



Pennsylvania's Champions for Children

2015 - 2016 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 Family Support Alliance educates, informs and leads communities to action to protect children.

Vision Statement:

Every child deserves to grow and thrive free from abuse and neglect.

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A Message from the President and CEO



As we reflect on the accomplishments outlined in this Annual Report, we remain humbled by the commitment of so many individuals across the Commonwealth to our children, their protection, their future and ours.

Like the dad in Harrisburg whose heart broke at hearing his daughter blame herself for his addiction and incarceration. Not only did he work hard to learn how to be a better parent through PFSA's parenting education and support program, he paid it forward by speaking publicly to help other dads learn positive parenting and make a better life for their children. He is a champion for kids.

And the woman in Pittsburgh whose life is consumed with her demanding job and being a mom. She never gets through her to-do list and yet she wants to stay informed about child welfare issues. She said she simply doesn't have the time to seek out information on policy issues and available services, so she depends on PFSA. Then she shares information and resources through her social media network. Or the woman in Erie who left her mark on PFSA's Painting for Prevention mural from her wheelchair, because she supports child abuse prevention and awareness efforts. They are champions for kids.

And the licensed social worker in Philadelphia who works with children at high risk for abuse and pledged her time, committing to serving as an organizational trainer at her school, so that all faculty and staff know how to recognize and properly report child abuse. The nurse in Allentown or the chiropractor in Reading who learn about child abuse and their legal obligation to report suspected child abuse through PFSA's mandated reporter training program. They too are champions for kids.

The grandfather who volunteers at a PFSA parenting program in a rural central Pennsylvania community because he fears children don't get the care and love they deserve. The staff and volunteers of PFSA's network of affiliated agencies who serve families in every part of Pennsylvania. The individuals, corporations and community foundations who help us do this work when public funding does not cover the bills. They are all champions for kids.

PFSA's staff and governing board proudly worked hand-in-hand with these champions to increase awareness, weigh in on important public policy issues and expand education and support services to parents, professionals and community members. As you'll read in greater detail in the pages ahead, we increased our level of service in each of our program areas: more mandated reporters know how to recognize and report child abuse, more community members are willing to step in and help a child, more local programs reach parents in a variety of settings and more Pennsylvanians have access to our online and social media resources.

As an organization determined to be good stewards of public and private funds, our staff and board of directors revised PFSA's mission and vision statements, engaged in comprehensive strategic planning to assure the organization's future as a leader in the fight against child abuse. We need more folks like you to be champions for kids. Please help spread the word about education and advocacy for the protection of PA's children.

A handwritten signature in blue ink that reads "Angela M. Liddle". The signature is fluid and cursive, with a long, sweeping underline.

Angela Liddle, President and CEO



Key Accomplishments in 2015-2016

For mandated reporters of suspected child abuse and neglect:

- PFSA received a competitively-bid contract from the PA Department of Human Services to provide additional mandated reporter training. This contract enables PFSA to increase the amount face-to-face trainings delivered across the Commonwealth.
- We increased the number of mandated reporters trained by over 4,000 between July 1, 2015 and June 30, 2016, a record number of participants. **Over 25,000 mandated reporters were trained this year.**
- PFSA is the only approved entity in Pennsylvania that is also an Act 48 provider. This approval allows PFSA to upload Act 48 credits for education professionals directly to the PA Department of Education. We expanded our TTT program this year and now have 472 Organizational Trainers in 47 of the 67 counties in Pennsylvania.

For communities, neighborhoods and faith-based groups:

- This year PFSA held ten local sessions of our primary prevention program, Front Porch Project, in eight counties, preparing 180 “ordinary citizens” to step in and help a child. **We have now met with almost 1,300 Pennsylvanians who are committed to looking out for all of PA’s kids.**
- Front Porch project continued to be effective in increasing the number of people who are equipped to help a child or parents. This year, the percentage of participants who say they *actually will step in to help often or very often* increased, on average, from 33% to 89% following training. The percentage of participants who say they would “never or almost never” step in before training averaged 31%; after training only 1% say they will not get involved.
- Our Front Porch Project was held in religious organizations (40%) and community-based agencies offering a variety of services to families (30%).

For parent education and family support programs (affiliates) across the state:

- In fiscal year 2015-2016, we worked with 58 local organizations, operating more than 175 programs in 33 counties. **These programs impact more than 6,500 families each year.**
- We visited 33 of our local programs in 22 counties. PFSA offered 11 online training events, 1 conferences, 4 skill-building opportunities, and 4 sessions on “broad topics” such as drug trends and cyberbullying. We offered a video library with over 50 topics of interest to parent educators.
- In our most recent survey, all affiliates rated PFSA services between “5 and 10 (good and excellent),” with 85% rating the state office quality at between “8 and 10 (excellent).”

To provide information and education to government entities and the general public:

- PFSA appeared on ten television news shows and six radio interviews. Met with dozens of print outlets and, for the first time, PFSA was mentioned in nationwide news websites.
- **Our website saw an average increase of 5,000 visitors each month**, and the number of people who “like” PFSA’s Facebook page increased by 33% over the past year.
- Provided comment upon request by members of the PA House of Children and Youth and Senate Aging and Youth Committees.

Mandated Reporters of Suspected Child Abuse

This year, PFSA received a competitively-bid contract from the PA Department of Human Services to provide additional mandated reporter training. This contract enables PFSA to increase the amount face-to-face trainings delivered across the Commonwealth. In addition, this contract will provide for the development of a clinical component to better educate mandated reporters in the medical fields.

Additional trainers were recruited this year to help meet the increased demand for quality interactive training; the independent trainer pool increased by 20%. PFSA requires that all of our independent contracted trainers have child welfare experience and experience in adult learning. Our training is approved by the PA Departments of Education, Human Services and State and meets the recognizing and reporting child abuse requirement under Acts 31 and 126. This year PFSA was approved as an Act 48 provider, and is the only approved “recognizing and reporting child abuse” training provider to be approved. Not only is the training eligible for Act 48 credit, PFSA uploads the continuing education credit for professionals directly to the Department of Education. Last year **PFSA uploaded continuing education information pursuant to Act 31 and Act 48 for 3,284 training participants.**

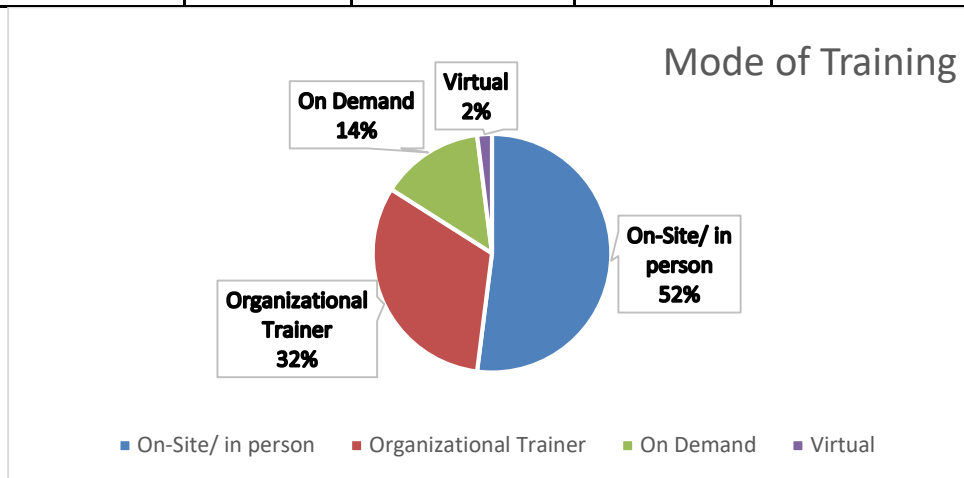
We continue to grow the Train-the-Trainer (TTT) program. Staff who successfully complete PFSA’s two-day TTT session are able to train within their organization. This program is an opportunity for organizations to develop their own quality, cost-efficient, in-house training program on child abuse recognition and reporting, using PFSA’s approved training curriculum by entering into a three-year partnership with PFSA for a fee. **PFSA is the only approved entity in Pennsylvania able to offer (TTT). We now have 467 Organizational Trainers in 47 of the 67 counties in Pennsylvania.**



When additional categories of professions and volunteers were added to the list of mandated reporters in 2014, PFSA reached out to organizations we had not trained in the past. Some examples: youth sports organizations (coaches and others), chiropractors, volunteers in religious education programs, members of the clergy, coroners, library personnel, medical personnel such as dentists, nurses and physicians, foster parents and many others. PFSA staff responded to calls from mandated reporters who were unsure of their responsibilities under the changes to the law, who didn't understand the new clearances and the requirements for training for mandated reporters. We estimate that **we receive an average of 250 calls each month from mandated reporters seeking information.**

A record number of mandated reporters better understand their role in recognizing and reporting child abuse through PFSA’s training modalities. More than 4,000 additional mandated reporters participated in PFSA’s training than in the previous fiscal year—totaling more than 25, 000.

Mode of Training	On-Site	On-Demand	Virtual	Organizational Trainer Program
Number of sessions	390	N/A	16	490
Number of participants	13,200	3, 599	305	8, 175



In January of 2016, Pennsylvania’s children lost a champion with the sudden death of Jason P. Kutulakis, Esq. PFSA lost a friend, Board member and advisor. His long career yielded results that will not soon be matched. From forming the PA Children and Youth Solicitors’ Association, to creating ChildFirst PA, (making our state the 17th in the nation to offer a certified forensic interview training program for child abuse cases), to serving on the PA Task Force on Child Protection, to advocating for Child Advocacy Centers and the mission of PFSA, Jason was a force to be reckoned with and one who will not be replaced. Without question he held the children of Pennsylvania in his heart.

With Jason’s encouragement, PFSA submitted a proposal to speak at the Gundersen National Child Protection Training Center’s Violence Intervention and Prevention (VIP) Summit in June of 2016, and we were honored to share how our research findings impact development and delivery of our Mandated Reporter Training program with colleagues from across the country. We were also honored to accept a Lifetime Achievement Award presented posthumously to Jason during the training, on behalf of his wife Joanne and daughter Alex. We continue to honor his memory with our *“Recognizing and Reporting Child Abuse”* training.

Front Porch Project

Front Porch Project (FPP) is a community-based primary prevention initiative based on the belief that everyone can - and should - become more aware of how to help protect fragile and at-risk children in their own communities. It provides ordinary citizens with the knowledge, training and encouragement they need to become involved. The primary learning objective is that participants will be able to identify situations in which they can comfortably and safely intervene to help a child or support a parent and to demonstrate possible responses and strategies for helping in these situations.

In fiscal year 2015-2016, PFSA held 10 local training sessions, preparing 180 “ordinary citizens” to step in and help a child. Since we began the program in 2011, 60 FPP training sessions have been held across the state and approximately 1,300 people have been trained.

The effectiveness of the Front Porch Project has been consistently validated by participant surveys. Results of post-training evaluations over the past year show that 97% of participants in the Front Porch Project community training agreed that they feel more comfortable intervening with struggling parents or families. The percentage of participants who say they *actually will step in to help often or very often* increased, on average, from 33% to 89% following training. The percentage of participants who say they would “never or almost never” step in before training averaged 31%; after training only 1% say they will not get involved. **Virtually all participants (99%) said that the training was useful and they would recommend it to someone else.**



One highlight of the past year was the “*Everyone’s an Asset Builder*” training provided by Search Institute. PFSA was proud to host this acclaimed training in Harrisburg, which was attended by staff of organizations across the country. Search Institute is known around the world as a leader in research on the topic of resiliency in children and how one caring adult can make a difference in the life of a child. We incorporate their work into our Front Porch Project and were happy to be selected as a host location.

PFSA partners with local organizations to implement and sustain the Front Porch Project in their communities. We provide experienced trainers, materials and technical assistance to our local partners, who provide space, refreshments, and logistical support, as well as recruit participants. In this way, we provide a cost-effective, grass-roots community program across the state. This would not be possible without the support of these organizations, who partnered with PFSA during the past fiscal year:



BACA at FPP session in Altoona - July 2015

Baughman Memorial United Methodist Church, New Cumberland
 Beginnings, Inc.
 Bethlehem Partnership for a Healthy Community
 Bikers Against Child Abuse, Laurel Highlands
 Blue Mountain Pediatrics, Pottsville
 Child Advocates of Blair County
 Family Support of Central PA
 Family Promise of the Harrisburg Capital Region
 Five Forks Church, Waynesboro
 Perry County Literacy Council



Community members in Pottsville – September 2015



Almost half of our Front Porch Project sessions were held in churches, including Five Forks Church in Waynesboro.

“When people hear what others are doing to create positive, healthy communities for our kids, their immediate response is ‘I can do that!’ As we expand our actions and influence 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, “Stopping at Every Lemonade Stand”

Network of Affiliated Family Support Programs

Innovative partnerships are the vehicle by which PFSA prevents child abuse through parenting classes, support groups, in-home visits and many other services. We work with local organizations, called affiliates, as they help families on the front lines of child protection. Through their affiliation with PFSA, they receive an extensive list of services, including: program evaluation tools, site visits to provide technical assistance, regular online training for skill building, regional conference and training events at low or no cost, resource mailings with updated information on child welfare trends, program ideas and ready-to-use handouts, educational brochures, curricula and resources for parents and a video lending library for use with parent groups.

In fiscal year 2015-2016, we worked with 58 local organizations, operating 175 programs in 33 counties throughout the state. These programs impact roughly 6,500 families each year. We thank these affiliated organizations for their ongoing affiliation with PFSA:

Allegheny/Westmoreland Counties: Family Services of Western PA, ParentWISE and Renewal – Lydia's Place

Armstrong County: Holy Family Institute

Bedford/Fulton Counties: Bedford-Fulton Head Start

Berks County: Berks Connections

Blair County: Child Advocates of Blair County

Bucks County: Family Service Association of Bucks County

Cambria and Somerset Counties: Beginnings, Inc.

Centre County: Children's Advocacy Center of Centre County

Clarion and Jefferson Counties: Community Action, Inc., Crossroads Project

Clearfield County: Children's Aid Society and Dept. of Corrections, Quehanna Boot Camp

Clinton County: Infant Development Program and Family Support of Clinton County

Crawford County: Center for Family Services

Crawford County: Dept. of Corrections, SCI Cambridge Springs

Cumberland/Dauphin/ Perry Counties: Family Support of Central PA and Tri-County Community Action Commission

Dauphin County: Parents and Partners (The Foundation for Enhancing Communities), Capital Area Head Start, and Hamilton Health Center

Fayette County: Crime Victims Center

Fulton County: Fulton County Partnership

Indiana County: CARE Center of Indiana County

Lackawanna County: EOTC

Lancaster County: YWCA of Lancaster

Lehigh County: Pinebrook Family Answers

Luzerne County: Pittston Area Family Center and Luzerne County Head Start, Inc.

Lycoming County: Dept. of Corrections, SCI Muncy

Northampton County: Project Child

Northumberland County: Northumberland County Family Center

Perry County: Perry County Family Center

Philadelphia: Catholic Social Services, First Home Care and Council for Relationships

Potter County: Potter County Human Services

Warren County: Forest-Warren Human Services

York County: Children's Aid Society, The Lehman Center

Multiple Counties: PA Dept. of Corrections, Bureau of Community Corrections



Children's story time in Harrisburg program.



PFSA's Angela Liddle (right) accepts a Life Improvement Award from Peggy Kershner of Berks Connections. We were honored with the award for our help in developing a program for incarcerated parents.

Between July 1, 2015 and June 30, 2016, PFSA staff visited 33 affiliates in 22 counties. We offered eleven online training events, a regional conference focused on parents in recovery from addiction, four skill-building opportunities, four sessions on “broad topics” such as drug trends and cyberbullying. We offered a video library with over 50 topics of interest to parent educators.

In our most recent survey of our local partners, all affiliates rated PFSA services between “5 and 10 (good and excellent),” with 85% rating the state office quality at between “8 and 10 (excellent).” There were no ratings lower than “5.” Regarding the affiliates’ perception of changes in services over the past two years, the survey showed that 50% of affiliates felt that the services have become more effective, 35% felt the services have stayed the same and 15% did not know if the services had changed.



Grandparent support group in Perry County



Parents in Scranton learn about autism

PFSA sponsors training to its affiliates on a variety of topics. This year we included topics such as “drug trends across PA,” “helping families to heal from mental illness,” “co-parenting in partnership with family courts,” and many others. We also offer our affiliates mandated reporter training and updates on child welfare legislation and policies.

In addition to working with family support organizations, PFSA produces a number of parent education materials, used by affiliates and others, to augment their services to families. In particular, we create and distribute information for parents who have special challenges. For example, our brochure “Co-Parenting Together: Help for Separated or Divorced Parents” is frequently used as part of court-mandated programs for parents seeking a divorce. Our topics range from “Parenting One Day at a Time” (for recovering parents) to “Parenting with Hope and Health” (parents with mental illness) to “Parenting Your Children’s Children” (grandparents).



Child Abuse Prevention Month

CHILD ABUSE PREVENTION
BEGINS WITH



LEARN. REPORT. PROTECT. PREVENT.

During April, nationally recognized as Child Abuse Prevention Month, PFSA sponsors and assists with a variety of activities designed to increase community awareness of the problem – and, more importantly, the solutions – to child abuse and neglect.

We highlighted the ways that many people can work together to prevent child abuse at our legislative breakfast on April 12. In addition to an increased number of corporate and foundation partners, PFSA invited members of the General Assembly, Dept. of Human Services leadership, affiliates and child advocates to participate in the annual



event. This year we honored our Ambassador for

Children, CNN reporter Sara Ganim (pictured left) and members of the Task Force on Child Protection. We premiered our new video, which outlines how PFSA helps prevent child abuse by supporting families, Training professionals and educating communities.



Honoring members of the Task Force

In addition to legislative breakfast and mural events, PFSA participated in dozens of events, conferences and programs, many of which were sponsored by our local partners. As we have done for decades, we distributed thousands of blue ribbon pins, the national symbol of Child Abuse Prevention Month. Blue ribbons symbolize the bruises – often hidden – that victims of child abuse carry with them through life. Each year since 1989, blue ribbons mark the observance of Child Abuse Prevention Month.



The Hershey 10K Race: a portion of the proceeds of the 3,000 runner-race goes to PFSA's prevention programs.



"Human blue ribbon" at Johnstown's "Break the Cycle/ Break the Silence" event.

Painting for Prevention

For the past nine years, PFSA has been holding “Painting for Prevention” events at locations around the state. Collaborative murals are created in local communities, each depicting the community’s history and commitment to positive parenting and family support to prevent child abuse. This year, we continued to work with Heart 2 Art to design the murals in cooperation with folks in Erie and Easton. Both murals were possible because of our local partners: Bradley H. Foulk Children’s Advocacy Center in Erie and Pinebrook Family Answers in Easton. Each mural remains on display in the local community as an ongoing reminder that child abuse can be prevented all year, not just for Child Abuse Prevention Month.



In Erie, the mural focused on the important relationship that older adults play in the lives of children. We used the lighthouses of Erie as metaphors for guidance between the generations. More than 100 people participated in the creation of the mural, which permanently housed in the Children’s Advocacy Center.



Easton Mayor Sal Panto

The mural in Easton highlighted positive family interactions and the creativity that children possess as we painted in The Crayola Experience. School children on a field trip, parents and grandparents



of preschoolers visiting Crayola and local child advocates and family support staff worked together to paint the 4-foot by eight-foot mural.

Each day in April we added new information to our Facebook page- positive parenting ideas, facts about child abuse, prevention strategies and resources for anyone who cares about kids. We featured information on National Spank Out Day (April 30) as well as resources available from federal and state organizations. These messages reached thousands of people who want to be part of the solution!



New Initiatives and Partnerships

Resources for Parents in Recovery from Substance Use Disorder



PFSA has been distributing a parenting curricula specific to parents in recovery *"Recovering Families"* for several years, and the past year was no exception. We saw an increase in requests for *"Recovering Families"* over the past year, and we responded by providing information and access to the publication at five regional and statewide conferences. We also held a full-day conference in October with the theme of "Addiction, Recovery and Parenting." It was attended by over 100 professionals in the family support and treatment fields.

We also began evaluating the effectiveness of the publication when used in inpatient treatment facilities. We surveyed 165 parents and found that almost all (96%) said they "learned a lot" about talking with their children about addiction, while 86% "learned a lot" about preventing relapse. When asked if "this class changed the way you parent," 95% said their understanding of the impact of addiction on their children had increased and 82% reported feeling more confident about parenting in recovery.

Training for Legal Professionals

PFSA's President and CEO Angela Liddle and Director of Training, Tina Phillips presented "Non-Profit Challenges in a Post-Sandusky World" to members of the PA Bar Institute (PBI). Their 14th annual Nonprofit Institute was the perfect setting to help attorneys understand in greater detail the changes to PA's Child Protective Services Law, the implications for nonprofit organizations and training requirements for professionals.



Community Partnerships

We expanded our partnership with The Foundation for Enhancing Communities Parents and Partners program, providing training and technical support to four Harrisburg organizations – Harrisburg School District, Capital Area Head Start, Hamilton Health Center and Joshua Center - working to improve outcomes for children entering kindergarten. Fourteen training events were held as part of this program, the second a three-year project.

Communication and Advocacy

In the past year, PFSA leaders appeared on ten television news shows and in six radio interviews; we met with dozens of print outlets and, for the first time, PFSA was mentioned in nationwide news websites. Along with expanding our outreach to media outlets, **our website saw an average increase of 5,000 visitors each month**, and the number of people who “like” PFSA’s Facebook page increased by 33% over the past year. These activities educate local communities about the importance of reporting suspected child abuse, the impact that one person can make on a child’s life and the availability of many support services across the state.



PFSA’s Angela Liddle with Dennis Owens of ABC 27 (Harrisburg)



Discussion about child sexual abuse in Johnstown.

In 2015 – 2016 PFSA staff worked alongside advocates and members of the general assembly on legislation focused on the protection of children and consequences for those who harm them. PFSA reviewed more than 80 bills and provided comment on several key pieces of legislation, with our largest effort aimed at holding perpetrators of sexual abuse accountable by removing the statute of limitations in cases of childhood sexual assault. PFSA met with legislators to garner support for House Bill 1947, stood with our colleagues and survivors at a rally at the Capitol and raised awareness through contract with the media and communications to the general public.

HB 1947 passed the House in April removing the time limit for filing criminal charges and extending the time during which victims can bring lawsuits. However, the Senate removed the provisions that would have allow many victims whose statute of limitations has expired more time to file a lawsuit and sent is back to the House.

PFSA will continue to work on this legislation and is committed to promoting a public policy agenda that focuses on comprehensive reporting of suspected child abuse through easily accessible, high quality training for professionals and volunteers.





Supporters 2015 - 2016

Financial support for PFSA ensures that our programs and services for parents, mandated reporters and community members are accessible across the Commonwealth. Resources from foundations, businesses and individuals underwrite the cost of programs beyond public funding. THANK YOU to the individuals and organizations who made financial contributions to PFSA in fiscal year 2015-2016!

Individual Support:

Marilynn Abrams
Terry Clark
Jennifer Doyle
Helena Gordon
Tracy Grinnen
Melissa Haydt
Suzanne Kinsky
William and Beverlee Lehr
Mary Rose McCarthy
Marisa McAndrews
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Cynthia and Robert Sowal
Erica Weiler-Timmins

Foundation Support:

Adams County Community Foundation
The Foundation for Enhancing Communities/Parents
and Partners Program
Franklin County Foundation, a regional foundation of The Foundation for Enhancing Communities
The Kid's Trust, a fund of The Foundation for Enhancing Communities
Mechanicsburg Area Foundation, a regional foundation of The Foundation for Enhancing Communities

Public Support:

Pennsylvania Department of Human Services

Business and Corporate Support:

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AGIS Internet Marketing
Bravo Group
Capital Blue Cross
Emerald Strategies Inc.
ezTechDirect LLC
Fulton Bank
Genentech, Inc.
Graphtech
Hershey Entertainment & Resorts Co.
Highmark Blue Shield
Homeland Center/Homeland Hospice
Latrobe Softball Team
McNees Wallace & Nurick, LLC
Members 1st Federal Credit Union
Nell McCormack Abom Communications
Park Avenue Kids Korner
Penn State Milton S. Hershey Medical Center
Picture Perfect Productions
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The Hospital & Health System Association of PA
Waggoner, Frutiger & Daub, LLP
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Montour County

Financial Statement

2016

Revenue

Grants and Contracts	\$885,239
Affiliation Fees	12,350
Program Service Fees	250,098
Contributions	36,297
Interest Income	2,983
Miscellaneous	78,683
Total Revenue	\$1,265,650

Expenses

Program Services	
Personnel	\$484,453
Office Expenses	256,165
Other Expenses	245,347
Total Program Services	\$985,965

Support Services	
Management and General	\$74,569
Fundraising	147,218
Total Support Services	\$221,787

Total Expenses	\$1,207,752
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Change in Unrestricted Net Assets	\$57,898
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2015

Revenue

Grants and Contracts	\$ 937,595
Affiliation Fees	13,250
Program Service Fees	312,180
Contributions	64,858
Interest Income	2,986
Miscellaneous	16,610
Total Revenue	\$1,347,479

Expenses

Program Services	
Personnel	\$390,281
Office Expenses	196,394
Other Expenses	456,964
Total Program Services	\$1,043,639

Support Services	
Management and General	\$201,845
Fundraising	105,155
Total Support Services	\$307,000

Total Expenses	\$1,350,639
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Change in Unrestricted Net Assets	\$(3,160)
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