



Working together – much is accomplished!

ANNUAL REPORT 2017-2018





Mission Statement

Pa. Family Support Alliance provides education, support and training programs to make Pennsylvania safe for children.

Vision Statement

For all children to grow and thrive free from abuse and neglect.

Our Values

Passionate • Visionary • Professional • Responsive • Reliable

A LETTER FROM OUR LEADERSHIP

Energized by growing national and state interest in our PA Blue Ribbon Champions for Safe Kids movement, the team at PA Family Support Alliance (PFSA) began the 2017-2018 year at full speed with a major focus on helping grandparents who are raising their grandchildren, many due to the impact of substance use disorder.

In partnership with Highmark Caring Place, PFSA planned a forum for grandparents to share their experiences and challenges as they return to the job of parenting and all it entails. PFSA committed to keeping grandparent voices in front of policy makers, was pleased to see them accept the invitation and participate in a workgroup (formed by the PA House Children and Youth Committee) focused on legislation establishing grandparent guardianship and providing supportive services to grandparents.

In December, PFSA brought together a few of these same grandparents and others to meet with Governor Wolf and secretaries from the departments of Human Services, Health, Drug and Alcohol, and Aging. Clearly, the stories of love and hardship conveyed by these grandparents moved members of the administration who learned firsthand the devastating impact of the opioid epidemic on Pennsylvania's youngest and oldest citizens.

Throughout the year, PFSA put the needs of these grandparents at the forefront of legislators' and administrators' agendas – disseminating information on public policy, participating in press conferences, and making appearances with the media. This advocacy for addressing the needs of grandparents produced results. Plans are underway for PFSA to take the lead in planning local "listening tours" for Governor Wolf's cabinet members to meet with grandparents raising grandchildren in their own neighborhoods across Pennsylvania. Better informed policy makers can bring more effective, targeted legislation that solves problems. **Working together much is accomplished!**





Our work with grandparents is important, but even more vital is helping parents with substance use disorder learn new and more positive parenting skills so their families can stay together safely. With support from private foundations and in partnership with Gaudenzia, Inc. and Hamilton Health, a recognized Pennsylvania Center of Excellence, PFSA offered our proprietary parenting program, "Families in Recovery."

As a result, hundreds of parents learned how to improve the lives of their children by balancing the needs of their recovery with the responsibilities of safe parenting. Plans are underway for PFSA to launch "Families in Recovery" statewide, offering thousands of parents a way to repair some of the damage their addiction inflicted on their children. This program gives them an opportunity to create a new foundation for their family, link with other parents of similar experiences, and better connect to services in their communities. Working together – much is accomplished!

Supporting and educating families is one way PFSA fulfills its mission of making

Pennsylvania a safe place for children. Another way is training professionals and volunteers how to recognize and report child abuse.

We expanded our acclaimed Mandated Reporter Training (MRT) program to provide training for the fastest-growing population in Pennsylvania – those who are Spanish speaking. PFSA's popular online training program is available in Spanish and so is our face-to-face training, "Recognizing and Reporting Child Abuse."

With the expertise of Latino Connections and the very generous support of UPMC Health Plan, PFSA translated the training curriculum and recruited and trained bilingual educators to offer the MRT program statewide in Spanish. **Working together - much is accomplished!**

Our team of more than two dozen trainers - experts in the field of child welfare - have helped thousands of professionals and volunteers better understand how to protect children by making quality reports to child protective services in a timely manner. Currently, PFSA provides ongoing technical assistance and training materials to nearly 400 "organizational trainers;" professionals who have successfully completed in-depth instruction on using PFSA's MRT curriculum. **Working together – much is accomplished!**

If we want to prevent child abuse, we must empower community members to become champions for children. PFSA helps communities stay focused on the issue of child abuse and ways to prevent it through training, technical assistance, and parenting resources. We support more than 150 parent education and support groups statewide.

This year, we participated in a successful partnership with the United Way of Wyoming Valley (UWWV) who wanted to expand their efforts to address the issues of childhood poverty by focusing on child abuse prevention. Private funding secured by UWWV allowed PFSA to provide mandated reporter training to their partner agencies followed by scholarships for Train-the-Trainer.

Several Front Porch Project® trainings were offered in various areas of Luzerne County to teach community members how to intervene safely when they encounter a child at risk of harm. Hundreds of professionals and community members benefited from this training and focused discussions. **Working together – much is accomplished!**

Every person has a role to play in keeping children safe.

That is PFSA's mantra, and it is one we spread aggressively throughout the year. PFSA's PA Blue Ribbon Champion for Safe Kids Campaign brought more individuals, corporations, and funders to the movement.

Making a visual impact is vital to the success of any social movement to create change. We engaged more businesses in Harrisburg to swap their white light bulbs for blue ones, and some even rented generators to shine blue lights on their businesses throughout the Harrisburg area.

A prominent downtown bakery made cupcakes decorated with blue ribbons, and blue flags stretched from the banks of the Susquehanna River to the steps of our Capitol – a stark visual depicting the 4,416 children abused in Pennsylvania in 2016.

We honored five "PA Blue Ribbon Champions for Safe Kids," individuals who have done their share to make sure children in their communities and beyond are safe. Our champions included two volunteers, two professionals working with children, and for



the first time, a media representative who championed the cause of keeping kids safe.

By celebrating those who champion the safety and well-being of children, we best encourage others to join the cause. Plans are underway to spread our PA Blue Ribbon Champion for Safe Kids event to Pittsburgh in the year ahead. **Working together – much is accomplished!**

Everyone needs a friend, and PFSA made a conscious effort to enlarge our circle of friends dedicated to preventing child abuse. We participated in more than 40 television and radio interviews to discuss the issue of child abuse and ways to make our state a safe place for children. Our governing board selected a new logo – making the blue ribbon, the national symbol of child abuse prevention, a focal point so our mission is even clearer to the public. We spread the prevention message through dozens of letters to the editor, op-eds, and appearances. We were fortunate to make a strong friend in the PA Outdoor Advertising Association who provided a sizable donation for 134 billboards statewide encouraging folks to learn how to #Protect PA Kids through PFSA. **Working together – much is accomplished!**

We near the start of a new fiscal year poised to launch additional training programs, form more strategic partnerships, and find creative ways to help the children of Pennsylvania. We hope for more support, more blue ribbon champions for safe kids.... and, as always, a smaller number of blue flags reflecting fewer children harmed in Pennsylvania.

Working together we can accomplish this!



Angale M Auddh

Angela Liddle, MPA PRESIDENT & CEO



Jennifer Doyle PRESIDENT, BOARD OF DIRECTORS

Blue Ribbon Champions for Safe Kids Mandated Reporters of Child Abuse

The best, first step, in preventing child abuse is positive parenting. Sadly, we know that some parents will never be able to provide a safe environment for their children and that's why our state's Child Protective Services Law identifies Mandated Reporters. All employees and volunteers who work with children, and are required by law to report suspected child abuse, are Mandated Reporters.

These Mandated Reporters are teachers, school bus drivers, dentists, social workers, nurses and doctors - just to name a few. For example, volunteers who hold positions as Boy Scout or Girl Scout leaders, or Big Brothers Big Sisters or sports coaches are all required to report child abuse.

They play a pivotal role in keeping our children safe and PFSA is proud to provide training and technical assistance to help them recognize and properly report suspected child abuse.

2017-2018 was another banner year for PFSA's acclaimed Mandated Reporter Training program with 24,849 individuals receiving training and as a result... children are better protected!

PFSA provides several training options to accommodate the learning styles of individuals and the needs of agencies and organizations in providing professional development for their workforce. All training content is approved by the PA Departments of Education, Human Services and State and meets the requirements for Act 31 and Act 48. PFSA directly uploads completed continuing education units to the PA Deptartment of State as required for professional licenses.

Additionally, PFSA is an Act 48 provider; an approved "Recognizing and Reporting Child Abuse" training provider in Pennsylvania.

Regardless of the mode of training, each training option offers instruction on the Commonwealth's definition of child abuse and its various forms. Pennsylvania Family Support Alliance training reviews:

- The physical and behavioral indicators of abuse
- The distinction between child protective services and general protective services
- The proper steps in making a report of abuse or neglect

Participants learn firsthand their legal requirements as Mandated Reporters and their liabilities and protections under the law. PFSA training promotes critical thinking of the key issues surrounding child abuse recognition and reporting through specific scenarios by experienced professionals. Most importantly they learn how critical their role is in protecting children from abuse and neglect!

Training is Available 24/7

ON-SITE

PFSA's team of child welfare experts provides training 7 days a week, morning, afternoon and evening across the state of Pennsylvania, on-site, at no cost for groups with a minimum number of 15 participants.

ONLINE

For additional convenience, individuals can access Mandated Reporter training from the comfort of their home or office, 24 hours a day online, for the minimal fee of \$30.



Train-the-Trainer (TTT)

PFSA offers agencies, schools and a variety of child and family serving organizations the opportunity to develop their own in-house program on child abuse recognition and reporting.

Our child welfare experts and trainers present PFSA's child abuse recognition and reporting curriculum to their staff and volunteers as well as provide technical assistance and support all along the way to ensure a quality and low cost training program.

TTT also allows flexibility to accommodate staff turnover and changing agency professional development needs. PFSA staff are always only a phone call away!

PFSA's Train-the-Trainer Program is the only TTT program in Pennsylvania approved by Department of Education, Human Services and State.

Nearly 400 organizational trainers participated in PFSA's TTT across the Commonwealth in 2017-18 resulting in better protection for Pennsylvania's children!

2017-2018 Training Statistics

	On-Site	Online	Organizational Trainer Program	Total Impact
Sessions	496	2,546	584	3,626
Participants	13,156	2,546	9,147	24,849

"Providing Mandated Reporter training is a topic that sparks raw emotion,

it makes you want to do something to make everything better. It's the awakening of those in the training to tap into their ability to help someone else and/or get help for themselves. We're all impacted! It's about helping people so they can help others!"

> Elizabeth Boulware Bair CHILD WELFARE EXPERT





Meet Our Child Welfare Experts

Lori Amey Perry **Terry Barnaby** Dauphin Elizabeth Boulware Bair Dauphin Mark Castrantas | Bucks Amy Chipetz | Philadelphia Vanessa Cruz | York Edward Cutts Armstrong Kimberly Duffy York Haven Evans | Dauphin Michael Gill Allegheny Melissa Haydt | Berks **Cindi Horshaw** Dauphin Wendy Hoverter Cumberland Sherri Irvis-Hill Philadelphia Charlene Kolupski Erie Joan Mosier | Columbia Edward Nowak Philadelphia Mark Nuzzo Butler **Greg Phillips** Allegheny Maggie Saxe Mercer Mary Lou Scarf | Lehigh **Cindy Sonne** | Franklin Rose Weir | Snyder Brian Weir Franklin

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Blue Ribbon Champions for Safe Kids **PFSA's Affiliate Agency Network**

PFSA Affiliate Agencies are nonprofit, public and private organizations that partner with us to prevent child abuse through parenting classes, support groups, in-home visitation programs and a host of other valuable services. In other words, these agencies make life for families, and especially children, better!

PFSA shares resources such as training and technical assistance for family support programs, program ideas, ready-to-use handouts and trends in child welfare. We also provide low cost training events and regional conferences. Our technical specialists routinely visit programs and assist administrators in identifying ways to strengthen challenging areas, and, of course we also join in celebrating their successes. Together, we make a great team for the protection of Pennsylvania's children!



PFSA Affiliates for the Prevention of Child Abuse & Neglect

Bedford/Fulton Head Start Bedford, Bedford County

Beginnings, Inc. Johnstown, Crawford County

Capital Area Head Start Harrisburg, Dauphin County

CARE Center of Indiana County Indiana, Indiana County

Catholic Social Services Philadelphia, Philadelphia County

Center for Family Services Meadville, Crawford County

Child Advocates of Blair County Altoona, Blair County

Children's Advocacy Centre of Center County Bellefonte, Centre County

Children's Aid Society of Clearfield County Clearfield, Clearfield County

Community Correction Centers (CCC) Erie, Erie County Harrisburg, Dauphin County Johnstown, Cambria County Pittsburgh, Allegheny County Sharon, Mercer County Scranton, Lackawanna County

Tri-County Community Action Commission Harrisburg, Dauphin County **Crime Victims Center** Uniontown, Fayette County

EOTC/Scranton Area Family Center Scranton, Lackawanna County

Family Service Association of Bucks County Langhorne, Bucks County

Wesley Family Services Greensburg Greensburg, Westmoreland County

First Home Care/ The Carriage House Philadelphia, Philadelphia County

Forest/Warren County Department of Human Services Warren, Warren County

Fulton County Family Partnership McConnellsburg, Fulton County

Holy Family Social Services Ford City, Armstrong County

Infant Development Program Lock Haven, Clinton County

Luzerne County Head Start Wilkes Barre, Luzerne County

Lydia's Place, Inc./ Renewal, Inc. Pittsburgh, Allegheny County Northumberland County Family Center Sunbury, Northumberland County

Perry County Family Center New Bloomfield, Perry County

Pinebrook Family Answers Allentown, Lehigh County

Potter County Human Services Roulette, Potter County

Project Child Valley Youth House Bethlehem, Northampton County

Quehanna Bootcamp (DOC) Karthaus, Clearfield County

State Correctional Institution (SCI) Cambridge Springs Cambridge Springs, Crawford County

State Correctional Institution (SCI) Muncy Muncy, Lycoming County

The Lehman Center (Children's Aid Society) York, York County



of Affiliate Agencies | 36

of Site Visits

of Counties

of Program Development Visits

of Quarterly Newsletters Distributed

> # of Online Trainings Provided

of Average Monthly Visitors to Website

of "Resource Mailings" Distributed

> # of Average Followers on Social Media

26 10 81,384

26

23

20,374

25

889

PA BLUE RIBBON CHAMPIONS for SAFE KIDS

Celebrated During April, Child Abuse Prevention Month

PFSA kicked off Child Abuse Prevention Month 2018 across Pennsylvania during a flag planting event where volunteers from all walks of life joined to "plant" 4,416 blue flags in honor of the children who were abused during 2016.

By day, flags waved from the banks of the Susquehanna River to the steps of the Capitol. By night, the Capitol was illuminated blue and local business owners and residents joined with blue porch lights and large blue spot lights. Days later, hundreds gathered in the State Capitol Rotunda with the voices of local school students raised in honor of child abuse victims. Girl Scouts and Boy Scouts helped memorialize the 46 children who were killed due to abuse by placing empty shoes depicting their gender and age in the middle of the Rotunda.

During the Blue Ribbon Champion for Safe Kids Awards Ceremony, voices were unified in calling for our children to be cared for with love and compassion, for their homes and schools to be places of respect and safety.



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PA Blue Ribbon Champions for Safe Kids Award winners are shining examples of people working in Pennsylvania to prevent child abuse and neglect by strengthening families. The Award is an opportunity to honor champions for children across the commonwealth who work tirelessly, often without fanfare or recognition, to improve the lives of our most vulnerable residents.

Our 2018 Blue Ribbon Champions for Safe Kids:

VOLUNTEER RECIPIENTS:

Joyce Seitz

Volunteer Group Facilitator at the The Lehman Center, Children's Aid Society, York

Darryl Gibbs

The Cynthia Gibbs Foundation and Shaken Baby Syndrome Educator Ephrata

PROFESSIONAL RECIPIENTS:

Megan King, Esq. Chester County Deputy District Attorney West Chester

► Jen Spry, RN Nurse, Educator & Motivational Speaker Philadelphia

MEDIA RECIPIENT:

Jo Ciavaglia

Enterprise Reporter, The Bucks County Courier Times, and The Intelligencer Levittown

A Special Thank You to Our Judges

Our distinguished panel of judges had the challenge of choosing from an amazing group of dedicated persons from across the commonwealth. Please join us in thanking each one for sharing their time and expertise to select our winners for 2018.

Ira Weiss, Esq., Chairman • WBK, Weiss Burkardt Kramer, LLC, Pittsburgh

Terry Clark, MPA, Administrator • York County Office of Children, Youth and Families, York

Steve Doerner, Director • Bucks County Advocacy Center, Jamison

Cynthia Figueroa, Commissioner •
Philadelphia Department of Human Services,
Philadelphia

Brenda Lawrence, MSA • SWAN Program Administrator, FDR Executive Director, Diakon Lutheran Social Services, Harrisburg



2017-2018 **PFSA Initiative Updates**







Painting for Prevention

PFSA celebrated eleven years of Painting for Prevention, our longest running event for Child Abuse Prevention Month. We have worked with our PFSA Affiliate Agencies and a variety of other community groups to design and create artwork that reflects their communities' commitment to support families and prevent child abuse.

To date, dozens of murals can be found throughout Pennsylvania. This year, we worked with The Children's Home of Reading and Capital Area Head Start to add their outstanding artwork to the cause of preventing child abuse. Call PFSA to see how your community can create a mural depicting your commitment to preventing child abuse.

Resources for Parents Recovering from Substance Use Disorders

PFSA supports the vital need for interventions and supports for parents whose lives have been impacted by addiction. Families In Recovery: Strengthening Connections One Day at a Time was developed to answer the call of families touched by addiction who often face unique challenges and barriers, especially in the early stages of recovery.

The program is comprehensive, experiential, and educational in nature and attends to a variety of challenges and experiences common to parents in recovery. Such topics include identifying strength and resiliencies, learning how to balance healthy parenting with recovery needs, understanding the person and family-centered change process, learning effective communication and coping skills, and confronting and coping with guilt, shame, and stigma.

In fall 2018, PFSA will pilot Families in Recovery to twelve Family Centers throughout the state, along with technical support, training, and coaching services to aid in program implementation.

Helping Community Members to Protect Children

The Front Porch Project[®] (FPP) is a communitybased primary prevention initiative based on the belief that everyone can – and should – become more aware of how to help protect children and support families in their own community. It provides community members with the knowledge, training, and encouragement they need to take an active role in preventing abuse and neglect before it occurs.

Often, after the death of a child due to abuse or neglect, neighbors and community members ask, "Is there anything I could have done to help?" and look for ways that they might safely have intervened to protect the child before the tragedy occurred.

FPP® is built upon the belief that all people who are concerned about the safety and wellbeing of children should be encouraged and taught how to make a difference. This concept – and the name of the program – is much the same as a good neighbor sitting on the "front porch" in years past, who would have been aware of and helpful in solving problems affecting families they knew.

American front porches were more than convenient sitting places; they served as networking centers where concerned friends could share information and create support systems to help each other through difficult times.

We partner with many kinds of local groups to offer FPP® in their communities – faith-based organizations, schools, neighborhood watch/ community development programs and many others have sponsored FPP® sessions.

FPP® is provided by generous host organizations making the training available at





no charge, and there are just a few basic things that local groups must provide. We're flexible in working with groups to arrange dates and times, help with recruitment of participants and other logistics. FPP[®] can be adapted for the needs of your community.

If you would like more information on sponsoring a Front Porch Project[®] session in your community, please contact PFSA at 717-238-0937.

Evidence Based Program Training For Professionals

This introductory training prepares child and family professionals to conduct the 9-week parenting program, ACT Raising Safe Kids.

ACT is a national, evidence-based, parent education program designed by the American Psychological Association. It focuses on adults who care for and teach children from birth to 8 years old. The program aims to strengthen positive parenting skills by teaching child development, behavior management, tools for positive effective discipline, effective anger and conflict management and media literacy.

The ACT Raising Safe Kids program provides caregivers with a supportive social network and parent education to create safe communities for delete their children. Completion of this training is required for certification as an ACT Raising Safe Kids Facilitator.

An ACT Facilitator is a professional coming from fields such as psychology, social work, nursing, early childhood education, among others, prepared and certified to facilitate the parenting program groups using the program standardized curriculum, materials, processes and protocols, and has completed all the requirements as determined by the APA Violence Prevention Office.

PFSA Creates Excitement in the Media

PA Family Support Alliance reached new levels of national recognition and statewide participation for our ground-breaking outreach efforts to build awareness of child abuse prevention. The Ragan PR Daily Awards honored our 2017 PA Blue Ribbon Champions for Kids movement as the best overall causerelated marketing campaign in the country and we captured two Keystone Awards for our media outreach and the event from the Public Relations Society of America – Central PA Chapter.

We built on those successes with an even more dynamic 2018 PA Blue Ribbon Champions for Safe Kids campaign. Central Pennsylvania businesses, organizations, and volunteers embraced our April activities - turning the region blue with lights and thousands of blue ribbon flags to honor child victims and bring attention to our mission of protecting children.

This year, the Harrisburg Hilton, the PA Turnpike Commission, the City of Harrisburg, the Commonwealth of Pennsylvania, Dauphin County commissioners, and many private businesses along Second and State streets - including Kamionka Entertainment Group – joined us and shone blue lights for Child Abuse Prevention Month.

Miss Pennsylvania 2017 Katie Schreckengast and some of the 2015 Red Land Little League U.S. World Series Champions were among the celebrities helping us draw attention to keeping kids safe.

We added a Media Champion category to our PA Blue Ribbon Award winners and celebrated



all five individuals at a State Capitol Rotunda ceremony on April 4.

Additionally, dozens of media appearances on television, radio, and in print by Angela Liddle and key staff members in markets across the state throughout the year led to more than \$1 million worth of coverage reaching hundreds of thousands of Pennsylvanians.

We also broke new ground in our public messaging with more than 130 billboards, literally in every corner of the commonwealth, encouraging community members to learn how to #ProtectPAKids through PFSA. We thank the Outdoor Advertising Association of Pennsylvania for partnering with us to underwrite a large portion of the costs that made this massive outreach possible.

In concert with these media appearances, PFSA contracted with Moxie Media &

Marketing, now M3, to rebrand and refine our logo and marketing materials. We refreshed our mission and vision statements to better align with and reflect our work to protect children and build safe communities and families.

In every outreach to national, state, and local media, we positioned PFSA as THE SOURCE in Pennsylvania for child protection information, training, and support for parents, caregivers, and all who have direct responsibility for children.

PFSA also partnered this year with graphic designer, Bitsy Plus Design, who brings her creative flare to our message and adds a little-bit-of-heart to all that she does.

We transitioned to the use of realistic photography, rather than stock images, whenever possible. The subjects love doing it and these images bring our stories and printed materials to life. We know that powerful storytelling enhances engagement with our cause and increases enrollment in programs and the potential for charitable support.

Our next marketing focus is strengthening and broadening the scope of our social media channels to gain more followers and reach more Pennsylvanians. We ask you to join us by liking our page on Facebook @ProtectPAKids,



A HUGE thank you to PSECU and Outdoor Advertising Association of PA for helping us #ProtectPAKids!

following us on Twitter @PAFamilySupport, and connecting to our LinkedIn page at Pennsylvania Family Support Alliance. We always welcome your comments and content suggestions!

2019 marks the 40th anniversary of PFSA and affords us a wonderful opportunity to celebrate our history and engage even more Pennsylvanians in the cause of child protection and the strengthening of families.

We invite you to join us in spreading the positive message that each of us has a role to play in keeping kids safe and that we need to fulfill that role because *Every Child Needs a Champion*.





Financial Statement

July 1, 2017- June 30, 2018

Dept. of Human Services Contracts	1,132,656
Grants	17,893
Contributions	324,651
Conference Income	24,481
Program Service Fees	260,668
Interest Income	7,567
Affiliation Fees	13,125
Gain on Sale of Assets	0
Miscellaneous	647
TOTAL REVENUE	1,781,688
Net Assets Release from Restrictions	82,350
TOTAL REVENUE AND SUPPORT	1,864,038
Expenses	
Program Services	1,379,217
Supporting Services Management & General	138,111
Fundraising	135,023
Total Supporting Services	2072,134
TOTAL EXPENSES	1,652,351
Change in Unrestricted Net Assets	211,687

2017-2018 Donor List

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2000 Linglestown Road | Suite 301 | Harrisburg, PA 17110 Phone: 717-238-0937 | Fax: 717-238-4315 | Pa Toll Free: 800-448-4906 info@pa-fsa.org | www.pa-fsa.org | f ProtectPAKids | PAFamilySupport

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