



**National  
Children's  
Alliance®**

*The Force Behind  
Children's Advocacy Centers*



# Annual Report

**2022**

**HELPING KIDS HEAL**

**1,006** MEMBERS, INCLUDING

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**956** CHILDREN'S ADVOCACY  
CENTERS (CACs) +

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**50** STATE CHAPTERS,  
TOGETHER SERVED

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**380,494** CHILDREN AND TRAINED

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**1,598,005** PEOPLE IN CHILD ABUSE  
PREVENTION, AIDED BY

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**\$16,757,761** IN FEDERAL FUNDS  
GRANTED BY NCA TO  
SUPPORT

---

**+1** BIG GOAL FOR OUR  
FIELD TO ACHIEVE:

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**EVERY** CHILD WITH  
EQUAL ACCESS  
TO HEALING  
SERVICES

LEARN MORE:

[nationalchildrensalliance.org/cac-statistics](https://nationalchildrensalliance.org/cac-statistics)

# A Message from Our CEO

Dear colleagues and supporters,

Whether you work at a Children's Advocacy Center (CAC), a State Chapter, a Regional CAC, a university, or one of our many other partners, you know that National Children's Alliance (NCA) and the CAC movement are built on both evidence-based practices and innovation. Evidence-based because we believe that children who have experienced abuse and neglect deserve proven treatments that have been shown to help them heal. And innovation because we are driven to do more—to reach more children, to prevent more abuse, and to see more justice done. We work every day to more effectively help children heal.

Those two values—to innovate and to offer proven treatments—inform every aspect of our work. You can see it in the pages ahead when you read about Vision28, our five-year strategic plan. You can find it in the story about our new Mental Health Institute, which has already begun training clinicians in evidence-based treatments, and in the Medical and Mental Health Disparities Pilot Project. Planning began for the pilot in 2022, and we'll begin recruiting CACs in 2023. You can see it in our long-standing relationship with the FBI, which we reaffirmed with an updated memorandum of understanding (MOU) in 2022 and which is gaining strength in 2023 as a result of a new federal law.

And you can see it in something else that's gaining strength: our relationship with online streamers. A growing number of them joined us for the second year in a row to raise funds in support of our work. Their creativity and shared passion for protecting children helped introduce our work to new audiences.

For all the successes of 2022, we still have much work to do. Thank you for standing with us on behalf of children all across the country. We will take just a moment to celebrate our achievements of last year. Then it's back to work—giving children a brighter future.

Warm regards,



**Teresa Huizar**  
CEO



# A permanent home for bright futures

The shortage of trained mental health therapists in the U.S. affects children and caregivers who get CAC services, too. Here's how we can help.

Of the 285,000 children who CACs estimate need mental health treatment to recover from abuse each year, about 80,000 of them won't get it, largely because of a shortage of trained therapists. More specifically, therapists trained in the evidence-based care proven effective for child victims of abuse. So how do we solve the problem?

Enter the NCA Institute for Better Mental Health Outcomes (the Institute). The Institute's primary goal is to train more than 5,000 clinicians over the next five years. By 2028, we will have trained enough clinicians to help more than 100,000 children. It's a big goal, and it will take time, dedication, and major support to achieve.

We held our first-ever conference for mental health providers, Seamless: Weaving a Comprehensive Mental Health Response to Special Populations, in February 2022, and 157 clinicians attended. Throughout the year, we teamed up with Western Regional CAC (WRCAC) to cosponsor eight webinars on advanced mental health topics, which 329 clinicians attended, and we're continuing to partner with WRCAC now on quarterly peer consultation forums that in 2022 included 259 clinician participants.

In March, Hearst Foundations stepped up with a \$100,000 grant to train clinicians in Trauma-Focused Cognitive Behavioral Therapy (TF-CBT) Basic and Advanced. The grant supported reduced-cost trainings, and for no additional charge, the Medical University of South Carolina offered trainings on delivering TF-CBT through telehealth. Both programs will continue into 2023.

There's no quick fix. But every training, conference, or resource we offer through the Mental Health Institute gets us that much closer to our goal of ensuring that every child and caregiver who needs it can access mental health care through a CAC.







## Bridging the Divide in Utah

Supported by a multi-year Cambia Health Foundation grant of \$1 million, we're partnering with the Utah State Chapter, Children's Justice Center programs (CJCs, as they are known in Utah and Hawaii), and other subject-matter experts to provide children living in rural and remote Utah with access to evidence-based mental health services. Six CJCs covering 12 rural communities are participating in the project, which goes through December 31, 2023. As of 2022, 1,245 children had received screening for mental health symptoms and 200 children living in rural Utah had received therapy services through the CJCs. And we're working with the Pediatric Integrated Post-Trauma Services (PIPS) University of Utah to provide training and support to 17 CJCs in screening children for mental health symptoms.



## Executive Director Mental Health Academy

For CAC leaders without a mental health care background, NCA created a curriculum to help them build mental health programs that achieve better outcomes for kids. Twenty executive directors were accepted into the pilot training program last summer, and the feedback was overwhelmingly positive. We ended 2022 with a call for applications for 50 CAC directors to attend in spring 2023.



## Enhance Early Engagement (E3)

To encourage more families to use mental health services, NCA has been partnering with the University of Oklahoma Health Sciences Center (OUHSC) to train victim advocates. Through the E3 program, victim advocates learn evidence-based practices to motivate caregivers and children to engage in treatment. Senior CAC leaders also learn how to support advocates in implementing new practices and skills. Forty-two victim advocates from 17 CACs participated in the spring 2022 cohort.



## NCAtrak Case Management System

NCAtrak increased its subscriber base and added new features to help CACs track child mental health outcomes, including an enhanced mental health tab, email and text appointment reminders to clients, and the ability for security officers to deny or grant access to specific cases to users in a CAC.

# Vision28: Our Strategic Plan

To arrive at a common destination, we need a map of where we're headed. Every five years, NCA consults hundreds of our members, partners, staff, and volunteers for their thoughts on the most impactful and doable work we could do. After three rounds of brainstorming and review—idea generation; evaluation and prioritization; and impact and feasibility—we decided on five strategic priority areas to serve as the starting point for every NCA project, as the basis by which we judge our collective and individual performance, and as a litmus test that guides what work we choose to take on. Here, in no specific order, are our strategic priorities for 2023 to 2028.

## Our Common Mission

1. **STRATEGIC PARTNERSHIPS.** NCA acts as a strategic convener of organizations and agencies across the child abuse intervention space. We serve as a collaborative partner in the wider child maltreatment field, including prevention. NCA leverages our collaborations and partnerships to strengthen the CAC model, advance practice in the field, and improve how children and families from all backgrounds and geographic locations are served.
2. **STRENGTHENING PRACTICE.** NCA advances consistent, inclusive, evidence-supported practice across the field to ensure access to high-quality care and improved outcomes for child victims and their families. We do this through accreditation of CACs and Chapters, measuring outcomes, disseminating advances in science, and addressing service inequities and gaps.
3. **AWARENESS AND CAPACITY BUILDING.** NCA amplifies the voice and lifts up the work of CACs and Chapters through advocacy, grantmaking, marketing, and providing opportunities for peer-sharing. These supports are tailored to the needs of the field and address our diverse audiences.
4. **LEADERSHIP AND WORKFORCE DEVELOPMENT.** NCA values growing a strong and innovative workforce. By partnering, collaborating, and convening, NCA provides education and training opportunities to nurture a best-in-class workforce that strives to reflect the children and families it serves.
5. **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.



Philanthropist  
**MacKenzie Scott**  
made a transformative gift of **\$9 million** to support our national mission. Starting in 2023, we will use the funds to accelerate and improve projects under our strategic plan.

# What's next in 2023

"United for Kids" is our core theme for 2023, and it couldn't be more appropriate as we build new partnerships and strengthen existing ones.

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## Verizon Up and NCA join forces

In late 2022, Verizon selected NCA to participate in Verizon Up, their customer rewards program. In February and March 2023, Verizon customers will be able to enter a code from NCA's website to have Verizon donate \$1 to NCA, up to \$250,000. Funds raised will help kids heal through our mental health services and training programs. It's also a fantastic opportunity to tell a huge portion of U.S. mobile users about our mission.

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## Addressing disparities in medical and mental health care

In addition to continuing programs such as the Evidence-Based Assessment Project and the Executive Director Mental Health Academy, we will launch a Medical and Mental Health Disparities Pilot Project. And at the end of 2022, the Stavros Niarchos Foundation notified us that it would provide funding for a five-year initiative to train clinicians in Child and Family Traumatic Stress Intervention (CFTSI), a short-term treatment developed by Yale Child Study Center that can increase accessibility to mental health care and allow our field to serve more children and families.

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## Diversity, equity, and inclusion

Over the last few years, NCA has been focusing more intentionally on DEI issues. In 2023, we'll complete an assessment of our own organization and advocate for our field to address systemic issues and prioritize change.

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## Building support for the CAC model

We believe significant opportunities exist at the state level to increase CAC funding. NCA continues to work with Chapters and, as of early 2023, is closely monitoring funding proposals under consideration in at least seven states. We're also working with Chapters to leverage the VOCA funding challenge to secure increased state funding as a more stable source of CAC support.

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## CAC-military partnerships

We're nearing completion on national MOUs with each branch of the military that will make it easier for CACs and local military installations to ensure children get the care they need.

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## A deeper dive into data

A Data Collaborative Work Group, created in 2022, will work with NCA, Chapters, and Regional CACs on a State of State Chapters report to provide a benchmark and help identify areas of need for technical assistance, training, and funding for Chapters. CACs, meanwhile, will get their own benchmarks in early 2023 with a new edition of *Healing, Justice, and Trust*.



# New agreement, new law strengthen ties between CACs, FBI

The Respect for Child Survivors Act and an updated memorandum of understanding have the potential to make a good collaboration with the FBI even better.

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Law enforcement is an integral part of the multidisciplinary team, and NCA and many of our member CACs have had strong relationships with the FBI for years. Our national memorandum of understanding (MOU) with the FBI dates back to 2015, helping Accredited CACs serving children and families involved in FBI investigations work alongside investigators to provide CAC services to victims and families at the center of federal investigations the same as they do for those involved in local and state investigations.

Yet time never stands still. In May 2022, NCA and FBI signed an updated MOU to reflect the latest learnings from years of partnership and provide better services to victims and families. And, once again, Accredited CACs can opt into participation. More than 530 CACs have signed on so far.

One area where this agreement might yield important results: sextortion, where children are coerced or extorted into providing sexual material. In late 2022, the FBI reported a huge increase in sextortion cases involving children and teens being threatened and coerced into sending explicit images online. Such cases may involve large numbers of victims and a resulting increased need for CAC support in conducting forensic interviews. Most FBI cases involve some form of evidence, and agents identified a need for CACs to be equipped to present evidence as part of forensic interviews. NCA hosted a half-day training conducted by our FBI partners on *Presenting Evidence in the Forensic Interview*. More than 540 child-serving professionals registered, and more than 350 attended the live online presentation, asking so many questions during the Q&A portion that the presenters couldn't get to them all. We'll offer more joint trainings with the FBI in the future.

A new law, passed by Congress at the end of 2022 and signed by President Biden in January 2023, adds more layers to our collaboration. The Respect for Child Survivors Act not only requires a national MOU be maintained but also ensures that children who have been victims of crimes covered under the Act be interviewed by a trained forensic interviewer. And it requires a multidisciplinary team approach in these cases.

The new law building upon our common strength, with the potential to improve our existing partnership. The end result: more children and families getting the CAC services they need and deserve to recover from trauma.





## Work group builds up military resources

The CAC-Military Collaborative Work Group developed *Getting Started with Military Partnerships: A Guide for CACs* and continued the development of a toolkit for victim advocates. The group also planned a two-day training for CACs and their military partners that was attended by 108 participants. More than 40 participants went on to join learning cohort calls that will meet monthly through March 2023.



## The Mongolia Project

In an ongoing effort, NCA is partnering with The Asia Foundation, which has set up a Multi-Disciplinary Task Force (MDTF) to work against human trafficking, particularly child trafficking, and conduct awareness activities in Mongolia. NCA is offering remote mentorship and trainings and hosting two study visits in the U.S., including a visit by 15 MDTF members in August.

## Filling the funding gap

In 2021, the collaborative efforts of NCA, our field, and other victim-serving organizations convinced Congress to fix funding issues with the Victims of Crime Act (VOCA). However, the Crime Victims Fund could not refill fast enough to avoid further VOCA cuts, so NCA assisted Chapters pursuing additional funding. In Ohio, for example, we helped the Chapter develop a strategy and materials for a legislative ask that led to a one-time appropriation of \$7 million for CACs. To date, at least 19 states we worked with have put in place more than \$400 million for victim services.



## New report explores the CAC workforce

Our *CAC Staffing and Salary Report* was launched to the field in May 2022. It is free and accessible to all NCA members through our NCA Engage learning portal. This is the largest national effort to collect this information since a project led by Midwest Regional CAC in 2013, and it takes a deep look at a wide array of topics important to the CAC workforce. NCA plans to update the *Staffing and Salary Report* every other year.

## Mission-boosting support for CACs and Chapters

NCA administered nearly \$17 million in federal grants for CACs and Chapters to serve more children, better, including funds for establishing, improving, and expanding CACs; expanding access to services for victims of sexual exploitation and trafficking; and coordinating CAC services for U.S. military installations.

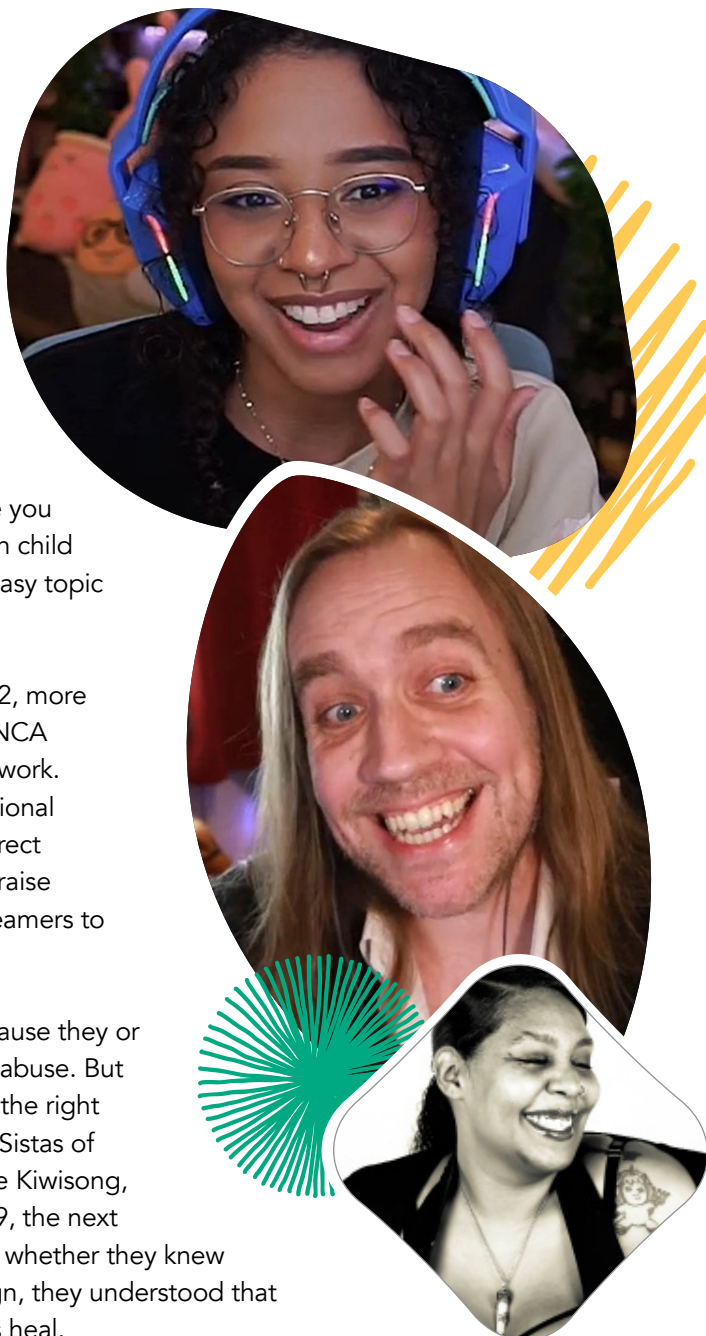
# #SayItLouder invites new audiences to stream their support for kids

We hosted our first hybrid in-person/virtual Leadership Conference in 2022. But NCA wasn't the only ones blurring the lines between an online event and a neighborhood get-together last year. Meet our streamer brigade!

Go to Twitch.tv or download the Twitch app, and you'll see an incredible variety of people streaming themselves playing videogames, making music, or just talking to their community. It's an online entertainment experience with immediate audience response courtesy of chat messages. It is not the first place you might think of to fundraise for anything to do with child sexual abuse or child protection. Ours is not an easy topic to discuss.

And yet, from the end of 2021 through all of 2022, more than 70 streamers told their communities about NCA and CACs and encouraged them to support our work. Just in the month of December 2022, an international online audience combined with our traditional direct mail, email messages, and social media posts to raise more than \$90,000 for NCA. When we asked streamers to #SayItLouder, they took us seriously.

Some of the people who participated did so because they or someone they knew had experienced childhood abuse. But many joined in simply because protecting kids is the right thing to do. From teams like Raid Train for NCA, Sistas of The Fog, and V Haven to individual streamers like Kiwisong, SickEmErik, Bradderfield, chey, and lilgreenbean9, the next generation showed they knew that, regardless of whether they knew about NCA and CACs at the start of the campaign, they understood that there was power in working together to help kids heal.



## Color Street helps NCA #SayItLouder

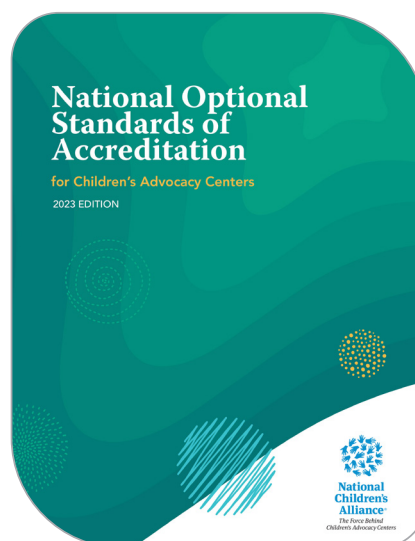
During our first #SayItLouder campaign in spring 2022, beauty brand Color Street chose NCA as one of two charity partners to support with a donation of \$75,000 toward general operating support.



## New CACs, new Standards

In 2022, seven CACs were accredited for the first time, and 147 were reaccredited, as they are required to do every five years to retain their accreditation status. We also revise our *National Standards of Accreditation for Children's Advocacy Centers* every five years after an intensive review, and the most recent version officially took effect on January 1, 2023.

This time, in addition to the 10 National Standards, centers can choose to opt into any or all of three new Optional Standards—Commercial Sexual Exploitation of Children; Child Abuse Prevention; and Physical Abuse. Our Accreditation team developed train-the-trainer curricula for Chapter leaders and CAC leaders that wish to provide training on the 2023 CAC Standards. Forty-seven applicants were accepted into the program and trained.



Backed by  
National Children's Alliance®  
Accredited Member

## Take a listen to *One in Ten*

*One in Ten* podcast's fourth season ended with more than 71,000 total downloads of the 73 episodes we've published since the show launched in 2019. Our digital strategy to expand our audience and impact has helped make the show a fixture in the CAC field and in the top-100 social science podcasts. We attract some 2,300 listeners a month to in-depth conversations with experts in science, medicine, communications, and the law.



# Supporters

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Michele Thames  
Alyssa Todd  
Adam Varahachaikol  
Nicholas Vargas  
Ryan Vogt  
Kensley Wentling  
Josephine R Wilson  
Word Systems

## Top 10 Streamers

Kiwisong  
Bradderfield  
Lilgreenbean9  
Meganhertz  
Imjustkey  
Coopx\_r  
Angelusdemonus  
Dzpg1  
Zetwilder  
Princessbunbun

**166 STREAMERS  
TOTAL IN 2022**



# Partners

## National Mission Partners



## Platinum National Corporate Partners



## National Corporate Partners



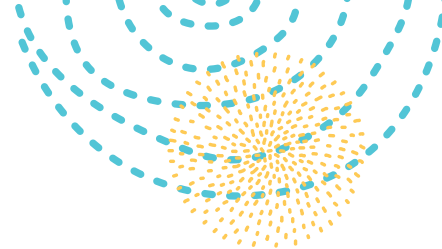
## Academic Partners



## Regional CAC Partners



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# Statement of Financial Activities

Year ended October 31, 2022

## Revenue, Support, and Other Changes

Grant revenue	\$18,659,960
NCA's database software project	\$854,143
Accreditation	\$472,000
Conference fees	\$523,150
Membership dues	\$571,900
Other revenue	(\$36,984)
Contributions	\$9,297,570
Interest and dividends	\$3,154
Training and workshops	\$80,657
In-kind revenue	\$700
<b>Total Revenue, Support, and Other Changes</b>	<b>\$30,426,250</b>

## Expenses

Program services - Grants	\$16,804,602
Program services	\$2,019,330
Public awareness	\$789,826
Management and general	\$1,607,136
Fundraising	\$282,058
<b>Total Expenses</b>	<b>\$21,502,952</b>

## Assets

Net assets (beginning of year)	\$5,545,975
Net assets (end of year)	\$14,469,273
<b>Change in Net Assets</b>	<b>\$8,923,298</b>



# Special thanks

Many thanks to the hundreds of CAC, State Chapter, and Regional leaders and other content experts who helped with our task forces, Collaborative Work Groups, and educational offerings in 2022. We are also grateful to the online content creators and their international communities who so enthusiastically supported our #SayItLouder charity streaming events in 2022. Whether you provide time, expertise, money, or public attention to our cause, you're helping NCA and our members support children.



**National  
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Children's Advocacy Centers*



**National Children's Alliance**

c/o Hill Center at the Old Naval Hospital  
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