A season of
CHANGE
A purpose
RENEWED
2015 Annual Report
OUR MISSION

Minnesota Communities Caring for Children empowers individuals and communities to stop child abuse and neglect before it starts through awareness, education, support, and leadership for action.

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Dear Friends,

Minnesota Communities Caring for Children (MCCC) has been committed to making a positive impact in our neighborhoods, in our communities, and in our state for over 35 years. The need for prevention continues to grow and our purpose has been renewed by the events of the past year.

In fiscal year 2015 we found ourselves at a crossroads. After three years of leading our organization Karina Forrest-Perkins submitted her resignation and ended her tenure as president and CEO. In her time with MCCC, Karina brought increased attention to the impact of adverse childhood experiences to the state. Thanks to her leadership, Minnesota Communities Caring for Children became the first state in the nation to use a curriculum developed by Dr. Robert Anda, a co-principal author of the first Adverse Childhood Experiences Study to train others to share information in communities about this important topic.

With Karina’s departure the Board of Directors decided to take a hard look at the long-range plan for the organization. During this time, Becky Dale served as Interim Chief Executive Officer and Chris Pommerenke was Interim Associate Director. Under their leadership, we developed a short term plan to ensure that we carried on with the work of the organization while we assessed our options with the commitment to make a final decision about how to proceed after six months. After considering alignment and expansion options, we chose to move forward with a search for a new chief executive officer culminating with the hiring of Shelley Jacobson in May, 2015. Shelley comes to us with 35+ years of nonprofit leadership experience, including in the role of Executive Director for several organizations. As we enter a new season of change we are thrilled to have her leading MCCC!

At MCCC, we work every day to strengthen families and make the world we live in a better place one family at a time. We have renewed our commitment to prevention by focusing on parents in assisting them with critical parenting skills and decreasing high-risk behaviors through programs that strengthen families and create safe environments for children.

It is through the combined efforts of our dedicated staff, Board of Trustees, community partners, volunteers, funders and donors that we are able to realize our goals. As highlighted in the stories in this year’s annual report, we are building strong families, encouraging healthy communities, and providing hope to children.

Our important work is possible thanks to the generous support of our funders, partners, and donors. Your continued investment in our work makes it possible for us to help people achieve a better life and provide programs to more families. Together we are making a difference one family at a time.

Nacole Kaai, Board Chair
Education and Awareness

TRAUMA-INFORMED CARE TECHNICAL ASSISTANCE CENTER (TICTAC)

Research shows that childhood trauma is common and it has strong cumulative health and social implications. MCCC develops the capacity of individuals (parents, teachers, and health and human services professionals, for example) as certified ACE Interface Presenters and Trainers so that they can use their knowledge and skills to be champions for resilience and healing across Minnesota. In Fiscal Year 2015 (FY15) MCCC trained nearly 70 ACE Interface Presenters, adding to 20 previously trained ACE Interface Trainers statewide. Concentrations of 4 or more Trainers and Presenters are located in Hennepin, Ramsey, Beltrami and St. Louis counties.

In FY15 ACE Interface Trainers and Presenters provided more than 70 presentations to more than 2,500 individuals in 23 counties statewide. A FY15 survey of presentation attendees showed that more than 90% of respondents found the ACE Interface presentation informative and thought provoking. Of those surveyed, 90% of respondents reported that they will incorporate their new knowledge about Adverse Childhood Experiences and resilience into their actions at work and more than 80% said that they will incorporate this knowledge into their actions at home and in their families.

EARLY CHILDHOOD INITIATIVES

In FY15 MCCC offered two early childhood development programs, one Child Development Associate (CDA) certification course and one course at a pre-CDA level. Completing the CDA Program fulfilled the requirements of the State of Minnesota for individuals to be qualified as a teacher in early childhood programs. Both the CDA and pre-CDA classes were designed specifically to reach communities of color in the Twin Cities metro area, particularly immigrant populations.

In 2015, up to 201,063 children needed child care in Minnesota. To meet the demand for both high quality teachers and a culturally diverse workforce in teacher level positions in child care settings, MCCC offered 177 hours of classes in the metro area that could be used to meet the requirements to apply for CDA certification. In 2015, 63 individuals attended classes and 16 completed the 120 hours required to apply for the Child Development Associate credential. This program concluded during FY15.
“I attended [Circle of Parents] thinking I was not a good parent and the only one that obviously needs help parenting my teenagers. The first time I attended, I sat in that group of about 15 parents and listened to the other members talk about the SAME issues, fears, and inadequacies that I was feeling!! It was such an eye-opener for me to see the [well-known, upstanding community member with an important job] sit there crying because she didn’t know how to parent her teens. I almost started crying too, not just because I felt the same way, but because here was this obviously intelligent person ALSO reaching out for parenting help! That was the first time I ever felt connected, somewhat normal, and definitely NOT alone, and so much easier for me to share, accept suggestions and ideas. It completely changed how I felt as a parent.”

PREVENTION EDUCATION AND OUTREACH
MCCC produces and distributes Minnesota’s Child Abuse Prevention Month materials each April and distributes thousands of pieces of additional prevention education and outreach materials throughout the year. MCCC also raises awareness online. At the end of FY15 MCCC’s Facebook page was liked by more than 2,550 people and an average of 56 people interacted with MCCC’s Facebook page each week. MCCC’s website (pcamn.org), which hosts a variety of educational resources on topics from mandated reporting to resilience building, was viewed an average of 74 times per day in FY15.

MCCC staff members are also present at community events statewide to share information about prevention as well as to facilitate dialogue about prevention through Café conversation events. In FY15 MCCC staff facilitated 12 Café events for more than 130 community members. In a FY15 survey of Café attendees, more than 90% of respondents reported that the Café was helpful and that they would recommend a Café to others, more than 95% of respondents said that they learned something that will help them as a parent/caregiver, and 90% of respondents reported that they plan to take better care of themselves as a result of participating in the Café.

SPRING WEBINAR SERIES
Each year MCCC offers a spring webinar series. In response to growing interest in resilience strategies, the 2015 webinar series focused on building resilience in a variety of settings and included local and national experts on resilience, including MCCC staff. In FY15 MCCC hosted 8 webinars for a total of 184 attendees. In a survey of webinar attendees, respondents tended to rate their prior level of understanding of the webinar topic as “fair” or “good,” while after the webinar the majority of respondents reported their understanding as “very good.”
**Support**

**CIRCLE OF PARENTS®**

MCCC partners with communities to offer peer-led, mutual self-help support groups for parents and children throughout the state. Parents support each other and develop leadership skills that transfer to their families and communities. Participants meet weekly in a supportive environment to share their concerns and frustrations, and to identify and commit to their own personal parenting goals. Participants are guided by trained volunteer facilitators and skilled parent representatives. In FY15 more than 1,000 parents/caregivers and 700 children participated the Circle of Parents program statewide.

Evidence from multiple national research studies indicates that parents who participate in 11 or more Circle of Parents group sessions show increased use of attributes associated with the Six Protective Factors that, when present in families, are known to increase child well-being and reduce the incidence of child abuse. In a FY15 survey of our Circle of Parents participants, 87% of parents indicated they had attended more than 11 group sessions in the previous year and 32% had attended more than 25 sessions. The survey also showed that 98% of parents reported increased confidence in their parenting skills, 95% reported having more appropriate expectations with their child(ren) and 94% reported that they interacted more positively with their child(ren) resulting in healthier communication. Of those surveyed, 11% reported having good or excellent positive parenting skills before attending Circle of Parents, compared to 84% after attending Circle of Parents groups. Demographics for the statewide Circle of Parents program in FY15 were as follows:

<table>
<thead>
<tr>
<th>GENDER</th>
<th>ETHNICITY</th>
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<tbody>
<tr>
<td>Male</td>
<td>African Immigrant 6%</td>
</tr>
<tr>
<td>Female</td>
<td>American Indian/Alaska Native 5%</td>
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<tr>
<td></td>
<td>Asian 5%</td>
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<tr>
<td></td>
<td>Black/African American 21%</td>
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<tr>
<td></td>
<td>Hispanic/Latino 22%</td>
</tr>
<tr>
<td></td>
<td>Other 2%</td>
</tr>
<tr>
<td></td>
<td>White/Non-Hispanic 39%</td>
</tr>
</tbody>
</table>

“I’ve learned that it’s not too late to do better. Be the best dad you can be NOW.”

**PARENT MENTOR NETWORK**

The Parent Mentor Network is an expanded program that originated at William Mitchell College of Law Child Protection Clinic in 2012. Parent Mentors are individuals that have been personally impacted by systems and are able to help parents navigate through systems. A primary goal of the program is to help parents reunify with their children as soon as is safely possible. The Parent Mentor Network is designed to empower parents to provide safety and stability for their children and to improve outcomes for parents and families in the child protection system in Minnesota. In FY15 the program was in planning stages as it transitioned to MCCC.

“Being a parent mentor is a great feeling, being able to help someone feel as if they aren’t alone is the best in the world. It makes me think about when I had my experience with child protection, having a parent mentor would have been a great help to me. The impact on families having a parent mentor makes them feel safe just knowing they are not alone gives them strength and empowers them to want to do better in life.”
Leadership for Action

PARENT LEADERSHIP FOR CHILD SAFETY AND PERMANENCY (PLCSP) TEAM
In partnership with the Department of Human Services, MCCC offers a training program for parents to empower them to become leaders in their communities. As part of this program, parents build skills including community organizing and facilitating community dialogues. This team of Parent Leaders partners with the child welfare system and uses their experience, as well as knowledge from their communities, to improve family service practices. In FY15 MCCC’s 23 Parent Leaders worked more than 1,100 hours advising service providers, raising awareness statewide about family resilience and community needs, and enhancing their own knowledge and skills. During February, Parent Recognition Month, MCCC recognized 16 parents, with more than 60 people in attendance, including families, state legislators, and community stakeholders.

“I am a better parent, community member and leader due to the knowledge gained through MCCC.”

PUBLIC POLICY
MCCC provides leadership in shaping and advocating for policy and systems change that best serves the interests of children and families. Currently MCCC is collaborating with parents and community partners to develop a statewide prevention plan that will integrate child abuse prevention and trauma-informed care practices into systems that interact with children and families.

In 2015, we advocated for the development of a statewide child abuse prevention plan and drafted a resolution (H.F. 892) to aid in the prevention of child abuse and neglect and ensure the well-being of children in Minnesota. The resolution was created to increase public understanding of the neurological damage that can be caused by toxic stress in childhood and offer an opportunity to develop and improve social, emotional and educational supports for all children and families. The resolution was presented to members of the House of Representatives by Representative Rena Moran. We plan to build on the momentum started in this session to continue to build support for a statewide plan.

2015 Pinwheel for Prevention Counties and Tribes

Each year, Prevent Child Abuse Minnesota spotlights counties and tribes that have consistently worked to create safe and healthy environments for families and children by presenting them with the Pinwheels for Prevention Award.

In 2015, the following Minnesota counties and tribes were recognized: Freeborn County, Grant County, Lake County Health and Human, Services, Olmsted County, Todd County Child Protection Team/PEACE Council, and Respect Children of Wabasha County Child Abuse Prevention Council.
Champions for Children

Champions for Children are honored for their work to further our mission to empower individuals and communities to stop child abuse and neglect before it starts through awareness, education, support and leadership for action. In 2015, we recognized the following Champions for Children at our annual gala event, An Evening for the Children:

**IDA LEE HURVITZ**

Ida Lee is a survivor. Raised in a dysfunctional household, she was the target of both physical and emotional abuse. Welcoming the opportunity to leave home to attend college, she earned a Bachelor of Science degree from the University of Maryland. Ida Lee then embarked on her 38-year teaching career, with a one-year hiatus to earn her Master of Science degree at the University of Oregon. Her career took her to positions in Scotland; West Germany; Alexandria, Virginia; and, Saint Paul, Minnesota. During that period, Ida Lee successfully threw off the shackles of child abuse and blossomed into a confident, vibrant individual. Her positive approach has touched thousands of students, parents, and fellow teachers. Although retired from the Saint Paul Public Schools, Ida Lee has continued to help develop the next generation of teachers as a continuing education instructor with the University of Wisconsin at River Falls. Hoping to alert others to the grim reality of abuse, Ida Lee has also acted as an authentic voice for Prevent Child Abuse Minnesota. She does not hesitate to help others who have been victimized and she continues to address abuse.

**DAMONE J PRESLEY**

Damone is the Coordinator of the Frogtown Rondo Action Network (FRAN). He was born and raised in the Rondo Community of Saint Paul, and is the proud father of ten children and grandfather of three. Damone is passionate about his involvement as the Community Founder and Director of Vision In Living Life (VILL) “Change is Possible”, a Building Healthy Lifestyle Leadership program. As part of this program, he developed a six-lesson curriculum that he teaches to youth ages 12-21. Damone has seen many changes in the Rondo Community, both positive and negative, during his lifetime. The goal of FRAN is to get residents and community partners working together for the community to Strive, Thrive, and Prosper. In the VILL “Change is Possible” Building Healthy Lifestyle Leadership program, the Youth Leadership group, directed by Damone, has made great progress within the Rondo Community, including policy work that resulted in passing a bill for decreasing window signage advertising tobacco products. Currently, he is working on policy change around tobacco sales that will prevent youth from getting access to tobacco products. Damone is a Public Speaker, Mentor, and Advocate for community issues that bring residents to the table to use their voices to better their community. He has worked with MPLS Urban League, Amicus, African American AIDS Task force, and Breaking Free. Damone has also worked in the health field and has a duel certification in training the trainer from the Saint Paul Red Cross.

**REGINALD WOO**

Reggie has been a Vice President at U.S. Bancorp since 2003 where he has been a leader in their Internal Audit Department. Prior to joining U.S. Bancorp, he oversaw the audit activities of Target Financial Services the wholly owned credit card operations of Target Corporation with over $650 million in profits. Reggie has earned a B.A. degree in Economics and Finance from Gustavus Adolphus College and a M.B.A from the University of St. Thomas. He has been a frequent volunteer in non-profit youth organizations such as Junior Achievement and the Special Olympics. He has been a MCCC volunteer board member since November 2008 and has served as the Board Treasurer since 2010. Reggie’s dedication and service to Minnesota Communities Caring for Children is deeply appreciated. He consistently gives his time and talent to keep the organization on track, bringing a much-needed fresh perspective to the mission of the organization, while also making generous financial contributions. He exemplifies excellence in board leadership.

(continued on next page)
Karina A. Forrest-Perkins MHR LADC, is a long time child advocate serving children and families in multiple capacities since 1982. She was President and CEO of Minnesota Communities Caring for Children from April 2011 until May 2014. Under her leadership, Karina transformed the way the organization used the information from the Adverse Childhood Experiences Study to prevent child abuse. She is a member of the Cherokee Tribe and is a contributory author of Congressional Proceedings Reports involving the value of Diversity in Behavioral Health.

Karina currently serves as Chief Executive Officer at The Wayside House, Inc. and provides consultation for non-profit organizations and training for community members and professionals in the area of child maltreatment, fetal alcohol spectrum disorders, cultural competency, and the impact of trauma on early childhood brain development. Karina is a current appointee to the Governor’s Task Force on Medical Cannabis Research and a content expert for the National Addiction Technology Transfer Center for Pregnant and Post-Partum women with Opioid Dependence. She is pursuing her Doctoral Degree in Leadership at Saint Mary’s University.

HONORING THE LEGACY OF THE RADIOTHON TO END CHILD ABUSE

Lou Buron and Mary Campbell of Omni Broadcasting were honored at our Stand for Children annual Gala for their long and outstanding commitment to the prevention of child abuse in Minnesota. Lou and Mary’s commitment to our organization is unprecedented in our history, and they are very special people to us. They have been involved with Prevent Child Abuse Minnesota since its inception in 1979 and Lou served on our board of directors.

For 26 years, Mary and Lou galvanized volunteers, businesses, non-profit organizations, and thousands of Minnesotans to support the Radiothon To End Child Abuse in Bemidji, Brainerd, Wadena, and Alexandria. We are honored to have been a recipient of the funds raised by the Radiothon since it began in 1988. In addition to raising over one million dollars over time, this event has significantly raised awareness and brought communities together to act on behalf of children and families in deep and substantial ways. Mary and Lou have retired and Hubbard Radio purchased Omni Broadcasting in February, 2015 with plans to carry on the tradition of the Radiothon To End Child Abuse in each of these markets.

In their honor, we created an award – the Buron-Campbell Innovation Award – that will be given annually to recognize an organization that helps young people faced with adversity build resiliency so they can grow up to be healthy, successful adults. The first award was presented in 2015 to the Youth Music Education Foundation.

BURON-CAMPBELL INNOVATION AWARD 2015

The Youth Music Education Foundation (YMEF) is a 501(c)3 nonprofit led, run, and founded by college students to fund music education for children. Since 2010, YMEF has helped over 700 children in grades K-12 receive music education via scholarships and music program support. Through their efforts, YMEF student leaders gain valuable professional skills to prepare them for the working world beyond college.
Minnesota Communities Caring for Children (MCCC) meets all the accountability standards of the Charities Review Council. Complete Audited Financial Statements and IRS Tax Forms are available by request or on our website at: www.pcamn.org.
Thank You to Our Donors

We appreciate the generous support of individuals, foundations, corporations and businesses that make it possible to provide programs in communities across the state of Minnesota. We have taken great care to ensure the accuracy of the names printed in this report. If we have overlooked anyone or made an error, please notify us by calling our office at 651-523-0099 or by email: pcamn@pcamn.org.

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The vision of Minnesota Communities Caring for Children is that Minnesota’s children achieve their full potential in safe, healthy, and nurturing environments creating better communities for all.