



# ANNUAL REPORT

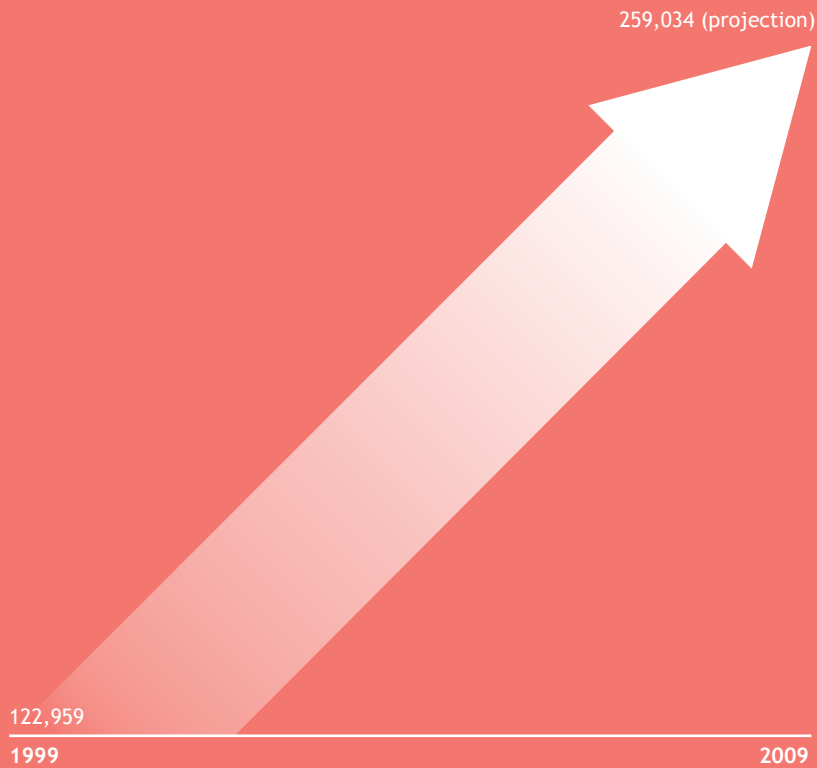
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## 2009



Founded in 1959 by Sara O'Meara and Yvonne Fedderson  
PREVENTION *and* TREATMENT of CHILD ABUSE

END CHILD ABUSE NOW!



## WHO IS **CHILDHELP**

Founded in 1959 by Sara O'Meara and Yvonne Feddersen, Childhelp is one of the largest and oldest national non-profits dedicated to the prevention and treatment of child abuse and neglect. Child abuse, neglect and exploitation is an epidemic and endemic challenge for America today. Over 3 million reports of child abuse and neglect occur annually – actual cases are estimated to be far higher. Five years ago, an average of three children a day died of abuse and neglect and most recent data indicate that it has risen to nearly five children per day. With a 50-year track record of addressing the physical, emotional, educational and spiritual needs of neglected and at-risk children and their families, Childhelp relies daily on the support and generosity of individuals, corporations, foundations and others to reach nearly 300,000 children and family members each year.



## Childhelp National Child Abuse Hotline:

Children, youth, adults and professionals in child welfare and law enforcement have been able to call 1 (800) 4-A-CHILD® for over 25 years. The hotline operates 24/7/365, and is staffed by paid counselors many of whom have masters degrees or are themselves licensed therapists.

### **FUTURE DIRECTIONS** | Future Goals Include:

1. Expanding services to special needs populations (e.g. blind , deaf and hard of hearing children and their parents/guardians).
2. Expand partnerships and services with other non-profits and with well qualified therapists who can benefit from Childhelp's infrastructure, knowledge-base and technology.
3. Enhancing public awareness about the Childhelp National Child Abuse Hotline.



## Prevention Education:

Childhelp operates a prevention education program called Childhelp Good-Touch Bad-Touch® (GTBT) which is designed to prevent child abuse and neglect from happening, and to empower both youth and adults to know what to do when abuse does occur. This personal body safety education curriculum has a twenty-five-year track record of successful use in elementary classrooms and in pre-schools across the United States and now in 14 countries. Childhelp provides training to teachers, social workers, school nurses, and others to become GTBT facilitators for the children in their care, and provides an array of classroom curriculum materials and resources.

### FUTURE DIRECTIONS | Future Goals Include:

1. Review of the current curriculum and implementation process by an interdisciplinary team led by Arizona State University.
2. Development of a school-based prevention program for kindergarten through fifth grade, incorporating the most up-to-date research available, to make media content more contemporary and to better address current societal challenges facing children such as on-line safety and texting issues.
3. Beta-testing of the new curriculum during the 2010-2011 school year.
4. Revisions made to curriculum and delivery method refined based on research gathered through Beta test.
5. Complete national product launch of new prevention program.

## Residential Treatment:

Childhelp operates residential treatment programs which help children and youth heal from the effects of abuse, neglect and other trauma. The average length of stay can range from 12-24+ months. Children and youth receive intensive therapy, treatment and alternative and individualized education services. Residential programs range in level of care from Group Homes, which are community-based homes allowing the children a structured environment while still attending public schools, to long-term residential treatment in Childhelp Villages, which are comprehensive care and education facilities offering a variety of therapy services, on-site schooling and active recreation options.

### FUTURE DIRECTIONS | Future Goals Include:

1. Pilot specialized community diagnostic and assessment services in other Childhelp locations to expand services for community-based referrals of children and youth.
2. Expand facilities for non-public schools where appropriate to meet increasing demands.
3. Enhance mental health services for children in residential programs.

## Advocacy Centers:

Childhelp operates child advocacy centers that provide a “one-stop shop” for investigation of suspected cases of child abuse and neglect. Multi-disciplinary teams including local law enforcement, pediatricians and other medical partners, the district attorney and the agency overseeing child welfare all work together alongside Childhelp staff. Their combined goal is to ensure that the child and her/his family are not re-traumatized during the investigation, and that the investigation is carried out in a manner that affords the best possibility for successful prosecution when it is called for.

### FUTURE DIRECTIONS | Future Goals Include:

1. Expanding trauma-focused mental health services to meet increasing demand for needs from community referrals.
2. Development and training of national clinical protocols to ensure best treatment for children and youth, along with their families, who are victims of trauma.
3. Full implementation of an electronic medical/clinical records system.

## Foster Family Programs:

Childhelp operates foster family programs in three states, which are designed to provide therapeutic care for youth and wrap-around support for foster families. In many cases, Childhelp's foster family placements involve one child to one family, which differs from many agencies which place as many children as possible with a single foster family. Attempts are also made whenever possible to maintain siblings in a single household. Childhelp also makes support services and crisis intervention available around-the-clock to foster parents. In Michigan mentors are utilized for added support.

### **FUTURE DIRECTIONS** | Future Goals Include:

1. Increase recruitment and community outreach efforts in all foster family programs.
2. Expand and enhance mentoring services for foster youth in selected locations.
3. Expand services for youth aging out of foster care.
4. Broaden permanency options for Childhelp foster family youth including expanding adoption services and family reunification, where appropriate.

## Community Programs:

In Arizona, Childhelp operates community-based programs which target the needs of at-risk youth and adults. Programs include:

- Community centers providing pre-school and after-school care, tutoring and a range of other services for children, youth and families.
- The Bridge is a transitional housing program for women with children which supports the transition from homelessness to self-sufficiency in partnership with church-based support teams.
- Group homes which provide a supportive and structured environment for adolescent girls to complete their secondary education and in many cases to care properly for their infants.

### **FUTURE DIRECTIONS** | Future Goals Include:

1. Complete construction of a new, permanent campus for The Bridge program (homeless) by the end of 2010.
2. Complete renovations and improvements to the KEYS Community Center by June 2010.
3. Maintain group home census at maximum capacity.
4. Refine, and in some instances refocus, program strategies to adapt to changing community needs and to enhance our collaborative community partnerships.



## A Little Hero

### Childhelp Good-Touch Bad-Touch

After learning Childhelp Good-Touch Bad-Touch in his classroom, a 4th grade boy stopped a school counselor in the hallway to proudly say he'd helped prevent the sexual abuse of his little sister.

He'd gone into his house one day, and heard sounds from a bedroom at the other end of the house. He went to the room and saw a man – his mother's boyfriend – on top of his younger sister on the bed. He asked his sister if the man was sexually abusing her, and his sister yelled, "Yes!" Both of the children had been taught Childhelp Good-Touch Bad-Touch in their classrooms at school. The boyfriend leapt up and ran out of the house. Later, the boy and his sister told their mother what had happened, and she believed them. The children, and their mother, were able to get help.

—School Counselor, Wayne County Schools, Georgia



## Ana's Messy Breakthrough

### The Children's Center

"Ana," age 6, came into Childhelp in the summer of 2008 with suspicious injuries. She had been to Childhelp twice in the past with concerning injuries, but not enough information for removal from the home or prosecution.

Following a thorough medical exam by the Forensic Pediatrician, it was determined that Ana had injuries consistent with physical abuse. Ana's chest, abdomen and legs were covered with bruises. Some old, some new, some appeared to be consistent with a fist imprint. Initially Ana reported that she "fell off her bike," but after she felt more comfortable and safe at Childhelp, she then disclosed in full detail that her father had been physically abusing her on a regular basis. Ana was referred to the on-site Mental Health Program for therapy. In therapy she spoke of an extremely rigid home environment where the smallest infraction would result in a smack to the face or kick to the gut. As a result Ana was a very compliant child. Too compliant. She was terrified of making a mistake and being abused by any adult, even though she was no longer living with her abuser.

One day at the end of the therapy session, Ana's therapist challenged her overly compliant behavior by asking her to leave the mess they had made during the session. Ana looked at the therapist as if she had two heads! The therapist took it a step further and challenged Ana to dump more toys on the floor. After some reassurance, she began to slowly drop items on the floor, stopping to check the glance of her therapist to see if she was going to be angry and strike her. After about five minutes Ana was tossing hundreds of cotton balls into the air over and over – making a HUGE mess! – while silent tears ran down her face. It was pure freedom for her to "break a rule" and not be punished for it. Ana asked to repeat this activity frequently, each time becoming overjoyed by the liberty of "breaking a rule" in a safe environment. She finally felt the safety and the freedom to act like a child, something she had never felt before.



## New Hope Residential Treatment

“Anthony” came to the Merv Griffin Village of Childhelp near Palm Springs, California, at the age of 10. We knew he had very serious behavioral issues in school and was struggling. What we didn’t know until after he came to us is that he had been hospitalized three times for attempted suicide. Childhelp’s residential programs focus on stabilizing the children, assessing their needs, and implementing an individualized treatment plan. Childhelp also provides an on-site non-public school for individualized support for children like Anthony.

A turning point in Anthony’s healing process occurred when he was introduced to the Childhelp Ranch Program at the Village, and had the opportunity to interact with and to care for two horses, many of whom also were rescued from abuse or neglect. The Ranch Program prompted Anthony to begin building trust and opening up to Childhelp therapists. Retaining the privilege to participate in the Ranch Program provided a key incentive for Anthony to begin adjusting his behaviors. After a year at the Village, the change in Anthony was evident. While still troubled, he was demonstrating significant progress in school and in social interaction with other children and adults. Anthony’s mother has been thrilled to see the healing that has occurred in her child’s life.



## A Life Saved

### National Child Abuse Hotline

She was standing at the front door, scared to death. She had to get inside, but she knew what was going to happen when she walked through the door. She didn't have anywhere to go, nowhere to stay. She took a deep breath and unlocked the door and walked in.

Just as she thought, he was waiting for her. He grabbed her by the hair and without a word proceeded to beat her over and over with his belt. He threw her against the arcadia door. Every hit felt like a burning stab on her back. Her heart was hardened and her soul had given up a long time ago. With every beating she hoped and prayed that this would be the day that she would meet her Maker – that it would be all over.

She heard screaming behind her, as her knees buckled and her body went limp. She had given up the fight. He was still beating her. The screaming came from her mother, who grabbed the man – her father – trying to get him to stop. As he kept beating her, he grabbed her mother and threw her to the floor. The mother got up again and kept screaming, “Stop! Stop! Stop! You’re going to kill her!” Her father eventually stopped, and she was told to go to her room.

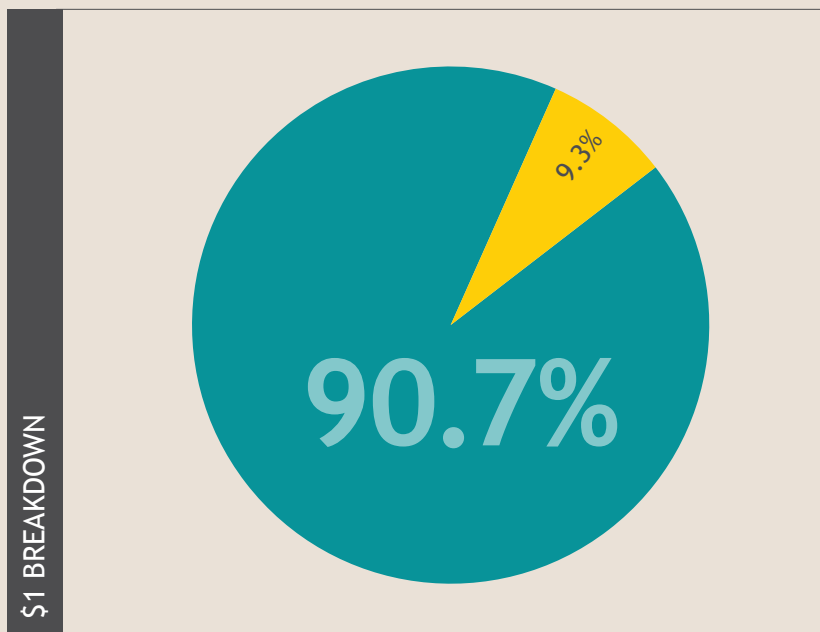
On the way to her room she stopped and went into the bathroom. She closed the door and took off her shirt. She looked at her back in the mirror. She saw deep red welts, and slash marks from the belt outlined all over her back with some blood. She cleaned herself up and went to her bedroom. As she lay on her stomach she heard the yelling and screaming coming from the living room. She cried until she finally fell asleep.

“That was me when I was 17 years old. And the man was my father, who mercilessly beat me all of my childhood. I’m grown up now, but the emotional damage has been done. Childhelp helped me a long time ago, when I didn’t think I had anyone to turn to. I called the hotline and the person on the phone helped me through a tough night. ***She talked me out of killing myself that night.*** And I will always be grateful for that. It was such a long time ago, I was desperate, and her kind words and the love in her voice made me feel safe. After talking to her for over an hour, I hung up with her. I never told her my name. I told her I would hang up if she made me tell her my name. She understood, and she let me talk, and then she talked to me, as if I mattered. I have never forgotten that.”

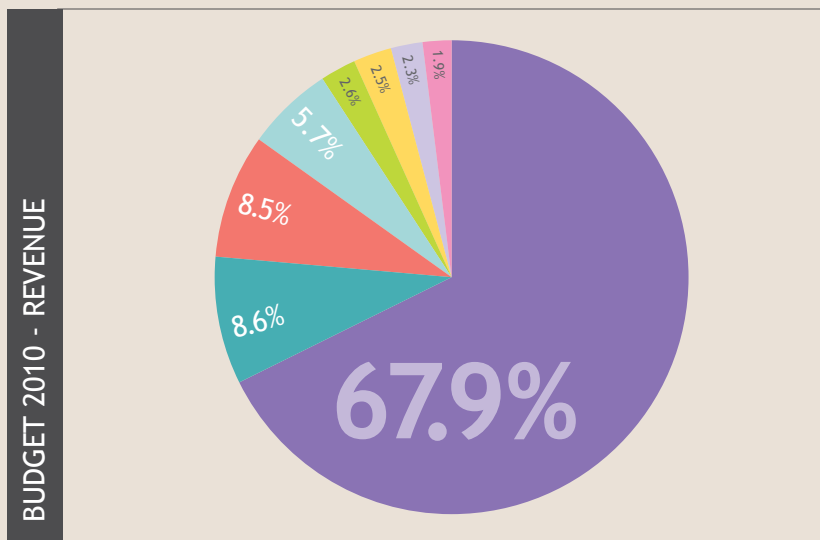
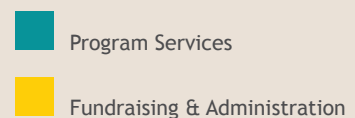
—Lisa Bradley

# CHILDHELP'S FINANCIAL STEWARDSHIP

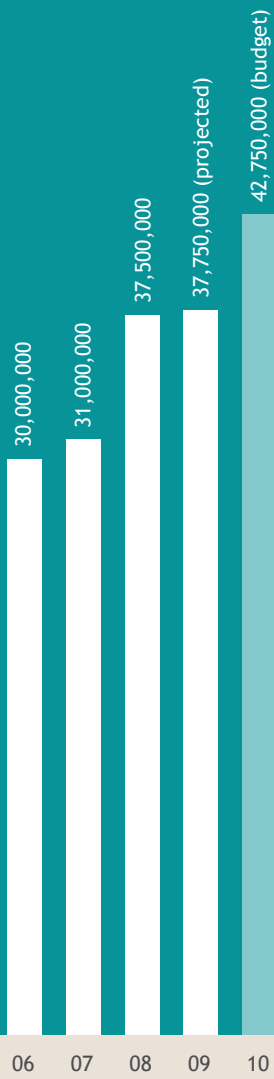
Childhelp is committed to good stewardship of all of the resources entrusted.



Childhelp's financial overhead is low, particularly when compared with other direct human service organizations. Over ninety cents out of every dollar contributed to Childhelp goes to provide direct services to Childhelp children and families.



Childhelp tracks all donor designations or instructions regarding how their gifts are to be used. For larger gifts, Childhelp can provide a project budget outlining how funds will be spent for a particular project, and an annual report summarizing both program and financial results.



CHILDHELP INC. - REVENUE TREND

Child abuse cases are rising as much as 40% from prior years, due in part to the economy, and the cases we're seeing are more severe. The demand for Childhelp's services are increasing much faster than our current resources can support. While Childhelp has experienced significant revenue growth over the past few years despite the challenging economy, your help is still very much needed!

FY END  
JUNE 30, 2009

## CONSOLIDATED STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

	<b>Total</b>
<b>SUPPORT AND REVENUES</b>	
Program income -- government assistance	26,563,683
Special events	4,377,728
Direct mail and other	199,251
Foundations, corporations, individuals and organizations	4,577,684
Contributed goods and services	1,134,900
Other	369,011
Total support and revenues	37,222,257
<b>FUNCTIONAL EXPENSES AND LOSSES</b>	
Program services	
Residential treatment	20,557,031
Hotline	877,339
Public awareness	1,061,069
Educational programs	3,255,561
Foster care	3,791,820
Advocacy/diagnostic services	6,820,052
Total program services	36,362,872
Support services	
Management and general	1,679,469
Fundraising	2,562,152
Total support services	4,241,621
Total functional expenses	40,604,493
Losses	
Provision for doubtful accounts	142,973
Total functional expenses and losses	40,747,466
<b>CHANGES IN NET ASSETS</b>	<b>(3,525,209)</b>
<b>NET ASSETS BEGINNING OF YEAR</b>	<b>2,052,559</b>
<b>NET ASSETS, END OF YEAR</b>	<b>(1,472,650)</b>

STEWARDSHIP

## FY 2009 CHILDHELP CONSOLIDATED SUMMARY STATISTICS

PROGRAM TYPE		CHILDREN SERVED
HOTLINE	Childhelp National Child Abuse Hotline (Calls received from children or adults)	208,871
RESIDENTIAL TREATMENT	Childhelp Alice C. Tyler Village	233
	Childhelp Merv Griffin Village	357
	Childhelp The Bridge	26
CHILDREN'S ADVOCACY CENTERS	Childhelp Children's Center of Arizona	2,605
	Childhelp Children's Mobile Advocacy Center of Northern Arizona	57
	Childhelp Children's Advocacy Center of River Bridge	207
	Childhelp Children's Advocacy Center of Knox County	606
	Childhelp Children's Center of Virginia	640
FOSTER CARE	Foster Family Agency of California	151
	Foster Family Agency of Tennessee	71
	Foster Family Agency of Michigan	77
GROUP HOMES	Arizona Group Homes	58
	Orange County Group Homes	38
COMMUNITY CENTERS	KEYS	642
	H.K. Cummings	1,011
PREVENTION EDUCATION	Good-Touch Bad-Touch	82,469
	<b>Total Number of Children (and Hotline Callers) Served by Childhelp</b>	<b>298,118</b>

## CONSOLIDATED STATEMENT OF FINANCIAL POSITION

		2009
ASSETS	Cash & cash equivalents	1,279,847
	Restricted cash & cash equivalents	12,764
	Accounts receivable, net of allowance for doubtful accounts of \$225,218	3,663,944
	Contributions receivable	59,000
	Property, plant and equipment, net	9,515,530
	Other assets	451,752
	<b>TOTAL ASSETS</b>	
LIABILITIES	Accounts payable	2,554,912
	Accrued expenses	2,033,361
	Line of credit	1,757,284
	Notes payable	9,541,161
	Deferred revenues	271,701
	Liability to partnership in excess of basis	297,068
	<b>Total liabilities</b>	
NET ASSETS	Unrestricted -- partially designated	(1,881,135)
	Temporarily restricted	224,726
	Permanently restricted	183,759
	<b>Total net assets</b>	
	<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>14,982,837</b>

FY END  
JUNE 30, 2009

STEWARDSHIP



## National Board of Directors

Sara O'Meara  
Co-Founder/Chairman & CEO  
Paradise Valley, AZ

Yvonne Fedderson  
Co-Founder/President  
Paradise Valley, AZ

Jim Hebets  
Executive Vice President  
Paradise Valley, AZ

Patricia D. Edwards  
Vice President  
Newport Beach, CA

Ralph Ochoa  
Vice President  
Sacramento, CA

Val Halamandaris  
Vice President  
Washington, DC

Don Zimmer  
Vice President  
LaQuinta, CA

Carol Hebets  
Vice President  
Paradise Valley, AZ

Vita Cortese  
Secretary/Treasurer  
Los Angeles, CA

Jill Babb  
Vice President  
Flagstaff, AZ

Joyce Bulifant  
Vice President  
Palm Desert, CA

Sharon Lechter  
Vice President  
Paradise Valley, AZ

Connie Olson  
Vice President  
Bozeman, MT

Gloria Sutherland  
Chaplain  
Gilbert, AZ

David Harbour  
Vice President  
Scottsdale, AZ

### REGIONAL ADVISORY BOARDS

Arizona State Advisory Board  
California State Advisory Board  
Colorado State Advisory Board  
Greater Washington Area Advisory Board (DC/MD/VA)  
Michigan State Advisory Board  
Tennessee State Advisory Board

### EXECUTIVE DIRECTOR

Lorrie Henderson  
Executive Director  
Scottsdale, AZ

## A Few of Childhelp's Current Partners:

Below are a few of the many organizations that partner with Childhelp in a variety of ways. In addition to financial support, many of these partners are invested in specific Childhelp programs, provide in-kind goods and services and help promote public awareness of Childhelp.

### CORPORATIONS AND BUSINESSES

- Boeing
- Chase
- Eufora International
- In-N-Out
- Isagenix
- JP Morgan
- Philosophy
- Quicken Loans
- RBC Wealth Management
- SEMA
- St. John
- Target
- Tommy Bahama - Scottsdale
- US Airways
- US Cellular
- USAA
- Verizon
- WD-40

### ORGANIZATIONS

- AWEE
- Casey Family Programs
- Catholic Health West
- Council on Accreditation
- National Children's Alliance

### FOUNDATIONS

- Anschutz Foundation
- Arizona Foundation for Women
- Bruce & Diane Halle Foundation
- Ing Foundation
- Insurance Industry Charitable Foundation
- Justice for Athletes
- Liney Foundation
- Lippencott Foundation
- Manoogian Foundation
- PK Foundation
- SAGA Foundation
- Sharon D. Lund Foundation
- Thomas & Dorothy Leavey Foundation

### GOVERNMENT AGENCIES

- City of Glenwood Springs (CO)
- City of Knoxville (TN)
- City of Phoenix (AZ)
- Commonwealth of Virginia
- County of Los Angeles (CA)
- Fairfax County (VA)
- Macomb County (MI)
- Maricopa County (AZ)
- Orange County (CA)
- San Bernardino County (CA)
- State of Arizona
- State of Colorado
- State of Michigan
- State of Tennessee
- US Department of Health & Human Services – SAMHSA
- US Department of Justice – Office of Juvenile Delinquency Prevention
- Wayne County (MI)

### CHURCHES AND HOUSES OF WORSHIP

- Bethany Bible Church
- First Church of the Nazarene
- La Casa De Christo
- Resurrection Lutheran Church
- Scottsdale Bible Church
- Valley Presbyterian Church



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**CONTACT US AT**

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[www.childhelp.org](http://www.childhelp.org)