

National Children's Alliance

Annual Report 2016

Empowering local communities to serve
child victims of abuse.



NATIONAL
CHILDREN'S
ALLIANCE®



| Contents

Letter from the President	3
What We Do and Why	4
2016: A Look Back	6
NCA in 2016	8
Our Members in 2016	11
NCA 2020: Our Five-Year Strategic Plan	12
Financials	16
Leadership and Staff	17
Supporters	19
Partners	20

A Message from the President

Ernestine Briggs-King, NCA Board President



Dear Friends and Supporters,

2016 will be remembered as the year NCA's long-term strategy snapped into focus. We built our current five-year strategic plan based upon the feedback and strategy drawn from our member Children's Advocacy Centers (CACs) and our partners from across the movement. In our first year working under the *NCA 2020* plan, as it's called, NCA and our members made huge strides toward key strategic goals, including expanding access to CACs, leveraging key partnerships, leading collaborative efforts, and improving outcomes for children and families. With so much early progress, the sky is truly the limit for our members and the more than 300,000 children served last year. (See more about our plan on p.12)

This past year we formally launched our 2017 *Standards for Accredited Members*, the key document behind our movement's work, ensuring our Accredited CACs deliver the highest-quality care to child victims of abuse. For the first time ever, we broke the 800-member mark, and gathered more than 500 leaders in D.C. for our annual conference and meetings with congressional staff to promote our work. We launched our *Putting Standards into Practice* guide to help CACs navigate the complex process of achieving our demanding accreditation standards. And in our *Snapshot 2017* report, we took the broadest look ever at the whole CAC movement: how we sustain our funding, where our best opportunities to find resources lie, and what makes the strongest CACs tick.

Proud as we are of these huge steps in 2016, we are perhaps even more encouraged by the quieter steps our movement is taking not only to serve more children but to serve them better. For example, under a 2015 agreement with the FBI, today more than 80% of our Accredited centers offer their effective model to serve children at the center of federal investigations, including trafficking and child pornography victims. New collaborative work groups were formed and set to work tackling the tough challenges of youth with problematic sexual behaviors, the commercial sexual exploitation of children, physical abuse, and public policy and advocacy. We laid the groundwork for a new 2017 funding source for CACs to meet the complex needs of the victims of child pornography. And all that was just the start.

If 2015 was a turning point, 2016 was the launchpad. With the future direction of our organization and our movement set, we are racing toward the ambitious goals we set for ourselves. This report highlights NCA's vision, its engaged network, its expertise, its crucial programs, and its broad reach. But at the core, this report lifts up the challenging work of thousands of generous hearts in hundreds of communities across the country, fighting the good fight every single day to right the wrong of child abuse.

Please take a moment to read on and reflect on the success and momentum of this healing movement, and how we cannot do it without you. Know that without your work and investment in our movement and in NCA as its leading voice, we could not do it. Thanks for joining us in this important work.

- Ernestine



What We Do & Why It Matters

What Is the National Children's Alliance?

NCA is the national association for a network of 822 Children's Advocacy Centers—CACs. We provide support, advocacy, quality assurance, and national leadership for CACs, all to help support the important work that CACs do in communities across the country. CACs provide a coordinated, evidence-based response to children who have been abused in all 50 states.

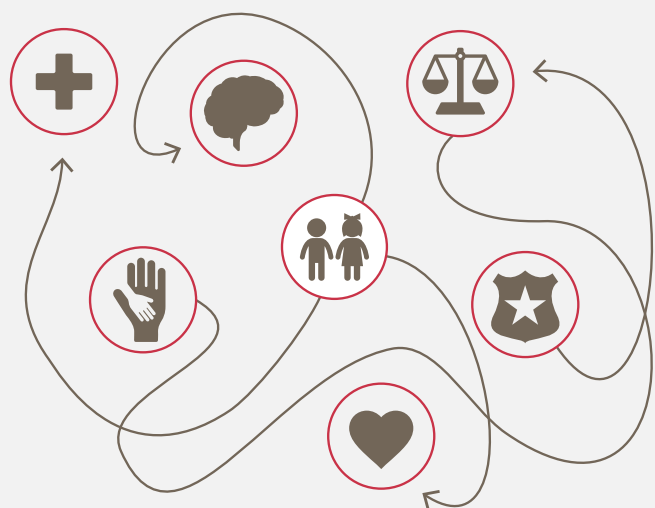
CACs serve more than 320,000 child victims of abuse every year, providing healing, justice, and trust for victims and their families. Last year, our members also provided 1.8 million people with child abuse prevention education, and delivered the mental health treatments that reduce trauma symptoms to nearly 200,000 children.

What are CACs and how do they help kids?

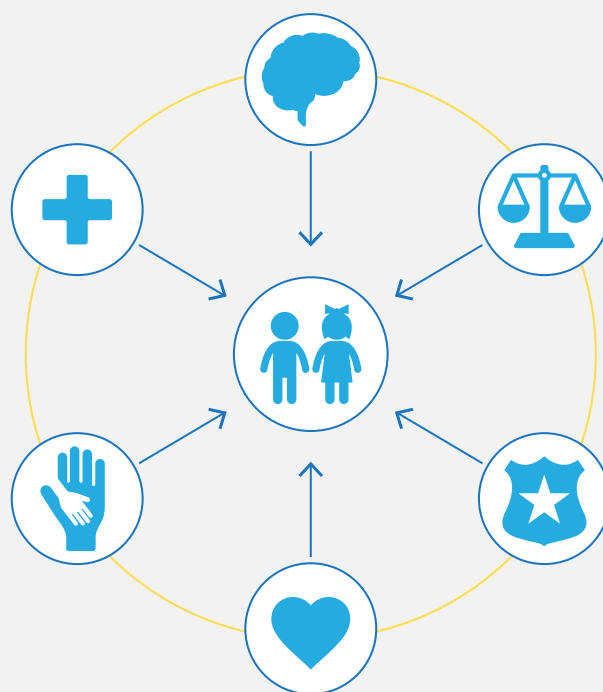
To understand what a CAC is, you must understand what children face without one. Without a CAC, the child may end up having to tell the worst story of his or her life over and over again, to doctors, police, lawyers, therapists, investigators, judges, and others. They may not get the help they need to heal once the investigation is over, either.

When police or child protective services believe a child is being abused, the child is brought to the CAC—a safe, child-focused environment—by a caregiver or other “safe” adult. At the CAC, the child tells their story once to a trained interviewer who knows the right questions to ask. Then, based on the interview, a multidisciplinary team (MDT) that includes medical professionals, law enforcement, mental health, prosecution, child protective services, victim advocacy, and other professionals make decisions together about how to help the child. Finally, they offer a wide range of services like therapy, medical exams, courtroom preparation, victim advocacy, case management, and more.

Without CACs



With CACs



2016: A Look Back



JANUARY

Introduced *NCA 2020: Our Next Five Years*, a five-year strategic plan outlining movement-wide goals and plans to achieve them, based upon feedback and strategy drawn from CACs and partners from across the movement.



MAY

Honored as one of two finalists for the Center for Nonprofit Advancement's 2016 AIM Award, a national award celebrating excellent management practices.



FEBRUARY

Formally launched the 2017 *Standards for Accredited Members*, ensuring our Accredited Members achieve the highest levels of practice and deliver the highest quality care and evidence-based interventions to the children and families they serve.



APRIL

Received a generous \$100,000 gift from the Church of Jesus Christ of Latter-day Saints, in honor of National Child Abuse Prevention Month, to promote NCA's work in preventing child abuse and healing its victims.



JUNE

Brought more than 500 CAC leaders to Washington for our annual Leadership Conference, where we met with Congressional staff to promote the work of CACs.



Launched CSEC-Response.org, an online training resource on unifying the CAC response to child sexual exploitation.





JULY

In response to long-term advocacy by NCA and our members and partners, the U.S. Department of Justice published an Updated Victims of Crime Act (VOCA) Rule that specifically allows for VOCA funds to be used for forensic interviews, mental health treatments, and many more service type, greatly expanding access to federal funds to heal children!



OCTOBER

Introduced *Putting Standards into Practice: A Guide to Implementing the 2017 Standards for Accredited Members*. This guide provides guidelines and real-world examples for centers working to meet the new Standards and deliver the highest quality, evidence-based interventions to the children and families they serve.



NOVEMBER

Delivered training to therapists in Montana and Idaho as part of our Evidence-Based Assessment Project. The Montana and Idaho chapters submitted a joint application and are working collaboratively on the project with NCA.



AUGUST

NCA created a new Public Policy Collaborative Workgroup to develop new resources to support the advocacy efforts of state chapters, local centers and other champions of the CAC & MDT model.



DECEMBER

Launched *Snapshot 2017: Advocacy, Efficacy, and Funding in CACs*, a new resource taking the broadest look ever at the entire CAC movement based on census data and deep interviews with CAC leaders from across the country on what works for children.



The final numbers came in: NCA gained 31 new Accredited Member CACs in 2016, bringing the total number up to 687 Accredited Members and 822 total Members!





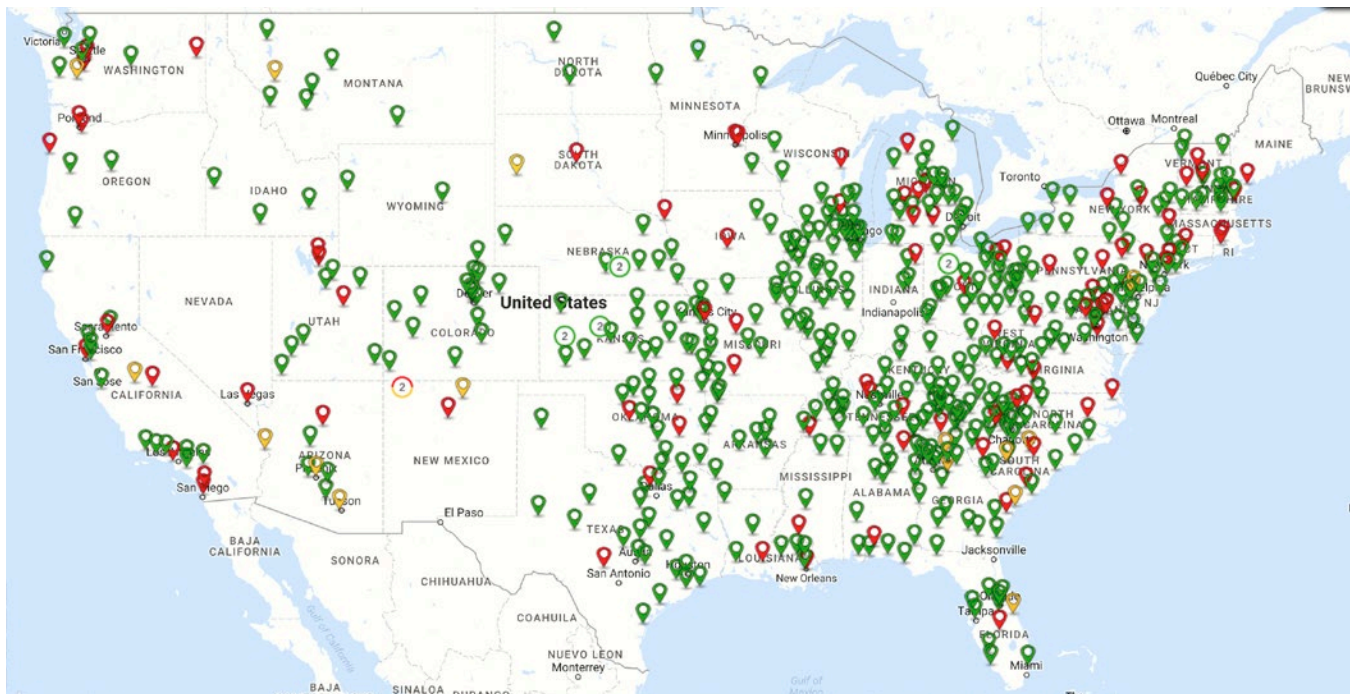
NCA in 2016

Expanding Access to Serve More Kids

As of the end of 2016, we have 822 member CACs—and counting!
They helped 324,602 abused kids in 2016.

Helping the FBI Achieve Justice for Children

NCA and its Accredited Member Children's Advocacy Centers (CACs) entered into a partnership with the FBI in 2015 to ensure that all children who need an evidence-based intervention that helps them heal from abuse have access to the services of an accredited Children's Advocacy Center. This partnership offers the child-focused help of the CAC model to victimized children in federal cases as well as state and local cases, and ensures that our law enforcement partners have the resources they need to investigate and prosecute federal child abuse cases.



Map of all 565 U.S. centers participating in the FBI partnership. (Centers in green participate without stipulations or fees.)



As of March 2017, with NCA acting as a liaison between centers and the FBI and troubleshooting any issues that arise, **565** Accredited CACs (82%) have joined the agreement!

Measuring Results

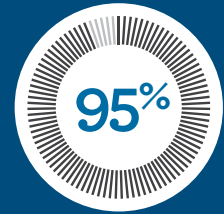
Children are usually brought to CACs by caregivers, who will support them in the months and years ahead as they recover from the abuse. NCA provides a standardized tool called the Outcome Measurement System (OMS) to CACs to collect feedback from caregivers and team partners to ensure CACs are doing the best possible job to support children and their families. 681 CACs (83% of our entire membership) participated in this program last year to ensure they are providing the highest quality care to children and their caregivers.

CACs provide Healing, Justice, & Trust to children, families, and partners



Healing

95% of caregivers agree that CACs provide them with resources to support their children.



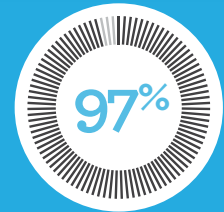
Justice

98% of team members believe clients benefit from the collaborative approach of the MDT.



Trust

If caregivers knew anyone else who was dealing with a situation like the one their family faced, 97% would tell that person about the center.



Caregivers and kids feel safe

97% of caregivers agree their children feel safe at CACs.

“Everyone at the child safe center made me feel welcomed and made my children feel safe. I feel that my anxiety, as well as my daughters, has reduced due to the fact that we have more knowledge as to what’s to come.”



Caregiver of a child served by a CAC

Caregivers feel informed and well-served

95% of caregivers agree that the services they received helped them to support their children and meet children’s needs.



Caregiver of a child served by a CAC

“They were so nice and sweet to my baby girl. They were patient and kind to myself and my child. They also made sure I knew all the information I needed. I am very grateful for this center.”



Our Members in 2016

Serving Kids

Our 822 Member CACs served **324,602** abused kids in 2016.

Preventing Child Abuse

CACs provided **1,816,527** people with child abuse prevention training in 2016.

Providing Case Management

We also provided case management and coordination to **1,326,339** people last year—not just to the abused kids we served but also to their brothers, sisters, parents, and other family members.

Helping Kids Heal from Abuse

CACs provided mental health treatment to **196,713** kids in 2016.



1.8 MILLION PEOPLE

received child abuse prevention training through CACs last year. That's about the same number of high school athletes playing baseball, basketball, tennis, and ice hockey each year—combined!



NATIONAL
CHILDREN'S
ALLIANCE®

NCA 2020 Our Strategy to Serve

Our Mission

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.

Progress on Our Five-Year Strategic Plan

Every five years, the National Children's Alliance takes the next step in an ongoing, iterative, comprehensive strategic planning process, arriving at a new plan for serving Children's Advocacy Centers (CACs), children, and families even better.

When we started on *NCA 2020*, our five-year strategic plan, at the beginning of 2016, we set out to ensure that we are constantly meeting the needs of our membership and responding to emerging issues by choosing strategic goals that align with our mission and bolster our members' capacity to help us work toward it.

Our Strategic Goals

NOTE: Numbering is for convenience of discussion and does not indicate an order of priority.

1 Expanding Access

All children and families are deserving of a high-quality, seamless response which is easily accessible. NCA will promote the CAC model as the preferred response for all forms of child maltreatment.

2 Branding

Create a strong, recognizable brand for Children's Advocacy Centers to become the undisputed authority that empowers local communities to serve/respond to child victims of trauma/abuse.

3 Leadership and Collaboration

NCA cultivates meaningful and sustainable collaborations among CACs, Chapters, and RCACs to capitalize on unique strengths for maximum impact and seamless, non-duplicative service delivery.

4 Leveraging Partnerships and Resource Development

NCA engages and cultivates public and private partners to expand resources, amplify our collective voice and strengthen research, education, and advocacy to improve child health and well-being.

5 Improving Outcomes for Children and Their Families

NCA supports the development of an operational framework that utilizes/leverages research, shared data, platforms, and best practices to make data-driven decisions about service delivery to improve well-being and outcomes for children and families.

6 Organizational Excellence

NCA is committed to organizational excellence, ensuring a fiscally sound and effectively governed organization with a strong and innovative workforce that creates value for its members.

To see details on our strategic plan, including objectives and strategies to achieve it, please visit www.nationalchildrensalliance.org/nca2020

Our Progress

While we have made measurable progress toward all our strategic goals over the past year, here are a few key points of progress in our first year under the new plan we're especially proud to have achieved.



Expanding Access

- ▶ NCA's membership grown to **822** Member CACs, now covering more than half of all U.S. counties and more than **80%** of the child population.
- ▶ Under a new agreement with the FBI, we're serving children alleged to be victims of federal crimes rather than only those referred by state and local authorities. **565** of our Accredited centers have agreed to work with federal investigators and offer their resources to children at the center of federal investigations, such as victims of trafficking and child pornography.
- ▶ We formed a new Physical Abuse Collaborative Work Group to develop guidelines for CACs to serve child victims of physical abuse.
- ▶ We launched CSEC-Response.org, an online resource to build CAC capacity to respond to child victims of commercial sexual exploitation.

Leveraging Partnerships and Resource Development

The U.S. Department of Justice awarded NCA new funds from the Domestic Violence Trust Fund (DVTF), releasing **\$1.6 million** in 2017 for NCA to make new grants to CACs to serve victims of child pornography.





Leadership and Collaboration

- ▶ In 2016, NCA kicked off three new Collaborative Work Groups: one for public policy, one for youth with problematic sexual behaviors, and one for addressing the victims of child pornography.
- ▶ In 2017, with the help of the experts and professionals from across the field that comprise the Collaborative Work Groups, NCA is slated to release key products in each of the three fields that will elevate and improve the practice of member CACs. (Thanks to the nearly **200 CAC**, Chapter, and Regional CAC leaders serving on Collaborative Work Groups!)

Improving Outcomes for Children and Their Families

NCA had a big year in outcome measurement and improvement.

- ▶ With the results of our first movement-wide Member Census in several years, NCA was able to learn the common funding streams, effective advocacy efforts, and special characteristics of highly effective CACs, and share them with the field in the first-of-its-kind report, *Snapshot 2017: Advocacy, Efficacy, and Funding in CACs*.
- ▶ NCA expanded the pool of CACs utilizing the Outcome Measurement System (OMS) by more than 100 centers to 681, a **15% increase** over the previous year. By increasing the scope to collect more than **60,000** caregiver and MDT member surveys in 2016, NCA is able to provide a wider and more relevant benchmark for CACs across the country and in every geography to benchmark their outcomes and improve practice to serve children and families.
- ▶ With this new data, NCA is in a stronger-than-ever position to help CACs deliver the best-quality services and get the support they need to improve outcomes for children and families.



Financials

Statement of Financial Activities

Revenue, Support, and Other Changes

Grant Revenue	\$8,483,892
NCA Case Tracking Software Product	\$950,001
Accreditation	\$427,216
Conference Fees	\$244,480
Membership Dues	\$411,417
Other Revenue	\$7,632
Contributions	\$516,743
Interest & Dividends	\$225
Sponsors	\$12,675
In-Kind	\$8,927
Total Revenue, Support, and Other Changes	\$11,063,208

Expenses

Program Services – Grants	\$7,314,571
Programs Services	\$2,096,309
Public Awareness	\$529,302
Management and General	\$805,349
Fundraising	\$295,734
Total Expenses	\$11,041,265

Statement of Financial Position

Assets

Change in Net Assets	\$21,943
Unrestricted Net Assets (beginning of year)	\$3,997,697
Unrestricted Net Assets (end of year)	\$4,019,640

90¢ of every NCA dollar is used for services that directly benefit CACs

NCA Leadership

Executive Committee

Ernestine Briggs-King

President

*Director of Trauma Treatment and Research
Duke University Center for Child Traumatic
Stress / National Center for Child Traumatic
Stress*

Elizabeth Brandes

*Immediate Past President & Treasurer
Consultant*

Kevin Dowling

Vice President

*Program Manager
CARES Northwest*

Justin Fitzsimmons

Secretary

*Program Manager - High Tech Crimes Training
Services
SEARCH, The National Consortium for Justice
and Statistics*

Carole Swiecicki

Accreditation Committee Chair

*Executive Director
Dee Norton Lowcountry Children's Center*

Board of Directors

Beth Brandes

Ernestine Briggs-King

*Director of Trauma Treatment
and Research
Duke University Center for
Child & Family Health / National
Center for Child Traumatic
Stress*

Doug Dean

Kevin Dowling

*Program Manager
CARES Northwest*

Karen Farst

*Associate Director
Center for Children at Risk,
University of Arkansas for
Medical Sciences*

Justin Fitzsimmons

*Program Manager - High Tech
Crimes Training Services
SEARCH, The National
Consortium for Justice and
Statistics*

Alethea Miller

*Forensic Interview and Victim
Advocate
Harford County Children's
Advocacy Center*

Adam Rosenberg

*Executive Director
Baltimore Child Abuse Center*

Carole Swiecicki

*Executive Director
Dee Norton Lowcountry
Children's Center*

Leanda Welker, LGSW

*Consultant
Harford County DSS
Harford County Children's
Advocacy Center*

NCA Staff

Administration

Teresa Huizar
Executive Director

Kim Day
Deputy Director

Kaylee Robinson
Executive Assistant

Nicole Wilbon
Executive Assistant/Office
Manager

Accreditation

Jan Dunn
Director of Accreditation

Alyson MacKenzie
Senior Accreditation Associate

Communications and Media Relations

Blake Warenik
Director of Communications

Development

Bryan Boeskin
Senior Director of Development

Jessica Harkin
Development Associate,
Individual and Corporate Giving

Finance

Crystal Collette
Contract Chief Financial Officer

Debbie Fletcher
Accounting and Finance
Assistant

Deborah Gillman
Contract Accountant

Sandy Kloster
Contract CPA

Government Affairs

Denise Edwards
Director of Government Affairs

Will Laird
State Government Affairs
Officer

Grants Management

Irina Hein
Director of Grants Management

Grants Management

Maureen Fitzgerald
Coordinator of Grants
Administration

Dara Cummings Bevington
Program Associate

Angela Brunson
Program Associate

Sarah Coker-Robinson
Program Associate

Erica Fraser
Program Associate

Jo Ann Hammond
Program Associate

NCAtrak & Information Services

Jonathan Picklesimer
Coordinator of Information
Services

Membership & Chapter Development

Kristie McKenney
Director of Membership &
Chapter Development

Mental Health Projects

Michelle Miller
Project Coordinator, Mental
Health

Outcome Measurement System

Kaitlin Lounsbury
OMS Coordinator

Strategic Partnerships

Dave Betz
Strategic Partnerships
Coordinator

Thanks to Our Supporters

Individual Donors

NCA Benefactor \$2,500+

Mathias H. Heck, Jr.
Teresa Huizar

NCA Guardian \$1,000+

In honor of Olivia Cinquegrana
Doug F. Dean, Jr.
Henry Shiembob
Karen J. Meyer
Karen Siegel

NCA Steward \$500+

David & Julie Betz
Danielle Bradford
Elizabeth Brandes
Kimberly Day
Dr. Karen Farst
Friends of Michael's House
Barry Furman
Marlyn Gamez
Megan Onstott
Cheryl Peterson

NCA Protector \$250+

Bryan & Katherine Boeskin
Elizabeth Brandes
Jane Braun
Ernestine Briggs-King
Will Laird & Emily Chittenden-Laird
Kevin and Tricia Dowling
Denise Edwards
Dr. Barbara Harre
Irina V Hein
Clarissa McCormac
Kristie Palestino McKenney
Bruce Haston Meier, III
Michelle J. Miller
Joy Oesterly
Lana Parker
Libby and Mike Ralston
Adam Rosenberg
Frederick A Saar
Larry J Skoczylas
Take My Hand Club
Jasmine Tubbs
Blake Warenik

NCA Friends at \$100+

Geri Archibald
In Memory of Teresa Bailey
Theodore Cross
Jan Dunn
Janet Fine
Deborah Fletcher
Brenda George
Kathy Hampton
Jane and Jim Holzrichter
Christine Maldonado
Students from Ms.
McCormac's 5th grade class
(2015-16)
Wanda Ostrander
Trevor A Peterson
Dave & Lorraine Pettit
Jonathan Picklesimer
Edward Rhoads
Laurie Ann Schuler
Carole Swiecicki
Frances Tarbett-Wallace
Pamela Wharton

Partners In Our Success

PUBLIC & FOUNDATION PARTNERS



NATIONAL CORPORATE PARTNERS (\$2,500/year)



SPONSORS & OTHER CORPORATE PARTNERS



NCA GUARDIAN

(\$2,500-\$4,999)



Accounting Solutions for Non-Profits

NCA STEWARD

(\$1,000-\$2,499)



NCA PROTECTOR

(\$500-\$999)



NCA FRIEND

(\$250-\$499)



TOBI

EDUCATIONAL PARTNERS

National Center on the Sexual Behavior of Youth

National Child Traumatic Stress Network

University of New Hampshire-Crimes Against Children Research Center

Yale School of Medicine Child Study Center

Thanks to these partners for their crucial support for NCA as we empower local communities to serve child victims of abuse.



NATIONAL
CHILDREN'S
ALLIANCE®

National Children's Alliance
516 C Street, NE
Washington, DC 20002 US

nationalchildrensalliance.org