



NATIONAL CHILDREN'S ALLIANCE
ANNUAL REPORT **2013**

*Empowering local communities to serve
child abuse victims*



NATIONAL
CHILDREN'S
ALLIANCE®

PRESIDENT'S MESSAGE

Karen Farst *NCA Board President*



Dear Friends & Supporters,

The last year was one of significant achievement at National Children's Alliance as we accomplished many of the remaining goals from our current strategic plan, Project Access, and began planning for the next phase of our 2014 strategic planning process—Project Outcomes. Over the course of 2013, we have:

- undertaken the task of revising the National Standards for Accreditation to ensure that abused children receive the highest quality care;
- raised national awareness of the critically important work of Children's Advocacy Centers in responding to child abuse;
- and contributed to the body of research supporting the CAC model.

National Children's Alliance continued to be at the forefront of the national conversation on child abuse. In 2013 we launched the powerful Stand Up, Step Forward video which went viral and has been viewed by more than half a million people across the US. This brief, but compelling message has touched a chord with the public and not only are people watching the video- thousands are sharing it, commenting on it and becoming followers of NCA and its members. Most importantly, the video has served as a catalyst for meaningful action by spurring some viewers to better understand and act upon their responsibilities to report abuse.

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Most importantly, in 2013 National Children's Alliance empowered nearly 800 children's advocacy centers to better serve abused children in their local communities through training, technical assistance, and grants. Despite the economy, our membership continued to grow in 2013—as local communities invested in this evidence-supported model to child abuse intervention. We celebrate that accomplishment and what it means for children who so desperately need our help. However, we won't rest until every child in the US who needs the services of an Accredited Children's Advocacy Center has access to those services to put them on the path to hope and healing. That's our mission—and it's our commitment each and every day.

A handwritten signature in black ink, appearing to read "K. Farst". The signature is stylized and cursive.

WHAT IS THE NATIONAL CHILDREN'S ALLIANCE?

The Mission of National Children's Alliance (NCA) is to promote and support communities in providing a coordinated investigation and comprehensive response to child victims of abuse through Children's Advocacy Centers and Multi-Disciplinary Teams.

Prior to Children's Advocacy Centers, a child's outcry of abuse didn't necessarily mean the hurt was over. For many young victims, it often meant the beginning of a stressful, scary and difficult journey through our adult-minded criminal and civil justice systems.

Due to the complex nature of these cases, our systems require the involvement of many different professionals to investigate, prosecute and intervene. Historically, information was not routinely shared, efforts were rarely coordinated, and obtaining successful outcomes for these child victims was virtually impossible.

Children's Advocacy Centers provide a safe, child-friendly environment where law enforcement, child protective services, prosecution, medical and mental health professionals can share information and develop effective, coordinated strategies sensitive to the needs of each unique case and child. Local centers provide an array of child-focused services including the following core components:

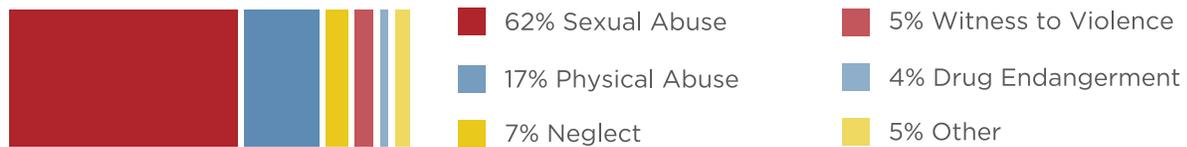
- Multidisciplinary Team Response
- Child and Family Friendly Facilities
- Forensic Interviewing Services
- Victim Advocacy and Support
- Specialized Medical Evaluation and Treatment
- Specialized Mental Health Services
- Training, Education and Support for Child Abuse Professionals
- Community Education and Outreach



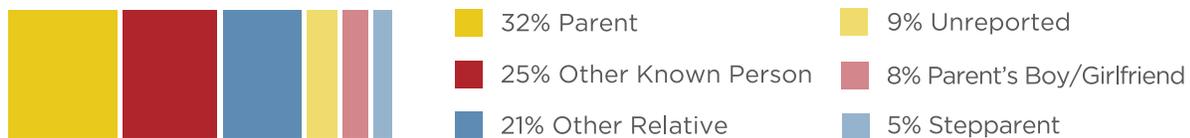
BY THE NUMBERS...

The number of children served by Children's Advocacy Centers across the country has increased by **193%** since 2000

TYPES OF ABUSE



RELATIONSHIP TO VICTIM



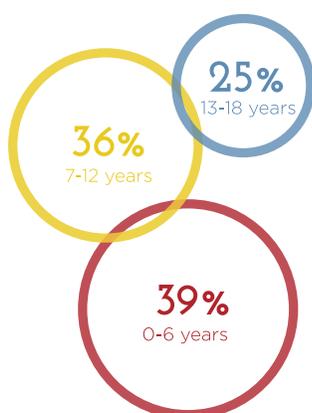
Of the total number of children served last year,

62% WERE INVOLVED IN SEXUAL ABUSE CASES

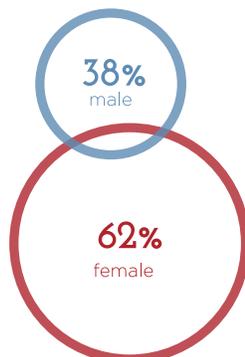
38% WERE NOT OLD ENOUGH TO ATTEND KINDERGARTEN

90% KNEW THEIR PERPETRATOR

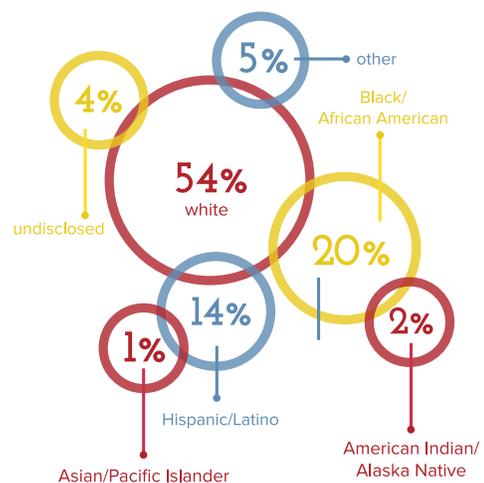
Child Client Age



Child Client Gender



Child Client Ethnicity



WHAT WE DO

NCA works side-by-side with **775 Children's Advocacy Centers** and **48 State Chapters** throughout the country to minimize trauma for abused children, break the cycle of abuse, and hold offenders accountable by offering services in the following 5 areas:

ACCREDITATION: We offer a national, evidence-supported accreditation system to Children's Advocacy Centers and State Chapters to ensure that abused children are provided the **highest quality care**.

COMMUNITY AWARENESS AND ADVOCACY: We increase public understanding about child abuse and the effectiveness of the Children's Advocacy Center intervention model through national awareness campaigns, educating policymakers, and responding to national media.

TRAINING & TECHNICAL ASSISTANCE: We provide tools and best-practice solutions to Children's Advocacy Centers, State Chapters, and Multidisciplinary Team professionals to ensure a **cutting-edge response** to emerging trends in child abuse.

FUNDING: We provide **grants to local CAC programs and State Chapters** to expand access to Children's Advocacy Centers, improve medical and mental healthcare within Children's Advocacy Centers, and to **more effectively respond** to the unique needs of commercially sexually exploited children.

MEMBERSHIP: We support the professionals doing this challenging work by providing communications platforms, networking opportunities, and group discounts for needed services.

WHY WE DO IT

NCA helps State Chapters, local Children's Advocacy Centers, and communities working to develop them, stand up for children.

Our goal each and every day is to support Children's Advocacy Centers in their endeavor to change the way communities respond to child abuse so that every child affected by abuse can fulfill their unique potential. We strive to achieve the following vision:



All child abuse victims and their families have access to the vital services available at a nearby Children's Advocacy Center.



Professionals investigating and prosecuting these cases benefit from the support, facilities and coordinating efforts provided by strong Children's Advocacy Centers.



The Children's Advocacy Center model is recognized by key stakeholders at the local, state and federal levels as an effective response to child abuse.



Communities place a high priority on protecting children and stand equipped to take action in this fight.

THE YEAR IN REVIEW...

ACCREDITATION

Created five subject expert Task Force groups to conduct a review of the current accreditation standards in order to ensure that the standards reflect the newest evidence-based practices in the field. In 2013, there were **606 Accredited Children's Advocacy Centers in the US.**

ADVOCACY

Continued raising awareness and educating policymakers about the effectiveness of CACs. NCA was integral in restoring **\$19 million in funding for Victims of Child Abuse Act**, introducing the Victims of Child Abuse Act Reauthorization Act of 2013, and successfully inserting CACs into the national discussion on trafficking here in Washington.

TRAINING AND TECHNICAL ASSISTANCE

Provided continuing education to **50,144 child abuse professionals** through our annual Leadership Conference, National Chapter Summit, New Chapter Director Orientation, Chapter Team Facilitator Training, our video streamed CAC University, and training offered through local CAC's.

RESEARCH TO PRACTICE

Concluded research project with our partners that resulted in a series of recommendations to **improve the overall response to victims of child pornography**. These included recommended legal and policy changes, changes in practice, specialized trainings for those working with victims of child pornography, and further research.

COMMUNITY AWARENESS

NCA launched the powerful **"Stand Up, Step Forward"** video which went viral and has been viewed by more than half a million people across the US. This brief, but compelling message touched a chord with the public and not only are people watching the video—thousands are sharing it, commenting on it and becoming followers of NCA and its members. Most importantly, the video has served as a catalyst for meaningful action by spurring some viewers to better understand and act upon their responsibilities to report abuse. www.helpvictimsbecomesurvivors.org



STATEMENT OF FINANCIAL ACTIVITIES

REVENUE, SUPPORT AND OTHER CHANGES	
Grant Revenue	10,640,075
National Children's Alliance Database Software Project	602,293
Accreditation	425,000
Conference Fees	182,340
Membership Dues	381,008
Other Revenue	3,570
Contributions	35,012
Interest and Dividends	207
Sponsors	2,100
TOTAL REVENUE, SUPPORT AND OTHER CHANGES	12,271,605
EXPENSES	
Program Services - Grants	9,766,444
Training, Technical Assistance and Networking	807,247
Management and General	1,144,034
Fundraising	118,290
TOTAL EXPENSES	11,836,015

STATEMENT OF FINANCIAL POSITION

ASSETS	
Change in Net Assets	435,590
Unrestricted Net Assets (beginning of year)	2,198,784
Unrestricted Net Assets (end of year)	2,634,374

Children's Advocacy Centers
served 294,000 children in 2013.

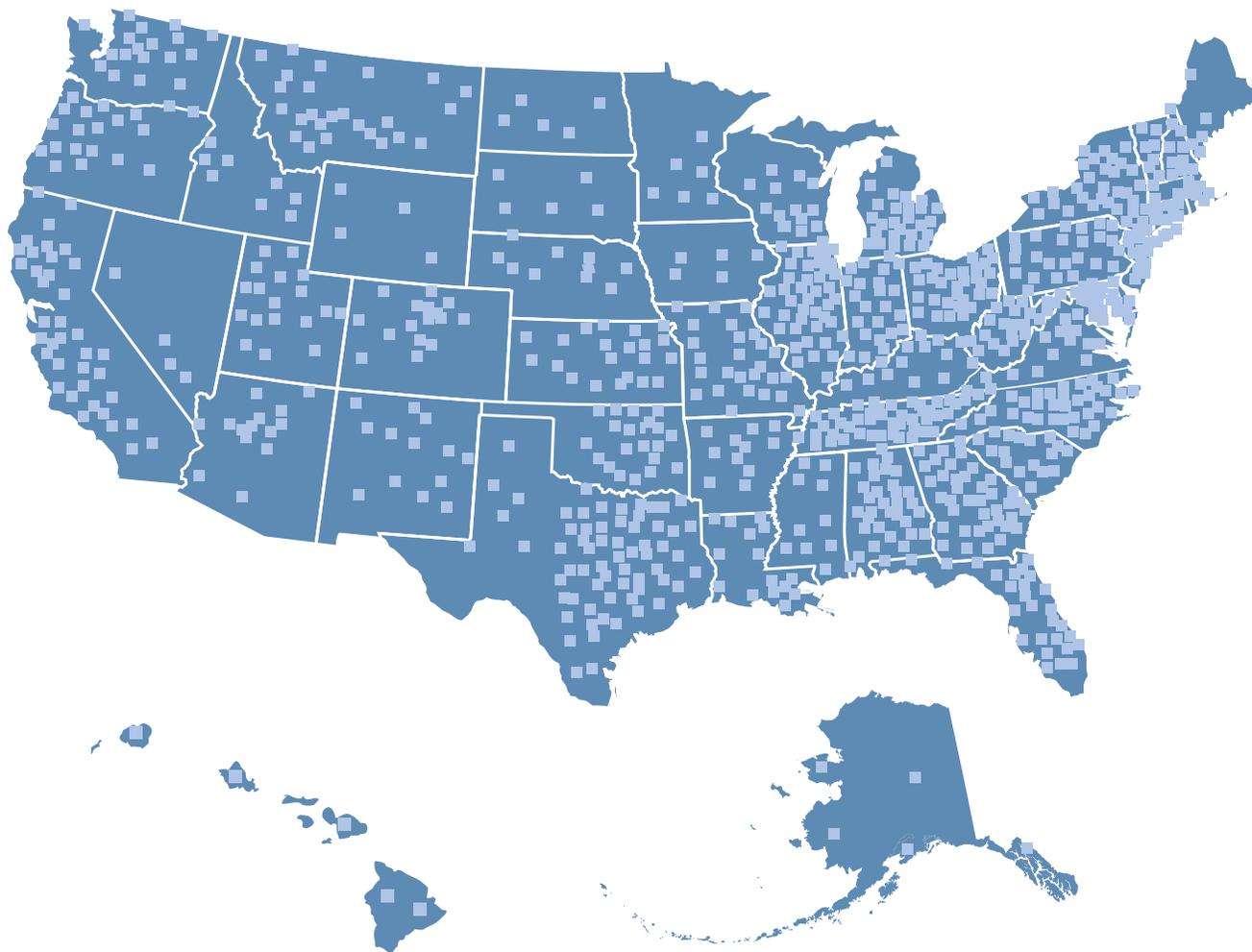
EXPENSES



Eighty-nine cents of every dollar of revenue received by NCA goes back out to ensure that abused children receive the services they need through local Children’s Advocacy Centers and those CACs receive the training and technical assistance they need through State Chapters.



CHILDREN'S ADVOCACY CENTER LOCATIONS



15 states have

100% SERVICE COVERAGE

2/3 OF ALL COUNTIES

have access to Children's Advocacy Centers

THE YEAR AHEAD

ACCREDITATION

We will strengthen the capacity of CACs **to better serve child victims by revising our National Standards** for Accreditation to better reflect evidenced-based practice.

COMMUNITY AWARENESS AND ADVOCACY

We will advocate for federal funding of children's advocacy centers, as well as **educate policymakers on CACs**, their expertise, and their role as first responders for child sex trafficking. We will continue to educate the general public through community awareness toolkits available at CACs and Chapters.

RESEARCH TO PRACTICE

We will disseminate findings from our research project with our partners at the National Center for Victims of Crime and the Crimes against Children Research Center on Improving the Response to Victims of Child Pornography. We will continue our project with CACs of Texas looking at the use of trauma assessments, with **the goal of expanding to an additional two states in 2014**.

FUNDING

Broaden revenue base to allow opportunities for growth in research to better inform child welfare policy, **expand mental health services** available through CACs, scale up effective programs, improve the response to trafficking and sexually exploited children, bring services to areas where there are none, and continue quality improvement in the delivery of services at CACs.

PROVEN RESULTS

We are assuring that all efforts are results-oriented by expanding an **Outcome Measurement System** for Children's Advocacy Centers to measure client satisfaction and MDT support with 40 states committed to participation.



NCA LEADERSHIP

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Accreditation Coordinator

Amber Kaushik,
Team Leader and Program Associate
Western & Northeast Regions

Alyson MacKenzie,
Program Associate, Southern Region

Lauren Troy,
Program Associate, Midwest Region



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www.nationalchildrensalliance.org

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