



**National
Children's
Alliance®**

*The Force Behind
Children's Advocacy Centers*

2023

Annual Report

1,011

MEMBERS, INCLUDING

50

STATE CHAPTERS AND

961

CHILDREN'S ADVOCACY
CENTERS (CACs), OF WHICH

* 775

ARE ACCREDITED
CACs

* 88

ARE ASSOCIATE/
DEVELOPING CACs

* 56

ARE AFFILIATES, AND

* 42

ARE SATELLITE CENTERS

381,364

CHILDREN
SERVED

1,985,288

PEOPLE PROVIDED
WITH CHILD ABUSE
PREVENTION EDUCATION

Under a cooperative agreement with the Department of Justice's Office of Juvenile Justice and Delinquency Prevention (OJJDP), NCA administered 239 grants for a total of

\$18,288,593

in federal funds to support the work of CACs and State Chapters in Fiscal Year 2023.

LEARN MORE:

nationalchildrensalliance.org/cac-statistics

A message from our CEO

Dear colleagues and supporters,

Since its very beginning nearly 40 years ago, the Children's Advocacy Center movement has been built on collaboration and partnerships, bringing professionals from multiple disciplines in the community together to serve one child as a team instead of forcing a child to navigate services individually. The idea worked so well that it spread—first across the United States and then around the world. Building a movement on top of that community model, our field's partnerships have spread, too, from that very first multidisciplinary team to other people and agencies engaged in child protection at the state, regional, national, and international levels.

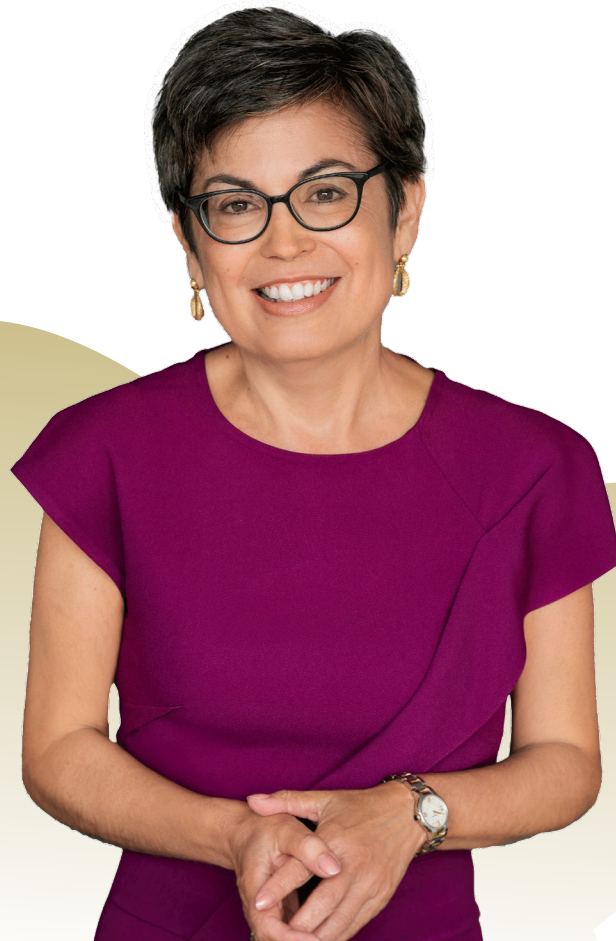
This year, however, our partnerships broke the boundaries of our movement to reach new audiences and find new allies. I am especially delighted to report today on new partnerships that began in 2023—one with an international foundation focused on global issues and the other with a leading couture house, both connecting the visions they have for the world with a better start for kids. Neither partnership was expected, and both have helped us do more for NCA members and more to raise public awareness about the CAC movement and how we help children heal than we could have hoped for. Those stories and the story of the debut of the NCA Institute for Better Mental Health Outcomes can be found in this report.

While our work continues, we offer you the chance to pause to look at just a few of the accomplishments we achieved together in 2023 and some of the opportunities we see ahead in 2024 and beyond. Together, we are changing children's lives.

Warm regards,



Teresa Huizar
CEO



A better future for kids

NCA's new Institute for Better Mental Health Outcomes addresses the nation's need for clinicians trained to help children heal from trauma.

NCA PUBLICLY LAUNCHED its Institute for Better Mental Health Outcomes in May 2023, though our work training clinicians has been ongoing for more than a decade. The Institute addresses a key gap in the field: where to find consistent, high-quality, low-cost training for clinicians in CAC settings. And it is centered around addressing an existing service gap in the field. Each year approximately **230,000 children receive mental health services through CACs** and their partners. Yet, this leaves more than **80,000 without access** to those needed services. The primary reason for the gap is the lack of clinicians trained in evidence-based treatment.



By enlisting key multi-year partners—MacKenzie Scott, Balenciaga and the Kering Foundation, the Stavros Niarchos Foundation (SNF), Cambia Health Solutions, the Hearst Foundations, and others—we've been able to dramatically scale the training of CAC clinicians while keeping costs low. Through their support we have been able to offer training in Trauma-Focused Cognitive Behavioral Therapy (TF-CBT), Child and Family Traumatic Stress Intervention (CFTSI), Alternatives for Families: A Cognitive Behavioral Therapy (AF-CBT), and evidence-based assessments (EBAs).

Cédric Charbit, President and CEO of Balenciaga, says, "Balenciaga is proud to support NCA and help for a better future for kids. Our partnership will help in training nearly 2,000 professionals specialized in child protection and an estimated 55,000 children heal from their trauma by receiving evidence-based mental health care. With Teresa Huizar and her team at NCA, we are humbly doing our best to contribute on creating a positive and lasting impact on children's lives, especially for those who lack access."



Photo caption: Institute staff, from left to right: Jami Bolton, Geoff Sidoli, Erin Casey, Ashley Fiore, and Michelle Miller



Photo caption: CFTSI training in Orlando, Florida

Through our partnerships with leading academic institutions, NCA has been able to strengthen the research foundation of CAC practice as well. Our partnerships include projects with the Yale Child Study Center, the University of Utah, Baylor University, the University of Oklahoma Health Sciences Center, and others. And, through the Care Process Model, we link primary care providers at many other institutions with CACs.

"Our partnership will help in training nearly 2,000 professionals specialized in child protection and an estimated 55,000 children heal from their trauma by receiving evidence-based mental health care."

One of the first touchpoints for families needing mental health care for their child is the family advocate. If we can engage families early, it increases the likelihood that they will follow through with treatment referrals and ensure that their child completes treatment. To that end, we developed the Enhance Early Engagement (E3) for family and victim advocates to help strengthen family engagement skills. It has been well received.

Good mental health care doesn't operate in a vacuum. It requires sound administrative practice. That's why we developed the Executive Director Mental Health Academy (EDMHA) to assist CAC directors in developing and implementing sound, evidence-based mental health programs. It has exceeded all expectations and has already trained 95 CAC leaders, 68 of those in 2023.

Across all projects, the Institute trained 642 people in 2023. We appreciate the critical support of both our multi-year financial partners and our academic partners, and we look forward to all that 2024 will hold, including advanced training opportunities, more work with children and youth with problematic sexual behaviors, our annual conference for clinicians—Seamless—and even wider availability of our core trainings. Our deepest gratitude to all who have made this possible and what it means for quality care for children.



The CAC movement breaks through

How a key partnership helped NCA reach more than 10 million people to restore futures for kids

Photo caption: In Times Square, on September 12, 2023, a digital billboard introduces NCA and the life-changing work of CACs to the world, supported by Balenciaga.

PICTURE THIS: IN SEPTEMBER 2023, in busy Times Square, a brightly colored billboard urges more than 250,000 New Yorkers and visitors to help NCA give kids their futures back through the healing and intervention available at the nation’s now 961 CACs. For NCA and the tens of thousands of professionals serving at CACs, their searchable info now just a QR scan away from millions of families and children who may need help, this was the beginning of a month of reaching new heights to tell the CAC story.

This campaign, co-developed by couture house Balenciaga and NCA, first appeared on the Times Square Jumbotron and then weaved through bus shelters, digital newsstands, and the Instagram and Facebook feeds of millions of New Yorkers, Angelenos, and Miamians; three markets digital strategists felt would make a huge impact. All told, the campaign reached more than 10 million people: 5 million through social media ads, 2 million through NYC digital transit shelters, and almost 3.5 million through NYC digital newsstands.

National market research conducted before and after the campaign shows an average 4-point increase in awareness of NCA in markets where these ads ran—a huge change in just two weeks. The campaigns were not a part of any agreement between NCA and Balenciaga. NCA’s and CACs’ work to prevent violence against kids and heal its damage was so meaningful to Balenciaga staff and leaders that, without being asked, they took their clout and pointed it toward something great for kids.

“Balenciaga’s willingness to prepare and share this campaign, bringing the NCA message of hope through healing to millions, was simply above and beyond what we’d asked,” NCA CEO Teresa Huizar says. “What Balenciaga did for us is such a great example of the ‘all in’ mentality CACs bring to work for kids every day.”

It was the second big splash in the New York media scene, after a June luncheon co-hosted by Balenciaga and *Harper’s Bazaar* where many of the great minds in fashion, arts, and publishing joined to hear Teresa share about childhood trauma and cyberbullying. This was followed by an in-depth [interview](#) on the work of NCA and CACs in *Harper’s Bazaar*.

We are honored and grateful for our partnership with Balenciaga and all the public awareness that has been achieved through it. We’re looking forward to an exciting year in 2024.



CACs serving kids better than ever



Two CACs rise to the occasion and gain accreditation in 13 Standards instead of 10

IF YOU KNOW ANYTHING ABOUT NCA, you likely know about our *National Standards of Accreditation for Children's Advocacy Centers*, a set of 10 benchmarks by which CACs are measured. On January 1, 2023, the newly revised 2023 Standards went into effect, and every CAC applying for accreditation or reaccreditation now has to show they meet these new, higher standards of practice. But this time, we also gave NCA members an extra challenge: three new Optional Standards of Accreditation—areas in which we see practice and research advancing and where we felt our members could use additional guidance.



McMahon Ryan CAC

CACs can continue to apply for accreditation in just the 10 core Standards. Or they can apply for the 10 plus one, two, or all three of new Optional Standards, in commercial sexual exploitation of children, child abuse prevention, or physical abuse.

CACs were originally created to help children who had been sexually abused. And while many centers have since expanded their mission, not all of them are set up to handle physical abuse cases or more complex cases such as sex trafficking. For those who are, however, gaining additional accreditations can help them apply for additional funding. So says Colleen Merced, the executive director of McMahon Ryan Child Advocacy Center in Syracuse, New York. "Accreditation has levels. If you're at the highest level, you can request the highest amount of money from the Office of Children and Family Services. It's all kind of linked and tied together, and it looks good for other applications for grant funding streams."

McMahon Ryan CAC and Mission Kids Child Advocacy Center of Montgomery County, Pennsylvania, are the first two NCA member CACs to be accredited in 13 Standards—a new pinnacle of achievement in the CAC movement.

As Leslie Slingsby, MSW, LSW, co-CEO of Mission Kids, says, "Choosing to pursue accreditation with the three Optional Standards was a deliberate strategy for us, driven by our desire for our community to recognize our unwavering dedication to not just meeting but surpassing the highest benchmarks in our field."



Mission Kids CAC

Vision28: Our strategic plan

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. The result: five strategic priority areas that 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

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.



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.



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.



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.



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.



Our 2023 highlights— and what's next in 2024

With NCA members, supporters, and partners on our side, we made strong progress in 2023, and together we're all in for kids in 2024 and beyond

★ **More than \$18 million now—and \$23 million in 2024**

In 2023, NCA administered 239 grants for a total of \$18,288,593 in federal funding to support the work of CACs and State Chapters. Our goal as always was to conduct a fair and equitable review, and we also wanted to add more guidance to help agencies that don't receive awards to strengthen future grant proposals. We asked our members for help and received an astonishing 180 applications from CAC and Chapter staff interested in serving as peer grant reviewers, of which we selected 56. And in 2024, we have awarded \$23,140,156 in funding to 329 grantees.

★ **Millions hear the CAC message for the first time**

NCA launched an op-ed campaign in print and online news forums to more widely share our message about the life-changing work of our field. In 2023 we were published in *USA Today*, *Fortune*, *Newsweek*, *NBC News THINK*, *Salon*, and *The Philadelphia Inquirer*. We were also interviewed for *Rolling Stone*, twice for NPR's *Morning Edition*, *Politico*, and others. Meanwhile, in its fifth season, our *One in Ten* podcast reached a new milestone of more than 100,000 total downloads. The show consistently ranked in the top 100 social science podcasts—an impressive feat for conversations about child abuse.

★ **Evaluating the evaluators**

To ensure fairness for all in our accreditation process, in February we completed our Inter-Rater Reliability (IRR) study, a new annual program that evaluates how consistently site reviewers are assessing CACs. Our goal is for all reviewers to score 95% or higher on the IRR every year. NCA site reviewers conducted 98 site visits in 2023.

★ **With state-specific help, Chapters increase state funding by 35%+**

On the advocacy side, our Government Affairs team continued to prioritize Victims of Crime Act (VOCA) funding. While we worked to educate Congress about the importance of maintaining funding levels for victim services, we also helped Chapters identify opportunities to increase state support, using state-specific strategies. The result in 2023 was a more than 35% increase in state funding—from \$120 million to more than \$162 million. Congratulations to Chapters and CACs on these successes and the results of all their hard work!



★ Lead a movement that reflects the people we serve

An important theme of our strategic plan tied to ways to strengthen the movement's workforce. We've convened working groups to address areas of work defined in the Strategic Plan: strategies to increase BIPOC leadership in the CAC movement, increasing the pipeline of mental health providers and qualified medical professionals; and strengthening the existing workforce and its leadership.

★ Expanding CAC access for military families

In 2024, we are ready to start signing CACs on to new national memoranda of understanding (MOUs) with the U.S. military, to help military families access CAC services. As of December 2023, we had signed MOUs with the Air Force Office of Special Investigations, the Army Criminal Investigative Command, and the Naval Criminal Investigative Service. Four more MOUs—one for the Family Advocacy Program (FAP) for each branch of service—were approved by NCA's Board of Directors in 2023. As this annual report goes to print in 2024, all but one of the FAPs had reviewed their MOUs and signed on, and we are looking forward to the day in 2024 when we announce that MOUs for each branch of service are in place.

★ Help CACs deliver the services kids need

CACs want all kids who need their services to have them. But how can CACs know that all the children that need them are actually able to access them? This was the question we set out to answer by partnering with Del Carmen Consulting to develop a way to assess disparities in access to medical and mental health care. In 2023 we conducted focus groups and pilot-tested a model to identify disparities. And in 2024 we are building what we learned into NCAtrak to make it easier for CACs to collect and analyze their own data to ensure fair and full access to services. In addition, we're developing a new survey to add to the Outcome Measurement System (OMS) to assess caregivers' experiences with mental health services at CACs.

★ Confronting the threat of child sexual abuse images

NCA and the National District Attorneys Association, Raven, and National Criminal Justice Training Center at Fox Valley Technical College have joined forces to advise the Hill and advocate on legislative proposals aimed at addressing the problem of artificial intelligence and child sexual abuse materials.

★ Evidence-based practices: A solid foundation for Chapters

In 2024, we are reviewing our National Standards of Accreditation for Chapters. Chapter members and Victims of Child Abuse Act (VOCAA) partners will assist with the review and revisions, which happen every five years to ensure NCA members remain both up to date and rooted in evidence-based practices.

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Scientific Advisor, Chadwick Center, Rady Children's Hospital-San Diego

Statement of financial activities

Year ended October 31, 2023

Revenue, Support, and Other Changes

Grant revenue	\$29,050,707
NCA's database software project	\$1,035,104
Accreditation	\$295,600
Conference fees	\$552,552
Membership dues	\$571,871
Other revenue	\$6,208
Contributions	\$307,860
Interest and dividends	\$380,058
Unrealized loss on investments	(\$33,713)
Training and workshops	\$100,371
In-kind revenue	\$9,560
Total Revenue, Support, and Other Changes	\$32,276,178

Expenses

Program services – Grants	\$24,644,300
Program services	\$2,963,376
Public awareness	\$1,169,516
Management and general	\$1,988,407
Fundraising	\$382,062
Total Expenses	\$31,147,661

Assets

Net assets (beginning of year)	\$14,469,273
Net assets (end of year)	\$15,597,790
Change in Net Assets	\$1,128,517

Supporters

Visionary

Mathias H. Heck, Jr.

Leader

Teresa Huizar

Advocate

ABLDC Donations
David & Julie Betz
Kim Day
Disney via Charities Aid
Foundation America
Tracy Ghosh
Greater Washington
Community Foundation
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Songhausen
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Ally

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Linda Heffernan
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Voice

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AmazonSmileAmerican
Online Giving
Foundation
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Emily Bentley
Amandine Bertrand
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Amber Buttery
Andgrie Caruthers
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Give Lively Foundation
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Sandra Henley
Tom and Kathryn
Higgins
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Renee and Kevin
Mange

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Network for Good
Minh Nguyen
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John Salinas
Teal Sanders
Maureen Sciortino
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Mark & Anne Strutz
Cindy Sweeney
Auriuse Tahmasebi
Alyssa Todd
Adam and Kelsey
Varahachaikol
Ryan Vogt
Ramie Weisheit
Rhonda Wurgler
Tari Zimmerman

Streamer Ambassadors

Bradderfield
dzpg1
FitnessToCosplay
jiangshi
Lanieloveee
Meganhertz

Streamer

8bitDee
Angelusdemonus
Beezelbee
cyunidottv
eyesonbee
GrimmrFade
HFOXX77
kapaligames
KilobyteKeith
KiMCHiMAEK
LadyAmelthea
LaurenShayLA
Lucius_Light
lydlbutton
MakeltRayne45
NilaTequila
NocturnalHanna
PaintingPirate
PleasantlyTwstd
PorfectBean
PrincessPashley
RareGangster
RichiKupo
riggy2k3
shwompy
theclaybia
TheTrueSaltKing
VyneHellebore
Whiticious
YourUncleMeatball
Zetwilder

And more!

Partners



Changemaker

Balenciaga
MacKenzie Scott
Verizon



Foundation Partner

Cambia Health Foundation
The Hearst Foundations
Kering Foundation
Stavros Niarchos Foundation (SNF)



Federal Partner

Office of Juvenile Justice & Delinquency
Prevention



Public Policy Partner

Midwest Regional Children's Advocacy Center
Northeast Regional Children's Advocacy Center
Southern Regional Children's Advocacy Center
Western Regional Children's Advocacy Center



Mission Partner

National Center for Missing & Exploited Children
National Child Traumatic Stress Network



Education Partner

Baylor University
Medical University of South Carolina
The University of Oklahoma Health
Sciences Center
University of Pittsburgh School of Medicine
University of Utah Health
Yale School of Medicine



Catalyst

Cortexflo
V2Advocate



Trailblazer

American Psychological Association
Evidentia Learning
iRecord
Magination Press
PAR

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 2023. Thanks to the researchers, clinicians, nonprofit leaders, and more who joined us for interviews on One in Ten podcast. We are also grateful to the content creators and their online communities who so joyfully contributed to charity streaming events in support of our mission this year. Whether you contribute your time, your expertise, or your money to support our work and raise public awareness about child abuse, you made a difference for children in 2023.



**National
Children's
Alliance**[®]

*The Force Behind
Children's Advocacy Centers*



National Children's Alliance
c/o Hill Center at the Old Naval Hospital
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Washington, DC 20003



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