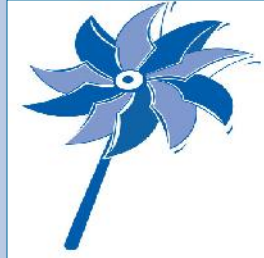




Prevent Child Abuse
Virginia



**Promising the Future
for Children:
Protecting Their
Childhood**

**2010-2011
Annual
Report**

Our Mission, Our Methods, Our Message

Child abuse is a difficult issue to ponder.

When framed in the context of prevention, however, it's a topic that gives every adult in every community an opportunity to benefit children they know and love, as well as children in communities throughout our state and nation.



How do we prevent child abuse and neglect?

Research shows the wisest solution is to halt it before it ever starts.

Two of the most effective means are strategies that Prevent Child Abuse Virginia routinely employs – educating parents about the positive ways to nurture their children, and helping communities and citizens understand how to effectively support families.

Prevent Child Abuse Virginia is the Virginia Chapter of Prevent Child Abuse America and Circle of Parents National.

The mission of Prevent Child Abuse Virginia is to prevent the abuse and neglect of children throughout the Commonwealth of Virginia.

With your help, Prevent Child Abuse Virginia works every day to accomplish this goal through efforts that include public education, advocacy in state and local arenas, a statewide toll-free parent helpline, and professional training.

In 2010-11, we highlighted these endeavors through the theme
Promising the Future for Children: Protecting Their Childhood.

Virginia First Lady Maureen McDonnell supported the cause by serving as Honorary Chairperson of Child Abuse Prevention Month April 2011.

Advocacy is the First Line of Defense

Message from the Board President, Brad Neff



A safe and healthy environment is often considered a “right” that each and every child is born with. Unfortunately, those rights don’t exist for all. Programs operated by Prevent Child Abuse Virginia, such as Healthy Families, 800-CHILDREN, Circle of Parents, and the child sexual abuse prevention play *Hugs & Kisses*, are critical to keeping Virginia children safe and encouraging or guiding thousands of parents.

During this fiscal year, PCAV introduced the Be Mine Ball as its signature fundraising event, and we’re pleased with the potential for growth it represents for our future. In addition, our annual Child Abuse Prevention Month Awareness activities and the continued growth of pinwheels in our state give us great reasons to be proud and encouraged. Thank you to all of our board members, donors and volunteers who have contributed to the health and safety of Virginia’s children.

Sincerely,
Brad



Promising the Future for Children by Protecting Their Childhood.

A Message from the Executive Director, Johanna Schuchert

That’s what Prevent Child Abuse Virginia has been doing for more than 2 decades. When we see the difference we have made in the lives of a young mother, children who have experienced sexual abuse or parents who have reached the breaking point, we see what an ounce of prevention is really worth.

Investing in prevention and early intervention programs for at-risk children and families is the best way to ensure individuals, families and communities are strong, healthy and equipped to handle whatever challenges they must face.

Looking over the last year, we have much to be proud of. We helped expectant mothers deliver healthy babies; we supported mothers and fathers in becoming the best possible parents to their children; we helped break the generational cycle of abuse and neglect in the families served; we helped elementary school children learn to protect themselves from sexual abuse or begin healing if they experienced it; and we helped citizens become advocates for children and families. You can read about these program services and others on the following pages.

All these accomplishments are possible thanks to your generous and enduring support. We could not provide the high quality services through our network of local affiliates which achieved these results without individual, community, business, foundation and governmental partners. We deeply appreciate your commitment to our work. Together we are investing in a brighter future for all Virginians.

Sincerely,
Johanna



Our Services

- ◆ 800-CHILDREN
- ◆ Circle of Parents
- ◆ Hugs & Kisses
- ◆ Healthy Families

During the 2010-11 fiscal year, PCAV received 982 calls and emails from parents and adult caregivers that impacted 823 of Virginia's children.

430 parents and 444 children participated in the 13 Circle of Parents programs we sponsored statewide.

More than 50,000 elementary students in 113 Virginia schools saw the child sexual abuse prevention play, *Hugs & Kisses*.

More than 5,000 prenatal and new families received services through Healthy Families Virginia in 81 communities.



Working Together

- ◆ State Partnerships
- ◆ Prevention Month Activities
- ◆ Statewide Conference

PCAV continued its annual partnership with the Virginia Department of Social Services orchestrating Child Abuse Prevention Month and producing a packet of three dozen flyers that informed parents and caregivers about how to effectively nurture and care for children of all ages.

In 2010-11, PCAV and VDSS co-hosted an annual Prevention Month Conference for 300 professionals from across the state. Topics ranged from using technology to reach parents and making programs more father-friendly in addition to skill-building sessions.

With the Virginia Department of Health, PCAV co-coordinates the Virginia State Parent Education Coalition for parent educators.



In the Field

- ◆ Professional Trainings
- ◆ Legislative Advocacy

We hosted thirteen trainings at the PCAV state office that equipped 113 prevention professionals from across the state to focus with more knowledge and accuracy in their efforts to support families or prevent harm to children.

We informed and educated Virginia public policy makers about issues related to 36 bills that benefited Virginia families. PCAV's website updated advocates as to the progress on these bills during the General Assembly was in session.

PCAV also hosted free advocacy workshops in six local communities to teach citizens and professionals how to speak up for kids. These seminars took place in Richmond, Norfolk, Martinsville, Christiansburg, Fredericksburg and Newport News.



Pinwheel Garden "Planting" at Lewis Ginter Botanical Gardens—Richmond.

Child Abuse Prevention Month

A proclamation from Gov. McDonnell was issued designating April as Child Abuse Prevention Month in Virginia as part of the national observance.

PCAV expanded interest in PCAA's national symbol for child abuse prevention – the pinwheel – by selling pinwheels to our local affiliates and organizations, schools, businesses and individuals.

Pinwheels were used to plant pinwheel gardens and in other ways to show support of positive parenting that leads to healthy, happy and thriving children.

PCAV planted 3800 pinwheels in the Commonwealth's signature pinwheel garden at Richmond's Lewis Ginter Botanical Gardens for the 4th year providing visitors with a visual reminder of the importance of healthy families and safe childhoods.



*Be Mine Ball February 2011
SunTrust Bank*

Be Mine Ball

Our Board, Young Professionals Committee and staff collaborated to host the 2nd Annual Valentine's Day weekend fundraiser on behalf of PCAV.

The event, held at SunTrust Bank, represented a wealth of community support, from silent auction items to the live bands, including King Edward and the B.D.'s, and Master of Ceremonies, WRIC TV anchor Juan Conde.

The event drew guests from around the state and raised awareness about the work and mission of PCAV in a fun and festive environment.



*Child Abuse Prevention Month
State Conference—April 2011*

Community Support

PCAV appreciated the support of groups, schools and organizations from across the state that donated time and hosted fundraisers on our behalf.

They include The General Federation of Women's Clubs, Virginia, as well as several individual Woman's Clubs, Kappa Delta Alumni Chapter – Norfolk, Kappa Delta Chapter UVA, Katelynn Stinnett Memorial Ride – Fredericksburg, and the Midlothian Kiwanis Club.

Child Abuse Prevention Month Activities continued:

During April the annual Child Abuse Prevention Month Conference was co-sponsored with the Virginia Department of Social Services attracting over 300 participants

DONOR LIST 2010-11

Your generous donations have helped us serve children and families statewide.

THANK YOU.

Blue Ribbon Supporter (\$5000 +)

Paul C. Munson
James Madison University
Verizon Foundation
Theatre IV
GFWC Virginia
Wilbur Havens Charitable Fund
Pew Charitable Trust
Robins Foundations
Virginia Department of
Social Services
Parent Education Advocacy and
Training Center

Champion (\$1000 – \$4,999)

Columbia Gas of Virginia
Karen Peterson
Cirillo Family Fund
Comfort Consults LLC-SBIR
Kiwanis Club of Midlothian
Shine On All Foundation
Kohl' Department Stores
Audrey Iracane

Advocate (\$500 to \$999)

Brad Neff
Vanguard Charitable
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Marion Kelly
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GFWC Franklin Junior
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iff's Association
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res

Local Government and Schools
United Way
GFWC Dominion Woman's Club
Ralston Payne Enterprises, LLC
Panny Rhodes
Toby J. Urbach
Denese Gomes
Helen W. Gordon
Community Foundation
Patrica Pearman
Richard B. Sterrett
Roy Woolwine
United Way of Greater Richmond

Special Events Sponsors

Clark and Sheila Lovelady
Moosa Band
King Edward and The
BD's Band
VCU Department of Der-
matology
Care Now Internal Medi-
cine & Gerontology
First Colony Vineyards
World Art Group

PCAV FINANCES 2010-2011

Total Revenues \$882,292.

Expenses: Administrative \$61,401

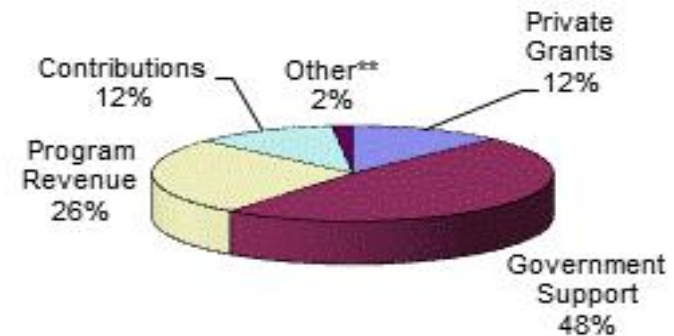
Fund Raising \$76,704

Program \$762,201

Total Expenses \$900,306

Net Assets as of June 30, 2011 \$146,199

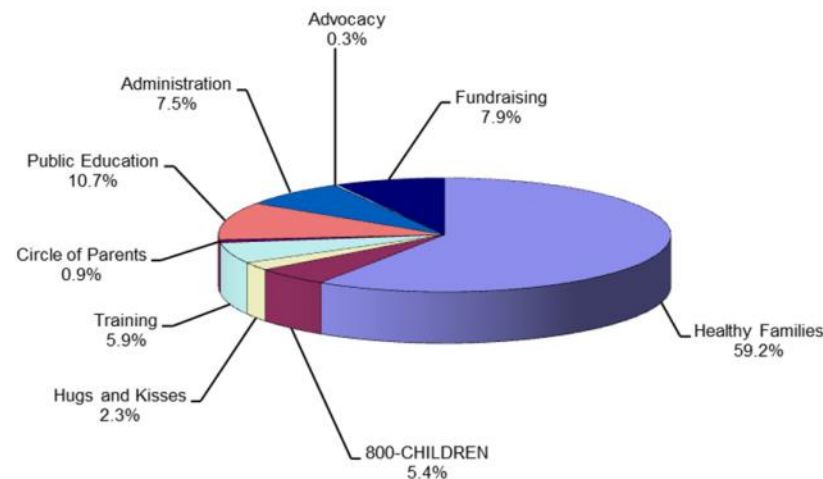
Revenue and Support 2010 - 2011



Special Events Sponsors (Continued from page 6)

Dr. and Mrs. Vic Bakhshi
Susan & John Branum
Jim O'Farrell
Dr. Roger Wood
Loveland Distributors
Freeze Frame Photo Booth
Winifred Maddirala
Wethington & Associates
Langhorne Group Inc.
Marion and Meaghan Kelly
SunTrust Bank

Expenses 2010 - 2011



**PCAV Finances
At A Glance...**

**Top: PCAV Revenue
by Source**

**Left: PCAV Expense
by Program Area**



PCAV Board of Directors

Brad Neff – Board President

James Hatcher - President Elect

Virginia Darnell – Secretary

Richard Wethington – Treasurer

Crystal Twitty

Babs Jackson

Marion Kelly

Thomas Langhorne

Morris Campbell

Winifred Maddirala

Scott Dukes

Karen Peterson

Jazmin Gatto de Torres

Deanis Simmons

Denese Gomes

Niki White

Glenda Hall

Roy Woolwine

PCAV Staff

Johanna Schuchert – Executive Director

Lynda Pleasants – Business Manager

Stacy H. Adams – Public Affairs Manager

Ashlee Witt – 800-CHILDREN/Volunteer Coordinator

Mary Burruss – Program Training Coordinator

Gretchen Almstead – Technical Assistance/
Quality Assistance Coordinator (Western &
Northern Virginia)

Markella Budesky – TA/QA (Central Virginia)

Cheryl Smith – TA/QA (Tidewater)

Annual Report Designed and Produced By: Stacy H. Adams , with assistance from the PCAV Staff

Photo Credits: Prevent Child Abuse Virginia, Healthy Families Arlington

Please note our new address as of August 2011:

2211 Dickens Road, Suite 204 Richmond, VA 23230

804.359.6166

www.pcav.org