



NATIONAL CHILDREN'S ALLIANCE
ANNUAL REPORT 2014

*Empowering local communities to serve
child abuse victims*



NATIONAL
CHILDREN'S
ALLIANCE®

PRESIDENT'S MESSAGE

David Betz *NCA Board President*



Dear Friends and Supporters,

National Children's Alliance (NCA) continues to lead in the child welfare arena, empowering communities to more effectively and compassionately respond to child abuse. As our network continues to grow we remain committed to serving Child Advocacy Centers (CACs) while preparing for emerging challenges and opportunities of the future.

An important milestone in 2014 was completion of the multi-year process for revising NCA's Standards of Accreditation. This rigorous process involved more than 80 subject-matter experts serving on Task Forces, each focused on a specific multi-disciplinary standard. This critical work establishes the high standards of practice in CACs and ensures that child victims who enter any CAC will receive consistent, quality care and service.

The Outcome Measurement System (OMS) for CACs is a cutting-edge, quality-focused initiative that NCA began in 2012. Since its inception the number of participating CACs has increased by 125% to 465 CACs in 42 states. OMS is a powerful evaluation tool that allows CACs to critically examine their performance and identify areas for continuous quality improvement.

NCA also engaged in its second strategic planning process in 2014 with input from more than 400 stakeholders. Project Outcomes provides strategic guideposts that will drive our work over the next several years. NCA continues to thrive and impact the lives of children who have been exposed to neglect and abuse. This report offers a glimpse of some of our important work in 2014.

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A handwritten signature in black ink, appearing to read "David Betz". The signature is stylized with a large, looping "D" and a cursive "Betz".

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 (CACs) and Multi-Disciplinary Teams.

Prior to CACs, a child's disclosure of abuse often didn't end the hurt. For many victims, it meant the beginning of a stressful, scary and difficult journey through the criminal and civil justice systems. The complex nature of these cases 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 the child victims was very difficult.

Since their development more than a quarter century ago, **CACs have provided a safe, child-friendly environment** where law enforcement, child protective services, prosecution, victim advocacy, medical and mental health professionals can share information and **develop effective, coordinated strategies sensitive to the needs of each unique case and child.**



WHAT WE DO

NCA supports **777 Children's Advocacy Centers** and **49 State Chapters** to minimize trauma for abused children, break the cycle of abuse, and hold offenders accountable by offering services in the following areas:

ACCREDITATION: We offer a national, evidence-supported Accreditation system to Children's Advocacy Centers (CACs) 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 CAC intervention model through national awareness campaigns, educating policymakers, and responding to national media.

TRAINING & TECHNICAL ASSISTANCE: We provide tools and best-practice solutions to CACs, State Chapters, and **multi-disciplinary team professionals** to ensure a leading-edge response to emerging trends in child abuse.

FUNDING: We provide grants to local CAC programs and State Chapters to expand access to CACs, **improve medical and mental healthcare** within CACs, 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 communication platforms, networking opportunities, and group discounts** for needed services.

WHY WE DO IT

Our goal is to support communities to better respond to abuse so that every child affected can heal and fulfill their unique potential.



A child is
abused or
neglected every
47 seconds in
the US

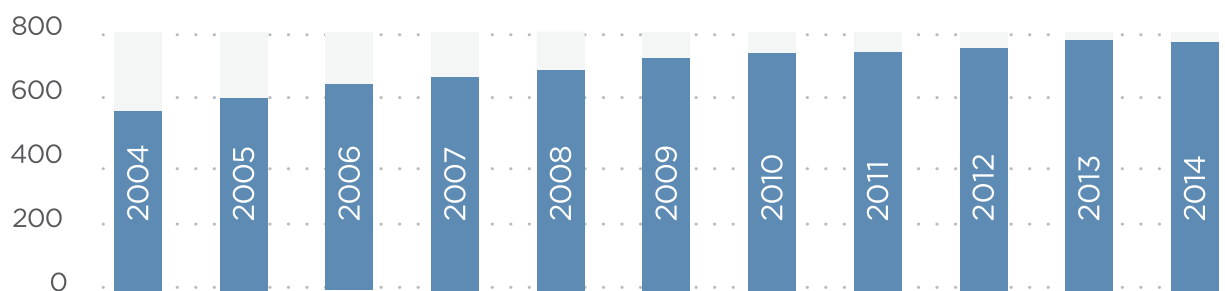
JAMA Pediatr.
2014 Dec, 168
(12)1155-63

BY THE NUMBERS...

CACs operating in the US	777
Children served by Children's Advocacy Centers across the US	315,806
Children and families provided with abuse prevention and safety training	1.6 million

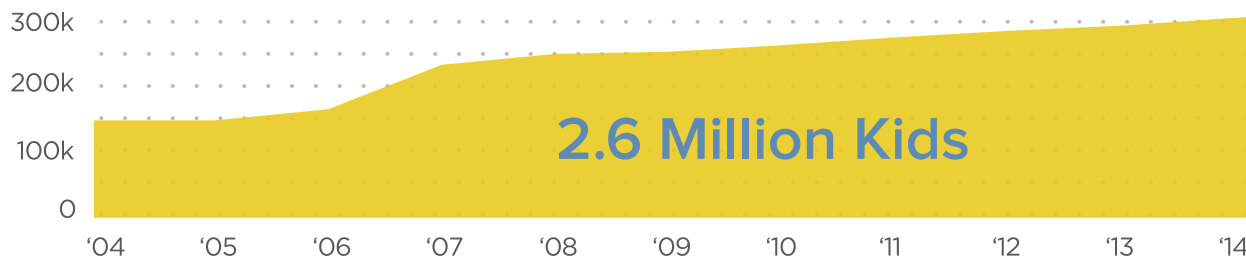
LONG TERM TRENDS - Helping More Children Heal

Number of Children's Advocacy Centers • 2004-2014

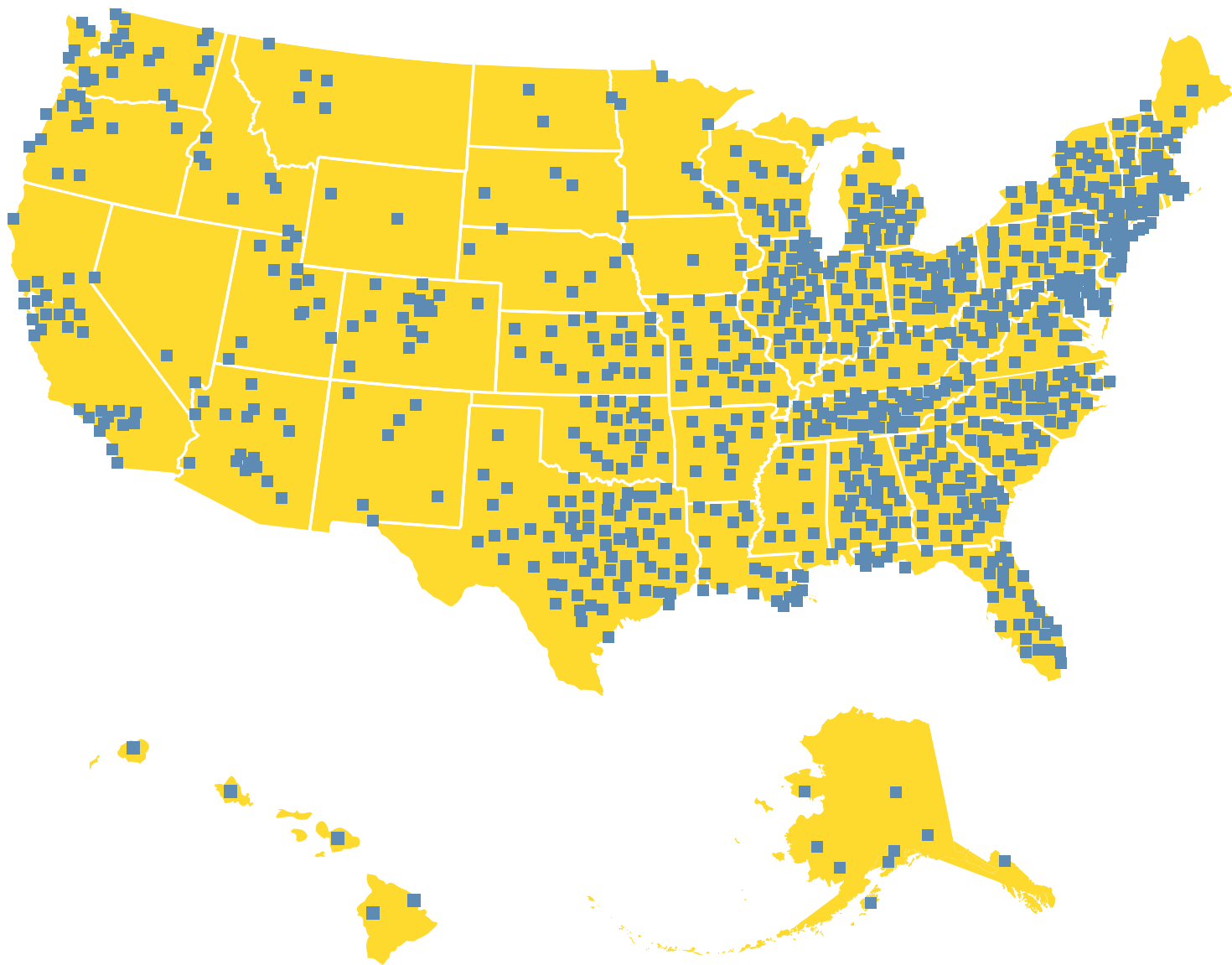


The Number of CACs in the US has increased by more than **40% in the last 10 years.**

Children Served by CACs • 2004 - 2014



The number of children annually served by **CACs** has **doubled in the last 10 years.**
A total of more than **2.6 million kids** have been served since 2004.



777 CHILDREN
ADVOCACY CENTERS
NATIONWIDE

HIGHLIGHTS & ACCOMPLISHMENTS

NCA and our partners can take great satisfaction in the important work that our organization accomplished in 2014.

- Launched a dynamic new website that allows **better engagement with members**, volunteers, donors and the public.
- Updated our Standards of Accreditation to **improve quality of service** in Children's Advocacy Centers.
- Demonstrated through **30,000 caregiver surveys** and **9,600 multi-disciplinary team** (MDT) member surveys collected through the Outcome Measurement System that:

97% of team members *felt that the CAC's multi-disciplinary approach resulted in more collaborative and efficient case investigations*

95% of caregivers *felt that the CAC facilitated healing for the child and themselves*

- **Secured funding reauthorization** of the federal Victims of Child Abuse Act to ensure that children receive services through CACs and that MDT professionals receive the technical assistance and training they need **to protect children and hold offenders accountable**.
- Coproduced a public service announcement on child abuse reporting that won an Emmy Award, had more than **660,000 views on YouTube** and more than **4.5 million views** on movie screens across the US.
- Made **important investments in building our organizational capacity** and infrastructure, allowing for greater productivity.

NEW INITIATIVES

THANKS TO THE DUKE ENDOWMENT FOR MULTI-YEAR PROJECT FUNDING FOR:

Implementing the Child and Family Traumatic Stress Intervention (CFTSI) in CACs in the Carolinas. This project trains staff of select CACs in the Carolinas on CFTSI and supports CACs in implementing the intervention. The project provides **mental health services to child abuse victims and non-offending caregivers**, targeted to reducing trauma symptoms so that children can function better at home and go to school ready to learn.

THANKS TO THE RONALD MCDONALD HOUSE CHARITIES-GLOBAL PROGRAMS FOR FUNDING:

Introducing Evidence-Based Mental Health Assessment for Abused Youth in Mississippi. This project will provide **training to CAC staff and associated mental health professionals in the use of evidence-based mental health assessment** to ensure that children receive care tailored to their specific needs.



STATEMENT OF FINANCIAL ACTIVITIES

REVENUE, SUPPORT AND OTHER CHANGES

<i>Grant Revenue</i>	10,080,373
<i>NCA Case Tracking Software Product (NCAtrak)</i>	662,488
<i>Accreditation</i>	384,000
<i>Conference Fees</i>	172,025
<i>Membership Dues</i>	387,308
<i>Other Revenue</i>	7,200
<i>Contributions</i>	298,760
<i>Interest and Dividends</i>	179
<i>Sponsors</i>	10,150

TOTAL REVENUE, SUPPORT AND OTHER CHANGES	12,002,393
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EXPENSES

<i>Program Services - Grants</i>	9,249,648
<i>Program Services</i>	1,174,335
<i>Public Awareness</i>	149,909
<i>Management and General</i>	658,513
<i>Fundraising</i>	183,660

TOTAL EXPENSES	11,416,065
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STATEMENT OF FINANCIAL POSITION

ASSETS

<i>Change in Net Assets</i>	586,328
<i>Unrestricted Net Assets (beginning of year)</i>	2,634,374
<i>Unrestricted Net Assets (end of year)</i>	3,220,702



93 cents of every NCA dollar is used for
services that directly benefit CACs

PARTNERS IN OUR SUCCESS

PUBLIC PARTNERS

U.S. Department of Justice –
Office of Juvenile Justice and
Delinquency Prevention

FOUNDATION PARTNERS

The Duke Endowment
Ronald McDonald House Charities
The Community Foundation for the National Capital Region

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Hilltop Consultants

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PAR, Inc.

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Duke University School of
Medicine National Center
for Child Traumatic Stress

Yale School of Medicine Child
Study Center



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THANKS TO OUR PARTNERS & SUPPORTERS



Accounting Solutions for Non-Profits



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.



516 C Street NE | Washington, DC 20002

Phone: 202-548-0090 | **Fax:** 202-548-0095

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