Program Results

In fiscal year 2014 (FY 14), all organizational programs and initiatives were categorized by a prevention framework that gauged individual and community readiness to change. The categories are: (1) Awareness; (2) Education; (3) Support; (4) Leadership; and, (5) Action. These categories help us measure where a community is in their journey of building environments where children and families thrive. All the stages of change are critical and each one builds on the successes of the others.

**AWARENESS and EDUCATION:**

Prevent Child Abuse Minnesota (PCAMN) and our Resilience Initiative, Minnesota Communities Caring for Children (MCCC), engaged individuals, families, and communities in creating healthy and nurturing environments where child abuse and neglect are less likely to occur. We used multiple vehicles to accomplish this, including: in-person and web-based trainings of more than 5,600 people statewide; technical guidance for trauma informed care environments; promotional materials; community-based campaigns; partnerships with multiple statewide community and provider networks; presentations at conferences; our website; social media; electronic newsletters; and, the distribution of promotional and educational materials across our state. In FY 14 we added an Early Childhood training program that is described below.

(continued on page 3)
## Financial Summary

### Support and Revenue

<table>
<thead>
<tr>
<th>Description</th>
<th>Year Ended 6/30/13</th>
<th>Year Ended 6/30/14</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pledges and Contributions</strong></td>
<td>$229,833</td>
<td>$339,635</td>
</tr>
<tr>
<td><strong>Special Events</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Revenue</td>
<td>$102,079</td>
<td>$64,343</td>
</tr>
<tr>
<td>Expenses</td>
<td>-$50,365</td>
<td>-$25,582</td>
</tr>
<tr>
<td><strong>Government grants and contracts</strong></td>
<td>$339,909</td>
<td>$556,313</td>
</tr>
<tr>
<td><strong>Other revenues</strong></td>
<td>$138,645</td>
<td>$104,278</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$760,101</td>
<td>$1,038,987</td>
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</tbody>
</table>

### Expenses

**Program services**

<table>
<thead>
<tr>
<th>Category</th>
<th>Year Ended 6/30/13</th>
<th>Year Ended 6/30/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness and Education</td>
<td>$371,884</td>
<td>$484,666</td>
</tr>
<tr>
<td>Support</td>
<td>$173,659</td>
<td>$166,637</td>
</tr>
<tr>
<td>Leadership</td>
<td>$128,375</td>
<td>$177,556</td>
</tr>
<tr>
<td>Other Programs</td>
<td>$26,737</td>
<td>$43,224</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$820,469</td>
<td>$1,036,868</td>
</tr>
</tbody>
</table>

**Support services**

<table>
<thead>
<tr>
<th>Category</th>
<th>Year Ended 6/30/13</th>
<th>Year Ended 6/30/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management and General</td>
<td>$63,111</td>
<td>$97,273</td>
</tr>
<tr>
<td>Fundraising</td>
<td>$56,703</td>
<td>$67,512</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$820,469</td>
<td>$1,036,868</td>
</tr>
</tbody>
</table>

### Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Year Ended 6/30/13</th>
<th>Year Ended 6/30/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash</td>
<td>$206,840</td>
<td>$165,001</td>
</tr>
<tr>
<td>Accounts</td>
<td>$115,138</td>
<td>$153,291</td>
</tr>
<tr>
<td>Pledges</td>
<td>$14,250</td>
<td>$13,250</td>
</tr>
<tr>
<td>Grants and contracts</td>
<td>$20,000</td>
<td>$40,000</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>$9,228</td>
<td>$5,700</td>
</tr>
<tr>
<td>Furniture and equipment</td>
<td>$55,407</td>
<td>$55,466</td>
</tr>
<tr>
<td>Accumulated depreciation</td>
<td>-$48,919</td>
<td>-$38,432</td>
</tr>
<tr>
<td>Security deposit</td>
<td>$6,488</td>
<td>$17,034</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$371,944</td>
<td>$394,276</td>
</tr>
</tbody>
</table>

### Liabilities and Net Assets

<table>
<thead>
<tr>
<th>Description</th>
<th>Year Ended 6/30/13</th>
<th>Year Ended 6/30/14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable</td>
<td>$4,507</td>
<td>$19,575</td>
</tr>
<tr>
<td>Accrued expenses</td>
<td>$12,095</td>
<td>$17,240</td>
</tr>
<tr>
<td>Designated reserve funds</td>
<td>$250,000</td>
<td>$17,240</td>
</tr>
<tr>
<td>Undesignated reserve funds</td>
<td>$21,398</td>
<td>$307,461</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>$83,944</td>
<td>$307,461</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$371,944</td>
<td>$394,276</td>
</tr>
</tbody>
</table>
PCAMN Programs (continued from page 1)

Community Resilience Coaching and Technical Assistance for Trauma Informed Care – PCAMN/MCCC purchased a Master Training Series in February 2013 on the topic of Neuro-Science, Adverse Childhood Experiences, and Resilience. To date MCCC has trained more than 60 coaches to share this information in their communities and workplaces. These coaches span 18 counties across the state, with concentrations of 4 or more coaches located in Hennepin, Ramsey, St. Louis and Beltrami counties. The coaches represent multiple cultures, networks, and sectors. In FY14, they provided approximately 150 trainings to more than 10,000 individuals statewide.

Early Childhood Initiatives – in Fiscal Year 2014 we added an early childhood training program providing 140 participants, particularly those from underrepresented communities, with professional development. Thirty-six [36] became candidates for certification as Child Development Associates. Additionally, we hosted a 2-day educational conference for 130 early childhood providers.

SUPPORT:

Circle of Parents – PCAMN and MCCC offers anonymous, peer-led mutual self-help parenting support groups across our state. Parenting is a challenge for everyone, especially for those parents in the most vulnerable conditions. These groups offer a safe and nurturing environment in which parents and caregivers receive ongoing support. The groups are free, not time limited, and are vehicles for ongoing education and awareness across our state with the goal of preserving the safety and wellbeing of our children. PCAMN is one of 19 parent and caregiver support networks in the nation.

We have prevention initiative activities, as well as active and/or developing Circle of Parents groups representing 57 of 87 counties. Circle of Parents served 1811 individuals (1103 parents and 708 children) in 30 parent groups and 18 children’s groups (offering 1914 individual meetings with an average of 5 participants each). 239 individuals associated with these groups contributed 7,000 volunteer hours.

1-800-CHILDREN line - PCAMN continues to operate our informational and support line, 1-800-CHILDREN, for parenting support and as a resource vehicle for communities.

Prevent Child Abuse Minnesota is a 501(c)3 and meets all the accountability standards of the Charities Review Council. A full financial audit is available on request.
PCAMN Programs (continued from page 3)

LEADERSHIP and APPLICATION:

Parent Leadership – Prevent Child Abuse Minnesota engages, recruits, and promotes civic parent leadership as a central goal to all our programs. This provides an opportunity for the most critical person in a child’s life to be educated and to educate others; to be mentored and to mentor others; and, to learn about statewide systems affecting our children and families and to be involved in decision making at those tables. In FY14, MCCC’s Parent Leaders worked more than 950 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, we recognized 10 Parent Leaders during at the capitol, with more than 75 people in attendance including families, State Legislators, and community based stakeholders. Our 2014 Parent Leadership Team began work in February, and includes 23 parents that represent a variety of cultures, sectors, geographic areas.

Advocacy/Public Policy – Prevent Child Abuse Minnesota has an Advocacy Committee of community-based volunteers who advocate for child wellbeing in public policy. PCAMN is also a member of five public policy coalitions across Minnesota which serves approximately three (3) million individuals statewide. We are involved in partnering to shape policy and systems in order to best serve Minnesota’s Children and Families.

PCAMN Program Demographics

<table>
<thead>
<tr>
<th>Demographics</th>
</tr>
</thead>
<tbody>
<tr>
<td>African American—21%</td>
</tr>
<tr>
<td>American Indian—5%</td>
</tr>
<tr>
<td>Asian—8%</td>
</tr>
<tr>
<td>Caucasian—48%</td>
</tr>
<tr>
<td>Latino or Hispanic—18%</td>
</tr>
</tbody>
</table>

PCAMN has programming available in 85 of 87 Minnesota Counties. In the 18 month period covering fiscal years 2011 (12 months) and 2012 (6 months):

- 2877 Individuals were served including:
  - 1785 Adults
  - 1092 Children
  - 107 Parent Support Groups
  - 65 Children’s Education Support Groups
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