAMILIES ISRAEL

In August we announced Healthy Families Israel, the culmination of nearly a year of close coordination with leaders from Youth Futures, Inc., a subsidiary of the Jewish Agency for Israel (JAFI), and their partners at Digma Applied Evaluation and the University of Haifa. Before selecting HFA, the organizations conducted a review of more than a dozen different evidence-based home visiting models, ultimately choosing HFA for our solid foundation and flexible programming. Youth Futures Director Liat Riff explained, HFA is “so professional, and they have all these tools, and a great evidence base...They were willing to work with us, to understand us, and make sure it was a good match.”

Their team is off to a good start: families have already begun to be recruited and visited in six pilot communities, serving both Jewish and Arab sectors, and plans are underway to expand to more localities countrywide. We are grateful to our newest friends and colleagues for what we predict will be a long and mutually rewarding relationship that improves the lives of families and children throughout Israel.



HEALTHY FAMILIES AMERICA INTRODUCES CHILD WELFARE ADAPTATION

Although HFA works with all families, the program best serves parents who are high-risk and overburdened, including individuals who have been involved in the child welfare system. There is a recognized value in connecting high-risk families to intensive home visiting services such as HFA, however, challenges arise when families with older infants or toddlers are identified, and HFA services are unavailable due to the child’s age.

We’ve addressed this gap by introducing the HFA Child Welfare Adaptation, whereby families referred by the child welfare system are now able to enroll in the program until the child reaches 24 months of age. Similar to the current HFA model, support services are offered for a minimum of three years—regardless of the age of the child at intake—and tailored to the unique needs of each family.





PUBLIC POLICY HIGHLIGHTS

Prevent Child Abuse America advocates for policies and legislation that promote healthy child development and prevent abuse and neglect before it happens. Our dedicated public policy team operates in Washington, DC, mobilizing support for federal programs and initiatives. Acknowledging the value of collaboration, we partner with more than 50 professional organizations, including the Children’s Leadership Council, the National Child Abuse Coalition, and the National Home Visiting Coalition, to amplify and maximize our efforts. We also work closely with our nationwide chapter network and Healthy Families America sites across the country, enabling us to facilitate effective advocacy and provide technical support at the state and local levels, too.

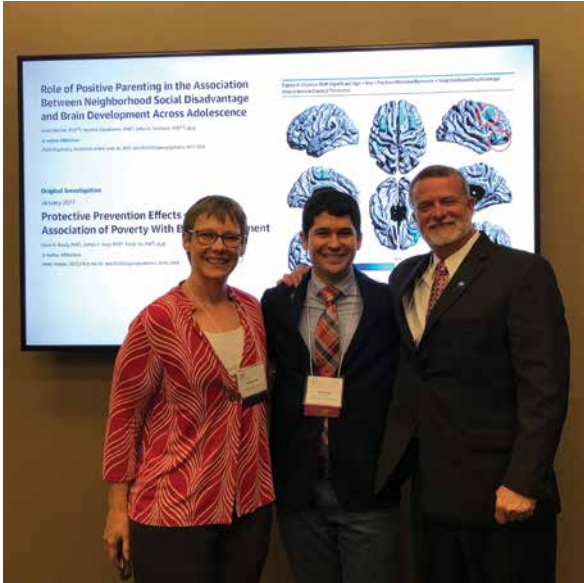
MIECHV REAUTHORIZATION

This year the PCA America public policy team and allied organizations successfully advocated for the long-term reauthorization of the Maternal, Infant, and Early Childhood Home Visiting (MIECHV) Program, which supports overburdened families at risk for adverse childhood experiences (ACEs). On February 9, 2018, Congress passed a bipartisan spending bill that reauthorized funding for MIECHV, providing \$400 million each year for five years for states to maintain and expand evidence-based home visiting programs, including Healthy Families America. MIECHV holds states accountable for achieving successful outcomes over time with families enrolled in benchmark areas such as improved maternal and newborn health; reduced child injuries, child abuse, neglect or maltreatment, and emergency department visits; improved school readiness and achievement; reduced crime and domestic violence; improved family economic self-sufficiency; and improved coordination and referrals for community resources.

PASSAGE OF FAMILY FIRST PREVENTION SERVICES ACT

In partnership with our national coalition, PCA America aided in the creation, passage, and implementation of the Family First Prevention Services Act (FFPSA), which was signed into law in 2018 as part of the Bipartisan Budget Act. FFPSA reforms the federal child welfare financing streams, Title IV-E and Title IV-B of the Social Security Act, to provide services to families who are at risk of entering the child welfare system. The bill aims to prevent children from entering foster care by allowing federal reimbursement for mental health services, substance use treatment, and in-home parenting skill training. It also seeks to improve the well-being of children already in foster care by incentivizing states to reduce placement of children in congregate care.

RESEARCH & PUBLIC AWARENESS HIGHLIGHTS



Dr. Bart Klika (center) & Christopher Lolley (right)

RESEARCH

PCA America translates the latest child abuse and neglect research into practice, which helps to strengthen our programs and resources and promote best practices in child maltreatment prevention. In 2018 Dr. Bart Klika, our Chief Research & Strategy Officer, launched monthly “Research Reviews,” bite-sized video digests of emerging topics related to child abuse and neglect prevention, including emerging science on corporal punishment, environmental factors and the intergenerational transmission of child maltreatment, social norms, and infant safe sleep.

Additionally, Dr. Klika presented at more than half a dozen national and international conferences, including the 22nd Congress of the International Society for the Prevention of Child Abuse & Neglect, in Prague, Czech Republic; and a co-presentation with Christopher Lolley, Executive Director of PCA Florida, at the National Academy on Violence and Abuse Conference, in Tallahassee, Florida.



PUBLIC AWARENESS

In order to change the conversation around prevention and drive meaningful action, PCA America implements awareness-raising initiatives through high-impact national campaigns and state-level activations. These initiatives help uncover and change social norms and inspire and foster action on behalf of children and families.

In April, National Child Abuse Prevention Month, PCA America launched its *Help Great Childhoods Happen* campaign, which highlighted how everyone can play a role in creating the safe, stable, and nurturing relationships and environments that are central to great childhoods. The integrated campaign encouraged the public and partners to help raise awareness for child abuse prevention and provided ways to get involved in their local communities.

In addition to the *Help Great Childhoods Happen* campaign, PCA America, its state chapters, and partners helped raise awareness with the Pinwheels for Prevention® campaign. Launched in 2008, the campaign began as a grassroots effort for individuals and organizations across the United States to take action. Today, it inspires all of us to play a role in providing the best possible environment for every child to flourish and thrive. The blue pinwheel is the nationally recognized symbol for prevention, representing the great childhoods all children deserve and the prevention efforts that help them happen. Blue pinwheels twirled in communities across the country throughout April as a visible reminder of the great childhoods we wish for all children in every community.



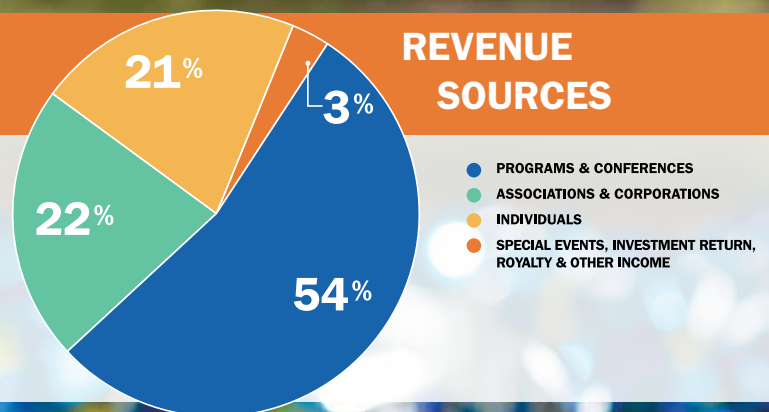
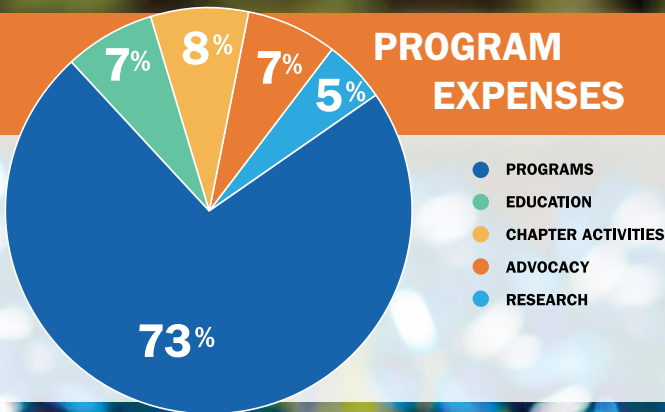
AUDITED FINANCIAL INFORMATION

ASSETS

| | |
|------------------------------|---------------------|
| Cash & equivalents: | \$5,041,456 |
| Receivables: | \$238,437 |
| Bequest receivables: | \$848,903 |
| Deposits & prepaid expenses: | \$65,681 |
| Investments: | \$4,881,771 |
| Copyright: | \$171,771 |
| Furniture & equipment: | \$52,527 |
| TOTAL: | \$11,300,546 |

LIABILITIES & NET ASSETS

| | |
|--------------------|---------------------|
| Total liabilities: | \$361,915 |
| Total net assets: | \$10,938,631 |
| TOTAL: | \$11,300,546 |



FUNCTIONAL EXPENSES

| | |
|------------------------------------|--------------------|
| Total program expenses: | \$4,484,074 |
| Total supporting service expenses: | \$426,462 |
| TOTAL: | \$4,910,536 |

PROGRAM EXPENSES

| | |
|---------------------|--------------------|
| Programs: | \$3,268,453 |
| Education: | \$305,078 |
| Chapter activities: | \$359,841 |
| Advocacy: | \$334,330 |
| Research: | \$216,372 |
| TOTAL: | \$4,484,074 |

REVENUE SOURCES

| | |
|--|--------------------|
| Programs & conferences: | \$3,346,933 |
| Associations & corporations: | \$1,383,957 |
| Individuals: | \$1,316,461 |
| Special events, investment return, royalty & other income: | \$201,167 |
| TOTAL: | \$6,248,518 |

OUR CHAMPIONS

\$300,000+

Kappa Delta Sorority
Latham & Watkins
Sigma Delta Tau Sorority

\$200,000+

Bruce Vincent Edwards

\$50,000+

Breaking Benjamin,
Live Nation
Network for Good

\$20,000+

Individuals

Carol A. Bernate Charitable
Annuity Lead Trust
Thomas Carhart
Eli Warren Goode
Michael L. Turnage Trust
Sheila VonEuer

Companies and Foundations

America's Charities
Benevity Fund
Uihlein Family Foundation
Verizon
Wasily Family Foundation

\$10,000+

Individuals

Michael Axelrod
Linda Bonelli
A. G. Cox Charity Trust
Maura Somers Dughi
Thomas (T. J.) & Michelle Fox
Erik Hurst
Estate of Rose L. & Morris Kraft
Bruce D. Perry
Andrea Robertson
Joseph S. Stein

Companies and Foundations

Anonymous
Barton Fund
Ina Kay Foundation
Leibowitz & Greenway
Family Foundation
W. S. & M. L. Meyers
Charitable Foundation
Sunshine Foundation

\$5,000+

Individuals

Trudy Anderson
Richard Avery
Cheryl Beaulieu
Michael Broder
Maree Bullock
Robert A. Cook
Estate of Elmer J. Dreher
Victoria Dudley
Diana Dundore
Denise L. Foster
SuEllen Fried
Phillip Gill
Michael Hester
Fan Kou
Algerine Perna
Anthony Volpe
Matthew Walch
Brian Watson

Companies and Foundations

HDR Pictures
Jefferies LLC
PAR, Inc.
Share Family Donor
Advised Fund
Eva G. Smayo Fund

\$2,500+

Individuals

Brian Barth
Thomas K. Berkman
William Boltz & William Erhardt
Michael Dervos
Lacey D. Facer
Stacy Feehery
Angelo P. & Eileen Giardino
John Johnston
Susan J. Kelley
Nicole Orjiakor
Michael Pfister
Philip V. Scribano
Jeanne Silvers
Susan D. Solomon
Mariano Sori

Companies and Foundations

City of Chicago Employees
Cook Family Foundation
JPMorgan Chase
Robert & Cynthia Mayo
Foundation
Molina Healthcare
Night Light Marketing Concepts
Franklin F. Offner Foundation
Christopher & Nancy Parkinson Fund
Paypal
PNC Bank
Zachary M. Rolph Fund
Mendon F. Schutt Family Fund
SPAN Foundation
University of Chicago Medicine

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Bart Klika

Chief Research & Strategy Officer

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National Director of Training & Professional Development, Healthy Families America