National Children's Alliance

Annual Report 2017

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

2017: A Look Back 6

NCA in 2017 8

Our Members in 2017 13

NCA 2020: Our Strategy to Serve 14

Financials 18

Leadership and Staff 19

Supporters 21

Partners 22

A Message from the President

Kevin Dowling, NCA Board President

Dear Friends and Supporters,

When we look back on 2017, there are many things we who help lead and steward the Children's Advocacy Center movement will remember. We finally started to see the staggering, nine-figure impact of our advocacy work to get more Victims of Crime Act (VOCA) funds into the hands of CACs to serve children. We marked our second full year of progress under our current five-year strategic plan to meet the challenges of today and tomorrow. We kicked off a partnership with the Pentagon to better serve children and families on military bases. And, we collaboratively developed resources and projects to help CACs meet the needs of children victimized by commercial sexual exploitation and physical abuse, and worked to improve the menu of mental health services each CAC can offer.

Where 2016 was a year when we set our intentions, 2017 was when we put our intentions into gear and saw the first results of our new course. It's a year we in the movement will remember for years to come.

But, what will the communities we serve around the country remember? As the director of a CAC in Oregon, I know that the more than 334,000 children and their families who came through the doors of our CACs this past year will remember something different. They will remember the healing, justice, and trust our 854 member CACs imparted into their lives when they were at their most vulnerable.

The reason the CAC movement works, the reason it grows, and the reason we are here doing this crucial work is this: each of us—no matter what role we play—never, ever forgets that this is about a child who needs someone to believe them, to protect them, to get them justice, and to help them heal.

I'm pleased to present a report lifting up our work. While it's just a snapshot of where we are as an organization and a movement, communities everywhere live this work every day, to the immeasurable benefit of the lives of the children they serve. Please take a moment to read on and reflect on the success and momentum you made possible. Without your work, your commitment, and your investment in our movement and in NCA as its leading voice, we could not do it.

From therapists and medical providers who help children heal, to the forensic interviewers who give children a voice; from the law enforcement, CPS, and prosecutorial partners who protect children and defend communities, to the victim advocates who offer support each step of the way; from the advocates and lawmakers building a society that raises up the rights of children, to our constellation of supporters who, with their dollars, time, and labor, let children know they are not forgotten — every single one of you matters. I thank you all on behalf of National Children's Alliance. It is an honor to serve alongside you and the thousands of caring professionals in communities nationwide, working together to help give children impacted by abuse what they need to go back to being kids today, and healthy adults tomorrow.

—Kevin

What We Do & Why It Matters

What Is the National Children's Alliance?

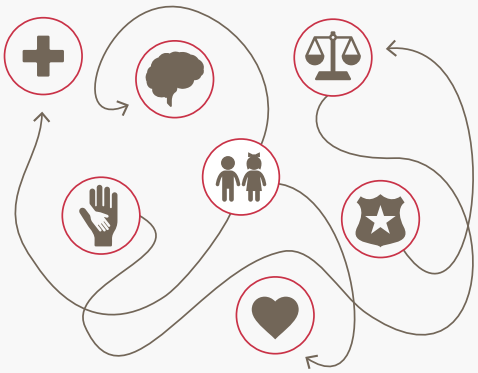
NCA is the national association and accrediting body for a network of 854 Children's Advocacy Centers—CACs. We provide support, advocacy, quality assurance, and national leadership for CACs, all to help support the important work that CACs do in communities across the country. CACs provide a coordinated, evidence-based response to children who have been abused in all 50 states.

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

What We'll Achieve in 2018

This year's annual report isn't just a look back on where we've been; it's also a map to help us see where we're going together. Here's just a sampling of a few key 2018 activities, already underway at NCA, as we build on our plans to serve more children and families, and to serve them better.

- NCA is leading the effort on Capitol Hill to reauthorize the Victims of Child Abuse Act—the only federal funding program solely dedicated to CACs and Chapters—and push for significant funding increases, potentially more than doubling the allocation to $45 million over a five-year period.
- NCA will not only expand its key federal agency partnerships to include the Department of Defense, but will also determine where we have gaps in CAC connections with local military installations. Together, we will work to improve coordination between base leadership and the CACs that serve the communities where installations are located.
- Our multiyear mental health training program, tentatively titled the Thriving Kids Initiative, will continue to build up CACs with high-quality, evidence-based training to provide the right treatment to the right child. On-site trainings in evidence-based assessment and treatment in Oregon, Washington, Utah, Idaho, and the Carolinas, are just the beginning. We'll also launch an evidence-based assessment video training series, online trainings in family engagement and addressing on youth with problematic sexual behaviors (PSB), and best practices materials to help CACs launch PSB programs.
- NCA is convening a group to help inform a three-year, CAC-led, survivor-oriented public awareness campaign to take the lessons of America's moment confronting sexual assault and harassment and turn it into action to protect and heal children. The campaign concept has already received high-level input from CAC leaders and will be developed and launched pending funding for digital and physical campaign assets.

2017: A Look Back

JANUARY

Introduced *Addressing Youth and Children with Problematic Sexual Behaviors*, a video training series and collection of literature to help CACs address the mental health and safety challenges of young people with problematic sexual behaviors and their victims.

MAY

NCA's advocacy paid off when Congress adopted a budget including full funding for the Victims of Child Abuse Act plus an additional $1 million for NCA to work with the Pentagon to develop a pilot project to improve the response to allegations of abuse on military bases.

01 02 03 04 05 06

FEBRUARY

Launched the print edition of *Putting Standards into Practice: A Guide to Implementing the 2017 Standards for Accredited Members*, offering CACs practical approaches to achieve the highest levels of practice and deliver the highest quality care and evidence-based interventions to the children and families they serve.

APRIL

Published the latest *Healing, Justice, & Trust* reports, compiling the results of more than 60,000 surveys from caregivers and partners to prove—and improve—the work of nearly 700 participating CACs.

JUNE

Kicked off projects training clinicians in Colorado, Iowa, Mississippi, New Jersey, North Dakota, and Wyoming to provide evidence-based mental health assessments to kids

Brought more than 600 CAC leaders to Washington for our annual Leadership Conference, where we met with Congressional staff to promote the work of CACs.

AUGUST

Launched the first update to the next generation of NCAtrak, NCA's custom case-management software tool designed just for CACs to serve children and communities, which will ultimately help the whole CAC movement collect aggregated child outcome data to demonstrate what works.

SEPTEMBER

NCA's Public Policy Collaborative Workgroup launched four new issue briefs to assist the field with their understanding of, and advocacy for, policies that help kids and support CACs. These briefs offer CACs and lawmakers a basic overview in four areas: 1) state funding models for CACs, 2) immunity from civil liability for CAC employees executing their duties in good faith, 3) model laws repealing statutes of limitations that prevent victims from pursuing justice, and 4) state legislation that legally defines what a CAC is, strengthening public trust in the CAC model.

07 08 09 10 11 12

AUGUST

Launched the *CAC Directors' Guide to Quality Mental Healthcare*, a new, free online toolkit just for CACs, in partnership with the National Child Traumatic Stress Network, designed to equip non-clinicians with the knowledge to manage, evaluate, and deliver quality mental healthcare to clients.

DECEMBER

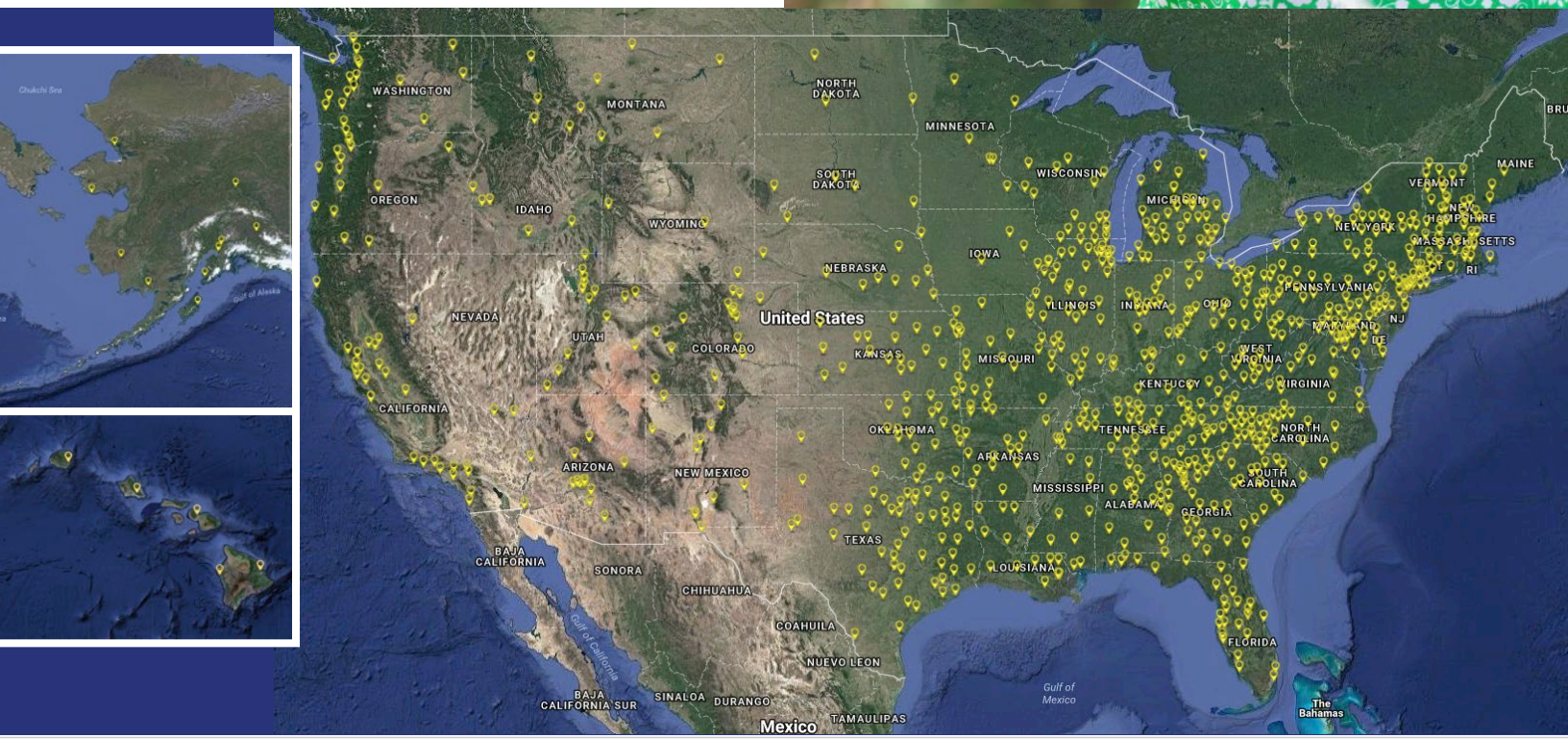
Completed collaborative work on materials to help CACs and caregivers address the needs of victims of child pornography and internet crimes against children

The final numbers came in: NCA gained 26 new Accredited Member CACs in 2017, bringing the total number up to 713 Accredited Members and 854 total Members!

NCA in 2017

Expanding Access to Serve More Kids

As of the end of 2017, we have 854 member CACs—and counting! They helped 334,626 abused kids in 2017.



Helping CACs Access the Resources Kids Need

About NCA's VOCA advocacy work

CACs rely on a mix of public and private funding from a variety of sources to serve children. One increasingly important revenue stream is the Victims of Crime Act (VOCA). VOCA allows CACs and other victim service organizations to access money paid as penalties by those convicted of federal crimes, which goes into an account called the Crime Victims Fund, or CVF. Congress then gives this money to states to serve crime victims, within some guidelines. Because it doesn't come from taxpayer dollars, it's a great way to get support for victims from those who have committed crimes without raising taxes or the deficit.

However, many states interpreted federal guidelines to mean that the money was only available to CACs for the parts of our work that directly concerned victim advocacy. That meant that in many cases, CACs couldn't use it to help kids get mental health treatments to heal from trauma, medical exams, or forensic interviews. What's more, even though the fund grew over the years to hold billions and billions of dollars, only a small amount each year was doled out to agencies like CACs that serve crime victims. NCA tackled this as a major initiative, developing a three-year strategy to get more funds for CACs.

"The impact that the NCA has made in advocating to expand our access to Victims of Crime Act (VOCA) Federal funding has been terrific. With this additional support we are able to deliver critical services to children including funding for extended advocacy and directly providing evidence- based mental health treatment. As a result, our CAC is able to respond to the growing need and serve families with a much more comprehensive approach."

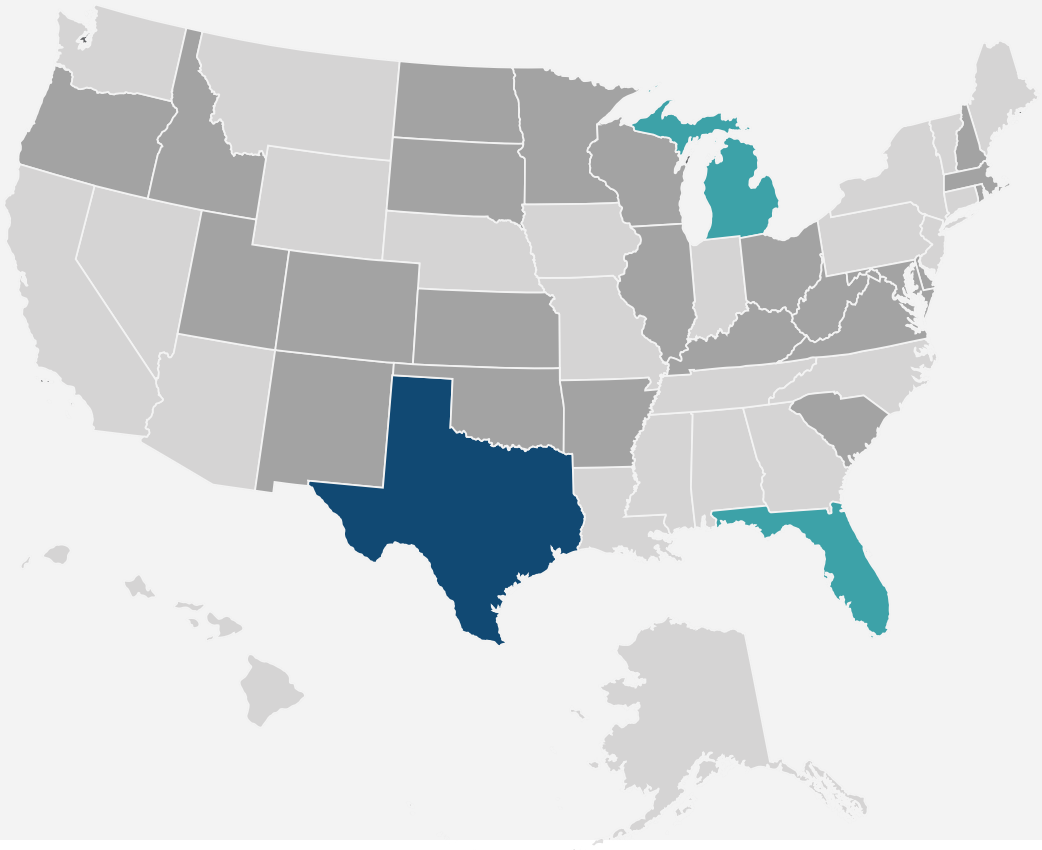
—Gene Klein, Executive Director, Project Harmony

NCA's 3-year strategy

In 2014, NCA developed a three-year strategy to increase access to these resources by CACs. Then, in 2015 and 2016, NCA succeeded in getting the kids we serve two huge wins.. First, we partnered with other victim advocacy groups to successfully make the case to Congress to raise the raise the level of funds that could come out of CVF in one year to more than $2 billion. Second, at the urging of NCA, and through a bipartisan group of U.S. senators that champion our cause, the Department of Justice permanently changed regulations to permit states to include funds for four key CAC services: medical services, mental health services, victim advocacy, and forensic interviewing. By partnering with states and training State Chapter organizations, NCA successfully lifted up the crucial work of local CACs to ensure a sustainable new funding source for the services kids need.

Since then, VOCA funding to CACs has risen from just $21 million in 2014 to more than $114 million* in 2017! Here's a map of the funding states are getting from VOCA thanks to the advocacy work of NCA on Capitol Hill, partnering with CACs and Chapters as they lead the charge in the states.

2014: Before implementing NCA's 3-year VOCA strategy

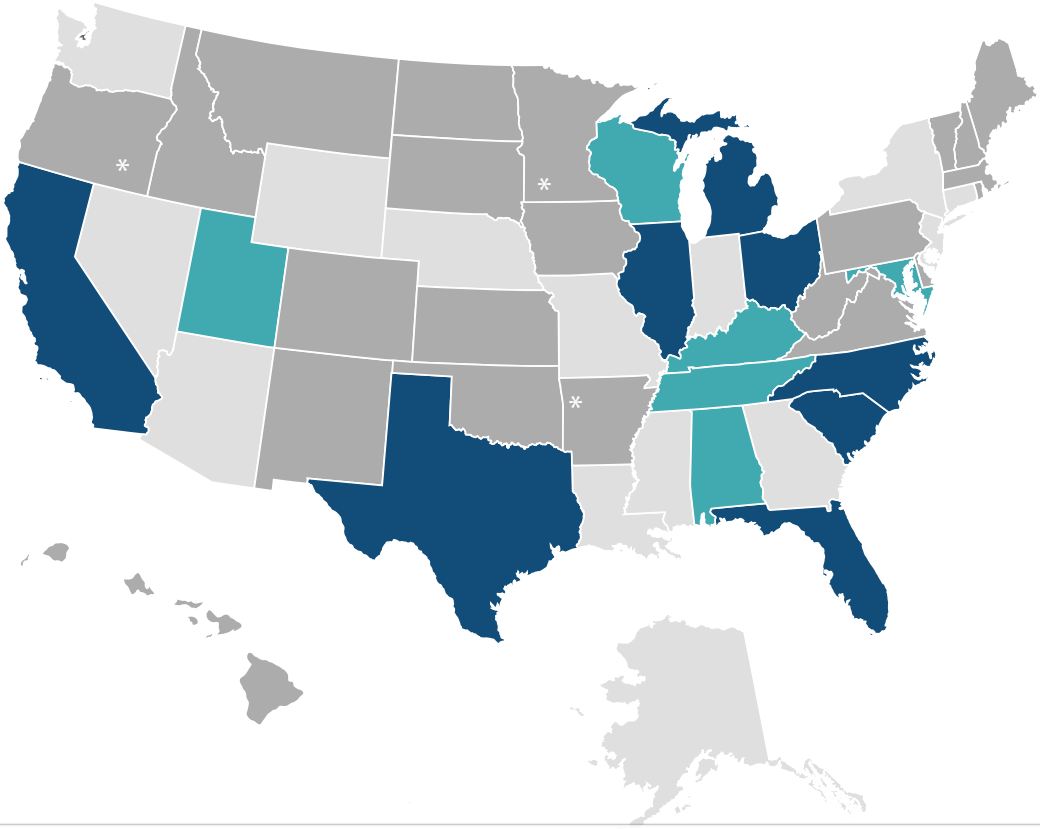


2014 VOCA Dollars to CACs by State

- No data / No funding
- $1-$2M
- $2-$5M
- $5M+

$21,801,672 NATIONWIDE

2017: Success after implementing NCA's 3-year VOCA strategy



2017 VOCA Dollars to CACs by State

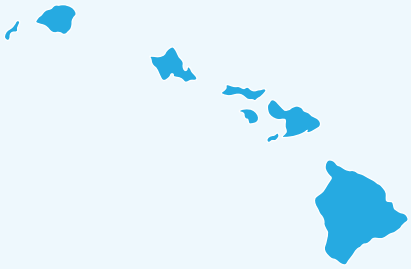
* No new data since 2014

- No data / No funding
- $1-$2M
- $2-$5M
- $5M+

$114,911,515 NATIONWIDE

WV

*In West Virginia, a **2,158%** increase in VOCA funds allowed CACs in the Mountain State to double their staff and reach underserved kids.*



HI

*In Hawai'i, a **first-ever** VOCA grant to CACs allowed the purchase of recording equipment to serve children on small islands without having to fly them to Maui.*

NCA is working hard with Chapters and CACs of all budget sizes in states across the country to access VOCA funding through their state administrators, while continuing to lead the movement on Capitol Hill to keep the funding cap high and make this a long-term, sustainable source of funding to help children.

Providing Healing, Justice, & Trust to Children, Families, and Partners

Every year, we survey caregivers and partners to ensure CACs are delivering the highest standard of care to children and families. Here are just a few of the results.

Healing

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

95%

Justice

97% of team members believe clients benefit from the collaborative approach of the MDT.

97%

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.

97%

Helping CACs Help Kids Heal

A key role of NCA is to provide resources and opportunities for CAC staff, clinicians, and partners to build their skills in a variety of dimensions to serve their kids better. In 2017, we offered training to 974 clinicians and other professionals. With so many projects and trainings kicking off in 2017, here's what a few heroes from our movement had to say about the chances NCA offered them to sharpen their skills in 2017.

"The mental health treatment training program we participated in through NCA has really filled a service gap for our agency and been one part of eliminating our waitlist for services. We have been thrilled with the treatment and the results of this treatment and are so very grateful to you, NCA, and the Duke Endowment.' —A real mental health clinician trained through an NCA project

"With the NCA training I took, I will feel less intimidated when I have a client that is a youth with problematic sexual behaviors, will be able to remember that this is a child with a behavior problem, and be aware of what aspects to incorporate into treatment."

—Mental health clinician trained through an NCA project

"NCA funding allowed our Chapter to launch an intensive mental health learning collaborative which provided evidence-based therapy training for mental health providers. Not only did this increase access to evidence-based, trauma-informed therapy for our state's most vulnerable children; it also helped our CACs meet NCA's standards regarding training for therapy service providers."

—Tom King, Executive Director, Massachusetts Children's Alliance

Our Members in 2017

Serving Kids

Our 854 Member CACs served 334,626 abused kids in 2017.

Helping Kids Heal from Abuse

207,516 KIDS

received evidence-based, healing mental health treatments at CACs last year. That's about the same as the number of pre-K students in California, Michigan, Virginia, and New York—**combined**!

Preventing Child Abuse

CACs provided 1,905,892 people with child abuse prevention training in 2017.

Providing Case Management

CACs also provided case management and coordination to 1,415,052 people last year—not just to the abused kids served but also to their brothers, sisters, parents, and other family members.

NCA 2020
Our Strategy to Serve

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, we set out to ensure that we are constantly responding to the needs of our membership by addressing emerging issues. Our strategic goals bolster our members' capacity to protect children and help them heal.

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.

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 accessibility. 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 delivers 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 second year under the plan which we're especially proud to have achieved.

Expanding Access

- NCA's membership grew to **854** Member CACs, now covering more than 2,000 U.S. counties where about 62,000,000 children live—that's **83%** of America's child population! Since 2016, we expanded to areas where 1,190,594 more children live.
- Under a recent 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. As of the end of 2017, 609 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 and developed guidelines for CACs to serve child victims of physical abuse.

Leveraging Partnerships and Resource Development

- The U.S. Department of Justice awarded NCA 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.
- For the first time, NCA secured federal funding for a pilot program where CACs can work with the Pentagon and base leadership to coordinate service to children and families on nearby military installations.

Leadership and Collaboration

- We deepened and continued our training and research partnerships and programs with academic partners including the Yale Child Study Center, the University of New Hampshire Crimes against Children Research Center, the National Center on Sexual Behavior in Youth at Oklahoma University, and the National Child Traumatic Stress Network, sited at UCLA and Duke University.
- In 2017, with the help of the experts and professionals from across the field that comprise three Collaborative Work Groups (one for public policy, one for youth with problematic sexual behaviors, and one for addressing the victims of child pornography) NCA released key products in each of the three fields that are elevating and improving 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

- With the results of our first movement-wide Member Census in several years, NCA was able to identify areas where CACs needed new resources to improve their practice and service delivery. With new materials to help CACs deliver a broader menu of evidence-based mental health treatments and assessments, respond to the unique challenges of the victims of child sexual exploitation, and the special needs of child physical abuse victims, 2017 was a banner year not just to grow our movement but to deepen our practice.
- NCA expanded the pool of CACs utilizing the Outcome Measurement System (OMS) to 743, nearly a 10% increase over the previous year. By increasing the scope to collect almost more than 66,000 caregiver and MDT partner surveys in 2017, 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 OMS data and the start of the first phases of outcome data collection improvements in NCAtrak, our one-of-a-kind case management software used by hundreds of CACs, 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	$14,524,170
NCA Case Tracking Software Product	$929,738
Accreditation	$334,790
Conference Fees	$264,346
Membership Dues	$435,276
Other Revenue	$4,700
Contributions	$580,167
Interest & Dividends	$1,008
Sponsors	$23,975
In-Kind	$9,705
Total Revenue, Support, and Other Changes	**$17,107,875**

Expenses	
Program Services – Grants	$12,920,046
Programs Services	$2,201,841
Public Awareness	$498,780
Management and General	$869,342
Fundraising	$276,837
Total Expenses	**$16,766,846**

Statement of Financial Position

Assets	
Change in Net Assets	$341,029
Unrestricted Net Assets (beginning of year)	$4,019,640
Unrestricted Net Assets (end of year)	$4,360,669

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

NCA Leadership

Executive Committee

Kevin Dowling
President
Program Manager
CARES Northwest

Ernestine Briggs-King
Immediate Past President
Director of Trauma Treatment and Research
Duke University Center for Child Traumatic Stress / National Center for Child Traumatic Stress

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

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University of Illinois College of Medicine at Peoria

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Grants Management

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Angela Brunson
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Program Associate

Jo Ann Hammond
Program Associate

Shannon Spillman
Program Associate

NCAtrak & Information Services

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Coordinator of Information Services

Anette Regalado
NCAtrak Help Desk Specialist

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Director of Membership & Chapter Development

Sarah Coker-Robinson
Membership Program Associate

Mental Health Projects

Michelle Miller
Projects Coordinator, Mental Health

Program Evaluation

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National Child Traumatic Stress Network, Duke University & UCLA

University of New Hampshire-Crimes Against Children Research Center

Yale School of Medicine Child Study Center Yale University

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

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