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FINANCIAL INFORMATION ————

July 1, 2011 - June 30, 2012

Revenue, Gains and Other Support

Contributions	\$ 109,32
Contributions (in-kind)	31,94
Government Grants and Contracts	637,42
Conference Fees	29,01
Interest	20
Other	6,16
Total Revenue, Gains and Other Support	\$ 814,07

Net Assets at End of Year

Expenses	
Prevention Education and Outreach Prevention Education and Outreach (In-Kind) Home Visiting Programs Support Conference. Management and General Fundraising Fundraising (In-Kind)	
Total Expenses	
Net Assets at Beginning of Year	



Staff

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Roy Harley **Executive Director**

Tammy Queen Office Manager

Kate Watson Director of Development

and Communications

Programs

Denise McCaffrey

Director of Prevention Awareness and Education

Mary Salisbury **Prevention Associate**

Elaine Duensing Healthy Families Illinois Associate

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Tamara Guy

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Dear Friends

The board of directors and staff of Prevent Child Abuse Illinois are pleased to present our 2012 Annual Report highlighting the key activities and accomplishments of the past year.

There is nothing more important to the well being and future of our nation than the well being and future of our children. The long term damaging effects of child abuse and neglect are well known through such studies as the Adverse Childhood Experiences (ACE) research from Kaiser Permanente, the Center for Disease Control, and others. And in 2012, the direct and indirect financial costs of child abuse were put at upwards of \$80 billion in a recent analysis out of the University of Pennsylvania. The direction is clear. We have to invest in the well being of our children.

Investing in children has a huge payoff. At our child abuse prevention conference this year, "Safe and Healthy Children, Making the Investment", keynote speaker Dr. Arthur Rolnick laid out the clear case for investing in children - in early education, in health services, in child care, in parent support programs and more.

Every child must have a safe, secure, stable, and healthy home and community.

Prevent Child Abuse Illinois remains firmly committed to this cause and to this effort. Despite the daunting economy, we have found ways to continue our full range of prevention efforts and even to expand in some areas. And we are working and will continue to work with our national organization and others across the country and in our state advocating for families and children and for investment in the programs and services they need.

Thank you, our friends, colleagues, and partners, for your foundational role in that work with us and for your personal investment in children. It is not possible without you.

Deborah Bach President

Roy A. Harley **Executive Director**

Vision

Prevent Child Abuse Illinois envisions an Illinois where all children grow-up in healthy, nurturing homes and communities free of abuse, neglect, violence, or endangerment of any kind.

Mission

The mission of Prevent Child Abuse Illinois is to prevent child abuse by providing statewide leadership through education, support for community initiatives,



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PROGRAM INFORMATION —

Child Abuse Prevention Month





The 2012 Child Abuse Prevention

Month Campaign, "Every Child

Home Visitation Support Services



Prevent Child Abuse Illinois has provided key leadership for the Healthy Families Illinois home visiting program for new parents since 1994 through program for new parents since 1994 through statewide planning, advocacy, staffing regional program clusters, and managing a credentialing

support fund. That effort expanded two years ago with the Strong ed trainings, workshops and Foundations Project and the inclusion of Nurse Family Partnership. presentations, and provided Early Head Start, Parents as Teachers, and other home visiting programs extensive community support into a single collaborative effort. In 2012 the effort continued to during the month of April. We grow with funding through the new federal Affordable Care Act.

Reducing Parental Stress



The Happiest Baby on the Block Initiative teaches new parents and caregivers Dr. Harvey Karp's five sure fire techniques for soothing a crying infant. Prevent Child Abuse Illinois staff trained hundreds of

new parents in 2012 and facilitated certification training for over 20 for its exemplary child abuse new trainers throughout the state. Use of these techniques reduces parental stress and helps foster a healthy parent child relationship.

.iterature Distribution - The Prevent Child Abuse Illinois Literature Distribution Program provides educational materials on child ese organizations provide the material to Illinois families in their own communities teaching child abuse prevention and positive parentir



Shaken Baby Syndrome (Abusive Head Trauma) - Anyone can become overwhelmed when a baby won't stop crying. Violently shaking an infant or young child is one of the most tragic responses that a parent or caretaker might make in this stressful situation and can result in severe life changing injuries or even death. Prevent Child Abuse Illinois' Shaken Baby Syndrome Prevention Campaign provides public awareness, print materials, and training to teach ways to understand the danger and prevent this tragedy. In 2012, over 26,000 educational brochures were distributed in English and Spanish and six workshops were given across the state training others to provide this education in their communities.



Child Sexual Abuse Prevention Program - High profile cases of child sexual abuse have recently raised public consciousness and concern about this issue. Prevention is critical and an informed adult community is the best safeguard. Prevent Child Abuse Illinois has continued to expand its reach with the "Stewards of Children" evidenced based training curriculum by increasing the number of workshops offered and by helping communities to train their own facilitors. Prevent Child Abuse Illinois staff also served on the Governor's Task Force on the Prevention of Sexual Abuse of Children (Erin's Law) charged with addressing this issue and specifically including age appropriate curriculum for students in pre-K through

Effects of Domestic Violence on Children - Prevent Child Abuse Illinois continued its close partnership with other advocates and organizations working to eliminate the risk of the serious harmful effects of domestic violence on children. Prevent Child Abuse Illinois staff provided trainings and support materials, chaired committees, and distributed over 6.000 Effects of Domestic Violence on Children brochures across the state.



PREVENTION AWARENESS AND ADVOCACY —

Advocacy



Annual Child Abuse Prevention Conference



"Safe and Healthy Children, Making the Investment," was the theme of the Seventeenth Annual Statewide Child Abuse Prevention Conference. University of Minnesota senior fellow and co-director of the Human Capital Research Collaborative, Arthur J. Rolnick, set the tone in an opening presentation on the compelling economic case for investing in children. Additional plenary sessions built on the theme concluding with the powerful personal story in Denise Brazzel's "What's the

Return on Investing in Children?" presentation. The conference featured 21 breakout sessions, the Friend of Children Awards Luncheon, twenty resource tables, and a book vendor. Attended by over 400 participants, the annual conference is one of the state's largest training events for child welfare professionals, foster and adoptive parents, community volunteers, and related health and social service professionals.











Child Abuse Prevention Coalitions

abuse, and child neglect.

Active, engaged, and supportive communities are essential to the quality of family life and the health and well being of children. Prevent Child Abuse Illinois is helping to establish Child Abuse Prevention Coalitions working to identify and address community needs on a local level. Thirteen coalitions are now meeting regularly across the state serving communities in twenty-eight counties with the help of Prevent Child Abuse Illinois staff and resources.

Social Media - Facebook page reaches 1,000 followers.

Prevent Child Abuse Illinois encourages you to visit our Facebook page and "Like" it to keep nformed on upcoming trainings, conferences and news surrounding the prevention of child abuse. You can also find us on twitter.





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