



ANNUAL REPORT

2024-2025



Pa Family
SUPPORT ALLIANCE

PROTECTING CHILDREN FROM ABUSE

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: Rooted in Connection, Growing Safety for Every Child

This year, PFSA stood at the intersection of compassion and action, where we listened to communities to fuel innovative solutions and infused prevention into every relationship we built. **In 2024–25, we expanded our reach, deepened our cultural understanding, and amplified our voice to protect children across Pennsylvania.** From rural farmlands to bustling cities, from family living rooms to the state Capitol, one vision guided our work: **every child deserves to grow up safe, healthy, and supported.**

Our prevention programs continued to make a measurable difference. From expanding **Families in Recovery** to 27 active sites to launching our first **Family Digital Wellness** Online Cohort, we equipped professionals, caregivers, and families with tools to meet today's challenges.

We also reached more than 15,800 mandated reporters with training that not only fulfills legal requirements but also promotes critical thinking and compassion in recognizing

and reporting child abuse. That included specialized efforts in Pennsylvania's Amish and Old Order Mennonite communities to ensure cultural understanding and meaningful engagement in keeping children safe.

When prevention is rooted in community connection and cultural understanding, every child stands a better chance of growing up safe, healthy, and supported.

This belief guided our approach to outreach, advocacy, and training throughout the year, ensuring that our prevention efforts are as inclusive as they are effective.

April's Child Abuse Prevention Month brought statewide attention to the urgent need for action. Our **Blue Ribbon Champions for Safe Kids** ceremony, combined with flag plantings at the Capitol and in 40 counties — including our first-ever planting in York County — inspired communities and drew record-breaking media coverage.



With help from Ceisler Media & Issue Advocacy and partners like Lamar Advertising, **our messages reached an audience of more than 278 million**, more than 10 times the reach of the prior year.

Creativity remained at the heart of our outreach. We shared nearly three thousand **Painting for Prevention** kits with communities, schools, and families to raise awareness in joyful, visible ways. We also continued to stand alongside media as a trusted resource on complex issues, from youth mental health and digital safety to child homelessness and mandated reporting.

The strength of PFSA lies in collaboration, among our dedicated staff, expert trainers, network partners, and supporters like you.

Together, we are creating an environment where children can grow free from harm and where families have the resources and respect they deserve.

Thank you for standing with us in the work of prevention, protection, and hope. We look forward to building on these achievements in the year ahead.



Angela Liddle, MPA
PRESIDENT & CEO



Marci Lesko, MPS
BOARD CHAIR



Media Engagement and Coverage

Protecting Pennsylvania's children starts with informed communities. In FY 2024-25, PFSA, in collaboration with Ceisler Media & Issue Advocacy, strengthened its media outreach across the state. Our efforts focused on three priority areas: promoting Family Digital Wellness, elevating the Blue Ribbon Champions for Safe Kids Awards, and serving as a trusted resource for journalists covering policy, training, and educational topics.

Family Digital Wellness

As lawmakers at both the state and federal levels advanced legislation to safeguard children's use of screens and digital technology, PFSA actively promoted our Family Digital Wellness initiative. Through opinion pieces, letters to the editor, and appearances on statewide public affairs programs addressing the youth mental health crisis, PFSA remained a leading voice in

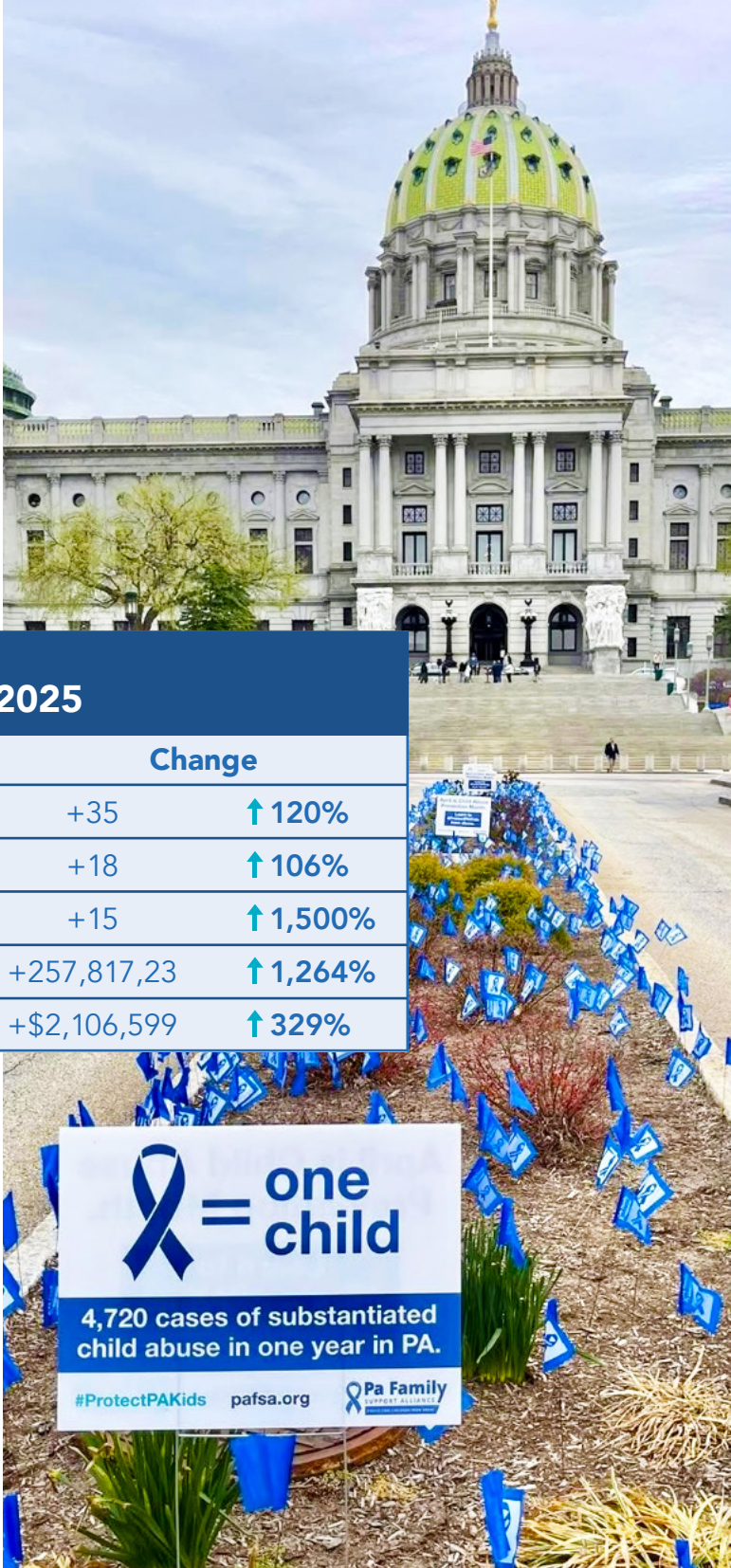
advocacy and public awareness around this urgent issue.

Select media highlights include:

- ▶ Angela Liddle authored a **PennLive op-ed** about the need for parents to restrict their children's device usage for academic success and positive mental health.
- ▶ Angela Liddle appeared on **Pennsylvania Newsmakers**, a statewide community affairs program, to discuss the role social media plays in Pennsylvania's youth mental health crisis.
- ▶ Justin Donofrio joined Good Day PA, a morning show that airs on ABC27, for a **segment about Family Digital Wellness**.
- ▶ Angela Liddle appeared on **WTF's The Spark** to talk about Child Abuse Prevention Month and the Blue Ribbon Champions for Safe Kids awards ceremony and flag planting.

Blue Ribbon Champions for Safe Kids

PFSA's 2025 Blue Ribbon Champions for Safe Kids flag planting and awards ceremony drew a significant amount of media coverage, with Justin Donofrio and Ceisler Media & Issue Advocacy onsite for early morning interviews before the ceremony and additional coverage after the event. Participation by Lieutenant Governor Austin Davis and Attorney General Dave Sunday helped to elevate this coverage.



PA BLUE RIBBON CHAMPIONS FOR SAFE KIDS Media Coverage Comparison 2024 vs. 2025				
	2024	2025	Change	
Broadcast	30	66	+35	↑ 120%
Online/Newspaper	17	35	+18	↑ 106%
Radio	1	16	+15	↑ 1,500%
Est. Audience	20,400,000	278,217,231	+257,817,23	↑ 1,264%
Est. PR Value	\$639,871	\$2,746,470	+\$2,106,599	↑ 329%

Thanks to the generosity of Lamar Advertising, PFSA placed billboards congratulating the three 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:

- ▶ The Blue Ribbon Champions for Safe Kids awards ceremony aired across Pennsylvania via Pennsylvania Cable News showing the ceremony for multiple days.
- ▶ Stories about Blue Ribbon Champions for Safe Kids were published by **Erie News Now**, **WFMJ**, **New Castle News**, **Yahoo! News**, and others.
- ▶ State Rep. Kate Klunk (R-Hanover) mentioned PFSA in an **op-ed published in the Gettysburg Times** about Child Abuse prevention Month.

Subject Matter Expertise

PFSA remained available to media representatives seeking details about Pennsylvania’s Child Protective Services Law and mandated reporter requirements. In keeping with our standard practice, we refrained from commenting on ongoing investigations and limited our responses to information concerning relevant policies and reporting guidelines.

Media Coverage: Q3 2024 - Q2 2025			
	PR Value	Audience	Total Hits
Q3 2024	\$199,186	2,000,000	23
Q4 2024	\$21,323	421,900	7
Q1 2025	\$474,778	42,073,748	20
Q2 2025	\$2,536,310	236,827,355	97
TOTALS	\$3,231,597	281,323,003	147
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.			

Select highlights include:

- ▶ Haven Evans spoke to **CBS 21** and **WGAL** about AI-generated images and child abuse.
- ▶ Haven also spoke to **CBS 21** and **Pittsburgh Post-Gazette** about Child Protective Services Report data.
- ▶ Angela Liddle spoke with **Pittsburgh Post-Gazette** and **KDKA** about data showing increased drug exposures to children, per an Allegheny County report.
- ▶ An **op-ed for PhillyBurbs.com** from Angela Liddle discussed the importance of mandated reporter training in light of Central Bucks School District reviewing its policies.
- ▶ Angela Liddle penned a **PennLive op-ed** on child homelessness across Pennsylvania and the impacts it has on children and families.



PFSA Prevention Programs

PFSA's prevention programs continue to deliver meaningful education and training to professionals across Pennsylvania. Through a wide range of initiatives, PFSA has equipped professionals working in child welfare, education, healthcare, and community organizations with the tools and knowledge needed to prevent child abuse and strengthen families. PFSA's consistent statewide presence and family strengthening approach have reinforced its role as a trusted leader in child abuse prevention and family support.

Families in Recovery

PFSA continues to provide quarterly training of new facilitators for the **Families in Recovery** program while evaluating the program in partnership with the Children's Hospital of Philadelphia's Policy Lab team. Throughout this period, PFSA has assisted program sites with data collection and evaluation efforts while continuing to promote structured support for the program's current and new facilitators.

Families in Recovery Site Information

- ▶ 27 active sites
- ▶ 4 new sites this FY
- ▶ 89 active facilitators

Family Digital Wellness

Since its launch, PFSA's **Family Digital Wellness** initiative has produced comprehensive resources for parents and families. Throughout this past year, PFSA has also held workshops and hosted webinars for general education and awareness on family digital wellness topics. Additionally, in September 2024, PFSA launched its first Family Digital Wellness Online Cohort to provide



BY THE NUMBERS

Regions Served

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

Member
Agencies

121 ↑21
FROM
LAST FY

PA Counties
Served

61



SERVING
61
OF 67
COUNTIES

an opportunity for professionals who work with families to gain a deep understanding of PFSA's Family Digital Wellness program, materials, and framework for working with parents and caregivers.

PFSA also partnered with the Fred Rogers Institute to create and launch a collaborative resource that bridges the gap between the work of Fred Rogers and today's digital landscape. The jointly developed resource titled "Digital Wellness & Fred Rogers' Six Fundamentals of Learning and Growing" is intended to be the first step in an ongoing collaboration between PFSA and the Fred Rogers Institute to continue bridging the gap between family support and digital technology.

Painting for Prevention

For the fourth year in a row PFSA held a virtual Painting for Prevention project that was made available statewide to local communities. In collaboration with our **CBCAP Network** agencies, as well as regional committees and partners, PFSA distributed nearly one thousand canvas and paint kits to agencies to share with staff and families in the community as a way of engaging and uniting around preventing child abuse and neglect.

New for this year, PFSA also made cardstock print options available for purchase and/or download, and helped distribute two thousand cardstock prints throughout schools in addition to the canvas paint kits.

This event took place during Child Abuse Prevention Month and participants were encouraged to share their completed projects on social media using the #ProtectPAKids hashtag to help raise awareness!





2025 AWARD WINNERS



*LaKeisha
Berry*

**Director of Prevention
and Family Support
Services at Belmont
Charter Network**



*Joanne M.
Godfrey*

**Family Advocate at
Children's Aid Society –
The Lehman Center**



*Hailey E.
Houk*

**Pole Detective at
New Castle Police
Department**



*Tyler
Smay*

**CASA Program Director
of Children at CASA of
the Laurel Highlands –
Beginnings, Inc.**

Awareness and Events

Child Abuse Prevention Month

In April, PFSA led a series of in-person and virtual events in recognition of National Child Abuse Prevention Month aimed at raising awareness and educating the public on this critical topic. Among the highlights was a flag planting at the Pennsylvania Capitol in Harrisburg where staff, board members, and stakeholders gathered before moving inside the Capitol Rotunda for a special recognition ceremony.

At the ceremony, four incredible individuals (featured on the left) were honored with the title of Blue Ribbon Champion for Safe Kids in recognition of their exceptional efforts to prevent child abuse and neglect. Their stories served as powerful reminders that every child needs a champion and that anyone can step into that role.





PFSA also marked the month with a dedicated webpage that hosted virtual activities, including an interactive data map, a children's memorial video honoring victims of child abuse and neglect, and PFSA's Spotlight Speaker Series event including speakers:

► **Kristina Korobov**

Senior Attorney, Zero Abuse Project

► **Jaz Ampaw-Farr**

Co-founder, Be Human First

► **Kaitlin Tiches**

Knowledge Manager, Digital Wellness Lab at Boston Children's Hospital

Additionally, PFSA led a call to action for all Pennsylvania-based reporters, on-air media personalities, and elected officials to "Turn Pennsylvania Blue" by wearing blue in support of child abuse prevention. This call to action, along with media interviews and media releases, was a significant component of PFSA's efforts to help raise awareness for child abuse prevention across the Commonwealth throughout the month of April.

PA Child Abuse Prevention Symposium

In November 2024, PFSA hosted its annual PA Child Abuse Prevention Symposium, offering a series of high quality, timely workshops in a virtual format. The event provided participants with the opportunity to engage directly with presenters and sessions, fostering meaningful dialogue and thoughtful conversation throughout the symposium. Recognized experts in the field joined us as speakers for the event:

► **Kim Eckel & Clare Anderson**

Footbridge for Families & Chapin Hall

► **Chief Charles Streightiff**

Huntingdon Police Department

► **Michelle McDyre**

Mission Kids Children's Advocacy Center

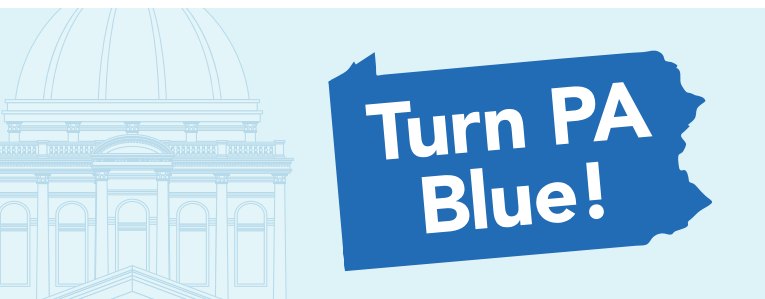
► **Cynthia Najdowski Ph.D.**

University of Albany

► **Justin Donofrio**

Pennsylvania Family Support Alliance

This event delivered content and resources aimed at helping professionals meet the current and emerging needs of families while promoting rich dialogue between participants and speakers.





Training for Mandated Reporters of Child Abuse

PFSA is the recognized leader in Pennsylvania for mandated reporter training. Mandated reporters are employees and volunteers who work with children and 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.

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.

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

2024-2025 MRT Statistics		
	Sessions	Participants
Live On-Site or Virtual	746	12,675
Online	1,494	1,494
Organizational Trainer Program	97	1,686
Total Impact	2,337	15,855

All training options are approved by the Pennsylvania departments of Education, Human Services and State, and 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, 20 trainers dedicated their time and wealth of knowledge to train 12,675 mandated reporters.

Specialized Focus: Mandated Reporters in the Plain Community

PFSA continued to train mandated reporters in the Plain Community, which includes Amish and Old Order Mennonites. For many of these individuals, this was the first time they received formal training from a Department of Human Services (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 those in this community have the knowledge required to keep their children safe.

Reporting Requirements for Children Served in Residential Care Facilities

PFSA continued to provide specialized training for Residential Care Facility providers and other child serving entities that clarifies what allegations must be reported to ChildLine and/or to the Home and Community Services Information System (HCSIS) as suspected child abuse. The training further clarifies when to put an alternative plan of supervision into place. This training also teaches minimal facts interviewing skills to help a provider better determine when to make a report, and then explains how ChildLine categorizes and handles those reports of suspected child abuse. Lastly, the training discusses internal follow up recommendations and communications. Other entities that interact with these 3,800 facilities (OCYF Regional Office Reps, Law Enforcement, MCO's, etc.) are also encouraged to attend.

Over the past year PFSA opened up this training virtually to any staff at these facilities on a monthly basis. This shift has allowed us to train more individuals than in prior years.



Pennsylvania Family Support Alliance

Statement of Activities

July 1, 2024 - June 30, 2025

REVENUE AND OTHER SUPPORT	Revenue and Other Support			
		WITHOUT DONOR RESTRICTIONS	WITH DONOR RESTRICTIONS	TOTAL
	Dept. of Human Services Contracts	\$1,766,360		\$1,766,360
	Contributions	145,491		145,491
	Conference Income	7,007		7,007
	Program Service Fees	102,280		102,280
	Investment Income, Net	217,517		217,517
	Miscellaneous	21,552		21,552
	Net Assets Released From Restrictions	26,223	(26,223)	
	TOTAL REVENUE	2,286,430	(26,223)	2,260,207
EXPENSES	Expenses			
	Program Services	1,384,352		1,384,352
	Supporting Services			
	Management & General	199,806		199,806
	Fundraising	7,339		7,339
	TOTAL EXPENSES	1,591,497		1,591,497
NET ASSETS	Net Assets			
	CHANGES IN NET ASSETS	694,933	(26,223)	668,710
	July 1, 2024	2,732,623	29,119	2,761,742
	June 30, 2025	\$3,427,556	\$2,896	\$3,430,452

PFSA Staff



Angela Liddle, MPA
President and CEO



Crista DeGregorio, M.Ed.
Operations Support Coordinator



Justin Donofrio, MSSW
Director of Prevention Programs



Haven Evans, MPA
Director of Programs



Michelle Graziano, MSW
Training Support Specialist



Rosa Ponti
Training Coordinator

PFSA Board of Directors

BOARD CHAIR

Marci Lesko, MPS

CEO
United Way of the Greater
Lehigh Valley
Carbon County

BOARD VICE-CHAIR

Jim Willshier

Director of Government Affairs
Associated Builders &
Contractors, Keystone Chapter
Dauphin County

BOARD TREASURER

Pamela Szajnuik, CGBA

Chief Financial Officer
County Commissioners
Association of Pennsylvania
Dauphin County

BOARD SECRETARY

Kari King

President & CEO
Pennsylvania Partnerships for
Children
Dauphin County

Dr. Tamara Allen-Thomas

Superintendent
Clairton City School District
Allegheny County

Terry Clark, MPA

President & CEO
PA Council of Children, Youth
and Family Services
Cumberland County

Tara Dechert, MS

Project Director
Policy Lab at Children's
Hospital of Philadelphia
Philadelphia

Kim Eckel, MSc

CEO
Footbridge for Families
Allegheny County

Mark Holman

Former Director of Human
Resources
Susquehanna Township School
District
Dauphin County

Marisa McClellan, Esq.

Attorney at Law
Tucker Arensberg, P.C.
Dauphin County

Lora McKnight

Chief Operating Officer
Vibrant Pittsburgh
Allegheny County

Kathleen McGraw

Managing Director, Corporate
Communications & Community
Relations
Hershey Entertainment &
Resorts
Dauphin County

Heather Nicarry

Treasurer
Hershey Entertainment &
Resorts
Dauphin County

George Payne

Economic Development
Consultant — Homeless
Management Information
System Manager
Department of Community
and Economic Development,
Commonwealth of Pennsylvania
Dauphin County

Shahid Raza

Senior Solution Manager
Deloitte
Cumberland County

Kasey Sheffer

Vice-President, Marketing and
Own Brands
Giant Eagle
Allegheny County



Follow along with us!



PA Family Support Alliance
@ProtectPAKids



PFSA
@pafamilysupportalliance



PA Family Support Alliance
@pa-family-support-alliance



PA Family Support Alliance
@PAFamilySupport

Join us to **#ProtectPAKids**

Learn more at pafsa.org



100 Sterling Parkway | Suite 100 | Mechanicsburg, PA 17050
Phone: 717-238-0937 | **Fax:** 717-238-4315 | **Pa Toll Free:** 800-448-4906
info@pafsa.org | www.pafsa.org