



MISSION KIDS

Annual Report 2021



Mission Kids
Child Advocacy Center

Achieving healing and justice
for victims of child abuse

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Dear Friends of Mission Kids,

2021 – what a year. I am sure I'm not alone when I say that I am happy it is behind us. During a time when the need in our community for Mission Kids' services matched the challenge of providing them, our staff worked tirelessly throughout the year to combat the pandemic and support our children and families in need in Montgomery County. And unsurprisingly, our network was no different. We are so grateful for our donors, advocates and other supporters who have remained committed to Mission Kids in these unprecedented times.

Despite new and existing challenges, Mission Kids did not sit idle during 2021. Our prevention education team revamped both our child-focused program, ROAR, and our adult-focused presentation, Darkness to Light, to be held virtually. These programs, along with trauma-informed identification and response training to human trafficking, reached more than 7,000 children and adults last year.

Focusing heavily on legislation at both the state and national level, our CEO Abbie Newman continued to play a vital role in effecting real change to better serve victims of child abuse, human trafficking and the commercial sexual exploitation of children. Though travel was limited in 2021, there was no limit to Abbie's dedication to providing Mission Kids with the highest level of resources and expertise to best serve our children and families in Montgomery County.

Standing by our mission of "achieving healing and justice for victims of child abuse by providing collaborative services, advocacy, leadership and education," Mission Kids spent another year working to strengthen the forensic interviews, family advocacy and trauma therapy services for our most vulnerable children. This remained critically important as families continued to face multifaceted disruptions resulting from the pandemic.

Once again, we are incredibly thankful to our donors, partners and advocates for continuing to support our cause in 2021. If we can accomplish this much during a year unlike any other, I am thrilled to see what we are able to achieve once the "new normal" sets in post-pandemic. The best is yet to come, and we can't wait to join forces with you again this year to make it happen.

Warmly,

Maripeg Bruder

Maripeg Bruder

Board Chair

“I very much appreciate the fact that there even is a Mission Kids. I was so impressed with the team’s handling of our case. How kind and understanding they were to my daughter.”

- Parent of a Mission Kids client

Awards & Recognition

Abbie Newman, RN., JD.



Mission Kids’ CEO Abbie Newman, RN., JD. was elected to the Distinguished Advisory Panel of the International Society for the Prevention of Child Abuse and Neglect (ISPCAN). Abbie presented at the ISPCAN Milan Congress for 40 attendees.

Abbie Newman was also appointed by Governor Wolf to serve on the Pennsylvania Task

Force on Child Pornography, a group working to develop a comprehensive report with guidance, tools and actionable items for the prevention and intervention of child pornography and child sexual abuse materials.

“As we see a rise in the number of cases involving child sexual abuse materials, serving on this taskforce will allow Mission Kids the opportunity to influence statewide actions on this important issue, and bring helpful tools and expertise back home to our children and families here in Montgomery County,” noted Abbie.

Michelle McDyre



Mission Kids’ Director of Prevention Education and Outreach Michelle McDyre was selected from a pool of 190 nominees as one of just 40 “Montco Millennial Superstars.” Michelle was chosen for her work in launching the ROAR Program in Montgomery County. ROAR is a child-based education program that teaches children ages four

through eight about body safety and empowerment.

“Michelle is absolutely outstanding as a leader in the field of child abuse prevention. She is relatable and approachable to children and adults alike. Her charisma and passion for her work is unparalleled,” noted Executive Director Leslie Slingsby.

Updates

New Director of Development Joins Mission Kids

Mission Kids is thrilled to welcome Paula Jones, CFRE, as Director of Development. Paula is a passionate development professional who thrives on communicating the story of an organization to foster engagement and investment. At Mission Kids, she leads and provides oversight for all planning to raise critical funds, strategic direction, and initiatives for donor cultivation, grants, corporate engagement, and volunteers.

Originally from Colorado, Paula earned a Master’s in Speech Language Pathology and worked with children and adults before transitioning to fundraising for healthcare systems. She most recently served as the development officer for Einstein Medical Center Montgomery. Along with gaining more than 30 years of experience, Paula earned her Certified Fund Raising Executive credentials in 2018.

Paula was introduced to Mission Kids seven years ago. The stories of hope and healing she heard left a permanent mark on her heart. She was drawn to the agency and ultimately joined the Mission Kids team in July 2021. Paula is dedicated to fundraising and expanding Mission Kids’ impact to help as many child abuse victims as possible.

Paula Jones, CFRE



Financial Report 2021

Support and Revenue

Contributions	\$97,818
Grant income	\$1,597,371
Fundraising (net of direct expenses)	\$181,849
Service fee revenue	\$376,800
In-kind donations	\$82,784

Total support and revenue \$2,336,622

Expenses

Program services	\$1,803,525
Management and general	\$196,694
Fundraising	\$236,023

Total expenses \$2,236,242

Income from Operations \$100,380

Other Revenue

Dividend and interest income (net)	\$57,675
Realized gain on investments	\$150,517
Unrealized loss on investments	\$254,113

Total other revenue \$462,306

Net income \$562,686

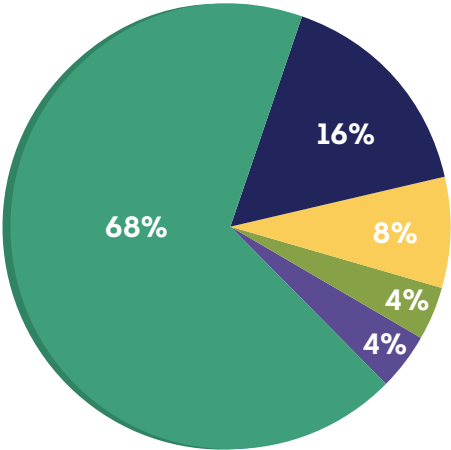
Net Assets

Net assets at beginning of year \$4,680,229

Total net assets – end of year \$5,242,915

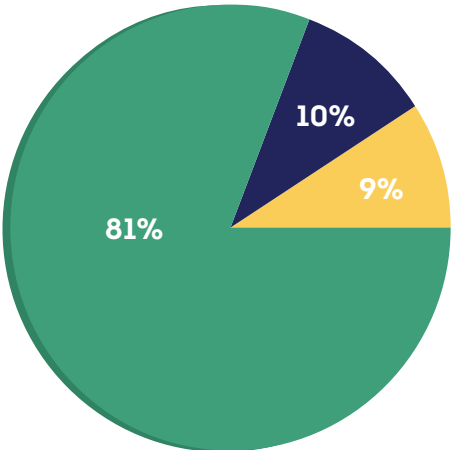
“Working with Mission Kids was such a nice experience given the unfortunate circumstances that brought us here. I’m so glad to know that services like this exist for children in Montgomery County.”

- Parent of a Mission Kids client



Support and Revenue - \$2,336,622

- Grant Income – 68%
- Fundraising (net of direct expenses) – 8%
- Service Fee Revenue – 16%
- Contributions – 4%
- In-kind Donations – 4%



Expenses - \$2,236,242

- Program Services – 81%
- Management and General – 9%
- Fundraising – 10%

2021 *Facts and Figures*

2,277
total clients



RECEIVED FORENSIC INTERVIEW
OR FAMILY ADVOCATE SERVICES.*

*1,026 children & 1,251 caregivers were served.

675



FORENSIC INTERVIEWS OF CHILD
VICTIMS WERE CONDUCTED.

This process provides **crucial evidence** for criminal proceedings and child protection while sparing victims the additional trauma of repeatedly telling their stories.

3,609



FAMILY ADVOCATE DIRECT CONTACTS

were made which included phone calls, initial on-site meetings, accompaniment to medical appointments and other appointments relevant to their case, to ensure the continuity of services to all our families served at Mission Kids.

166



REFERRALS WERE MADE by Mission Kids Family Advocates to trauma therapists for children to ensure they received specialized mental health intervention.

90%



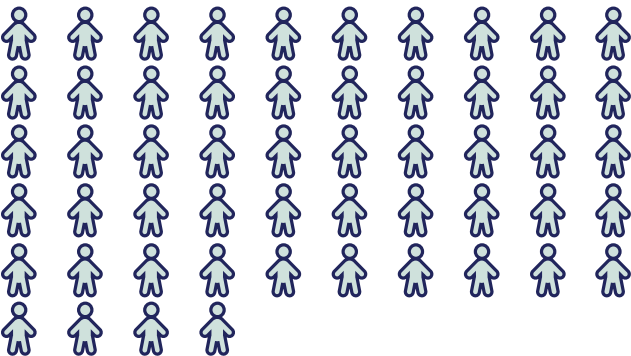
of therapy clients

SAW A REDUCTION IN TRAUMA SYMPTOMS.*

*those clients served by Mission Kids' on-site therapists.

54

SUSPECTED VICTIMS OF HUMAN
TRAFFICKING WERE SERVED.



153



REFERRALS WERE MADE by Mission Kids Forensic Interviewers to **Children's Hospital of Philadelphia's Child Abuse Referral and Evaluation (CARE) Clinic** for trauma-informed medical evaluation and treatment.

25



CHILDREN WERE PROVIDED
accompaniment
TO A MEDICAL EVALUATION.

82



CHILDREN AND THEIR
FAMILIES WERE PROVIDED
court accompaniment.

Prevention is
possible

9,175
individuals



were reached through our **community prevention education** initiative.

7,616 *children*



aged four to 18 learned to **identify safe adults** in their lives and **speak out against abuse.**

1,560 *adults*

in our community participated
in **prevention education workshops.**



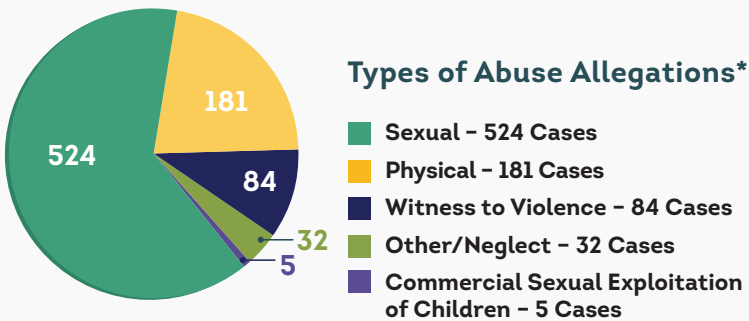
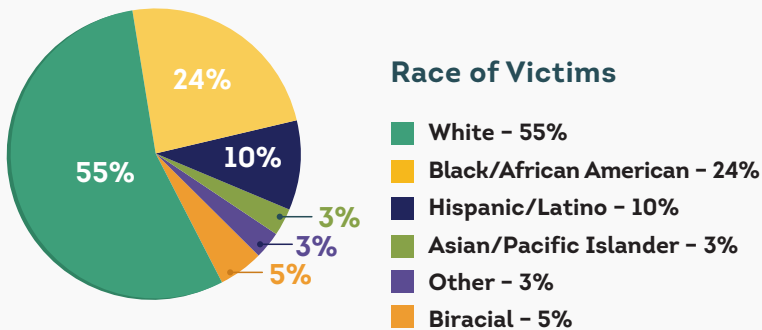
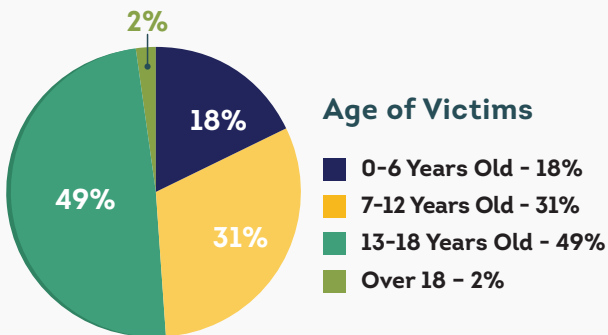
MISSION

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

VISION

We will unfailingly serve to protect children and youth from abuse. To do so, we will boldly expand our reach and resources to do whatever is necessary to prevent them from harm, address their physical and emotional needs and achieve justice on their behalf.

We will live up to and exceed the uncompromising values and expectations of our founders to serve and protect our community's own children, while accepting a leadership role that is unencumbered by boundaries and seeks to ensure that the world is a safe and better place for all children.



*The number of cases of abuse is greater than the number of clients because some clients report more than one type of abuse. The total number of forensic interviews in 2021 was 675.

Accomplishments IN 2021

Advocacy and Legislation

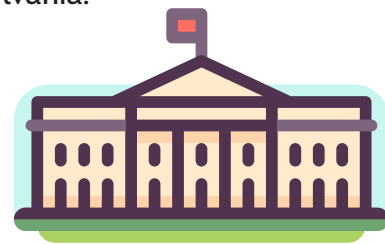
Mission Kids Executive Director Leslie Slingsby provided expert testimony on Title IX implementation in the K-12 setting at the Pennsylvania House Child and Youth Committee's public hearing, 'Respecting Confidentiality while Preserving Accountability: Protecting Students & Staff in Our Schools.'



Mission Kids and the Montgomery County District Attorney's Office worked with Representative Todd Stephens on a bill to promote collaboration and information sharing between multidisciplinary partners to best serve child victims of abuse, resulting in the passage of Pennsylvania Act 42 of 2021.



Mission Kids successfully advocated with legislators in Washington, D.C. and Harrisburg, Pennsylvania for passage of the Victims of Crime Act (VOCA) Fix to Sustain the Crime Victims Fund Act, which stabilized approximately \$75 million in yearly funding to nonprofits serving victims across Pennsylvania.



Mission Kids became the first child advocacy center to receive Special Consultative Status by the United Nations.



United Nations

“The team members at Mission Kids are kind and professional. They ease you into telling your story in a safe environment. They understand how to help and stand by you every step of the way.”

- Mission Kids client

“Thank you, Mission Kids! As a mom I've felt so lost. The team provided unwavering support for both me and my daughter.”

- Parent of a Mission Kids client

Partnerships

Commercial Sexual Exploitation of Children

Mission Kids partnered with the Pennsylvania State Chapter of Child Advocacy Centers to facilitate two, four-day trainings on Commercial Sexual Exploitation (CSEC) for 43 multidisciplinary team members from Berks, Cumberland and Erie counties. Trainings focused on the trauma-informed identification and response to child victims of trafficking. Following these trainings, Mission Kids provided intensive consultation to five counties across the Commonwealth to develop protocols and policies to respond to child sex trafficking in their counties.

Racial Equity Learning Community

Mission Kids was accepted as a member of the Bucks-MontCo Racial Equity Learning Community (RELC), which is a cross-county, multi-sector initiative for governmental and nonprofit organizations in Bucks and Montgomery Counties. As a member of this collaborative, Mission Kids has worked with partner organizations to learn, build relationships, and take action to deepen its organizational and collective capacity to advance racial equity and justice in the community. Mission Kids is deeply committed to working with its multidisciplinary team members to offer tailored services that meet the unique needs of underrepresented and disadvantaged children and families in the community. RELC will train and coach Mission Kids to evaluate its programs and develop a meaningful, actionable plan to ensure that all communities in Montgomery County have equitable access to healing and justice.



35%
increase in the number of suspected Commercial Sexual Exploitation of Children (CSEC) victims

54
suspected CSEC victims received an immediate and comprehensive multidisciplinary response at Mission Kids

100%
of suspected CSEC victims received services from a specifically trained CSEC Advocate at Mission Kids

Grants and Projects

W.W. Smith

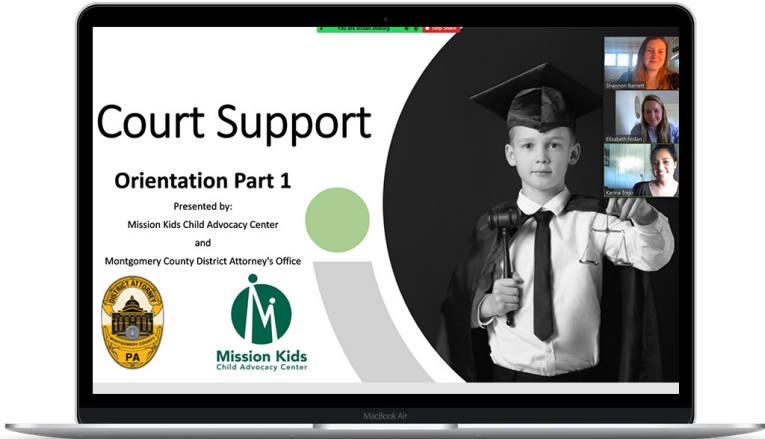
Mission Kids received a grant from the W. W. Smith Charitable Trust in support of our Mission Fund, which provides basic needs assistance to clients with financial difficulties. The funds from this grant were used to distribute grocery store gift cards and/or housing assistance to victims and families experiencing poverty. This relief will allow families to concentrate on healing from the trauma of abuse and pursuing justice. For families who are already struggling financially, a child abuse investigation, court appearances, medical appointments, and mental health counselling can add an additional strain on time and resources. This grant has allowed Mission Kids to meet this challenge through direct resource provision.

THE W.W.SMITH CHARITABLE TRUST



Court Support Program

The Court Support Program was created in 2021 by Mission Kids in collaboration with the Montgomery County District Attorney's Office and our mental health partners at Creative Health Services. The program's main objective is to decrease trauma by orienting the child and their family to the court process and assisting the child in learning coping skills related to court appearances to help manage emotions and decrease anxiety. Following the launch of the Court Support Program on August 24, 2021, Mission Kids received 20 referrals for clients ages seven to 18 during the year of 2021. Of those referrals, 16 children attended in addition to six support people.



💬 Mission Kids is such a great organization and should be available everywhere. Our advocate's consistent communication was extremely helpful during a trying time. I wish a similar option had been accessible when I was younger and in need of support.💬

- Parent of a Mission Kids client

Training

Services to Children with Disabilities

Mission Kids continued to strengthen its policies and procedures to provide the best services possible to adults and children with disabilities. Forensic Interviewers Jen Watson and Madeline Mitchell attended the Forensic Interviewing for Individuals with Disabilities (FIND) Adapted Forensic Interview Training by Modell Consulting Group, LLC from October 18 to 20.

Mission Kids continues to partner with other professionals working with people with disabilities. We created a new connection at Temple University's Institute on Disabilities. Through this connection we combined expertise to complete the first interview at Mission Kids with a Speech Pathologist in the room. The Speech Pathologist and Forensic Interviewer combined their skills to best communicate with the person being interviewed.



Looking FORWARD

Mission Kids is embarking on its next chapter. Convening a team of nonprofit experts, community stakeholders, and dedicated staff we have created a Five-Year Strategic Plan that will guide us as we extend the borders of our impact. The problems we face at Mission Kids require bold, visionary solutions. As we move toward our ultimate goals, our work will be guided by the following five strategic pillars:



Excellence and expanded direct services

In the next five years, Mission Kids will open two new child protection facilities, including a satellite office in Pottstown, and a state-of-the-art center that combines an expansion of all of services currently offered with on-site medical services.



Leadership

Working with national, state and local legislators to pass meaningful policy, Mission Kids will form new partnerships with leading academic researchers to improve victims' experiences and advance international partnerships to help more victims of abuse.



Professional growth and wellness

Mission Kids' staff deals with difficult, emotional material every day. To cope with this, significant resources will be devoted to advanced staff trainings while instituting extensive wellness practices and fostering diversity and equity in everything that Mission Kids does.



Sustainability for long-term success

Mission Kids will secure reliable funding and boost marketing initiatives that support its goals and increase awareness.



Data-driven outcomes

Mission kids will partner with researchers to better understand the needs of the children they serve, developing systems to monitor and track the success of its programs.

Thank You VOLUNTEERS



Our Values

- ✓ We serve with compassion, empathy and respect for all.
- ✓ We ensure that the voices of child abuse victims are heard.
- ✓ We are passionate in our pursuit of healing, justice and abuse prevention.
- ✓ We uphold a culture of excellence and professionalism.
- ✓ We celebrate teamwork, nurture trust and prioritize self-care.
- ✓ We are committed to fostering diversity, equity and inclusion within all that we do.
- ✓ We model effective collaboration across partners.
- ✓ We strive for forward-thinking leadership.
- ✓ We embrace research-based best practices.

Donors

■ Grants ■ Government Funding ■ General Donation

\$50,000 and Above

Montgomery County Department of Health and Human Services
National Children's Alliance
Pennsylvania Commission on Crime and Delinquency (PCCD)
The Scott and Susan Bentley Fund
Victims of Crime Act (VOCA)

\$25,000 to \$49,999

HealthSpark Foundation
NSM Insurance Group
Redevelopment Authority of the County of Montgomery
Iliana Strauss
W.W. Smith Charitable Trust

\$10,000 to \$24,999

Maripeg Bruder
Child Development Foundation
The John Michael Paz Foundation
Maguire Foundation
Phoenixville Community Health Foundation
VNA Foundation of Greater North Penn

\$5,000 to \$9,999

Creative Health Services, Inc.
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Facebook Fundraisers
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Whole Foods Market
Woman's Club of Suburban Philadelphia
WSFS Bank

Up to \$999

AmazonSmile Foundation
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Family Advocate **
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Elizabeth Hemsworth Evans,
Executive Assistant
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Clinical Liaison to Mission Kids

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Program Director
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Case Coordinator
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