

Mission Kids

Child Advocacy Center

2023 ANNUAL REPORT



Mission Kids
Child Advocacy Center

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MARIPEG BRUDER
BOARD CHAIR

Dear Friends,

As I reflect on 2023, I am filled with gratitude for all that we have accomplished together. This year has been one of growth, resilience, and unwavering dedication to our mission of protecting and supporting children through comprehensive advocacy and education.

Throughout 2023, Mission Kids continued to shine as a beacon of hope and healing for children and families. Through every forensic interview, advocacy session, and collaborative effort with our multidisciplinary team, we have upheld our commitment to ensuring that children have access to the care and resources they need to begin their journey toward healing.

This year was also one of preparation. While much of the work we've done behind the scenes remains under wraps, I am excited to share that 2024 will bring some exciting changes and bold new initiatives. And even bigger things are planned for the years ahead. Stay tuned—what's coming next will set the stage for an even brighter future for Mission Kids and the children we serve.

To everyone who has supported our mission this year—our incredible staff, volunteers, donors, community partners, and multidisciplinary team members—thank you. Your compassion and dedication ensure that Mission Kids remains a place of hope and healing for every child who walks through our doors.

As we look ahead, I invite you to continue walking alongside us in this journey. Together, we will illuminate hope and ignite change for countless children and families.

With gratitude,

Maripeg Bruder

Maripeg Bruder
Board Chair
Mission Kids Child Advocacy Center

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“The best part about Mission Kids is the friendliness of the staff and how easily they were able to get my daughter to open up and talk.”

- Parent of a Mission Kids client

Awards & Recognition

Unsung Hero Award



Abbie Newman, CEO of Global and External Affairs, was recognized by *The Legal Intelligencer* for her tireless advocacy and transformative leadership in the field of child protection. As a pediatric nurse-turned-attorney, Newman founded Mission Kids in 2008

to provide a collaborative, multidisciplinary approach to child abuse investigations. Over the past 15 years, her vision and leadership have helped Mission Kids grow into a nationally accredited Child Advocacy Center (CAC) that has served more than 6,500 children and their families. Today, Newman continues to expand Mission Kids' reach through global advocacy and policy work, ensuring that the most vulnerable children receive the care and support they need to thrive.

Pennsylvania Blue Ribbon Champion for Safe Kids Award

The Pennsylvania Family Support Alliance honored Michelle McDyre, Mission Kids' Director of Prevention Education and Outreach, as a PA Blue Ribbon Champion for Safe Kids in 2023. This prestigious recognition celebrates



Michelle's exceptional work in empowering children with the knowledge to stay safe, educating caregivers to prevent abuse, and fostering stronger, safer communities across Pennsylvania. Through innovative prevention education programs and outreach initiatives, Michelle has become a trusted advocate for creating environments where every child can thrive.



Main Line Chamber of Commerce's Nonprofit Organization of the Year

Mission Kids was honored as the Main Line Chamber of Commerce's 2023 Nonprofit Organization of the Year. This prestigious award recognized Mission Kids' impact on Montgomery County and beyond.

MontCo Happening's "Best Charity" in Montgomery County

Mission Kids was once again voted "Best Charity" in Montgomery County by MontCo Happening's "Best Of" list. This recognition reflects the community's strong support for our work. Child abuse is a difficult subject to address, so we are deeply grateful to everyone who took the time to vote for us and spread the word about our mission.



Financial Report 2023

Support and Revenue

Contributions	\$140,631
Contributions - Capital Campaign	\$1,589,997
Grant income	\$1,653,340
Fundraising (net of direct expenses)	\$477,993
Service fee revenue	\$449,889
In-kind donations	\$145,885
Net Investment Return	(\$472,304)
Other Income	\$14,607

Total support and revenue \$4,944,656

Expenses

Program services	\$2,199,066
Management and general	\$305,953
Fundraising	\$987,939

Total expenses \$3,492,957

Changes in Net Assets (\$1,751,699)

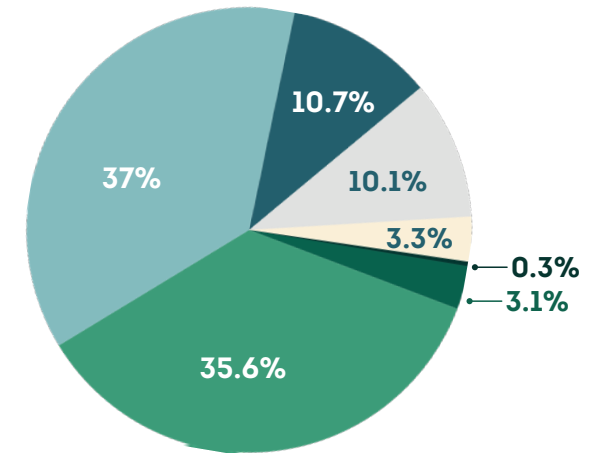
Net Assets

Net assets at beginning of year \$4,911,891

Total net assets - end of year \$6,663,590

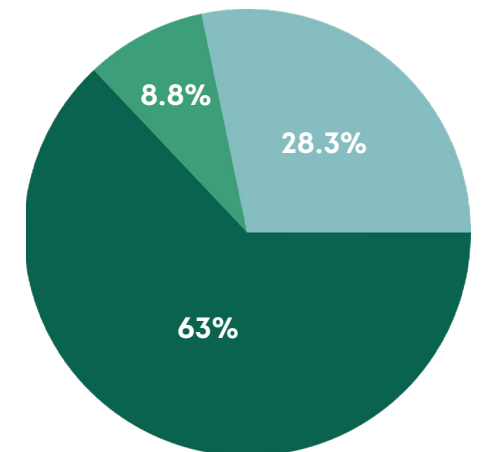
“I believe that you are all doing a good job with those with disabilities. THANK YOU!”

- Parent of a Mission Kids client



Support and Revenue - \$4,944,656

- Contributions - 3.1%
- Contributions - Capital Campaign - 35.6%
- Grant Income - 37%
- Fundraising (net of direct expenses) - 10.7%
- Service Fee Revenue - 10.1%
- In-kind Donations - 3.3%
- Other - 0.3%



Expenses - \$3,492,957

- Program Services - 63%
- Management and General - 8.8%
- Fundraising - 28.3%

2023 Facts and Figures

2,824
total clients



RECEIVED FORENSIC INTERVIEW OR FAMILY ADVOCATE SERVICES.*

*1,326 children & 1,498 caregivers were served.

609



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.

96%
successful
PROSECUTION OUTCOMES FOR VICTIMS & FAMILIES



37



MEDICAL EVALUATIONS were attended by child clients. Proper medical attention is vital to a child's healing. Even if the abuse is no longer physically present, it's important to hear: "Your body is okay."

129
therapy clients



served by Mission Kids' on-site clinicians


28



FAMILIES PARTICIPATED IN OUR NEW PROMOTING SAFE BEHAVIORS PROGRAM

The mission of the Promoting Safe Behaviors (PSB) Program is to strengthen families and prevent future harm by holistically addressing the needs of children and youth with problematic sexual behaviors through evidence-based treatment and diversionary services.

50%
increase in attendance
OF CLIENTS FOR MEDICAL EVALUATIONS.



146
CHILDREN AND THEIR FAMILIES WERE PROVIDED
court accompaniment.



80 SUSPECTED CHILD VICTIMS OF HUMAN TRAFFICKING/CSEC* WERE SERVED IN 2023



Prevention is
possible

15,773
individuals




were reached through our community prevention education initiative.

12,593 children
aged four to 18 learned to identify safe adults in their lives and speak out against abuse.

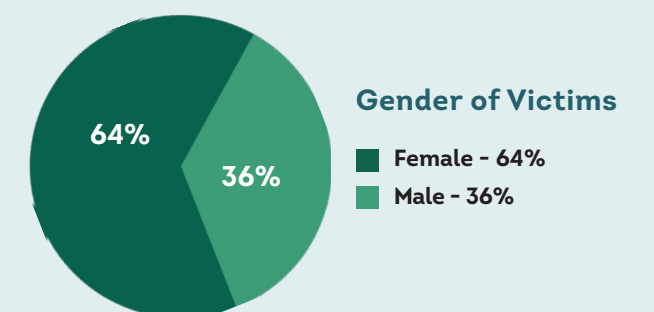
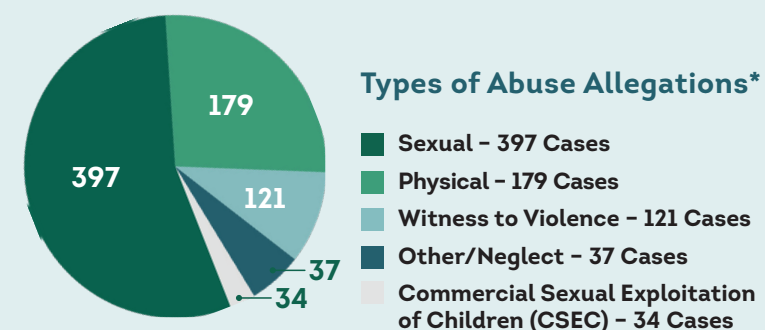
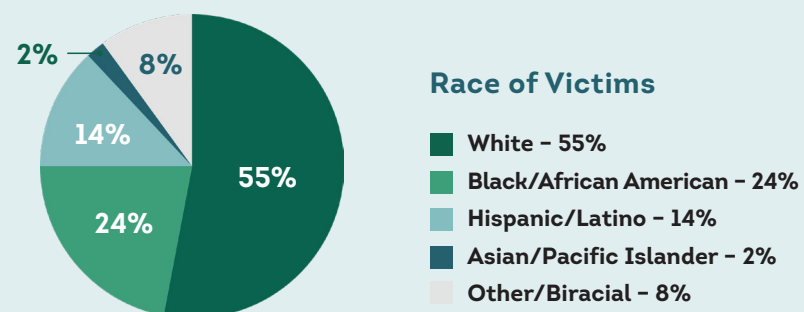
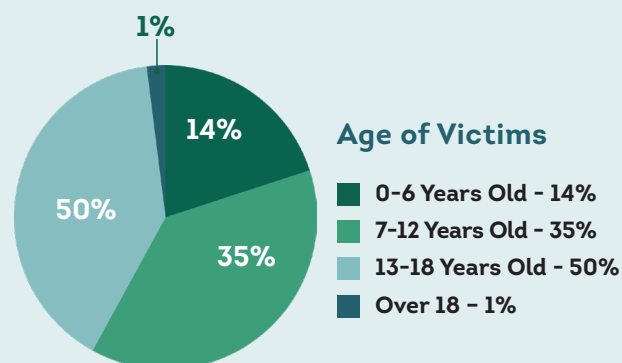


457 adults

trained to recognize, report & help prevent human trafficking/CSEC.



3,030 adults
in our community participated in prevention education workshops.

*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 2023 was 609.

Accomplishments IN 2023

Innovative Milestones in Advocacy and Prevention



Promoting Safe Behaviors (PSB) Program

Mission Kids, in partnership with Creative Health Services, launched this groundbreaking, evidence-based program to address problematic sexual behaviors in youth ages 7-14. The PSB program is designed to provide early intervention and support, reducing harm and preventing future incidents. This holistic approach brings together therapy, education, and collaborative services to strengthen families and empower caregivers. PSB is setting a new standard for addressing these sensitive and critical issues, ensuring that vulnerable youth and their families receive the help they need to heal and thrive.

Smarter Parents: Safer Kids

As part of Project Safe & Smart, Mission Kids began teaching this evidence-based program in 2023. The curriculum focuses on empowering caregivers of children ages 2-12 with tools to foster healthy communication, understand children's development, and implement safety measures to prevent abuse. The program reached several caregivers in its first year, laying a strong foundation for expanded impact in the years ahead.



Introducing Prevention Programs for Secondary Schools

Responding to growing demand, Mission Kids introduced new prevention programs for secondary school-aged children in 2023. Evidence-based curricula like *Child Safety Matters* for grades 3-5 and *Teen Safety Matters* for grades 9-12 were offered to participating school districts. These programs complement our existing offerings and ensure that more students receive critical education on safety and abuse prevention.

Mandated Reporter Training

Mission Kids gained approval from the Pennsylvania Department of Health to administer this critical training for mandated reporters. Community Prevention Educators launched sessions for organizations like the Weitzman National Museum of American Jewish History, emphasizing the importance of identifying and reporting suspected abuse.



“I felt very heard and unjudged, even when I was crying and discussing information.”

- Parent of a Mission Kids client

Expanding Our Reach

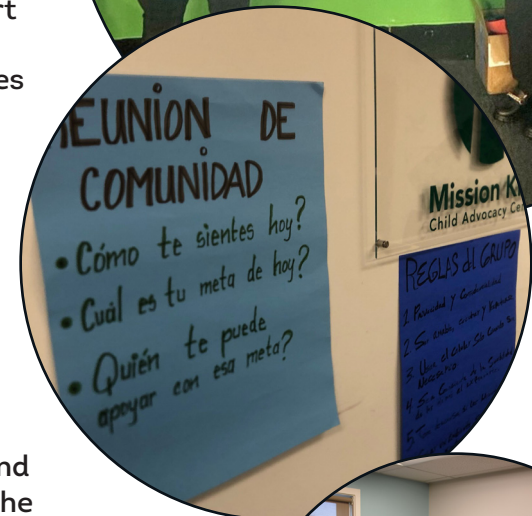
Empowering Families Through Bilingual Education

In 2023, Mission Kids held its first-ever bilingual prevention education sessions specifically for parents, caregivers, and adults. These sessions, led by a Bi-lingual Prevention Educator and Bi-lingual Family Advocate, provided critical resources on positive parenting and child abuse prevention in both English and Spanish, ensuring greater accessibility for Spanish-speaking families.



Spanish-Speaking Caregiver Support Group

Over the summer we launched our first support group for Spanish-speaking, nonoffending caregivers whose children had received services at Mission Kids following abuse. Led by our Bilingual Family Advocate, the group provided a safe space for these adults to come together among peers who are experiencing similar challenges and learn about trauma, its effects on families, and how to support their children's healing as well as their own. At the same time, our Bilingual Prevention Educator and other Mission Kids' staff members volunteered their time to provide free childcare, ensuring kids were fed dinner and cared for in a supervised environment during the weekly support group.



Pottstown Satellite Office Reaches Impressive Milestone

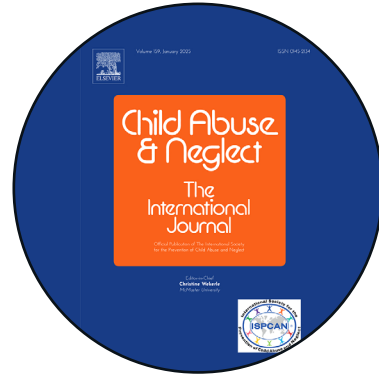
Mission Kids' Pottstown Satellite Location reached a major milestone, conducting 100 forensic interviews since opening in May of 2022. By bringing essential services to Montgomery County's most economically challenged community, this location has reduced barriers and provided life-changing support to children and families affected by abuse.



Global Advocacy and Policy Impact

International Research and Collaboration

Mission Kids' CEO of Global and External Affairs, Abbie Newman, and External Affairs Specialist Liz Evans co-authored the research study "Not a Happy Story, a Love Story: Professional Perceptions of Love in Families with CSA in Two US Mid-Atlantic CACs," published in *Child Abuse & Neglect: The International Journal*. This study highlights professional insights into family dynamics during child sexual abuse cases, reinforcing Mission Kids' leadership in advancing best practices for child advocacy.



Building a Better Response to LGBTQIA+ Abuse Cases

Mission Kids conducted a groundbreaking research study in 2023 to better serve LGBTQIA+ individuals who have experienced child abuse. Led by Abbie Newman, Liz Evans, and Mission Kids' Clinical Liaison and Trama Therapist Kala Fell, LMFT, the study brought together multidisciplinary team (MDT) members, including detectives, prosecutors, and child advocacy professionals, alongside international experts Dr. Dafna Tener and Hadas Kerem Bloemendal from Hebrew University of Jerusalem. This collaboration focused on identifying best practices for improving reporting, response, and prosecution in LGBTQIA+ abuse cases, with the goal of creating a model-response to be shared broadly.

International Collaboration at Haruv Conference

At The Hebrew University of Jerusalem's Haruv International Conference, Abbie Newman presented "Rewind," Sasha Neulinger's acclaimed documentary on intergenerational child abuse. Sasha, a filmmaker, advocate, and board member at Mission Kids, shares his personal story of surviving child sexual abuse, including abuse by a cantor from Temple Emanu-El of New York City that occurred in Montgomery County. This case was pivotal in the founding of Mission Kids, underscoring the importance of a collaborative response to abuse. Sharing *Rewind* at the conference highlighted Mission Kids' commitment to global collaboration while connecting the organization's local impact to a broader international audience.



Testifying for Statewide Support of Child Advocacy Centers (CACs)

Abbie Newman testified before the Pennsylvania Senate Aging and Youth Committee in 2023 to advocate for the essential role of Child Advocacy Centers (CACs). In her testimony, Newman emphasized how CACs provide a multidisciplinary approach to care, bringing together law enforcement, child protective services, medical professionals, and advocates to offer a seamless and supportive experience for children and families.



She highlighted the life-changing impact of CACs in reducing trauma for children navigating the aftermath of abuse, ensuring that victims and their families receive the care and resources they need to heal. Newman called for increased state funding to expand CAC services across Pennsylvania, stressing that every child deserves access to this critical support system, regardless of where they live. Her advocacy underscored the importance of collaborative efforts to protect the most vulnerable members of our communities.

Policy Advocacy with Philadelphia's Transition Team

Abbie Newman's appointment to Philadelphia Mayor-Elect Cherelle Parker's Transition Team marked Mission Kids' continued leadership in local policy. Serving on the Health and Human Services Sub-Committee, Newman worked alongside community leaders to design initiatives focused on supporting Philadelphia's most vulnerable children.

All About Numbers



9 STATEWIDE advisory committees and task forces were appointed to Mission Kids Leadership.



15 NATIONAL & INTERNATIONAL presentations were led by Mission Kids Leadership LED. They focused on **innovative, collaborative responses** to child abuse & developing **strategic partnerships** with multidisciplinary team members.



25 LEGISLATIVE MEETINGS & EVENTS attended by Mission Kids to discuss current policies and strengthen our partnerships in the **fight against child abuse**.

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.

“I really appreciate you all, having gone through a similar experience as a teen, I would've benefitted greatly if you've been around then, so thank you.”

- Parent of a Mission Kids client

Demonstrating Excellence in Leadership and Advocacy

Showcasing Leadership Innovation on a National Stage

Mission Kids' Co-CEOs, Abbie Newman and Leslie Slingsby, presented their innovative dual-leadership model at the National Children's Alliance (NCA) Leadership Conference in Washington, D.C. Their workshop highlighted how balancing roles in Global Affairs and Service Operations enhances Mission Kids' ability to deliver seamless, high-quality services and tackle complex challenges in child advocacy.

NCA has praised this unique leadership structure as a forward-thinking approach to managing the complex demands of a modern Child Advocacy Center (CAC). By leveraging the distinct strengths of each leader—Newman's expertise in global advocacy and policy and Slingsby's focus on operational excellence—Mission Kids serves as a model for other CACs nationwide looking to enhance their impact and efficiency.



ACCREDITED CHILDREN'S ADVOCACY CENTER

PHYSICAL ABUSE

CSEC

PREVENTION

Setting the Standard for Excellence in Child Advocacy

In 2023, Mission Kids achieved a significant milestone by earning re-accreditation from the National Children's Alliance (NCA). The organization met all 10 mandatory standards and became one of only two CACs in the nation to also meet three newly-introduced, optional standards. These optional standards address critical areas including services for victims of commercial sexual exploitation, physical abuse, and child abuse prevention education.

This accreditation represents Mission Kids' unwavering dedication to providing cutting-edge, evidence-based services that ensure the best outcomes for children and families. "National re-accreditation is not just a validation of our dedication, but a promise renewed to every child we serve," said Leslie Slingsby, CEO of Services and Operations. The achievement underscores Mission Kids' leadership role in advancing best practices for child advocacy centers across the country.

Looking FORWARD

The future of Mission Kids is brighter than ever, and we are thrilled for what's to come.

As we reflect on the incredible strides made in 2023, we are filled with excitement and energy for the journey ahead. Mission Kids is preparing for transformative milestones that will allow us to expand our reach, strengthen our services, and deepen our impact on the children and families who need us most.

With every step forward, we remain focused on creating innovative solutions, fostering stronger community partnerships, and delivering the highest level of care. Big changes are on the horizon, and while we can't share all the details just yet, we promise they will bring hope, healing, and brighter futures for the children we serve.

Next year, Mission Kids will proudly celebrate 15 years of advocating for children and families. This milestone is not only an opportunity to honor our past but also to forge bold new paths for the future—paths that will ensure even greater impact for those we serve today and in the years to come.

We are grateful to have you by our side as we step into this exciting new chapter. Together, we are igniting change and illuminating hope for the future of our community.



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.

Mugs for a Mission

A Celebration of Community and Advocacy

Mission Kids celebrated the second year of its revamped fall fundraiser, Mugs for a Mission, a vibrant event that brought together multidisciplinary team members, supporters, families, and friends. Held at Taphouse 23 in Bridgeport, the event drew more than 200 guests who enjoyed food, drinks, live music, and engaging activities.

This year, Mission Kids proudly honored three esteemed multidisciplinary team members for their outstanding contributions to child advocacy:

Jaime Gustaitis, MSW
Screening Supervisor,
Montgomery County Office of Children and Youth

Detective Ernie Morris
Limerick Police Department

Brianna Ringwood
Deputy District Attorney of Professional Standards,
Montgomery County District Attorney's Office

Thanks to generous sponsorships and enthusiastic community support, Mugs for a Mission raised more than \$20,000 to advance Mission Kids' vital work. This annual event continues to grow and serve as a testament to the power of community coming together to protect children and support their healing.



Host Committee

Chairs: Stew Ryan

Host Committee Members: Pam Alvarado, Kaity Andrey, Shannon Barnett, Maureen Convery, Michele Cronrath, Liz Evans, Jaime Gustaitis, Clare Henderson, Tayza Hill, Ruth James, Paula Jones, Jane Kim, Sarah Imbesi, Kaylee McCormick, Michelle McDyre, Ernie Morris, Peter Muehlbronner, Maggie Rakaczewski, Haley Rice, Brianna L. Ringwood, Stew Ryan, Beth Sanborn, Leslie Slingsby

14th Annual Mission Possible Gala



Thank You for Making Our Mission Possible

The 2023 Mission Possible Gala was an unforgettable evening filled with inspiration, generosity, and celebration in support of Mission Kids. With more than 100 event sponsors, gift-in-kind donors, and preferred partners, the atmosphere of hope, healing, and support was palpable throughout the night.

Guests enjoyed an exciting array of activities, including a competitive live auction, a "luck-of-the-draw" wine pull featuring 65 bottles of premium wine—including a coveted Opus One 1995 Red—and a raffle for an exquisite pair of diamond earrings from the Bernie Robbins Collection. The evening reached its peak during the live donation appeal, where our enthusiastic supporters raised an astounding, record-setting \$103,000!

The celebration continued as attendees hit the dance floor, with the electrifying Renaissance Orchestra bringing down the house. The energy and joy in the room reflected the unwavering commitment of our community to the Mission Kids cause.

A heartfelt thank you to this year's event co-chairs, Pauline LeVan, Beverly Torsilieri, and Beth Turchi, as well as our dedicated host committee, for making this year's gala one of the best yet.



Host Committee

Event Co-Chairs: Pauline LeVan, Beverly Torsilieri & Beth Turchi

Host Committee Members: Colene Bittone, Debbie Bowden, Maripeg Bruder, Amy Burnham Brown, Jenny Clark, Kina Simeone Clark, Tracy Green Clark, Donna Coghlan, Karen Connor, Zoya Egan, Mary McCloskey Fenkel, Trish Gorman, Bunny Hill, Susan Hunter, Walt Hunter, Erika Jacobs, Marianne Keating, Nancy Matt, Abbie Newman, Stephanie Ortiz, Jin Hee Park, Serene Peña, Jackie Ruby, Ashley Shaknis, Margie Sherr, Lauren Simeone, Leslie Slingsby, Garrett Snider, Patty Walker, Denise Williams



Donors

■ Grants ■ Government Funding ■ General Donation

\$50,000 and Above

Montgomery County Department of Health and Human Services
 Pennsylvania Commission on Crime and Delinquency (PCCD)
 National Children's Alliance
 Children's Advocacy Centers of Pennsylvania
 NSM Insurance Group
 Green Family Foundation

\$25,000 to \$49,999

Jim and Trish Gorman
 Kina and Harry Clark
 VNA Foundation of Greater North Penn

\$10,000 to \$24,999

Harry and Kina Simeone Clark/Clark Capital Management Group
 The Donald and Carol O'Connell Family Foundation
 The Philadelphia Foundation
 The Child Development Foundation
 W.W. Smith Charitable Trust
 Roger and Christine Anerella - Lukaby Stable
 Mary Ann Finley-Bond Foundation
 Iliana Strauss
 Barbara Campbell and Joseph Delaney Schultz & Williams
 Creative Health Services, Inc.
 Fans of Abbie, Leslie, and our AMAZING STAFF
 Marianne Dean
 The Snider Foundation
 The John Michael Paz Foundation
 Republic Bank
 Joseph Bilinski Charitable Trust
 Philadelphia Kids Care Foundation

\$5,000 to \$9,999

Sean Clark
 Montgomery County District Attorney
 Families Behind the Badge Children's Foundation
 Conicelli Toyota
 Laffey Bucci D'Andrea Reich & Ryan
 WOAR
 Lydia Mbogo

Kappa Delta Eta Theta
 Megan Holm
 Colene and Ronald Bittone
 Dmitry Komkov
 Dina and Michael Fink
 L. Scott Schultz
 Karen and Ron Remick
 The Harriette Steelman and Charles L. Tabas Foundation
 Stradley Ronon
 Petit Family Foundation
 PECO, an Exelon company
 Newman & Company, Inc./Ferman, Paul and Newman Families
 M&T Bank/Wilmington Trust
 Liudmila Korneenko Foundation
 Janine and Jeff Yass
 The Ferrier, Peruto and Nicoletti Families
 Genuardi Family Foundation
 Brendan and Jennifer Clark
 Beverly & Guy Torsilieri -Torsilieri, Inc.
 Lauren Simeone
 Meredith L. Seigle
 Ambler Savings Bank
 Torsilieri, Inc.
 CBRE

\$1,000 to \$4,999

Daniel McGill
 Walt and Sue Hunter
 Lima Cares
 Perkiomen Valley School District
 Marianne Keating
 Christin McClave
 Scott Brown
 The Wawa Foundation
 The Oberholtzer Family
 Karen Connor
 WSFS Bank
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 Specter Foundation
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 United Way of GPSNJ
 Andrea and Bruce Freundlich
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 Streamsong Church
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 Pat Ciarrocchi
 Bill Stewart
 Lauren Sinrod
 Mimi and Michael Greenly
 Adobe, Inc.
 Chip and Phyllis Marshal
 Upper Moreland Township Police Benevolent Association
 UBS Matching Gifts
 Susanna Lachs and Dean Adler
 Robert M. Silverman, Esq.
 Rachel and David Steerman
 PG Commercial Real Estate, Inc..
 Mitchell Shore
 McHale Partners

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■ Grants ■ Government Funding ■ General Donation

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 Lynne and Bill Garbose
 Joseph and Therese Rose
 Jonathan and Catherine Fiebach
 Jefferson Einstein Montgomery Hospital
 Inge and Albert Breuers
 E. Murdoch Family Foundation
 Cindy and Kent Gehret
 Christine and Wade Berrettini
 Campus Apartments
 Brett and Deborah Orlove
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 Matthews Hamilton
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 Drew Williams
 The O'Connor Group
 The Robert L. Lowe, Sr. Foundation
 TD Bank Community Sponsorship
 Nicholas Lembo
 RBIII Foundation

Up to \$999

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 Jennifer Bundy
 Julian and Tina Krinsky
 Iron Mountains, LLC
 Brianna L. Ringwood
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 Eileen and Malcolm George
 Alvin Newman
 Michael P. Pfister
 Most Royal Grand Court of Cyrene
 Vanguard Charitable Endowment Program
 Brad Weingart
 Mike Coleman Team with Keller Williams
 Frank and Kathleen Seidman
 Harrison Jacobs
 Tina Scannapieco
 Deanna Burns
 Keith Craley
 Maeve McGill
 Whitpain Police Department
 Sharon and Craig Altman

Pia and Richard Halloran
 Lower Providence Police Association
 Kimberly Gross
 John and Beth Turchi
 Geoffrey Brandon
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 Maggie Miley
 Kathy Deckler
 Lightbridge Foundation
 Chris Lutz
 Home Experts For You LLC
 Sedona Taphouse
 Carl Torsilieri
 Tom Vezzosi
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 Wendy Voron
 Upper Dublin Police Benevolence Association
 The Buck Family Fund
 Project Widgets
 Pottstown Police Officers Association
 Plymouth Township Police Association
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 The Guild of Wentz's United Church
 Maggie and Brien Murphy
 Esperanza Flury
 Charles Fricker
 Charles Cronin
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Linda Peritz	Pat Basu
Margaret Driscoll	Angela Ko
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