









ANNUAL REPORT



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- "Everyone at Mission Kids clearly cares so much about what they do to help children."
- Excerpt from the Caregiver Follow-Up Survey



Dear Friends of Mission Kids,

While I am pleased to introduce our 2019 Annual Report, which details impactful program developments and service outcomes, I am even more thankful for the tremendous dedication and commitment of our community to end child abuse. This past year has signified many advancements in the pursuit of healing and justice for child abuse victims.

One of these advancements is a partnership with Children's Crisis Treatment Center in providing our first-ever educational support group for caregivers of children who have been sexually abused. Participants develop a clearer understanding of how trauma affects their child and learn tools to help them communicate with and support their child throughout the healing process. Due to its success, Mission Kids will continue to offer this service in our array of trauma-focused interventions.

Furthermore, Mission Kids strengthened its prevention education efforts through the introduction of the ROAR program. ROAR is a child-based education program that teaches children ages four through eight body safety and empowers them to raise their voices to speak out against abuse. Mission Kids has exceeded its initial goal of reaching over 2,800 children in Montgomery County in the last three months alone.

Lastly, we continue to focus on our forensic interviews, family advocacy services and trauma therapy so that our children can receive justice and support through the healing process in order to grow into healthy adults. Beyond helping individual children and their families, we're utilizing our experience and expertise to influence public policy, research and practice on the state, national and international levels.

My sincere thanks to you, our donors, advocates and other supporters, for your unwavering commitment. Your support makes this work possible.

Warmly,

Maripey Bruder

Maripeg Bruder
Board Chair



MISSION KIDS

Mission Kids, a nationally-accredited Child Advocacy Center located in Montgomery County, Pennsylvania, provides vital intervention services for children and their families that help them heal after child abuse has affected their lives.

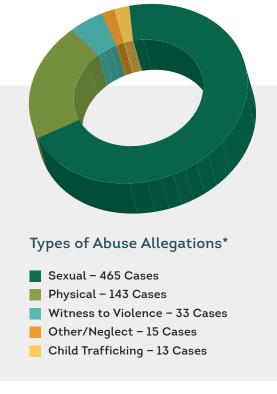
Who We Are

Mission Kids provides a center for the team investigation of child abuse cases. Forensic interviews are conducted in a manner that is legally sound, neutral, fact-finding and coordinated to avoid repeated interviews and trauma to the child. Representatives of the District Attorney's Office, law enforcement and social services work together as a multidisciplinary team to observe, but not participate in, the interview as it takes place, thereby reducing the number of interviews a child victim must undergo. This team approach supports and protects children throughout the legal process, preserving their physical and emotional well-being.

Mission Kids Family Advocates ensure that children and families get the support, education and resources they need to overcome the trauma of abuse for as long as they need assistance. Family Advocates play a crucial role in connecting clients with resources in the community to address various needs including domestic violence, housing, clothing, food and caregivers' mental health and medical needs.

Our Mission

Achieving healing and justice for victims of child abuse by providing collaborative services, advocacy, leadership and education.



Children Supported by Mission Kids in 2019

579 Forensic Interviews

Mission Kids served 579 children and their families in 2019.

142 Mental Health Referrals

Family Advocates made 142 referrals to trauma therapists for children following their Mission Kids Forensic Interview to ensure they received specialized mental health intervention.

87 Medical Referrals

Forensic Interviewers made 87 referrals to Children's Hospital of Philadelphia's Child Abuse, Referral and Evaluation (CARE) Clinic following the child's forensic interview at Mission Kids. Staffed by a team of physicians, social workers and mental health clinicians, the CARE Clinic provides specialized medical assessment and treatment for suspected child abuse victims.

65 Court Hearings

Family Advocates attended 65 court hearings and supported 261 children and family members at their court appearances following their forensic interview.

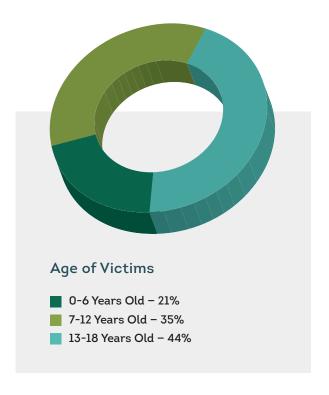
5.340 Phone Calls

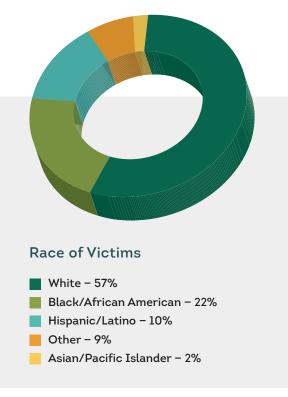
Family Advocates made 5,340 follow-up calls to caregivers and Multi-Disciplinary Team (MDT) members to ensure the continuity of services to all families served at Mission Kids.

67%

of the children interviewed at Mission Kids identified as female

80% of the children knew the alleged offender





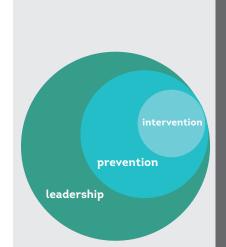
WHAT ARE CACS and how do they help kids?

To understand what a Child Advocacy Center (CAC) is, you must understand what children face without one. Without a CAC, the child may end up having to tell the worst story of his or her life over and over again to doctors, police, lawyers, investigators, judges, teachers, etc. What is worse is that they may not get the help they need to heal once the investigation is over.

Our Approach

Mission Kids provides a center for the team investigation of child abuse cases. Children are spared additional trauma through the investigative process once there is a suspicion of serious abuse. In Montgomery County, Mission Kids is referred all cases that involve allegations of serious physical child abuse, child sexual abuse and child witnesses to violent crime. In our child-friendly facility, Mission Kids works with our partners to provide the highest quality of interventions, which would allow for both protection and justice for the child. Through our strong partnerships with law enforcement, Montgomery County District Attorney's Office, Montgomery County Office of Children and Youth, Children's Hospital of Philadelphia (CHOP) and mental health specialists, Mission Kids is here to help children and ensure a quick path to healing.

MISSION KIDS CHILD ADVOCACY CENTER



INTERVENTION

At its core, Mission Kids serves the children of Montgomery County who are, or have been, the victims of child abuse.

PREVENTION

With enough prevention education, we strive to stop child abuse by teaching children and adults the signs of abuse and ways to protect children from it.

LEADERSHIP

Mission Kids advocates for CACs on the state and national levels, in addition to working with international partners to find solutions to child abuse and the human trafficking of minors.

Our Community

Mission Kids strives to be a leader in the field of child abuse investigations and interventions through excellent relationships with our community and the hard work provided by the staff and volunteers. Education and community outreach are the cornerstones of child abuse prevention. Mission Kids is committed to reaching diverse communities in Montgomery County to educate them about the signs of child abuse and how to protect children.

MA MISSION KIDS HERO

Joy* was 12 when she came to Mission Kids to tell the story of her sexual abuse by a family member. Before the abuse had begun, Joy had been an outgoing, happy child, eager to learn and be a part of everything going on around her. However, by the time she came to Mission Kids, she had become unhappy, withdrawn, depressed and unmotivated.

Following her forensic interview, the multidisciplinary team investigating the abuse put a plan in place to ensure Joy would get the help she needed. An arrest was made, she was referred to counseling, and a Mission Kids Family Advocate worked with Joy's mother to connect her with much-needed community resources.

Fast forward 10 years. Joy just graduated from college with a degree in criminal justice after completing an internship with a prominent law firm in Blue Bell. Her goal is to help other kids just like her.

The forensic interview in 2010 changed Joy's life forever. Mission Kids was new at the time, and that interview happened **because of supporters like you!**

Thank you for making it possible for Joy to tell her story 10 years ago. Thank you for making it possible for the children who came into our Child Advocacy Center last week to tell theirs.

*To protect the identity of our clients, Joy's name is fictional and her story is a compilation drawn from different client experiences

FINANCIAL REPORT 2019

Support and Revenue

Contributions	\$72,441
Grant income	\$941,165
Fundraising (net of direct expenses)	\$311,119
Service fee revenue	\$334,200
In-kind donations	\$84,092

Total support and revenue	\$1,763,017

Expenses

Program services	\$1,321,218
Management and general	\$163,180
Fundraising	\$231,179

5,577

Income from	Operations	\$47.440
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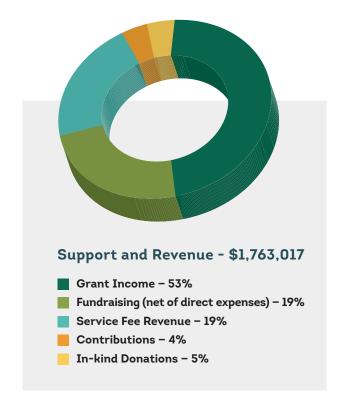
Other Revenue

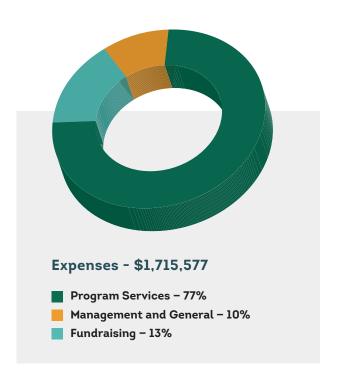
Dividend and interest income (net)	\$80,314
Realized gain on investments	(\$13,718)
Unrealized loss on investments	\$504,086

Total net income \$618,122

Net Assets

Total net assets – end of year	\$4,275,632
Revenue less expenses	\$618,122
Net assets at beginning of year	\$3,657,510





ACCOMPLISHMENTS

new in 2019

New Department

Mission Kids increased its outreach into the community with a primary focus on preventing child abuse by creating a new department, **Prevention Education and Outreach**. It is dedicated to creating and implementing an outreach strategy, with the goal to empower local communities to prevent, recognize and report instances of child abuse and ultimately reduce the number of children victimized in our community. Mission Kids is working to end this epidemic by giving children and adults the tools they need to identify and prevent child abuse.

Thanks to special funding from the **Pennsylvania Commission on Crime and Delinquency,** Mission Kids began offering free Child Abuse Prevention Education programs for children ages 4-8. This fun, evidence-based, interactive and child-centered program is called "ROAR". Surpassing the initial goal of training 1,000 children in the first 3 months of implementation, **Mission Kids conducted**119 Presentations for a total of 2,484 children ages 4-8 in 2019 in Montgomery County.



With more than a decade of experience providing services to victims of child abuse, Mission Kids is working to end this epidemic by educating children and adults.

Through our child abuse prevention education programs, we give adults and children the tools they need to identify and prevent child abuse.

Learn more about how you can make a difference and help keep kids safe!
Contact Michelle McDyre: mmcdyre@missionkidsca.org or 48-68-290e ext. 1016



Mission Kids presents **POAR!** a child-based education program that teaches children ages 4-8 body safety and empowers them to raise their voices to speak out against abuse.





Mission Kids presents Darkness to Light's "Stewards of Children" program that teaches adults how to prevent, recognize, and react responsibly to child abuse.

We know that when adults are trained, they take the steps to protect children from abuse.

D₂L

Darkness to Light's "Stewards of Children" is the only nationally distributed, evidence-based program proven to increase knowledge, improve attitudes and change child protective behaviors. Participants learn from experts who work with children and families to confront abuse on a daily basis and learn concrete steps that they can take to protect the children in their lives.

D2L IN 2019

362 Participants20 Presentations





Mission Kids Child Advocacy Center offers "Darkness to Light" Child Abuse Prevention Training. This training provides adults with simple and practical actions you can take to prevent, recognize, and react responsibly to child sexual abuse.

For more information, or to schedule your FREE Training, contact: Michelle McDyre | 484.687.2990 | mmcdyre@missionkidscac.org

Psycho-Educational Support Group Formed

Mission Kids has partnered with **Children's Crisis Treatment Center** to provide its first-ever psychoeducational support group for caregivers of children who have been sexually abused. The group assists parents in developing an understanding related to trauma, how trauma impacts children of different age ranges and the impact of trauma on families. Caregivers were able to develop a clearer understanding of how trauma affects their child and learn tools to help them communicate with and support their child throughout the healing process.

"My daughters were so comfortable and liked Mission Kids so much, they wanted to go back."

-Excerpt from the Caregiver Follow-Up Survey

Kevin Steele awarded 2019 Victim Service Pathfinder Award

Presented by the Governor's office, the Pathfinder Allied Professional Award was presented to Mission Kids Board Member and long-time supporter, **District Attorney Kevin Steele**, recognizing his work in prosecuting cases of sexual and domestic assault, as well as other violent crimes.

"District Attorney Kevin Steele works tirelessly to obtain the justice for child abuse victims that they deserve while also prioritizing their healing process and advocating for their well-being outside of the courtroom," said Leslie Slingsby, executive director of Mission Kids. "He works hand in hand with Mission Kids Child Advocacy Center, relying on our partnership for expertise, knowledge and services in order to best serve child abuse victims."



Montgomery County District Attorney Kevin Steele and Mission Kids Executive Director Leslie Slingsby.

services in order to best serve child abuse

Congratulations AG Josh Shapiro and Maripeg Bruder

Mission Kids Board Chair Maripeg Bruder and PA State Attorney General Josh Shapiro were honored at the National Children's Alliance's 2019 Leadership Conference in Washington, D.C.

National Children's Alliance Volunteer Leadership Award

Maripeg Bruder Board Chair. Mission Kids

Maripeg Bruder has been selected for the National Children's Alliance Volunteer Leadership Award for her outstanding work as current Board Chair of Mission Kids Child Advocacy Center and for a decade of assistance in building Mission Kids from a concept into a nationally accredited CAC with an annual budget of almost \$2 million, providing healing and justice for more than 4,500 children in Montgomery County, Pennsylvania.

National Children's Alliance Bud Cramer Advocacy Award

Josh Shapiro PA Attorney General

Attorney General **Josh Shapiro** has been selected for the National Children's Alliance Bud Cramer Advocacy Award for his tireless efforts to pursue justice for child victims of abuse and to protect children through his relentless prosecutorial pursuit of institutional child sexual abuse offenders and coverups, and for contributing to the sustainability of Child Advocacy Centers across the commonwealth of Pennsylvania.

Rewind Premieres at Tribeca Film Festival



Sasha Neulinger is a Main Line Native, child abuse survivor and the reason that Mission Kids was founded in Montgomery County. "Jacqui Neulinger, Sasha's mother, has been a member of the Mission Kids Board

of Trustees since our inception. She generously tells her family's story of navigating the aftermath of abuse without a Child Advocacy Center and has been a key component of Mission Kids' development into the leading CAC we are today," said Mission Kids CEO Abbie Newman. **Rewind is free to stream on Amazon for all Prime subscribers.**



Executive Director Leslie Slingsby and CEO Abbie Newman joined Board President Maripeg Bruder, Board Member Jacqui Neulinger, and "Rewind" Director Sasha Joseph Neulinger at the "Rewind" screening during the 2019 Tribeca Film Festival on Saturday, April 27, 2019 in New York City.



Mission Kids was voted Montgomery County's Top Charity of the Year for 2019!

THANK YOU to everyone who voted, shared or supported our social media campaign to help us win this award! This is a great opportunity to show the public how important Mission Kids is for our community.

Child Abuse & Trauma-informed Classrooms Collaborative Workshop



Mission Kids partnered with **Creative Health Services** to provide 190 educators and school personnel from the Upper Merion School District and Methacton School District, along with education professionals at Pottstown Area Health and Wellness Foundation's "Healthy Bodies, Healthy Minds" Institute, with a collaborative workshop that explored the effects of child abuse on children's behavior in the classroom and overall academic performance.

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PA Sentencing Commission Visits Mission Kids

In May, Mission Kids welcomed representatives from the Pennsylvania Commission on Sentencing to tour our Child Advocacy Center and discuss trauma therapy services for children who witness domestic violence and the need for enhanced sentencing guidelines for offenders who commit violence in front of children. Board Member, District Attorney Kevin Steele, was instrumental in getting the Commission to visit Montgomery County. DA Steele also testified that someone guilty of domestic abuse in front of a child should be required to pay for therapy for that child. "Children who have been witnesses are much more likely to be victims or perpetrators later on," Steele said.

"I am so thankful that Mission Kids exists! What happened to my son was horrible, but we are so relieved to visit Mission Kids. My son feels safe here. I appreciate that my concerns were validated and that my son was able to tell his story and that Mission Kids took him seriously."

Human Trafficking and Commercial Sexual Exploitation of Children

Human Trafficking (HT) and Commercial Sexual Exploitation of Children (CSEC) is a scourge that all communities, including Montgomery County, unfortunately need to address. In 2019, Mission Kids identified 13 new cases of suspected victims of HT and assigned a Family Advocate to meet their needs. Working with our partners, CEO Abbie Newman and Hannah Cornell, Project Manager of the Sex Trafficking Response Team, completed the first year of a \$300,000, 2-year grant award by the Commonwealth of Pennsylvania to develop replicable policies and procedures for the entire state on creating a Multi-Disciplinary Team (MDT) response to HT and the CSEC.

Abbie also spoke as a Subject Matter Expert at a statewide training of MDTs in State College on HT and CSEC and was invited to work with the Child Welfare Resource Center (State Human Services) to create on-line training for new social workers statewide on CSEC. In addition, she taught classes at Penn State Abington on Child Sex Abuse and Mission Kids' work developing expertise as well as policy, protocols and training in responding to victims of human trafficking.

Family Advocates

Mission Kids Family Advocates educate, support, advocate and connect families with necessary services that help the child and the family heal after the trauma of child abuse.

In response to an increased need for these services, in 2019 Mission Kids:

- Expanded its Family Advocate program by hiring an additional Family Advocate for a total of 4 full-time advocates and 1 supervisor
- Established an account with the rideshare company Lyft to provide transportation for families needing rides to and from Mission Kids, Montgomery County Courthouse during trials and CHOP medical appointments

CEO Abbie Newman

In the past 10 years, Mission Kids has become a state, national and international leader of Child Advocacy Centers. This year, in her role as CEO, Abbie Newman promoted Mission Kids' expertise and experience in responding to child abuse beyond our local community.

2019 saw Abbie:

- Elected to the Board of Directors of the Pennsylvania State
 Chapter of Children's Advocacy Centers and Multidisciplinary
 Investigative Teams. This board's mission is to promote, assist
 and sustain Child Advocacy Centers and the multidisciplinary
 team approach for the protection of Pennsylvania's children
 from abuse on a statewide level
- Participate as an appointed member to Statewide Committees on the Child Advocacy Center Advisory Committee (CACAC) to help develop and sustain Child Advocacy Centers across Pennsylvania
- Participate on the Victim Services Advisory Committee (VSAC) to help fund services to all victims across the state
- Invited to speak at the 35th International Symposium on Child Abuse in Huntsville, AL, on "Tragedy to Triumph: How the Sandusky/Penn State Child Sexual Abuse Scandal Resulted in State Reforms"
- Visit the CAC in Jerusalem, Israel, and exchange ideas with Israeli colleagues including our international research partner, Dafna Tener, Ph.D., on the best ways to help victims of child abuse
- Achieve our first internationally-published original research article with Israeli researchers on MDT responses to sibling sexual abuse: "Child Advocacy Center intervention with sibling sexual abuse cases: Cross-cultural comparison of professionals' perspectives and experiences"
- Work virtually with a non-profit in Uganda to support the development of a community response to child abuse in Uganda



Haruv Institute, Jerusalem, Israel: CAC Physician Dr. Shweel, CAC Consultant Shosh Turjeman, Mission Kids CEO Abbie Newman, CAC Police Officer Aya At Beit Lynn, Research Fellow Dafna Tener, Ph.D.



Mission Kids CEO Abbie Newman discusses the human trafficking of children in our area with Jill Horner, host of Comcast Newsmakers.



Rosemary Connors Anchor and Reporter at NBC10, Shea Rhodes, Esq., Director of The Villanova Law Institute to Address Commercial Sexual Exploitation and Abbie Newman, R.N., J.D. CEO of Mission Kids discuss the prevalence of sex trafficking of minors in the greater Philadelphia region on NBC10 @Issue.

-Excerpt from the Caregiver Follow-Up Survey









































MISSION POSSIBLE! 2019

More than 330 guests joined us at the Fitler Club on Friday, April 12 for our Mission Possible! 2019 Gala. It was an inspiring evening of cocktails and dinner, followed by silent and live auctions benefitting Mission Kids. Board Member **Dina Fink** was honored for her years of dedication, volunteer service and leadership at Mission Kids. **Karen Connor**, President and CEO of Connor Communications, and **Dawn Stensland-Mendte**, Emmy Award-winning television journalist, were the event's co-chairs. **Stephanie Stahl**, CBS3 and the CW Philly's Emmy Award-winning health reporter, served as the honorary co-chair and the evening's emcee. The featured guest speaker was **Jennifer Fox**, writer and producer of HBO's "The Tale," a film depicting Fox's personal experience of child sexual abuse and the effects of trauma on memory. She shared her journey of self-discovery, the complexities of child abuse and a message of hope for victims.



Montgomery County Commissioner Dr. Val Arkoosh presented Board Member and 2019 Honoree Dina Fink with an award. L-R: Stephanie Stahl, Dina Fink, Leslie Slingsby, Dr. Val Arkoosh, Abbie Newman, Maripeg Bruder

1. Dina Fink, DA Kevin Steel, Maripeg Bruder | 2. Ron and Karen Remick | 3. Iliana Strauss and Roger Ashodian | 4. Jeff Benjamin, Barbara and Salvatore Vetri | 5. Hon. Bruce and Carol Kauffman, Barbara and Leonard Sylk | 6. Liudmila Korneenko and Leonid Makaron | 7. Kina and Harry Clark | 8. Patty and Scott Schultz | 9. Susan and Walter Hunter, Carol and Bill Stewart, Patty and Scott Schultz | 10. Norma Michaels, Jacqui Neulinger, Hope Cohen | 11. David and Pauline LeVan, Garrett Snider, Donna Coghlan | 12. Benito Santoro, Giovanna McKinny, Mike Greenly | 13. Denise and Sam Silvers | 14. Maureen McNally, Donna Conicelli. Brian McNally | 15. William Sasso and Abbie Newman | 16. Bernie and Elena Shields | 17. Chief Dave Duffy, Abbie Newman | 18. Giovanna McKinney, Chief Dave Duffy, Ron Remick | 19. Leslie Slingsby, Jennifer Fox, Abbie Newman | 20. Lori Nicoletti Perutto and Sue Rocco | 21. Andrea Freundlich, Marianne Dean, Victoria Sheinfel | 22. Abbie Newman, Maripeg Bruder, Karen Connor, Dawn Stensland-Mendte

Co-Chairs: Karen Connor and Dawn Stensland-Mendte. Honorary Co-Chair: Stephanie Stahl

Host Committee Members

Meredith Berry
Debbie Bowden
Maripeg Bruder
Pat Ciarrocchi
Harry and Kina Clark
Donna Coghlan
Marianne Dean
Mary Fenkel

Ellen and Robert Fine
Andrea Freundlich
Trish Gorman
Bunny Hill
Walt Hunter
Hon. Bruce & Carol Kauffman
Marianne Keating

Laura Bender Koropey

Jin Hee Park Ashley Shaknis Margie and Tony Sherr Leslie Slingsby Beth Snider

Pauline LeVan

Abbie Newman

Nancy Matt

Garrett Snider Iliana Strauss Barbara and Lenny Sylk Patty Walker Rob Walker Bonnie Young

15

Donors

Grants Government Funding Mission Possible Sponsor

General Donation

\$50.000 and Above

Montgomery County Department of Health and Human Services Pennsylvania Commission on Crime and Delinquency (PCCD) Victims of Crime Act (VOCA)

\$25,000 to \$49,999

NSM Insurance Group Pottstown Health and Wellness Foundation The Snider Foundation

\$10.000 to \$24.999

Firstrust Bank

Friends of Maripea Bruder Gerry Lenfest Legacy Fund of the Philadelphia Foundation

Robert L. Lowe, Sr.

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Patricia Gorman Associates

Karen and Ron Remick

Iliana Strauss

The Child Development Foundation

\$5,000 to \$9.999

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Genuardi Family Foundation

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Joseph Bilinski Charitable Trust

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William Sasso, Esq.

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16

The Wawa Foundation

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\$1.000 to \$4.999

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Martha Cohn

Conshohocken Brewing Company

Fred and Lynne Cooper

Fred and Lynne Cooper

Raphael Costa

Patrick Covaleski

MaryPat Cowan Charles and Lisa Cronin

Dale and Bob Cucuel

Cindy and Alan Dannenbaum

Katie Delanev Diamond Credit Union

Ana Dipietro

Diversified Quality Home Imp. Charlie and Nancy Dixon

Barbara D'Onofrio Kevin Donohoe

Margaret and Michael Driscoll Adam Dunning

Maureen Durkin

Lilian and James Early

East Norriton Township Police Association Abbie Wilk Engel

Liz and Grant Evans. Jr. Liz and Grant Evans, Jr.

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