

ANNUAL REPORT

2023-2024

Our Mission

To provide education, support, and training programs to make Pennsylvania safe for children.

Our Vision

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

Our Diversity, Equity, and Inclusion Statement

Diversity, Equity, and Inclusion are values incorporated in who we are and all we do. We deploy our resources to support and strengthen all parents and families so communities are places of belonging, empathy, and empowerment in which children may grow and thrive safely.

- ▶ We stand against racism, discrimination, and social injustice in all forms to ensure children can grow and thrive free from abuse and neglect in safe, healthy families.
- ▶ We advocate for substantive life-improving public policy and changes in the child welfare system and invest in work that advances racial equity and social justice for all families of marginalized populations.
- ▶ We commit to equitable fundraising, communications, and public relations practices, ensuring organizations and stakeholders with whom we work are committed to core values and approaches which best prevent the maltreatment of all children.
- ▶ We pledge to providing programs and services that are supportive and respectful of all families through partnerships with professionals who possess and demonstrate the values of the organization.
- ▶ We strive to ensure a diverse, equitable, and inclusive workplace in which staff and leadership reflect community, contribute fully, and share in upholding the mission and values of the organization.



PFSA's Year of Reaching Within and Outward

PFSA leadership continued to shepherd the organization on its journey of inclusion and greater understanding about others and ourselves.

For example, our strong partnership with Vibrant Pittsburgh allowed us to erect a scaffolding of learning that brought members of our Board of Directors and staff together to explore and discuss: *Empathy & Inclusion: Disrupting Bias; Your Role in an Inclusive Workplace; Disrupting Implicit Bias; Microaggressions & Microaffirmations*. **This comprehensive training program** soon will be available for PFSA's contracted trainers and our more than 400 organizational trainers.

Our staff and Board of Directors also took a well-deserved pause to celebrate outcomes that emerged from completing PFSA's strategic plan. Then the team quickly regrouped to facilitate creative thinking and commitments required for **pursuing a new strategic plan** that will advance PFSA's mission and guide our work for the next four years.

We **made significant investments in our technological infrastructure** to meet ever-increasing demands for training. And, we **welcomed additional trainers** — including bilingual trainers to reach professionals who do not speak English as their first language — with expertise in Pennsylvania's Child Protective Services Law to meet this growing demand.

From reaching within, we have been able to foster improvements that help us better serve the needs of parents, kinship families, and professionals who work with children.

In response to growing concerns around the Commonwealth's near-fatality data, PFSA launched a **new training curriculum for mandatory reporters** of child abuse and neglect. This new training is designed to help professionals and volunteers better understand the difference between poverty and neglect and how to provide the most respectful and helpful responses to both.

In a historical first, **PFSA advanced efforts within the Amish and Old Order Mennonite communities** by creating a specially designed training curriculum, led by a trainer from the plain community, with Pennsylvania Dutch interpretations on Child Abuse Recognition and Reporting. We feel humbled by this opportunity to bring state and county government and members of this community together to ensure that the safety of all children remains a top priority in Pennsylvania.

We expanded our external reach by developing new and creative partnerships, including with the Fred Rogers Institute, around PFSA's Family Digital Wellness initiative.

We welcomed new agencies to our Community Based Child Abuse Prevention Network, and partnered with Children and Youth agencies in 40 counties to plant blue flags for prevention in order to raise community awareness. We distributed more than one thousand Painting for Prevention Kits statewide and continued to partner with Ceisler Media & Issue Advocacy to educate



the media and spread PFSA's mission to prevent child maltreatment.

Our journey this year saw tremendous forward motion and the entire team at PFSA looks forward to building upon these accomplishments.

We cannot thank you enough for joining us as we strive to make Pennsylvania a safe place for our children to play, learn, and thrive.



Angela Liddle, MPA
PRESIDENT & CEO



Marci Lesko, MPS
BOARD CHAIR



Media Engagement and Coverage

Protecting Pennsylvania's children begins with education. To achieve this, PFSA, in partnership with Ceisler Media & Issue Advocacy, has established relationships with members of the media across Pennsylvania. Our engagement with the media in FY 2023-24 centered around three key areas: Family Digital Wellness, Blue Ribbon Champions for Safe Kids Awards, and being a subject matter expert for reporters seeking information on policy, training, and education.

Family Digital Wellness

With legislators at the state and federal levels introducing legislation to better protect kids using screens and other technologies, PFSA continued to push out information on our Family Digital Wellness initiative. From opinion

columns and letters to the editor, to discussing the youth mental health crisis on statewide public affairs programs, PFSA was at the forefront of advocacy and awareness on this critical issue.

Select media highlights include:

- ▶ Angela Liddle authored an opinion column in the **Pittsburgh Post-Gazette** on how parents can help their kids resist social media.
- ▶ **MyChesCo.com** published a statement from PFSA on the federal lawsuit against Meta, parent company of Facebook and Instagram.
- ▶ The **Pennsylvania Journal on Positive Approaches** invited PFSA to author an essay on the dangers that social media poses to children.

▶ Justin Donofrio appeared on Pennsylvania Newsmakers, a statewide community affairs program, to talk about the need for education and training as mechanisms to solve the U.S. youth mental health crisis.

▶ The **Pittsburgh Jewish Chronicle** published an opinion column written by Angela Liddle about how parents must talk to their children about what they see online as it relates to the Hamas-Israel War.

▶ Angela Liddle wrote about how “screens and social media are the new smoking for our children and youth” in an opinion column published by **PennLive**.

▶ Angela Liddle appeared on **WITF’s The Spark** to talk about suspected child abuse reports. She also discussed family digital wellness during her interview, which took place during Child Abuse Prevention Month in April.

Blue Ribbon Champions for Safe Kids

The weather, for the first time, forced a change to PFSA’s 2024 Blue Ribbon Champions for Safe Kids flag planting and awards ceremony. Despite the flag planting not taking place as planned, the awards ceremony drew a significant amount of media coverage, with Angela Liddle and Ceisler Media & Issue Advocacy onsite for early-morning interviews before the ceremony and additional coverage taking place after the event.

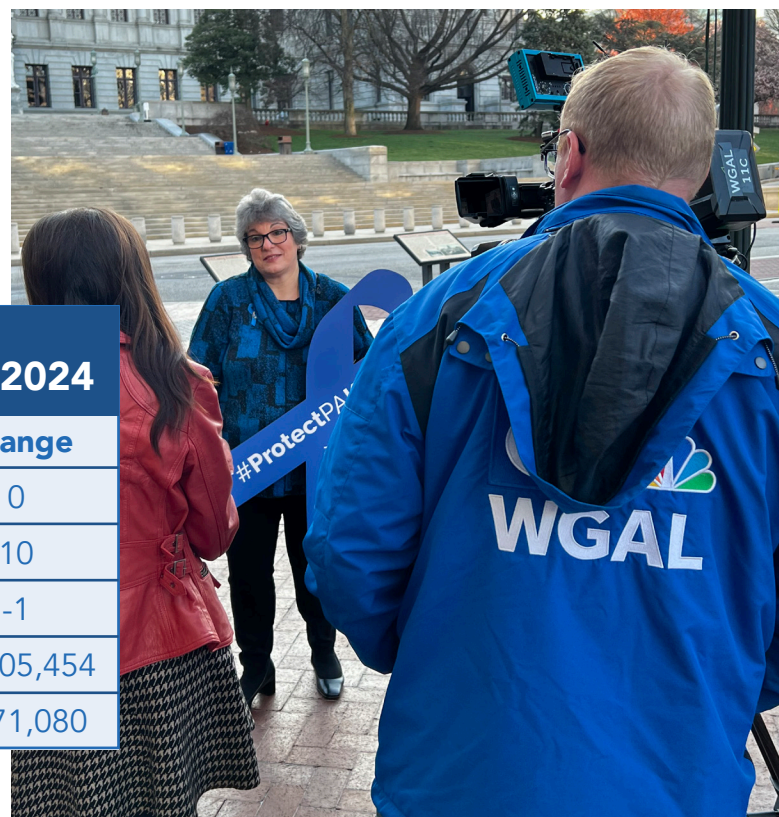
Thanks to the generosity of Lamar Advertising, PFSA placed billboards to recognize Blue Ribbon Champions for Safe Kids in their local communities. The billboards also promoted our Family Digital Wellness initiative across the greater Harrisburg metro area.

Select media highlights include:

▶ For the first time in several years, the Blue Ribbon Champions for Safe Kids awards ceremony received coverage from all four Harrisburg-area television stations: ABC27, CBS 21, WGAL and FOX43.

▶ Congressman Glenn Thompson mentioned PFSA on the floor of the U.S. House of Representatives when making remarks about Kimberly Saltzman, a Blue Ribbon Champion for Safe Kids. His comments were featured on C-SPAN.

▶ Stories about Blue Ribbon Champions for Safe Kids were published by **The Gettysburg Times, Huntingdon Daily News, NorthCentralPA.com, StateCollege.com, Centre Daily Times, Yahoo! News, AOL,** and others.



PA BLUE RIBBON CHAMPIONS FOR SAFE KIDS Media Coverage Comparison 2023 vs. 2024			
	2023	2024	Change
Broadcast	31	31	0
Online/Newspaper	7	17	10
Radio	2	1	-1
Est. Audience	894,546	20,400,000	19,505,454
Est. PR Value	\$68,791	\$639,871	\$571,080

Subject Matter Expertise

PFSA continued to make ourselves available to members of the media looking for information on Pennsylvania’s Child Protective Services Law and information on mandated reporter guidelines. As is our policy, we avoided commenting on active investigations and only offered information related to policy and guidelines. We were able to use these opportunities to promote PFSA programs such as the **Front Porch Project** and **Families in Recovery**.

Select highlights include:

- ▶ Angela Liddle authored a series of letters to the editor about how communities play a role in keeping kids safe and informing the public about the Front Porch Project. These letters were published by **The Philadelphia Inquirer**, **The (Allentown) Morning Call**, **LancasterOnline**, **Bucks County Herald**, and **The (Sunbury) Daily Item**.
- ▶ The **Pittsburgh Tribune-Review** talked with Angela Liddle about PFSA’s Families in Recovery program for a story discussing programs available to parents with substance use disorders.



- ▶ Haven Evans talked with **CBS 21** about a new bill helping to strengthen kinship providers program.
- ▶ **LehighValleyNews.com** spoke with Angela Liddle about the growing number of grandparents raising grandkids in Pennsylvania and available programs and resources. A similar story from **The (Hazleton) Standard-Speaker** covered grandparents raising grandkids and featured insights from Haven Evans.

PENNSYLVANIA FAMILY SUPPORT ALLIANCE Media Coverage FY 2023 - 2024

	PR Value	Audience	Total Hits
Q3 2023	\$304,287	15,600,000	11
Q4 2023	\$233,483	15,480,000	19
Q1 2024	\$67,453	6,300,000	9
Q2 2024	\$664,915	22,400,000	644
TOTAL	\$1,270,138	59,780,000	103

Definitions

PR Value is the total value of media coverage.

Audience is the estimated number of readers/viewers who saw a story that mentioned PFSA.

Total Hits are the total number of stories placed in a quarter.

PFSA Prevention Programs

Families in Recovery

PFSA continued its partnership with the Children’s Hospital of Philadelphia’s Policy Lab to evaluate the Families in Recovery (FiR) program, with the implementation evaluation phase wrapped up and planning for the next evaluation phase underway. Throughout this evaluation period, PFSA assisted program sites with data collection efforts while continuing to add structured support for facilitators throughout the year.

Additionally, as part of the preparation for the next phase of the evaluation, PFSA revised program materials and implemented a formal onboarding process to provide additional support for new program facilitators. These recommended updates and new program materials will help to enhance the availability for quality evaluation efforts during the next phase.

Families in Recovery Site Information

- ▶ 23 active sites
- ▶ 6 new sites this FY
- ▶ 74 active facilitators

Family Digital Wellness

Since its launch, PFSA’s Family Digital Wellness initiative has produced comprehensive resources for parents and families that focus on specific digital wellness topics. Throughout this past year, PFSA also developed workshops and hosted webinars for general education and awareness about digital wellness.

On Digital Wellness Day, PFSA provided a free webinar on *Current and Emerging Digital*



BY THE NUMBERS

Regions Served

Central, Northeast, Southeast,
Western, Out-of-State

Member
Agencies

100 ↑51
FROM
LAST FY

PA Counties
Served

57

Educational/
Awareness
Events

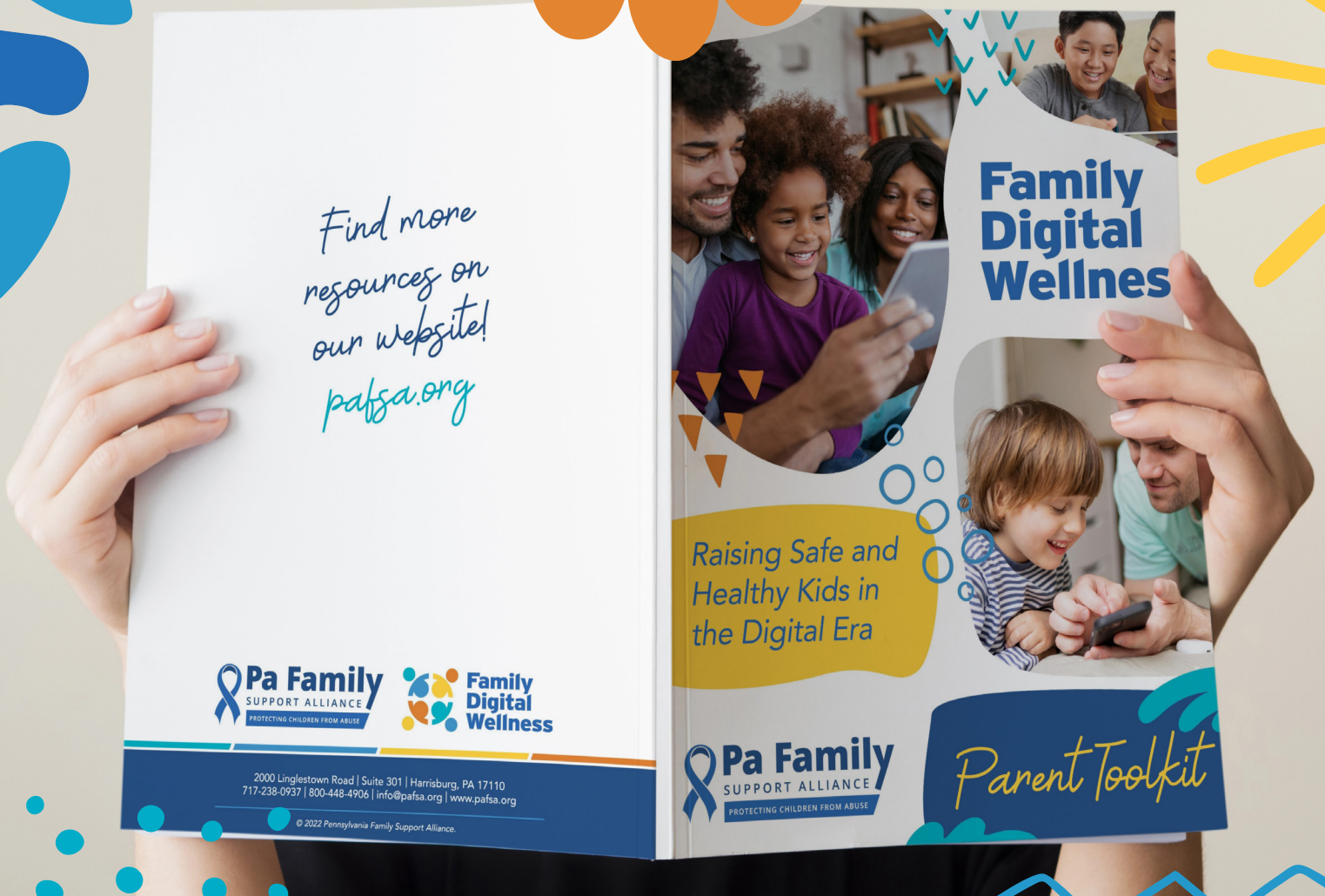
3

Resource
Mailings
Distributed

52

Monthly Newsletters Distributed

12



Dangers, which helped to provide families and professionals with an understanding of how digital dangers function in online environments and how they evolve into new types of risks for children.

Finally, PFSA collaborated with the Fred Rogers Institute to develop a resource that brings the work of Fred Rogers and Family Digital Wellness together for parents and caregivers in today's digital era. We will have more information and education to come from this partnership in the next fiscal year!

Painting For Prevention

For the third year in a row, PFSA held a virtual Painting For Prevention project that was

made available to local communities around the state. In collaboration with our CBCAP Network agencies, as well as with regional committees and partners, PFSA distributed nearly one thousand canvases and paint kits to community members as a creative way to engage and unite around preventing child abuse and neglect.

Since this event took place during Child Abuse Prevention Month, participants were encouraged to raise awareness by sharing their completed projects on social media using the #ProtectPAKids hashtag.

Several agencies and individuals across Pennsylvania shared their painted canvases as participants of this innovative Painting For Prevention project!

Events

Child Abuse Prevention Month

Throughout April, PFSA hosted multiple in-person and virtual events to raise awareness and educate others about child abuse prevention as part of national Child Abuse Prevention Month. In-person events included flag planting at the Harrisburg State Capitol, followed by a ceremony inside the Capitol Rotunda that recognized four individuals as Blue Ribbon Champions for Safe Kids for their exceptional contributions and efforts to prevent child abuse and neglect.

Recognizing these individuals was a strong reminder that every child needs a champion, and anyone can be a champion.

Thanks to a generous donation from Lamar Advertising, each Blue Ribbon Champion was also honored via a billboard in their local community to raise awareness for their important contributions to the well-being of children and families.

PFSA added an interactive data map to PFSA's website accompanied by a children's memorial video honoring victims of child abuse and neglect. PFSA hosted a virtual Spotlight Speaker event that welcomed Emma Lee, Associate Director of the Fred Rogers Institute, to give a presentation on identifying the helpers in today's digital landscape.

Our 2024 Blue Ribbon Champions for Safe Kids Award Winners



Crystal Long
**Forensic Interview/
Prevention Educator**

Adams County Children's
Advocacy Center

Gettysburg



Kimberly Saltsman
Executive Director

Children's Advocacy Center of
Centre County
Mount Nittany Health

Bellefonte



Nancy Reitzel
**Early Childhood Education
Instructor**

Cumberland Perry Area Career
and Technical Center

Mechanicsburg



Lisa K. Wilcox
Director of Children and Youth

Sullivan County
Children and Youth Services

Dushore

PFSA spearheaded a call to action for Pennsylvania-based reporters, on-air media personalities, celebrities, influencers, and elected officials to “Turn Pennsylvania Blue” by wearing blue in support of child abuse prevention. This call to action, along with several media interviews and media releases, was a critical component of PFSA’s efforts to raise awareness for child abuse prevention across the Commonwealth throughout the month of April.

Thank you to our incredible April sponsors!

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PA Child Abuse Prevention Symposium

In September 2023, PFSA held the annual PA Child Abuse Prevention Symposium, which provided timely and quality presentations and workshops in a virtual setting for registered participants. This year’s symposium allowed all participants to engage with each workshop and speaker, creating a space for rich dialogue and conversation. Nationally recognized experts joined us as speakers for the event.

This event delivered content and resources that helps professionals meet the current needs of families while shining light on new and emerging trends. Following the event, PFSA received positive and encouraging feedback from attendees and presenters.

Symposium Speakers 2023



Amy Templeman
Social Current



Staci Whitney, LMSW
Modell Consulting Group



Shalah Bottoms
Generations United



Dr. Katie Davis
University of Washington

Training for Mandated Reporters of Child Abuse

2023-2024 MRT Statistics

	Sessions	Participants
Live On-Site or Virtual	725	11,870
Online	1,934	1,934
Organizational Trainer Program	132	2,616
Total Impact	2,791	16,420

PFSA is the recognized leader in Pennsylvania for mandated reporter training. Mandated reporters are employees and volunteers who work with children and are mandated by law to report suspected child abuse, as defined in the Child Protective Services Law (CPSL).

Mandated reporters play an important role in keeping our children safe. PFSA is proud to support training and assistance to help them recognize and properly report suspected child abuse.

Trainings

PFSA offers several training options to accommodate individual learning styles and the professional development needs of agencies and organizations. All of these trainings are available live virtually or in person at no cost to groups of 15-50 participants.

PFSA's training promotes critical thinking about the key issues surrounding child abuse recognition and reporting through group activities and discussion of scenarios, and it allows for immediate answers to participants' questions by trainers who are experts in the field of child welfare. Participants also receive resources and supportive information in the form of a workbook. Most importantly, those who take the training learn how critical their role is in protecting children from abuse and neglect.

All training options are approved by the Pennsylvania departments of Education, Human Services, and State, and they meet all requirements for mandated reporters who seek training in recognizing and reporting child abuse (including ACT 126). Each participant receives a certificate upon completion of the training. Upon request, PFSA submits confirmation of the training to the Department of State for CE fulfillment under ACT 31 or to the Department of Education for CE approval under ACT 48. CLE's are also available for attorneys.

Expert Trainers

PFSA could not do this work without the dedicated team of contracted trainers from across the state who are experts in the field of child welfare. Last year, 21 trainers dedicated their time and wealth of knowledge to train 11,870 mandated reporters.

Amish Teachers

This year, PFSA trained 50 Amish – many of whom are teachers in the Amish schools. This was the first time these teachers received formal training from a DHS-approved curriculum on how to recognize and report suspected child abuse. This effort to support and work collaboratively with this population will continue to ensure these teachers have the knowledge required to keep their children safe.

Thank you to each and every donor!

Your gift made a huge impact on children and families!

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WITF

Pennsylvania Family Support Alliance

Statement of Activities

July 1, 2023 - June 30, 2024

Revenue and Other Support				
REVENUE AND OTHER SUPPORT		WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL
	Dept. of Human Services Grants	\$1,684,877		\$1,684,877
	Contributions	72,008		72,008
	Conference Income	4,605		4,605
	Program Service Fees	123,612		123,612
	Investment Income, Net	187,550		187,550
	Miscellaneous	51,261		51,261
	Net Assets Released From Restrictions	14,215	(14,215)	
	TOTAL REVENUE	2,138,128	(14,215)	2,132,913
Expenses				
EXPENSES	Program Services	1,291,910		1,291,910
	Supporting Services			
	Management & General	180,912		180,912
	Fundraising	34,452		34,452
	TOTAL EXPENSES	1,507,274		1,507,274
Net Assets				
NET ASSETS	CHANGES IN NET ASSETS	630,854	(14,215)	616,639
	July 1, 2023	2,101,769	43,334	2,145,103
	June 30, 2024	\$2,732,623	\$29,119	\$2,761,742

PFSA Staff

Angela Liddle, MPA
President & CEO

Justin Donofrio, MSSW
Prevention Services Manager

Rosa Ponti
Training Coordinator

Crista DeGregorio, M.Ed.
Operations Support Coordinator

Haven Evans, MPA
Director of Programs

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CEO
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Learn more about our staff and board online at pafsa.org

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