Dear Friends,

In 1973, the average new home cost $32,500, a dozen eggs cost $0.45, and shows like The Partridge Family and M*A*S*H ruled TV screens throughout the United States.

In that same year, the San Francisco Child Abuse Prevention Center (originally founded as the Child Abuse Council) began offering our child abuse prevention programs to kids, parents, and the city of San Francisco.

Over the past 40 years, we have transformed the field of child abuse prevention in our city and beyond. We helped bring the issue out of the secret confines of a child’s home and into the safe, nurturing environment of the Prevention Center and our programs in the community. Our services have kept thousands of kids safe over the last four decades and continue to become stronger each day.

While we reflect on our past, we are also keeping an eye on the future and have developed a long-term plan to take us there. We have renovated our Waller Street location, launched key programming, like our outcomes driven intensive services, and opened the doors to and begun programming at the new Children’s Advocacy Center. We look forward to sharing more about these exciting initiatives and our related support needs.

After serving clients at a temporary location throughout the summer, we were excited to recently reopen our firehouse on Waller Street. The new space has been renovated from roof to foundation, with ADA accessibility, improved lighting and ventilation, soundproofed counseling rooms, and furniture that is functional and ergonomic. Like any good home renovation, we’ve included before and after pictures on pages 5 and 6 to show off our new look!

I am absolutely thrilled to share that our long-awaited Children’s Advocacy Center of San Francisco (CAC) opened a few weeks ago! This child-friendly facility will treat and support the most vulnerable children and families suffering from abuse, trauma, and toxic stress.

By engaging with children in crisis, and following their progress, we will serve as the first responders for children most in need of support and intervention. Our CAC will co-locate with the Center for Youth Wellness and CPMC’s Bayview Child Health Center – a caring collaboration -- to provide a broad spectrum of wellness services under one roof. A brief video with more information is available here: http://www.sfcapc.org/cac. We are forever grateful to the supporters who made this transformative project possible.

We can never undo the trauma that children who have been abused have endured, but we can diminish its impact. We can help them reclaim some of the innocence and joy of childhood. We can show them a future filled with compassion, strength, and hope. One hundred percent of our community’s children should be safe from abuse.

Thank you for believing in the kids of San Francisco and for supporting our programs. Together, we can and will end child abuse in San Francisco.

All the best,

Kati Albright
Executive Director

P.S.
We invite you to take a tour of our renovated firehouse on Waller Street and the new Children’s Advocacy Center! Please contact Kelly Shea at Kelly.Shea@sfcapc.org for more information.
Highlights from 40 Years of Preventing Child Abuse

- Formed the Child Abuse Council to develop policies and best practices
- Created a respite care program for children whose parents were in crisis
- Began training child-serving professionals on recognizing and reporting abuse
- Developed a safety program to empower elementary school children
- Reached more than 1,500 families annually with one-on-one intensive services
- Educated more than 6,000 children annually on safety rules
- Helped create the Family Violence Council in order to reduce the incidence of family violence
- Renovated our historic Waller Street firehouse location

1970s
- Established the TALK Line, a 24-hour parental stress hotline with funding from the Junior League
- Co-located the Child Abuse Council and the TALK Line Family Support Center in the Waller Street firehouse through generous funding & support from the Child Abuse Prevention Society

1980s
- Merged the Child Abuse Council and the TALK Line Family Support Center to create the San Francisco Child Abuse Prevention Center

1990s
- Handled more than 15,000 calls annually on TALK Line
- Trained more than 5,000 mandated reporters each year

2000 - Present
- Partners in Prevention is launched to increase public awareness about child abuse and to promote solutions.
- Partnered with public and private agencies to create the first Children’s Advocacy Center in San Francisco
We support families at our center, at home and throughout the community.

Children & Family Services

Each year:
We provide therapeutic childcare, mental health services, crisis care, case management, and basic needs and emergency needs support to 800 – 1,000 families.

Our TALK Line, a 24/7 crisis telephone line for parents, handles more than 15,000 calls.

Our SafeStart Program reduces the effects of violence on young children, by providing intensive case management and support to approximately 225 high-needs families.

Community Education

Each year:
Our Child Safety Awareness program educates approximately 6,500 children, teaching vital personal safety skills in K-5 schools.

We train more than 5,000 child-serving professionals to ensure correct reporting of suspected child abuse.

Our website – talklineforparents.org – provides critical resources, information, and tips for parents and caregivers.

Strategic Partnerships

This year:
We led and participated in key public and private partnerships to prevent childhood violence throughout San Francisco and the Bay Area, including opening the Children’s Advocacy Center.

We supported the Juvenile Police Division in transitioning to the Special Victims Unit within the San Francisco Police Department to accommodate and better serve victims of child abuse, domestic violence, and elder abuse.

Partners in Prevention partnered with our Child Safety Awareness Program to introduce three new characters and dolls designed to empower and protect children. Nono can say no, Awai can get away, and Telli can tell someone!
Clients 14,740
Donors 1,056
Volunteers and Interns 230
Staff Members 42
Board Members 30
Strategic Partners 35

95% of kids who received our safety education, demonstrated post-training knowledge of safety rules, including how to identify unsafe touches and how to identify a safe network of trusted adults.

93% of our highest-needs parents reported lower levels of depression, anxiety, and stress after participating in our case management and counseling services. Lowering these levels reduces the risk factors of child abuse in a family.

85% of child-serving professionals reported increased knowledge, and said they were more likely to report suspected child abuse and neglect after our training.

76% of parents and caregivers in our counseling program reported that their ability to meet their family’s basic needs either improved or remained stable.

The Child Abuse Council worked with the California State Legislature to add three new mandated reporter categories:
1) an employee or administrator of a public or private postsecondary institution;
2) an athletic coach employed by any public or private school K through high school;
3) any athletic coach at a public or private postsecondary institution. These individuals are now required by law to report suspected abuse and neglect.
We see a community where all of our children are safe from abuse.

We will work tirelessly toward this goal. Our entire community — every one of us — must work together to protect kids. Preventing child abuse is too important not to.

Vision for 2012-2016

Serve 15,000 children, parents and providers annually.

Launch the Children’s Advocacy Center
By opening the city’s first Children’s Advocacy Center, double the number of children who receive forensic interviews and increase the number of children who receive mental health and wellness services by tenfold.

Deepen our impact through Children and Family Services
Launch a data-informed model that will transform child abuse prevention across the country. Among families who successfully graduate from our services, 100% will have the protective factors they need to keep their kids safe.

Expand our reach through Community Education
Expand public awareness and community education through the Bay Area, reaching thousands in our community.

Maintain our Organizational Infrastructure
Keep pace with 21st-century infrastructure.

Renovate our historic firehouse on Waller Street
Improve client accessibility and functionality of our Waller Street firehouse.

Each of us has an important role to play in ending child abuse.

With your support the San Francisco Child Abuse Prevention Center will lead the way.

For more information, please contact Kelly Shea at Kelly.Shea@sfcapc.org.
Donors

The San Francisco Child Abuse Prevention Center gratefully acknowledges these generous donors for their gifts, pledges, and pro bono services received January 1, 2012 - December 31, 2012.

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$250k+
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$100k+
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$250k+
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Nicole Jones
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Annual Financials

**Total Revenue:** 4,840,127

- **Children’s Advocacy Center:** 1,461,917
- **Government Contracts:** 1,386,872
- **Corporate & Foundation Grants:** 968,338
- **Fundraising Events:** 517,385
- **Donations:** 350,742
- **In-Kind Donations:** 128,029
- **Partners in Prevention:** 44,588

**Total Expenses:** 4,116,904

- **SafeStart:** 648,824
- **Administration:** 590,360
- **Children’s Advocacy Center:** 588,543
- **Family Support Center:** 536,243
- **Development:** 522,772
- **TALK Line:** 314,555
- **Interns:** 258,445
- **Playroom:** 239,164
- **Child Abuse Council:** 226,311
- **Respite Care:** 147,099
- **Partners in Prevention:** 44,588

**Annual Support & Revenue**

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The San Francisco Child Abuse Prevention Center is dedicated to preventing child abuse and reducing its devastating impact.