



# Creating a Culture that Cares for Kids Together

## 2013 - 2014 Annual Report



Pennsylvania  
**Family Support Alliance™**

*Protecting children from abuse*

- Training for professionals
- Support for families
- Education for communities



- Training for professionals
- Support for families
- Education for communities

### Mission Statement:

Pennsylvania Support Alliance protects children by teaching citizens to recognize and report child abuse and neglect and by providing information, educational materials and programs that promote positive parenting.

### Vision Statement:

Pennsylvania Family Support Alliance will be the premier organization in Pennsylvania for training in recognizing and reporting of child abuse and neglect and for advocacy, information and programs that prevent child abuse by promoting positive parenting.

2000 Linglestown Rd, Suite 301, Harrisburg, PA 17110  
1-800-448-4906 (in Pennsylvania) (717) 238-0937  
<http://www.pa-fsa.org/>

# A Message from the President & CEO

The birthday of my two year old granddaughter Hailey last week had me thinking about thumbprints. At this stage her favorite part of birthdays is the cake, more specifically the icing. She delighted in taking her thumb and sticking it into the brightly colored icing. Of course, she has the most beautiful thumb print I've ever seen; it's left such an imprint on me at the deepest place of my being. There are other types of "thumbprints" too. Most of us try to "leave no print" when we are in natural environments to honor the continuation for those who come after us. And as I think about the mission and related work of PA Family Support Alliance I hope the thumbprint is vivid, deep and long lasting. Our work must leave a mark of a better place to live and play for Pennsylvania's children. It must leave a print of moral and ethical responsibility on the professionals who are mandated reporters of child abuse to know their legal responsibilities under the law and to always think first of a child's safety and well-being. Our collective efforts must leave a print that fills each citizen with a social responsibility to play a pivotal role in child protection.

It has been a ground breaking year at PFSA and we thank you for your interest, support and partnership as we have advanced the mission of protecting PA's children by educating parents, professionals and members of the community at large. From public policy work to the first of its kind Pennsylvania research to historic levels of training provided statewide, PFSA continues to focus efforts in areas that will indeed leave things better for future generations.

While we are proud to be a leader in advocating for changes, from the introduction of new legislation to heightened awareness of what we can do to keep kids safe, we also know that more has to be done to correct the confusion around recognizing, reporting and preventing child abuse. Real, sustained change comes, when we have successfully shifted our social conscious, our culture, in a way that says our children are fragile and valued. We will have made a permanent thumb print when the actions of each adult reflect our insistence that children of our state be free from abuse and neglect.

You are critical to the success of creating this thumbprint, this new culture. Become an advocate. Share our statewide research with colleagues, friends, educators and policy makers. Attend a PFSA training, "Child Abuse Recognition and Reporting" if you are mandated reporter of child abuse or The Front Porch Project if you are a concerned citizen, because any one can make a report of child abuse and learn how to better protect children. Sign up for our quarterly newsletter and consider making a personal contribution so more parents, professionals and community members receive education and training to be helpful in the fight to give our children childhoods that are free from fear of harm and lead to futures that are happy and productive.



Sincerely,  
Angela M. Liddle, MPA  
President and CEO

# Groundbreaking Research by PFSA

“Across PA high profile cases of abuse involving school systems, church parishes and prominent universities have increased awareness in every community.” This activity has also fueled interest in strengthening legal platforms for identifying and reporting abuse, as well as broadening requirements for mandated reporter training.

PFSA has been the front-runner for 30 years in educating citizens about child maltreatment, strengthening families as well as a vital community partner in the prevention, intervention and treatment of child abuse. This past year, *PFSA has invested in the first of its kind research study* to explore perceptions and attitudes regarding child abuse in order to identify actionable ways that false impressions can be corrected and children can be better protected from abuse.

The research project consisted of eight focus groups across the state, a telephone survey of over 1,000 Pennsylvanians who were representative of the state’s population, and the information gathered was incredible. A couple of crucial points made in this research were highlighted around how serious a problem child abuse and neglect are. Only one if five adults believe child abuse and neglect are a “very serious problem”, the same number of people believe that that it is “not a problem at all” – the truth is 10 in every 1,000 children in PA are reported as being victims of suspected abuse and over 30 children die each year due to child abuse or neglect.

PFSA was also invited to the 2014 National Conference on Child Abuse and Neglect, sponsored by the Children’s Bureau’s Office on Child Abuse and Neglect to present a workshop to present the research findings. Read more... to download the report, visit our website at [www.pa-fsa.org](http://www.pa-fsa.org).



# Mandated Reporters of Suspected Child Abuse & Neglect

According to Pennsylvania's Child Protective Services Law, you are a mandated reporter of child abuse, "if in the course of your employment, occupation or profession you come into contact with children and have a reasonable cause to suspect that a child under the care, supervision, guidance or training of your agency, organization or entity is a victim of child abuse."

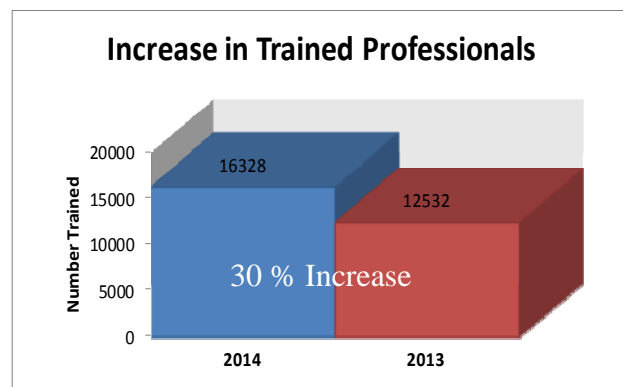


It is unmistakable in the recent rise of cases being reported, that there is a need to educate mandated reporters on their legal responsibility to report suspected child abuse. PFSA has held a total of 411 training sessions for professionals who work with kids throughout Pennsylvania; preparing over 16,300 mandated reporters with the knowledge which will enable them to better protect the children. This is a record number for PFSA, and with the new changes to the Child Protective Services Law going into effect on December 31, 2014, this number is expected to rise significantly in the next several years.

## PFSA Mandated Reporter Training

The change with the greatest impact in the recent amendments to PA's Child Protective Services Law affect mandated reporters and the reporting process.

This year, with an ever-expanding audience, PFSA's strong collaborations continue to be the cornerstone of our training program for mandated reporters. With a record breaking increase of 30% in the number of participants trained, our trainings included Faith-based organizations, law enforcement officials, schools, universities, colleges, child care agencies, residential facilities, foster care agencies, libraries, juvenile justice agencies, treatment agencies, head start, and community service agencies



# Mandated Reporters of Suspected Child Abuse & Neglect

PFSA is an ever present source and support for Pennsylvania's mandated reporters of suspected child abuse and neglect. As technology and the lives of our professionals that count on training change, PFSA has been continuing to move within the same scope. Innovative technology continue to play a large role in the way we offer trainings. Along with face-to-face training, PFSA offers webinars, and virtual training to better fit into the workplace and life balance.



Coming Soon



# Front Porch Project



The Front Porch Project (FPP), is a research-supported, community based initiative centered upon earlier community ways of sitting on front porches and establishing relationships with our neighbors. An ongoing community effort, the goal is to encourage every individual, through examples and a discussion, to become mindful of children and families in the neighborhood, providing the tools to assist them to step in and help in whatever way is comfortable and important to that individual.

In 2013 - 2014, PFSA conducted 15 Front Porch Sessions, with a total of 390 participants, throughout Pennsylvania. Almost all, 95% of the participants, said that they feel more comfortable assisting with struggling parents or families. Thank you to the Donald B. and Dorothy L. Stabler Foundation Grant for their support of the Front Porch Project Sessions this year!

Overall, PFSA has conducted a total of 44 Front Porch Project Sessions throughout the state and trained over 800 people. **But there is more work to be done** ... There are many communities that have not yet brought this initiative to their community. If your community is one, contact us to see how we can work together.

Here are a few examples of how FPP Participants have stepped in to help make a difference:

- Helping a mother with several young children load groceries into her car so she could focus on getting the children into their car seats.
- Keeping an eye out as a neighborhood children play basketball in the parking lot next door.
- Greeting neighbors with a smile and a hello. Learning the names of the children who live nearby and finding something positive to say about each child.
- Reassuring the parents of a crying baby that “all babies cry and there’s nothing to be embarrassed about.”

**By expanding our actions and influencing one little step at a time, “we will be contributing to a quiet revolution that will restore the type of culture that is healthy for our kids, and, hence, healthy for us all.”**  
James Vollbracht

# Child Abuse Prevention Month Creating Awareness and Celebrating Progress

PFSA's 2014 Annual observance of Child Abuse Prevention Month was kicked off on April 2nd with a legislative breakfast session. Acclaimed Speaker, Special Olympian and world class runner, Loretta Claiborne was the keynote speaker. (right)



Loretta Claiborne



On April 13, the Hershey 10K Race was held and Hershey Entertainment & Resorts designated PFSA as one of their recipients of the net proceeds. "PFSA has played a critical role in training educators and professionals to know the signs and how to report child abuse. They also play a key role in empowering communities to speak up and speak out against child abuse." said Kevin Stumpf, General Manager of Attractions & Entertainment for Hershey Entertainment & Resorts. (left)

## Painting for Prevention

April 26, 2014 - The Mariana Bracetti Academy Charter School in Philadelphia shared their talents, along with Catholic Social Services/Archdiocese of Philadelphia, Big Brothers/Big Sisters of Southeastern PA, and Mentors from Vanguard Corporation to create two murals in Malvern. (on the right)

(below) April 17, 2014 - Our partners at the Degenstein Community Library and Northumberland County Children and Youth Services! Behold the beautiful finished mural!





# Communication & Advocacy

Child abuse and neglect is well established as an important societal concern; it horrifies a community one moment and slowly slips out of their consciousness until another incident makes the headlines.

With known significant repercussions for the affected children, their families, and society at large, Pennsylvania Family Support Alliance (PFSA) services are designed to be proactive. PFSA works tirelessly year-round to battle child abuse and neglect through advocacy, training, education and building awareness.

With extensive changes that will amend PA's Child Protective Services Law (CPSL), the first set of bills was signed into law by Governor Corbett on December 18, 2013. PFSA is proud to have been part of the process by testifying and advocating for changes to enhance mandated reporting.



PFSA CEO Angela Liddle (left) and Director of Training Tina Phillips join Gov. Tom Corbett for the signing of the new legislation.

Among the changes enacted are:

- The definition of child abuse was amended.
- The definition of people who can be considered a perpetrator has broadened.
- Additional changes were made to the parameters of a person responsible for the child's welfare. A person responsible for the welfare of the child must be 14 years of age or older and includes any person who has direct contact with a child through a program activity or service.
- Limits those who may be considered a perpetrator for failing to act.
- Details circumstances when a perpetrator who is under the age of 18 years can be removed from the central registry when the individual turns 21 years of age.
- Changes to the crimes of simple assault and aggravated assault.
- Intentionally making a false report or inducing a child to make a false report of child abuse is now included in the Crimes Code.
- Continued immunity from liability for making a report of child abuse, cooperating with an investigation, testifying in a proceeding and taking required action under the CPSL.
- Amendments to the Professionals Educators Discipline Act, which deals with disciplining those education professionals that are certified.
- Clarifications to processes and encourages joint child abuse investigations between county children and youth agencies and law enforcement.
- Creates the offense of luring a child into a motor vehicle or structure.

The effective dates for the changes vary, however, the changes with the greatest impact on mandated reporting become effective December 31, 2014. PFSA's comprehensive training will be revised and updated. Visit our website as new materials and training sessions are introduced.

# Statewide Network of Family Support Programs

With a statewide assembly of over 40 affiliated agencies, PFSA's network allows us to be on the frontlines of child abuse prevention everyday. Our partners ran a total of 172 different programs for parents, including support groups, parenting classes and in-home visits across Pennsylvania.

Along with our affiliated agencies, PFSA ran 51 programs, reaching over 1,550 individuals; with a wide range of family support and education programs.

## News from some of our affiliated partners...

The **YWCA of Lancaster** provides residents a weekly parent support and education group under affiliation with PFSA. Residents have a chance to discuss their parenting joys and challenges with each other and supportive staff. PFSA provides materials for discussion and training for staff. (right)



An organization in **Wyoming County** offers PFSA's exclusive "Building Your Family (BYF)" Class to the community. The curriculum was chosen because "it was produced and sponsored by a reputable organization and, as an eight-week class format, it wasn't too long a time frame for our families. The workbook is easy to understand" One of the participants said "The most important things I learned were how to participate in my son's life by listening, communicating, teaching, giving my full attention and educating."

**Adams County Correctional Complex (ACCC)** has also integrated the BYF curriculum into their Children of Incarcerated Parents (CHIP) Program. Dewaine Finkenbinder, on the treatment staff team at ACCC and facilitator of CHIP classes, says "the program is already paying great dividends for the children who are coming in to see their parents."

Another unique curriculum designed by PFSA is the "Recovering Families" program. Recently revised and updated, this parenting course is specifically designed to help parents with a history of addiction understand how their drug or alcohol use has impacted their children and how they can move forward in recovery while nurturing and supporting their children. **White Deer Run, in Union County** has offered this program to their patients for the past year, integrated with their HUGS Program.

PFSA supports our affiliated agencies with a variety of resources, including:

- Program evaluation tools and analysis of outcomes
- Site Visits to assess program quality and provide technical assistance.
- Monthly online training opportunities for skill building.
- Regional conference and training events at low or not cost.
- Resource mailings with updated information on child welfare trends, program ideas and ready to use handouts.
- Educational brochures, curricula and resources for parents.
- Video and book lending libraries for use with parent groups.

To learn more about PFSA's parenting publications, visit [www.pa-fsa.org](http://www.pa-fsa.org) or call 800-448-4906



# PFSA Affiliates (as of July 2014)

Bedford-Fulton County Head Start  
Catholic Social Services (Philadelphia)  
Center for Family Services (Crawford County)  
CARE Center of Indiana County  
Child Advocates of Blair County  
Children's Advocacy Center of Centre County  
Children's Aid Society of Clearfield County  
Children's Aid Society/The Lehman Center (York County)  
Children's Aid Society/The Nicarry Center (Adams County)  
Community Action Commission (Dauphin County)  
Community Action Crossroads Project (Clarion and Jefferson Counties)  
Council for Relationships (Philadelphia)  
CONCERN- Fleetwood (Berks County)  
Crime Victims Center (Fayette County)  
EOTC Scranton Area Family Center (Lackawanna County)  
Erie School District Family Center (Erie County)  
Family Promise of Harrisburg (Cumberland County)  
Family Service Association of Bucks County  
Family Support Alliance, Renova Chapter  
Family Support of Central PA  
First Home Care (Philadelphia County)  
Forrest/Warren County Department of Human Services  
Fulton County Center for Families  
HANDS of Wyoming County  
Heart 2 Heart Parent Support Network (Venango County)  
Holy Family Social Services (Armstrong County)  
Institute for Human Resources and Services (multiple counties)  
Luzerne County Head Start  
Lydia's Place (Allegheny County)  
Northumberland County Family Center  
PA Dept. of Corrections, Bureau of Community Corrections (multiple counties)  
PA Dept. of Corrections, SCI Cambridge Springs (Crawford County)  
PA. Dept of Corrections, SCI Muncy (Lycoming County)  
PA. Dept of Corrections, Quehanna Boot Camp (Clearfield County)  
ParentWISE Program of Family Services of Western PA (Allegheny and Westmoreland Counties)  
Pittston Area Family Center (Luzerne County)  
Potter County Human Services  
Project Child (Northampton County)  
The Program for Women and Families (Lehigh County)  
YWCA of Lancaster (Lancaster County)

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Training Director

Development Director

Financial & Data Analyst

Program Associate

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# PFSA Affiliates (as of July 2014)

## 2014

### Revenue

Grants and Contracts	\$	818,595
Affiliation Fees		13,783
Program Service Fees		265,368
Contributions		60,190
Interest Income		3,553
Miscellaneous		10,138
<b>Total Revenue</b>	<b>\$</b>	<b>1,171,627</b>

### Expenses

Program Services		
Personnel		382,445
Office Expenses		105,166
Other Expenses		582,609
<b>Total Program Services</b>	<b>\$</b>	<b>1,070,220</b>

### Support Services

Management and General		193,313
Fundraising		31,507
<b>Total Support Services</b>	<b>\$</b>	<b>224,820</b>

**Total Expenses** **\$ 1,295,040**

### Change in Unrestricted Net

**Assets** **\$ (123,413)**

## 2013

### Revenue

Grants and Contracts	\$	816,523
Affiliation Fees		11,963
Program Service Fees		123,467
Contributions		2,606
Interest Income		4,178
Miscellaneous		2,454
<b>Total Revenue</b>	<b>\$</b>	<b>961,191</b>

### Expenses

Program Services		
Personnel		344,370
Office Expenses		76,514
Other Expenses		429,214
<b>Total Program Services</b>	<b>\$</b>	<b>850,098</b>

### Support Services

Management and General		143,936
Fundraising		1,412
<b>Total Support Services</b>	<b>\$</b>	<b>145,348</b>

**Total Expenses** **\$ 995,446**

### Change in Unrestricted

**Net Assets** **\$ (34,255)**

## Heartfelt Thanks to our Partners & Supporters

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