

Table of Contents

Today's Conversation

01 Financial Overview Jim Hebets	15min Break	02 Philanthropy Team Daren Wendell Sean Martin Kara Tipton Lauren Goveo	03 Philanthropy Panel Q&A Daren Wendell Sean Martin Kara Tipton Lauren Goveo Cathi Campo	Lunch Break
04 California Foster Care Lauren Anderson	05 CA FFA Success Stories Kenneth Langie	15min Break	06 Tennessee Programs Eddie Smith Ken Bender	
07 Arizona Advocacy Center Kenneth Mckinley	08 SUBS & Hotline Cheridan Melvin			



FOUNDED IN 1959 BY
SARA O'MEARA + YVONNE FEDDERSON
PREVENTION AND TREATMENT
OF CHILD ABUSE

Confidential For Internal Only

Saturday

2024 Chapters Retreat

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Finance Jim Hebets

Childhelp National Board Executive Vice President



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Questions?



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Philanthropy Daren Wendell, CFRE

National Vice President of Philanthropy

“
Since 2008, I’ve been
passionate about executing
various fundraisers and
projects.”

Cycling across America
Completing an Ironman
Hiking the Appalachian Trail
Walking across America
Swimming 50.6 miles across Lake Michigan
Running 100 Marathons in 100 days across America
Climbing Mt. Kilimanjaro 3 times, once with Sean Martin



Fishing Subscription Box That DOESN'T SUCK!

days ago

Members first



Fish Finder Sonar Basics - Here's What You Need to Know

1.3K views • 4 days ago



Out Fish Your Friends This SEPTEMBER with These 4 Bass Lures

18K views • 11 days ago



Essential Kayak Fishing Gear - 6 Items I Swear By

5.5K views • 2 weeks ago



Why My Fish Finder is Clearer Than Yours

6K views • 3 weeks ago



Essential Guide to BONAFIDE and NATIVE Fishing Kayak Warranties

1.7K views • 1 month ago



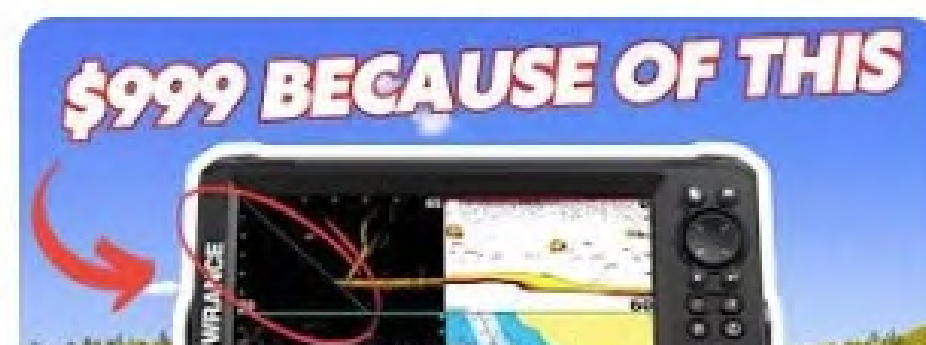
12VT to 24VT Conversion For Newport Battery Box

650 views • 1 month ago



Out Fish Your Friends This AUGUST with These 3 Bass Lures

27K views • 1 month ago



A person wearing a red and blue plaid shirt is seated at a wooden desk, gesturing with both hands as if in a meeting or presentation. In the background, a laptop displays a dashboard with various charts and graphs. A smartphone lies on the desk in the foreground. The scene is dimly lit, with the primary light source coming from the laptop screen.

Philanthropy accomplishments
Our proven strategy: Moves Management
Initial success and strenghts
Team leads
Metrics for success and planned growth

Accomplishments

**Moves
Management**

**Department
Name Change**

**Database
Cleanup Project**

Accomplishments
Creation of Donor Offers

Hotline Cost Per Beneficiary: \$22
SUBS Cost Per Beneficiary: \$2.50

Hotline State Sponsorships

California Contacts: **15,498**
Cost: **\$340,956**

Alaska ContactsL: **109**
Cost: **\$2,398**

SUBS State Sponsorships

Georgia Contacts: **75,044**
Cost: **\$187,610**

Florida Students Served: **120**
Cost: **\$300**

CAC Cost Per Beneficiary: **\$696**

Accomplishments

Ways to Give webpages

One-time gift
Monthly giving
Sponsor your state
Make a legacy gift
Give stock / Wire transfer
Find donation matching employers
Explore corporate partnerships

Rewrite of Philanthropy SOP

Key Procedural
Enhancements

**Tax receipting guidelines
for Chapters**

Mid & Major donor tiering guidelines

**Account assignment &
reassignment guides**

Opportunity creation process

Event info collection at all events

**Donor acknowledgement &
receipting timeline**

GLK acceptance & tracking

Moves Management

Salvation Army	American Cancer Society	The Nature Conservancy	The Sierra Club
Food for the Poor	March of Dimes	United Way	Gideons International
Make-A-Wish	International Justice Mission	Save the Children	Greenpeace
Prison Fellowship		Childhelp	

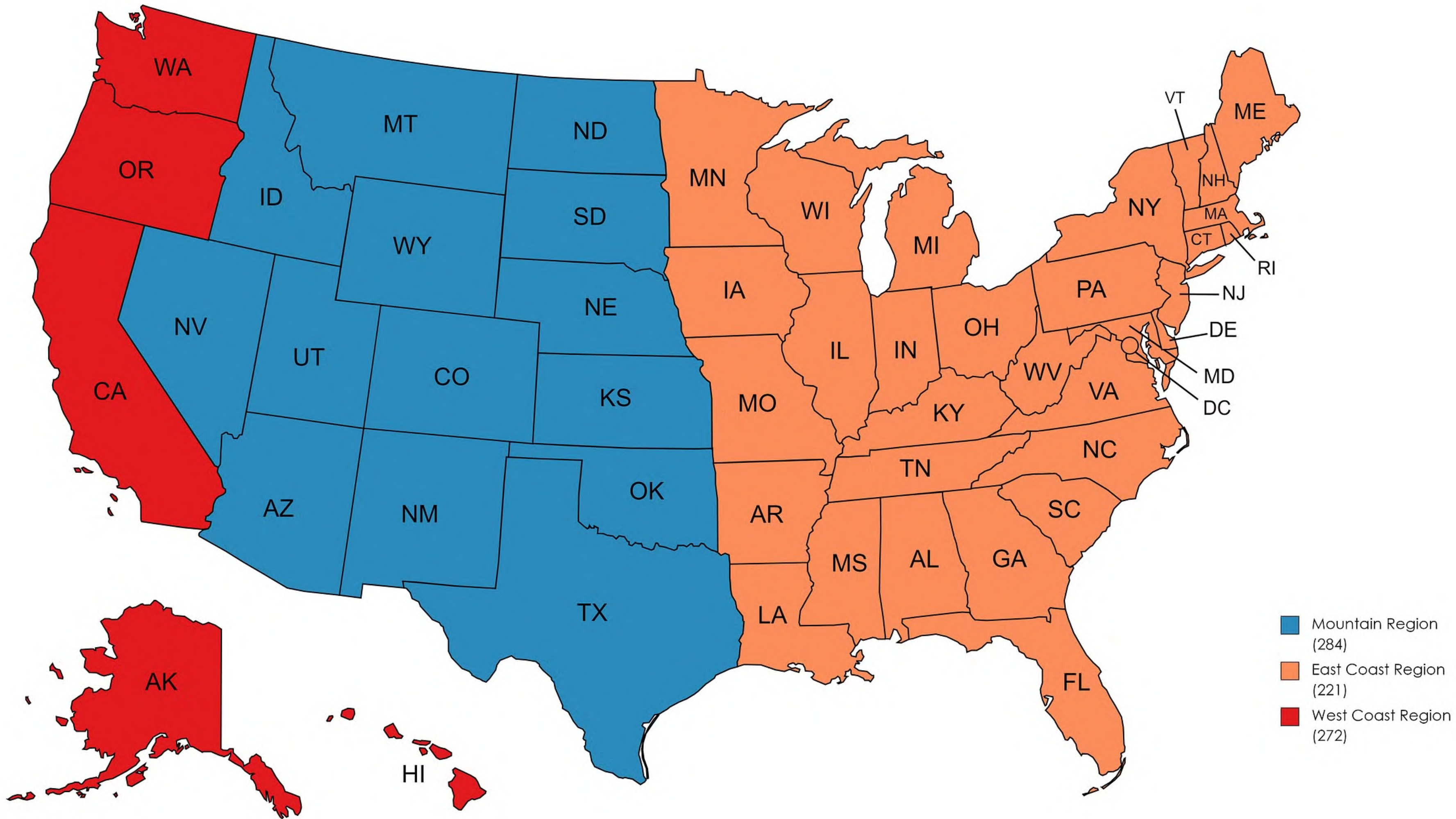
Donor Categorization

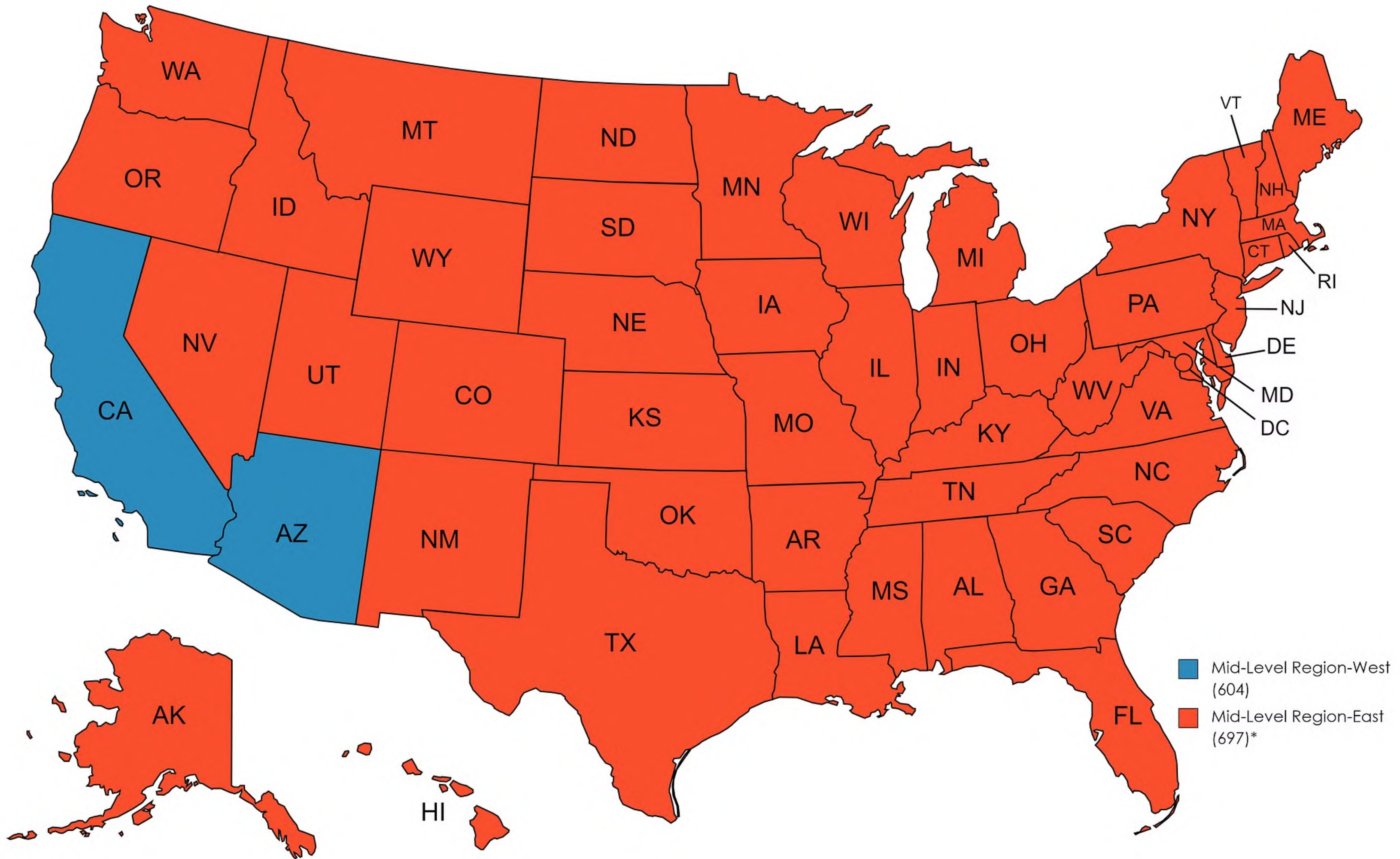
General Level _ \$1 to \$999

Mid Level _ \$1,000 to \$4,999

Major Level _ \$5,000+

Founders Circle _ \$25,000+





Internal Strenghts

Strong team comradery

Compelling mission

Highly qualified fundraisers

Effective fundraising programs

Robust national programs

Proactive fundraising strategies

Fully funded Philanthropy team

Efficient donor services

Opportunities



Enhanced collaboration

Bi-yearly campaigns

World-class stewardship

Best practice acknowledge windows

Planned giving partner

Major gift pipeline

Creation of clear donor offers

Lead generation

Philanthropy Sean Martin, CFRE

Senior National Director of Philanthropy



↑ 2x

↑ 85%+

↑ 20%+





Misconception: we only reach out to people to ask them for money.



**Philanthropy with
Sean Martin, CFRE**
In The Coming Months

**Feeling a deep connection to
Childhelp's mission,**

**Knowing their gift last year made a
real difference, and**

**Desiring to give generously and get
others involved**

A photograph of a man with a beard and a backward cap hugging a young child. Both are smiling and laughing. They are outdoors in a grassy field with trees in the background. The image is slightly faded to allow the text to be visible.

**I believe if we work
together, we can help
this organization grow
in exciting ways ...**

A close-up photograph of two young children, a girl on the left and a boy on the right, both smiling warmly at the camera. They are leaning their forearms on a light-colored wooden railing. The girl has long dark hair and is wearing a grey tank top. The boy has short dark hair and is wearing a grey tank top. The background is a soft-focus view of green trees and a blue sky, suggesting an outdoor setting like a park or a retreat. The lighting is bright and natural, creating a warm and positive atmosphere.

**Special things are
on the horizon for
Childhelp.**



Philanthropy Kara Tipton

Senior Director of Philanthropy Relations





Seth Roepke



\$1,000 to \$4,999

One time and monthly donors

Around 1,200 managed donors

Kara: CA and AZ

Seth: Everywhere else

Philanthropy with Kara Tipton

All About Stewardship

Thank You's

You Made A Difference "YMAD"

Impact reports

Building meaningful connections



**More meaningful
connections lead to more
meaningful gifts, which is
a win for more children.**

Corp. Partnerships Lauren Goveo

Head of Corporate Partnerships



Corp. Partnership
with Lauren Goveo

A Look Back At
The Past 6 Months

Existing / Historical Partners

Organizations that have an affinity for Childhelp

Leads / Acquisitions

Organizations that have an affinity for children and our mission

Partners We Have Grown



New Partner Opportunities



Corp. Partnership
with Lauren Goveo

What To Expect
And Plans for FY25



ChromeFileEditViewHistoryBookmarksProfilesTabWindowHelp

Childhelp 2024Brand Discovery — IrCalendarBackupCHAPTER / EVENTDesign PickleChildhelp_ChaptersPaycom® - Client SerRebuilt - ConstructiRally with Maksim C

alltroo.com/rally/maksim-chmerkovskiy/

☆BFinish update

Last Chance: Win a trip to Paris with WOTE or meet Lenny Kravitz in Vegas!

ALLTROO

RALLIESWINNERSALL ACCESSCHARITIESABOUT

ENDS IN: 29 DAYS // 7 HOURS // 44 MINUTES

WIN MAKSIM CHMERKOVSKIY'S VIP DANCING WITH THE STARS EXPERIENCE

ENTER NOW

GET 100 EXTRA ENTRIES

41X



Help is available

Speak with someone today

Childhelp National Child Abuse Hotline

Help with child abuse and neglect

Languages: English, Spanish, and other languages via interpretation services

Hours: 24/7

▲ 27%

Call 800-422-4453

Text BEGIN to 800-422-4453

Chat

Official Website

**Corp. Partnership
with Lauren Goveo**

Ways To Work
Alongside Chapters



Stewardship

Thanking for gifts

Impact

Sharing YMADs, impact reports, and relevant content

Growth

Network expansion, additional support, program support



MINDPETAL
CREATIVE MINDS. INNOVATIVE SOLUTIONS.



**ALPHA
OMEGA**



EDGEWATER
FEDERAL SOLUTIONS

**Philanthropy with
Daren Wendell**
Metrics For Success
And Planned Growth

Keep, Lift, Promote

Mid-level Gift Growth

Keep: increase retention rate by 10% (current: 58.4%)
Lift: +6% growth in FY25, with sustained growth of +8% in FY 26
Promote: achieve 50 promotions or generate an additional \$350k

Major-level Gift Growth

Keep: increase retention rate by 10% (current: 70.9%)
Lift: +10% growth in FY25, +15% in FY 26, and +20% sustained growth in FY27
Promote: increase Founders Circle donors by 15% or generate an additional \$350k

Grants Gift Growth

Keep: maintain a retention rate of 90% or higher
Lift: +10% growth in FY25, with sustained growth of +15% in FY26
Acquire: secure 4 new grants

Questions?



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California Foster Care Program Lauren Anderson

Senior Director of Program Services



**California Foster
Care Program with
Lauren Anderson**
Who Are We



10 full time staff

5 foster care coordinators

2 recruiting and onboarding specialist

1 supervisor

1 intake & administrative specialist

1 assistant director

71 licensed resource families

California Foster Care Program with Lauren Anderson

What We Do

**We connect abused & neglected
children with loving foster parents
and safe homes to live, grow, & heal**



California Foster Care Program with Lauren Anderson

Who We Serve

**Last year we served 163 foster
children**

Approved 21 new foster homes

**Contracts with 3 counties, San
Bernardino, Riverside, and
Los Angeles**

California Foster
Care Program with
Lauren Anderson
Where Are We Now



Month	Avg. Census
July	69
August	70
September	74

- High staff satisfaction and employee retention
- Downsized by 2 staff out of SB office
- Consolidating operations out of LA office

**California Foster
Care Program with
Lauren Anderson**

Where Are We Now



High child / resource parent satisfaction

**Fully transitioned to new electronic
health record**

**Updated best practices for
assessment, service planning & safety**

**Focus on successful program
completion rates**

Operating deficit

FY25 administrative rate cut

**California Foster
Care Program with
Lauren Anderson**

1,000 Day CA FFA
Business Operating Plan



**Increase number of Childhelp
resource family homes**

**Implement enhanced care
management**

**Continue to maintain qualified and
trained workforce**

Continue to increase program quality

Meet budgeted operating variance

**Diversify funding through
collaboration with Philanthropy
and Chapters**

Questions?

California FFA Success Stories Kenneth Langie

Assistant Director, Foster Family Services

many for the first time

Questions?



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Tennessee Programs Ken Bender + Eddie Smith

Executive Director, Programs

Organizational Advancement Director



Treatment

WHERE WE
WERE...

2020

2 → 1,275

Programs

Children A Year

2020



Prevention

Minimal services - no funding

2020

WHERE WE WERE...



Development



Advocacy Center

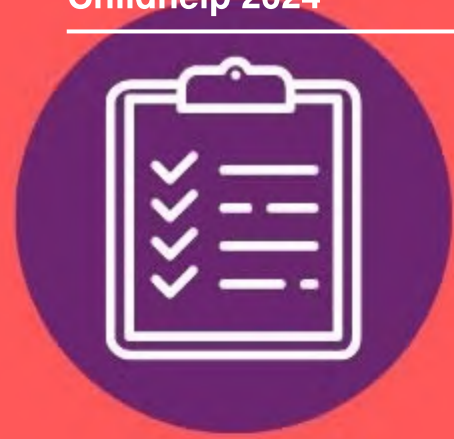


Foster Care



2020





Intervention

CHILD ADVOCACY
CENTER



1,200

Children A Year

2020



Intervention



Childhelp

Child Advocacy
Center Medical Room
in Knoxville



Intervention



Childhelp

Child Advocacy
Center Play Room
in Knoxville



Intervention



Forensic Interview
Rooms



Treatment

FOSTER CARE



40

Children A Year

2020



Treatment

MENTAL HEALTH



35

Children A Year

2020



Treatment

...WHERE
WE ARE...

2020

WHERE WE ARE!



Executive
Director

Development



Advocacy Center



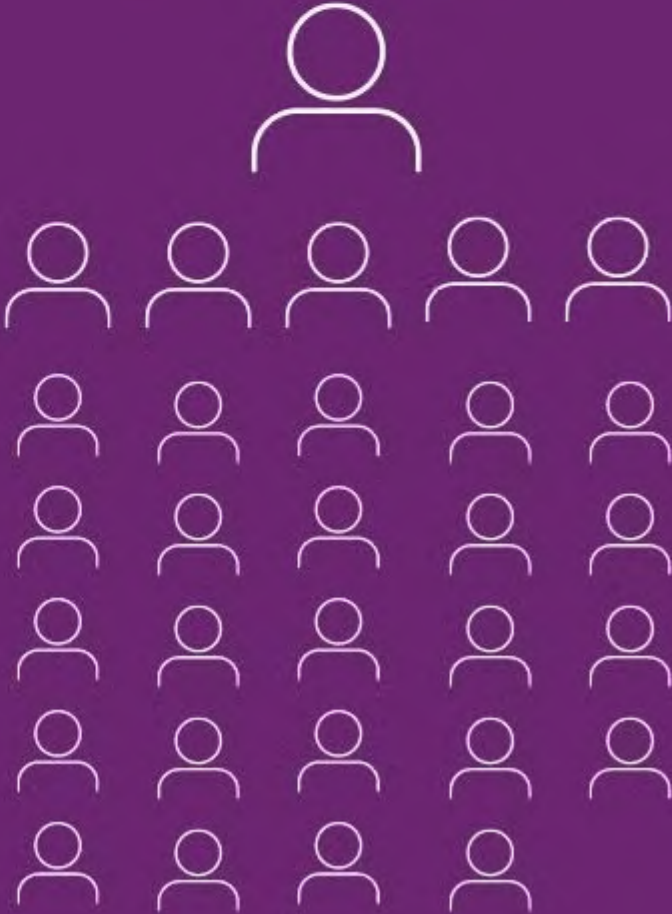
Mental Health



Foster Care



Relative Care



Support Staff



2024



Treatment

FOSTER CARE



90+

Children A Year



Treatment

18

Children Adopted

17

Children Reunited with
their parents





Treatment

MENTAL HEALTH



231

Children A Week





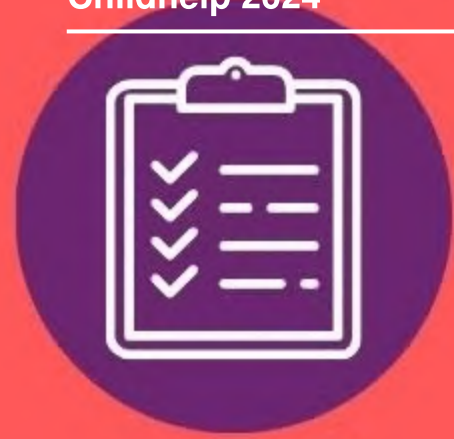
Treatment

RELATIVE CARE



321

Children being served



Intervention

CHILD ADVOCACY
CENTER



1,600+

Children A Year



Prevention



7,000+

Children trained in Knox County
since February 2023



Question: Why could
you not serve more
kids in 2021?



BARRIERS TO GROWTH



BARRIERS TO GROWTH

- FFPSA (Families First Prevention Services Act)
- Lack of Program Integrity
- No community awareness
- Lack of Funding Diversity
 - Stagnant Foster Care Rates
 - CAC losing money each year
 - Minimal individual donors
 - non-existent Corporate Donors
 - Too many events with poor ROI
- No staff on any community boards or committees
- Childhelp not viewed as experts in this work
- Minimal Board members, only 7 with just 2-3 actively engaged
 - Lack of board diversity
- Lack of staff business acumen
- Lack of a site strategic vision
- Wrong staff to accomplish quality growth (wrong people on the bus and some people in the wrong seats on the bus)
- Lack of volunteers



LACK OF AWARENESS

Steps taken:

1. Brought Childhelp Branding consistency to our messaging and 'rebranded' programs under the moniker of "Childhelp Tennessee"
2. Began reaching out to contacts in the media to bring awareness of the fact we have experts at Childhelp that can speak on cases and issues affecting kids in our community.
3. Increase Social Media presence (grew our reach from 500 to over 3,000)
4. Staff began serving on community advisory boards and program committees
5. Began engaging State and Local officials through local government relations endeavors
6. Assessing federal, state and local priorities and needs within the child welfare space in Tennessee.



**IT STARTED WITH A
STRATEGIC VISION**



Steps taken:

1. Created a Board "needs assessment"
 - a. Board Diversity
2. Actively began board engagement (monthly lunches with members)
3. Began new board recruitment (started with Childhelpers)
4. Hard reset to ensure our site was following the TN Advisory Board bylaws
5. Revamped board meetings to share information in a transparent manner
6. Constant board communication

TN BOARD
GROWTH



STAFF DEVELOPMENT

Steps taken:

1. We started with the "WHY"
2. Culture became a major point of focus
 - a. Instituted a culture of feedback "Feedback is your friend"
 - b. Created a "Self Accountable | Self Report" environment
3. We had to make some tough decisions
 - a. Getting staff into the right seats on the bus
 - b. Move some staff off the bus
 - c. Finding the right staff to help us get to the next point
4. Commitment to Excellence



ADVOCACY CENTER

2020: Running a deficit of \$380,000

2024: Covering all expenses through diversification \$600K annually

1. Began work on State Officials through Government Relations to get recurring funding for the CAC (2022 - \$5.5 million appropriated | 2023 - \$8.5 million)
2. 2020 Childhelp led the efforts to fix a state law for child abuse reporting within public and private schools (set us up as experts for future asks)
3. Increase funding through other existing source (United Way, NCA, other grants)
4. Made the strategic decision to move Clinical Services to its own program and cost center to increase grant revenue and pay for other expenses

Currently the CAC has eight (8) grants funding the full operations & salaries



FOSTER CARE

2020: Running a small surplus of \$277,000 (was having to cover CAC shortfall)

2024: Ran a budget surplus of \$617,000

1. Began work on State Officials through Government Relations to increase funding for foster care agencies (We've now seen a rate increase in each of the last 4 years)
2. Childhelp now has a manualized Foster Care program that allows us to replicate led by the Tennessee team with support of the Senior Director of Program Implementation.
3. Began utilizing data to drive continuous program improvement
4. Launched an Electronic Health Record
5. Focused on staff training and development
6. Engaged in 26 community events per year to promote our Foster Care program
7. Began investing in TV and Digital Media ads with the "You Hold That Hope" campaign to recruit new homes & raise public awareness.

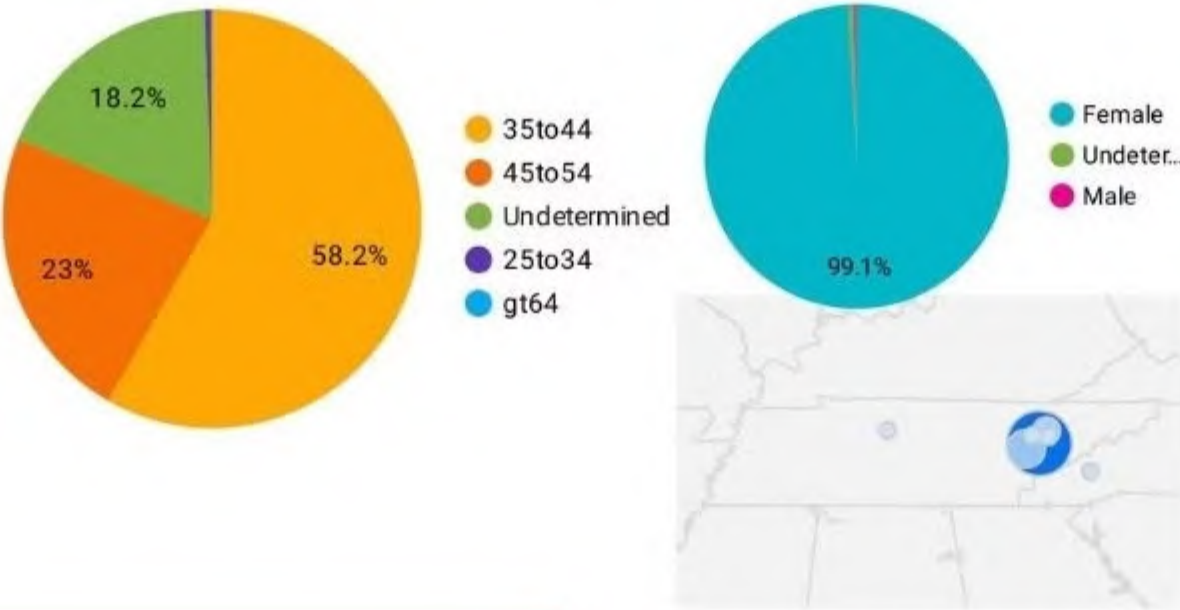


FOSTER & ADOPTION SERVICES CAMPAIGN (vs. prior period)
Display Advertising | Google Ad Network (Various websites & apps, etc.)

Campaign	Impressions ▾	Clicks	CTR
Childhelp Foster & Adoption Services DISPLAY CPC	118,179	958	0.81%

Grand Total

City	Impressions ▾
Knoxville	52,190
Farragut	14,081
Powell	11,344
Karns	8,738
Corryton	8,393
Mascot	397



Digital Ads:

118,179 impressions in July
958 clicks to our website

Search Engines:

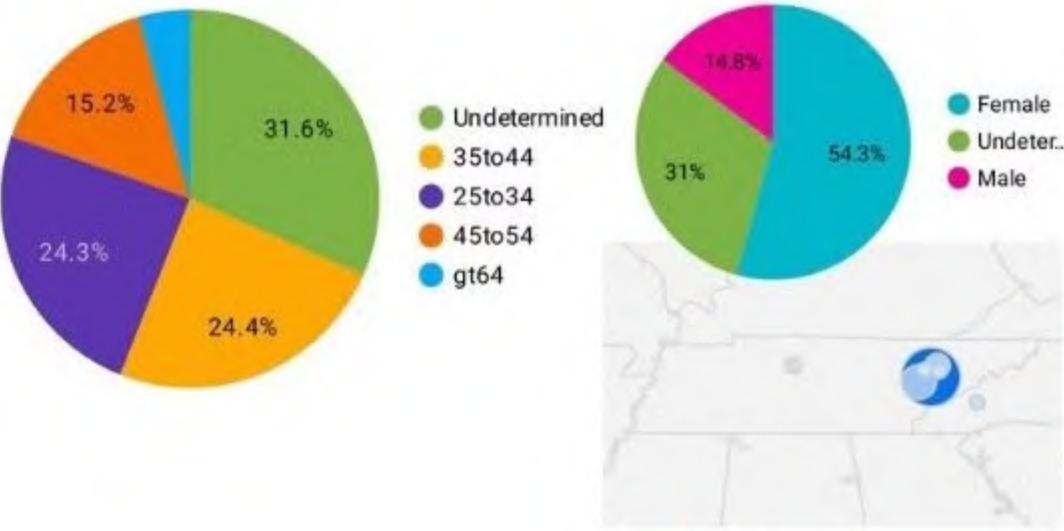
2,378 impressions in July
207 clicks to our website

FOSTER & ADOPTION SERVICES CAMPAIGN (vs. prior period)
Search Engine Marketing | Google Ad Network

Campaign	Impressions ▾	Clicks	CTR
Childhelp Fosters SEM	2,378	207	8.7%

Grand Total

City	Impressions ▾
Knoxville	1,932
Farragut	142
Karns	107
Powell	93
Corryton	64
Mascot	28





Launched in 2021 as its own program

1. Identified funding through government relations to bring clinical services from one (1) therapist to five (5) therapists. \$850K in grants over 3 years in our local community. Funding started in February 2022
2. April 2022 - opened our second location in Knoxville
3. June 2022 - introduce the same EMR for clinical services for future 3rd party billing
4. October 2022 - moved to a larger location based on future growth potential
5. January 2023 - expanded from 5 therapist to 8 with the Relative Care grant
6. April 2023 - introduced 3rd party billing for insurance as a new revenue stream
 - a. Started with just \$26K
 - b. Budgeted for over \$145K in FY25
7. June 2024 - opened a 3rd location in Morristown and added 2 more therapists bringing us to 10 therapists

CLINICAL
SERVICES



Brand new in 2023

RELATIVE CARE

1. 2021-2022 Identified changes in youth care from 2019 in FFPSA and looked at strategies that would fit Childhelp's mission
2. Fall of 2021: Eddie worked with friends in Nashville on a Relative Care Pilot legislation for the 2022 General Assembly.
3. Winter 2021: Ken & Eddie met with the Governor's Chief of Staff to present the final legislation and costs
4. November 2021 - Childhelp TN submitted a Grant for a DHS Pilot Award up to \$25 million.
 - a. WE WERE DENIED

HOWEVER, we were contacted by DHS about applying for a Community Grant... things start to get interesting



RELATIVE CARE

2. We applied to DHS for a Community Grant to launch the Pilot for Relative Care in the amount of \$3.8 million
3. Feb. 2022 - Governor announced the Relative Care plan as part of his budget and legislative package. Putting \$33 million recurring into the State Budget
4. Budget passes in April - We were 85% certain of winning a contract
5. May 2022 - we were surprised to also learn of our award of the DHS grant
4. January 2023 - Relative Care Program launched state-wide, Childhelp covers 16 counties in East TN.

These two grants totaled \$7 million over 2.5 years.



WHAT'S AHEAD?

FUNDING:

1. Our three year ARPA funding for clinical services ends Nov. 2024.
 - a. New funding streams are already in place from Government agencies to ensure continued services (diversity of funding)
2. 3rd Party billing continues to increase
3. Relative Care Grant Renewal has been submitted, awaiting confirmation on award, will start new grant in July 2025
4. New Opioid Grant to cover 3 additional therapists and a Clinical Director in the works today (has to be submitted in November 2024) - \$350K proposal for 3 years.
5. Work with the General Assembly & DCS for contract rate adjustments for the CAC



WHAT'S AHEAD

PROGRAMMATIC:

1. Relative Care will be manualized and we will be looking to partner with the University of Tennessee to begin the work to becoming "evidence informed"
2. Foster Care is implementing the Teaching Family Model to help families serving children with therapeutic needs.
3. Relative Care has successfully implemented the Childhelp Relative Care Giver model which is based in the Teaching Family Model.
4. Ken and Lauren Anderson will be working to manualize the Clinical Services program to help Childhelp with replicability
5. Outcome measures and dashboards are complete and operation reviews are being implemented



Implementation Science: What is it and why is it important in our work?

1. Recruitment and Selection
2. Training
3. Consultation/Supervision
4. Staff Evaluation
5. Program Performance Data

PQI (Program Quality Implementation)

- | | |
|----------------------|---------------------------------|
| 6. Safety Committee | 3. Utilization Review Committee |
| 7. Records Committee | 4. Training Committee |

FOCUS ON
QUALITY

Questions?

AZ Advocacy Center Ken Mckinely

Advocacy Center Director, Arizona

Advocacy Center with Ken Mckinley

What Is A Child
Advocacy Center



Serves abused and neglect children

Treatment, intervention, and investigation services

One-Stop Shop

Promote multidisciplinary investigations,
Coordinated investigation efforts of child crimes,
On-site services:

- Forensic interviews,
- Forensic medical exams,
- Forensically-sensitive therapy & victim advocacy,
- Facilitate case reviews to improve investigative outcomes

**Advocacy Center
with Ken Mckinley**

Multi-Disciplinary
Team Model

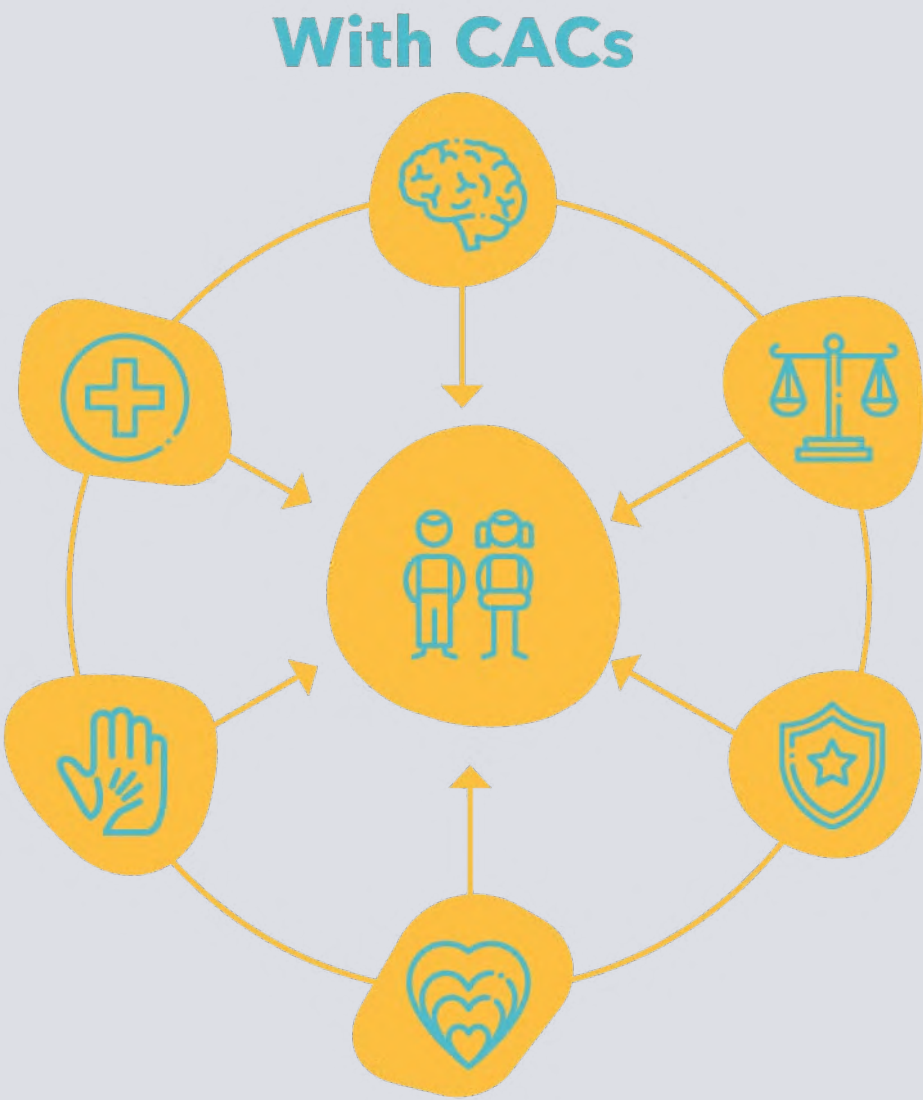
**Phoenix Police Dept.
Crimes Against
Children Unit**

**AZ Department of
Child Safety, Office
of Child Welfare
Investigations**

**Phoenix Children's
Hospital**

**Maricopa County
Attorney's Office**

Childhelp Inc.



**Advocacy Center
with Ken Mckinley**

About Our Services



400+ children served monthly

300 interviews conducted monthly

Science + Legal = Forensic

Research-based protocol based on :

- child development
- linguistics
- eyewitness abilities
- memory, and
- suggestibility

Neutral fact finder

- funnel/hourglass approach

Establishes elements of crime

- videos can be used in court
- our interviews can provide expert testimony

Advocacy Center with Ken Mckinley

About Our Services



Playroom & teen room

- reduces the anxiety of forensic exams & current crisis
- help provide good memory of their experiences;
- each child leaves with a new toy

Victim advocacy

- supports the child & family through the life of the case
- inform on victims rights, needs assessment, and connection to community resources
- emergency response fund & provision of basic needs

Advocacy Center with Ken Mckinley

About Our Services



Trauma focused therapy: 150/mth

- evidence-based models
- weekly in-person sessions, average length is 11 months
- co-treatment with occupational therapy
- psycho-educational groups & individualized trauma therapy to caregivers

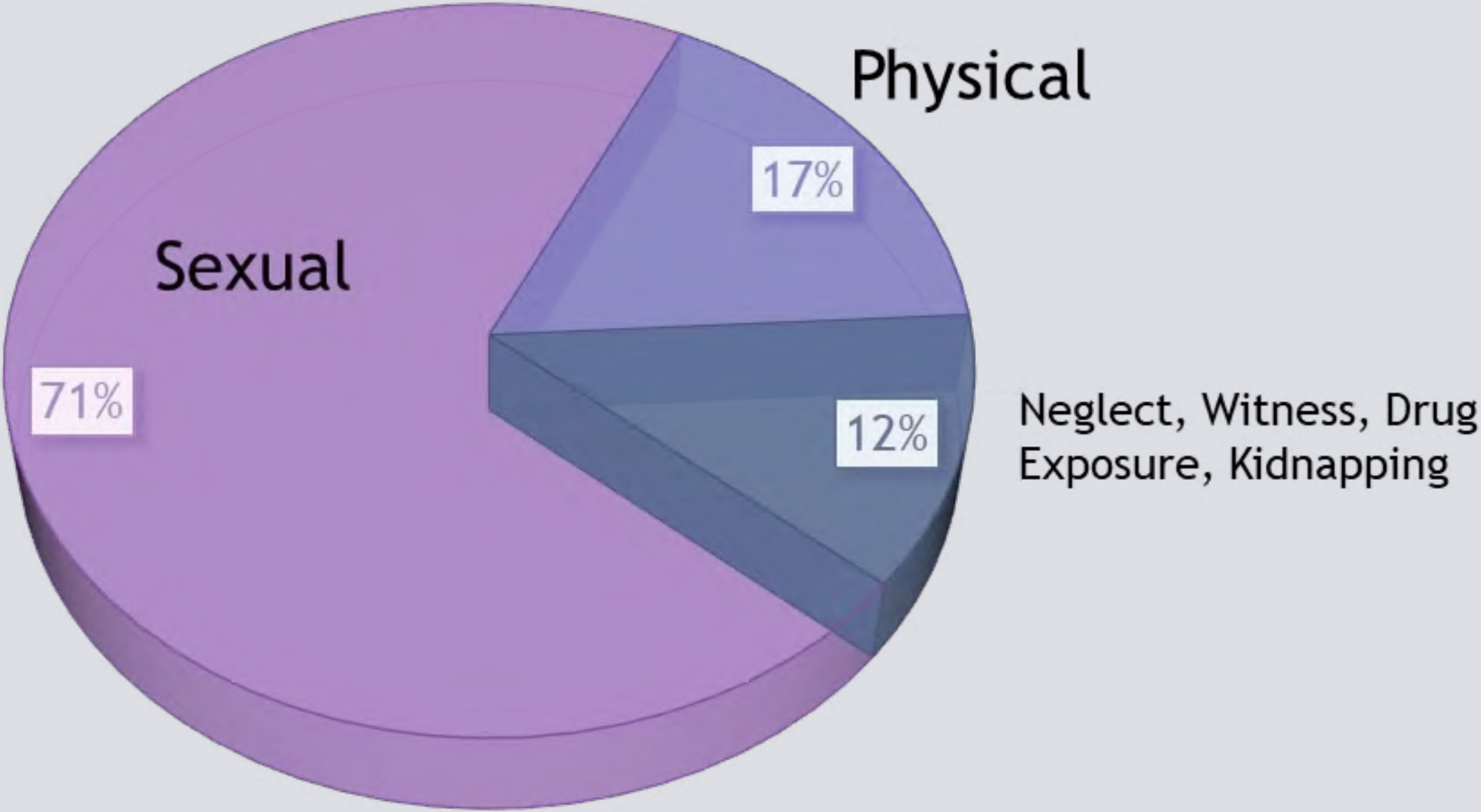
Community-based

- evidence-based parenting workshops
- community outreach & events: 1,500+ connections monthly
- mandatory reporter training: 1,000+ participants monthly
- facilitate child abuse case reviews

Advocacy Center
with Ken Mckinley

Types Of Abuse

Parent	29%
Stepparen/partner	13%
Sibling/step sib	8%
Other relative	20%
Friend or family	6%
Stranger	4%
Teacher/coach/clergy	6%
Peer/dating	8%
Unkown	6%



**Advocacy Center
with Ken Mckinley**

**Child drug exposure,
fentanyl is the trend**

**59 cases of drug endangerment
were investigated in 2023**

30 were ages 0-5

2022 AZ Child Fatality Review

- 34 opioid child deaths
- 8 were under the age of 5
- 100% were fentanyl related



FOX10

11:59 110°

CHILD ABUSE SENTENCING
CHLOE RAE SERGENT & KEOLA WIMBISH SENTENCED TO 20 YEARS IN PRISON

Advocacy Center with Ken Mckinley

Our Impact



"It's helped me be able to have the confidence to talk to my parents about things that are bothering me, or have bothered me in the past."

"Being able to grow and change for the better."

"I've learned how to have a safe body."

"I feel stronger and braver."

Advocacy Center with Ken Mckinley

Where We're Going

Increase Impact

Expand clinical services

Build Organizational Culture

Focus on addressing the vicarious trauma
of our first responders

Develop World Class Services

Highly trained workforce and a center for research & evaluation

Strengthen Organization & Programs

Expand forensic interview services in AZ

Financial Stability

Diversify revenue

Questions?

Speak Up Be Safe Cheridan Melvin

Senior Director

**Speak Up Be Safe
with Cheridan Melvin**

Cheridan Melvin

Senior Director

Catherine Beach

Program Manager

Zuzana Urbanek

Curriculum Manager

Amy Lantz

Program Coordinator

Kacie Passamonte

Curriculum Specialist

Tiffany Pierson

Facilitator, Northern Arizona

Speak Up Be Safe with Cheridan Melvin

Why Choose Childhelp
Speak Up Be Safe

**Only evidence-based
comprehensive child abuse
prevention education curriculum**

**Covers various types of abuse, with
age-appropriate lessons for pre-
kindergarten through 12th grade**

**Use in schools, districts, advocacy
centers, faith-based organizations,
and other groups through the U.S.
and over a dozen other nations**

**Speak Up Be Safe
with Cheridan Melvin**
What Sets Childhelp Apart

Reviewed and listed as evidence-based with a level 2 scientific rating

Aligned to Common Core & ASCA Mindsets & Behaviors Standards

Aligned to the National Health Education Standards

Featured on the National Children's Alliance approved curriculum list

Meets the parameters of Jenna Quinn Law & Erin's Law

**Speak Up Be Safe
with Cheridan Melvin**

Confident Kids
are Safe Kids

The program allows children and teens to learn the skills to prevent and interrupt cycles of child abuse including physical, emotional, sexual, neglect, bullying and online dangers

Lessons help students recognize unsafe situations and abusive behaviors, build resistance skills, identify healthy relationships and body safety, and create a responsive safety network with peers and adults

Speak Up Be Safe with Cheridan Melvin

What The Traditional
SUBS Model Includes

**Access to SUBS learning
management system 24/7**

**Self-paced online facilitator training
w/ optional professional dev. credits**

Facilitator guides and checklists

Fully scripted, age-appropriate lessons

Engaging classroom presentations

Teacher reinforcement activities

**Lesson handouts, forms, and
parent/caregiver materials**





Speak Up Be Safe with Cheridan Melvin

Facilitation Models

Self-Facilitation

- School staff designated as facilitators will be provided a login to the LMS
- Complete the self-guided training autonomously and receive PD credits (*if applicable*)
- Present to the kids on your own schedule
- Provide the safety of being an adult they know and trust
- Professional development credits

Childhelp Facilitation (AZ & TN)

- Work with our Program staff to schedule facilitations for each school grade
- Maximum of 100 kids/training, preferably 30 for best practice
- Schedule a staff member (safe adult) from the school to be present during each training
- Staff at school can still be assigned an LMS login for access to entire curriculum

Speak Up Be Safe
with Cheridan Melvin

FY24 Children/Youth
Impact: 32 U.S. States
and Territories, and
14 Countries

State	Students
AL	769
AZ	36,872
CA	12,125
CO	683
CT	32
DC	5,000
DE	1,111
FL	107
GA	67,022
IA	6,450
IL	14,346
IN	1,656

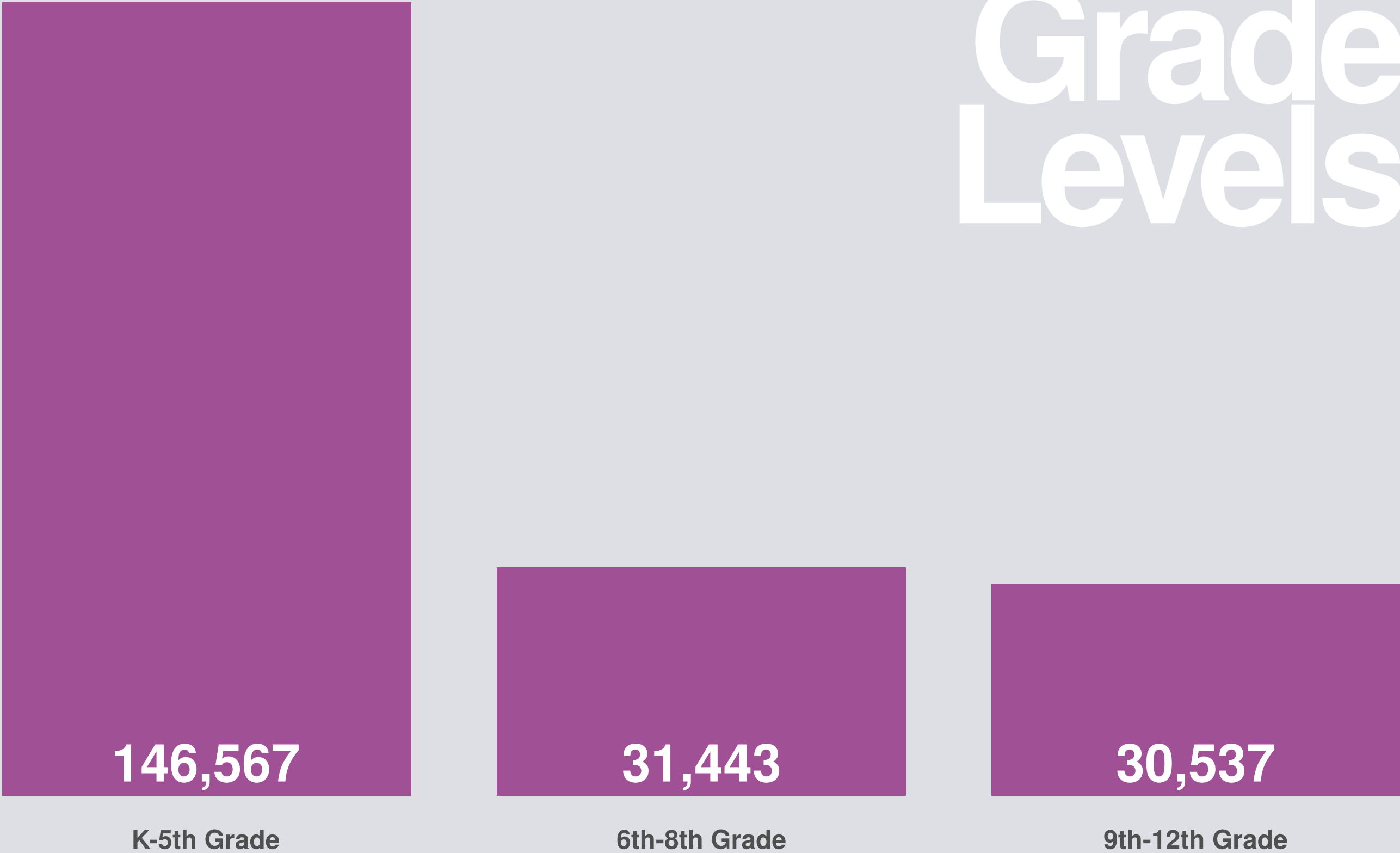
State	Students
KS	221
KY	11,078
MI	45
MO	*
MT	479
NC	1,310
NE	1
NJ	162
NV	235
NY	1534
OH	9,563
PR	708

State	Students
SC	856
TN	5,771
TX	150*
UT	336
VA	3,749
WV	2,222
WY	*
Bahrain	288
Belgium	648
Canada	*
Germany	7,690
Guam	577

State	Students
Guatemala	*
Italy	2040
<u>Jpn Mainland</u>	3900
Kenya	354
Netherlands	394
Okinawa	4340
South Korea	2164
Spain	340
Turkey	95
United Kingdom	1124
TOTAL	208,547

**Speak Up Be Safe
with Cheridan Melvin**
FY24 Children/Youth
Impact by Grade Level

Grade Levels



**Speak Up Be Safe
with Cheridan Melvin**
Current Program Focus

**Q1 FY25, over 63,000 children/youth
will participate in CH SUBS**

**Arizona: \$1M grant last year. Over
45,000 children/youth to date,
including 11,000 this first quarter**

**Partnered with Meta for middle
school module, 'Staying Safe From
Online Harm'**

Speak Up Be Safe with Cheridan Melvin

1,000 Day CH SUBS
Business Operating Plan



Increase Childhelp impact

- Serve 259,000 children/youth by end of FY25
- Serve 285,000 children/youth by end of FY26
- Serve 314,000 children/youth by end of FY27
- DoDEA to go into effect by end of October and will serve 61,000 K-12 students in 161 schools across the globe
- Leverage community collaborations for new opportunities, ie. Meta partnership collaboration into high school

Develop World-Class Services

- Engage and collaborate with national experts
- Begin conversations with GCU or ASU regarding another evidence-based study for current core curriculum and added modules like human trafficking prevention and athletes
- Refresh curriculum as needed to make sure scenarios are kept to existing issues children/youth are facing
- Gain approval from AZ grantee for the release of CH SUBS for athletes nation-wide
- Expansion of partnership with Meta for creation and roll-out of staying safe from online harm from high school

Speak Up Be Safe with Cheridan Melvin

1,000 Day CH SUBS
Business Operating Plan



Financial Sustainability

- **Work with Philanthropy team to help off-set costs of:**
 - **Maintaining and building CH SUBS team members**
 - **Reducing dependence on schools and districts having to pay**
 - **Evidence-based study to include modules like human trafficking prevention and athletes**
 - **Ensure greater long-term sustainability by diversifying and increasing revenue**
 - **10% growth year over year**

National Hotline Danielle Siragusa

Director, Hotline Operations

**National Hotline
with Cheridan Melvin**



Launched in 1982

Assistance in over 170 languages

Staffed with degreed counselors

Call, Text, and Chat options

Childhelp National Child Abuse Hotline

Available 24/7

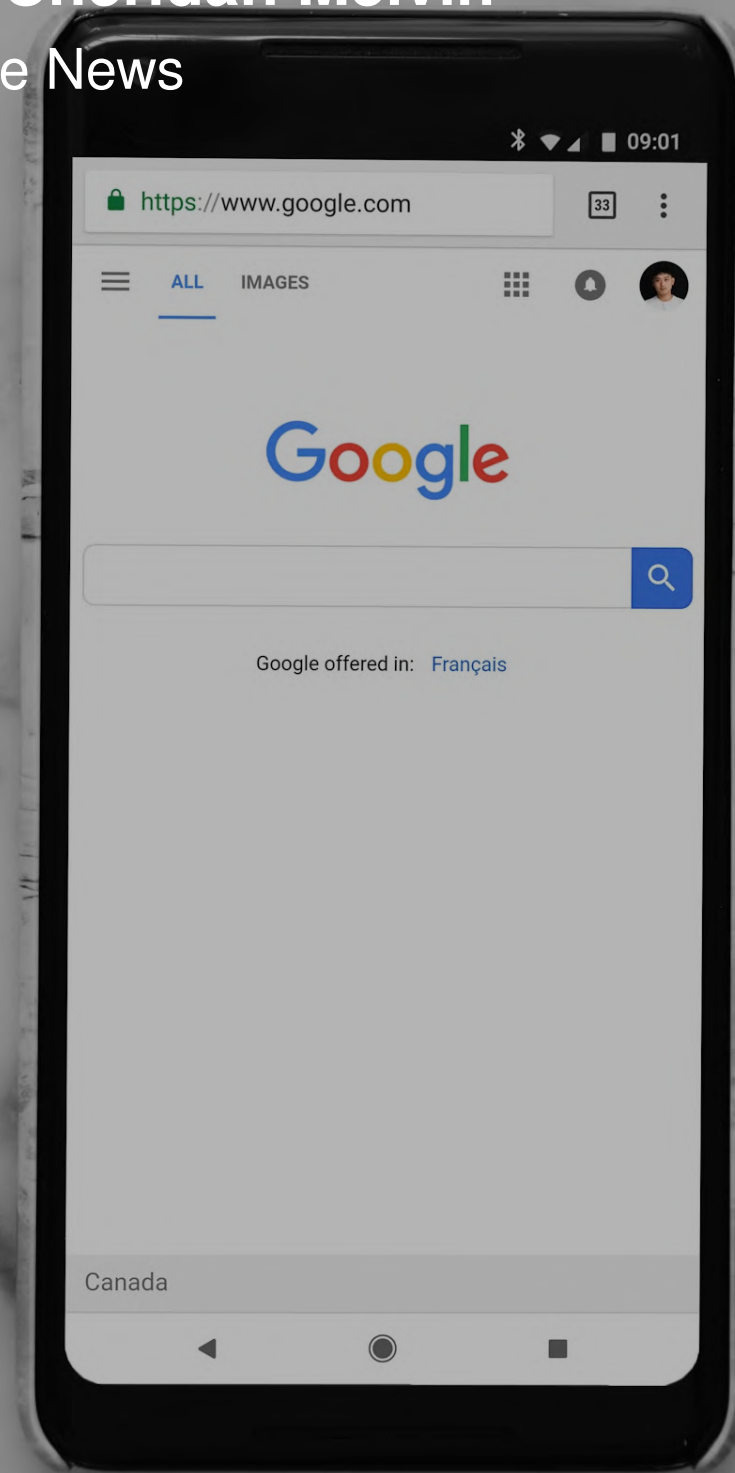
Confidential

Provides:

- Information
- Education
- Crisis counseling
- Support
- Referrals to community resources

National Hotline with Cheridan Melvin

Hotline News



Launched partnership w/ Google

- One Box feature went live on 09/04/24
- When help seekers Google specific trigger words associated with child abuse and/or neglect, the One Box populates at the top of the search page
- Help seekers can easily click on the Call, Text, Chat, or Website links to lead them directly to our Hotline

Preliminary data shows around a 27% increase in calls queued within the first week of launching

**National Hotline
with Cheridan Melvin**
FY 24 Impact Report



CALLS
55,426



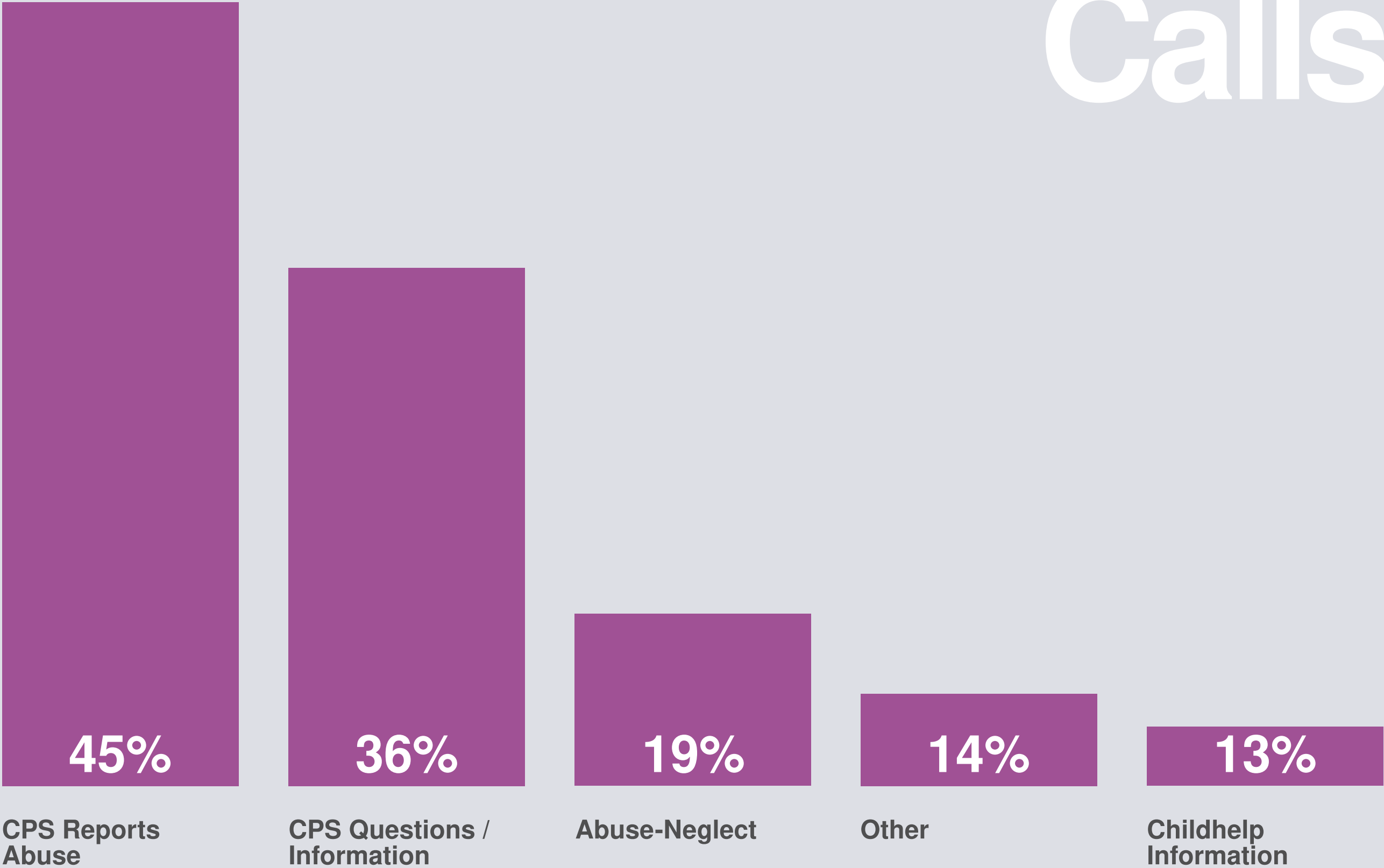
CHATS
16,028



TEXTS
7,546

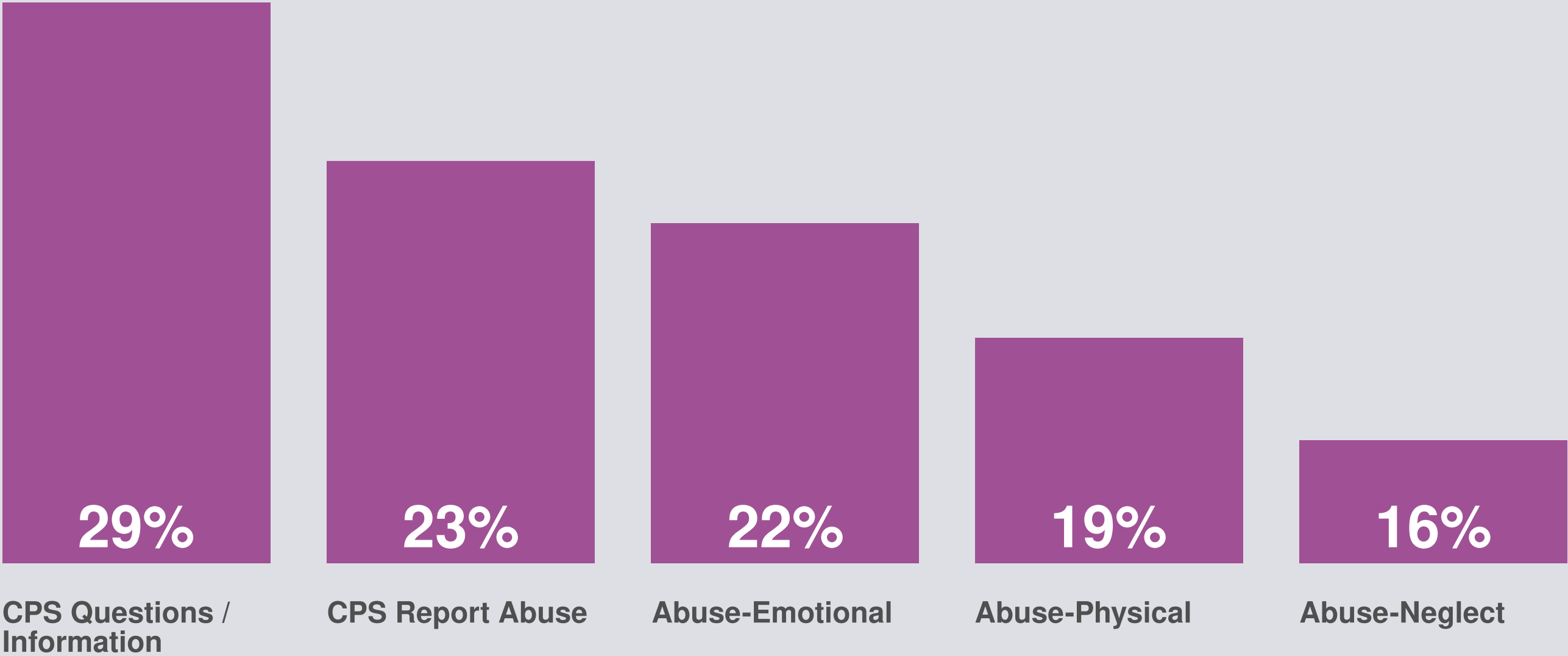
**National Hotline
with Cheridan Melvin**
Presenting-Issues Calls

Calls



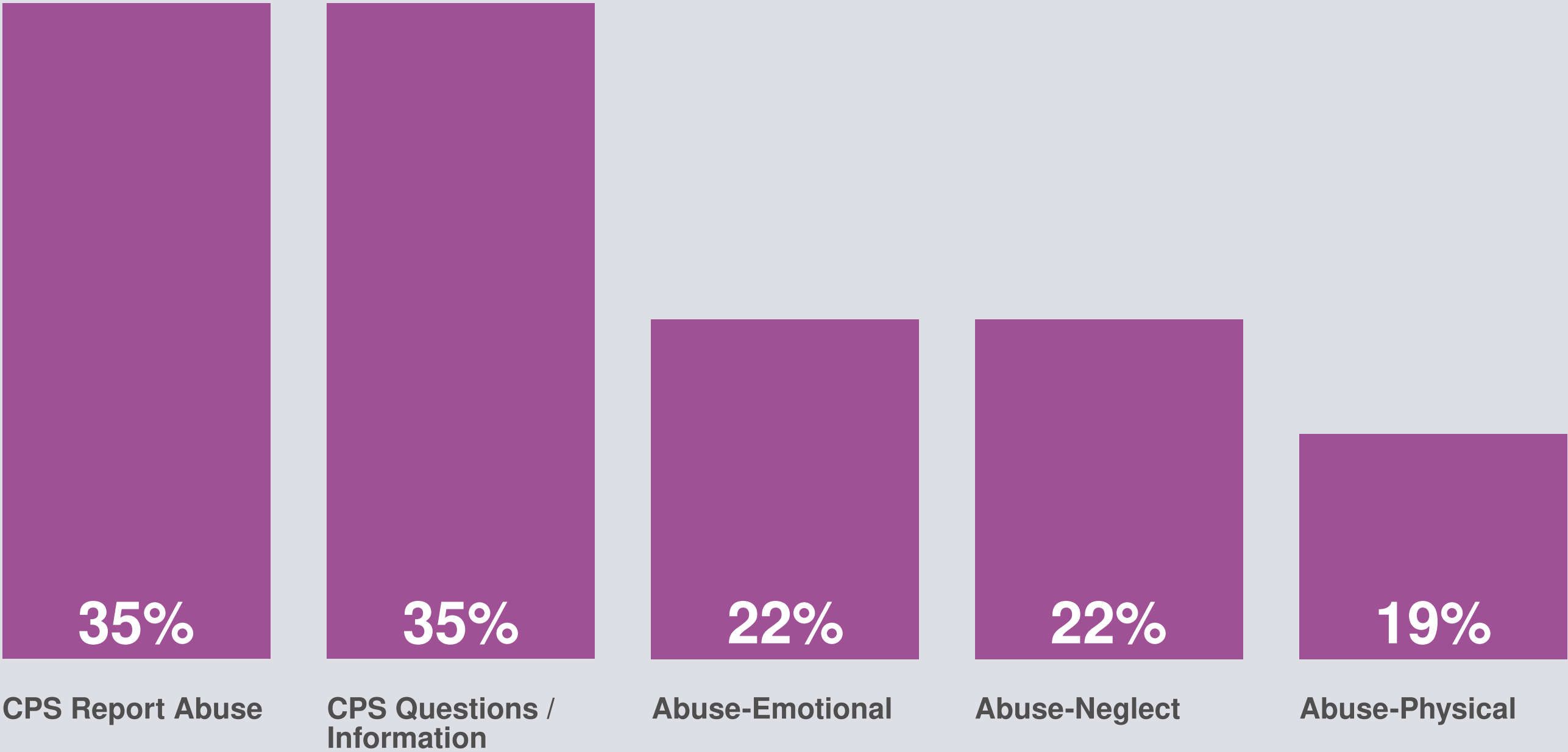
**National Hotline
with Cheridan Melvin**
Presenting-Issues Chats

Chats



**National Hotline
with Cheridan Melvin**
Presenting-Issues Texts

Texts



National Hotline with Cheridan Melvin

1,000 Day Hotline
Business Operating Plan



Increase Childhelp impact

- Increase call volume and visibility leveraging Google impact and expanding our outreach, marketing, advertising
 - 15% increase in volume in FY25
 - 30% increase in volume in FY26
 - 45% increase in volume in FY27

Leverage interns to support staff

- 2 interns are starting in September 2024
- Grow to 8-10 interns by FY27

Build organizational culture

- Recruit, hire, and train team members for success on Hotline
- Grow by 5 Hotline counselors in FY25 *(depending on Google impact)*
- Increase retention rates — 60% in FY25, 64% in FY26, and 66% in FY27
- Construct a professional development program
- Evaluate / enhance qualifications and pay for counselors and supervisors

National Hotline with Cheridan Melvin

1,000 Day Hotline
Business Operating Plan



Develop world-class services

- Strengthen the clinical and operational infrastructure
- Technology upgrades for phone and resource systems
- Develop bot technology to support with training and quality assurance
- Return to office in March 2025

Financial sustainability

- Fully cover the program deficit (\$2.5m) by June 2025
- Funding needs will grow to account for full year staffing of 5 additional hires and a 3% annual inflation of all costs
- Additionally, this will also account for program growth needs and employee retention
- The Hotline is working to secure new HHS-Labor funding by November 2025
- Diversify revenue and continue to collaborate with Philanthropy team to identify funding opportunities

Questions?



FOUNDED IN 1959 BY
SARA O'MEARA + YVONNE FEDDERSON
PREVENTION AND TREATMENT
OF CHILD ABUSE

Confidential For Internal Only

Dinner Departure to La Spiga @ 5:30PM

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Today's Conversation

01
**MarCom
Overview**
Bill Backus

02
**Right of
Passage**
Lawrence Howell

Closing



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Sunday

2024 Chapters Retreat

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MarCom Bill Backus

Head of National Brand



Payless

Kroger

niagara

SWIFT

DOSE OF COLORS

3M

M

CULINARY CONCEPTS

CenturyLink

asba
arizona small business
association

DREAMWORKS
PICTURES



**MarCom with
Bill Backus**
The First 3 Months

Assess inherited MarCom team

Met legacy team members, seek to understand pain points, identify resources, and establish rapport quickly

Create a SWOT

(strengths, weaknesses, opportunities, threats)

Plan to refresh the Childhelp brand only using existing resources, and launch it by Drive the Dream

MarCom with
Bill Backus
The Next 3 Months

1.5m
Future-
proof

Identify and verbalize our brand purpose, connecting it to our founder's story

Leverage brand archetypes to build an authentic & emotional connection

Caregiver + Hero = CareHero

caring, warm, reassuring honest, candid, brave brave, reassuring, candid

Give our brand a perspective by using design to naturally attract an audience that grows our relevance

Great transfer of wealth (*\$80+ trillion*)

About Programs Events Impact Chapters



Connect

Get Help

Donate



Where there's love, there's a way.

We are a national organization dedicated to eradicating child abuse and neglect. Join us in our mission to create a world in which every child is safe and loved.

Get help

Give today

**MarCom with
Bill Backus**
Internal Resources

**Clearly define the 5 core initiatives
MarCom supports through our
talents, time, and budget**

**Childhelp,
Programs,
Philanthropy,
Corporate Partnerships, and
Chapter / Events**

**4 full time MarCom staff
Divided across 5 initiatives
1 designer, 2 comms, 1 social media
688 hrs/mth across 5 initiatives**

**MarCom with
Bill Backus**
Internal Resources



**Childhelp (30%)
Programs (3%)
Philanthropy (3%)
Corporate Partnerships (15%)
Chapter / Events (49%)**

MarCom with
Bill Backus
Internal Resources



Childhelp (30%)	(25%)
Programs (3%)	(24%)
Philanthropy (3%)	(23%)
Corporate Partnerships (15%)	(16%)
Chapter / Events (49%)	(12%)

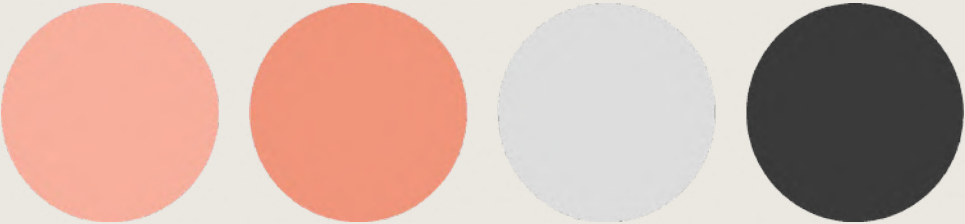
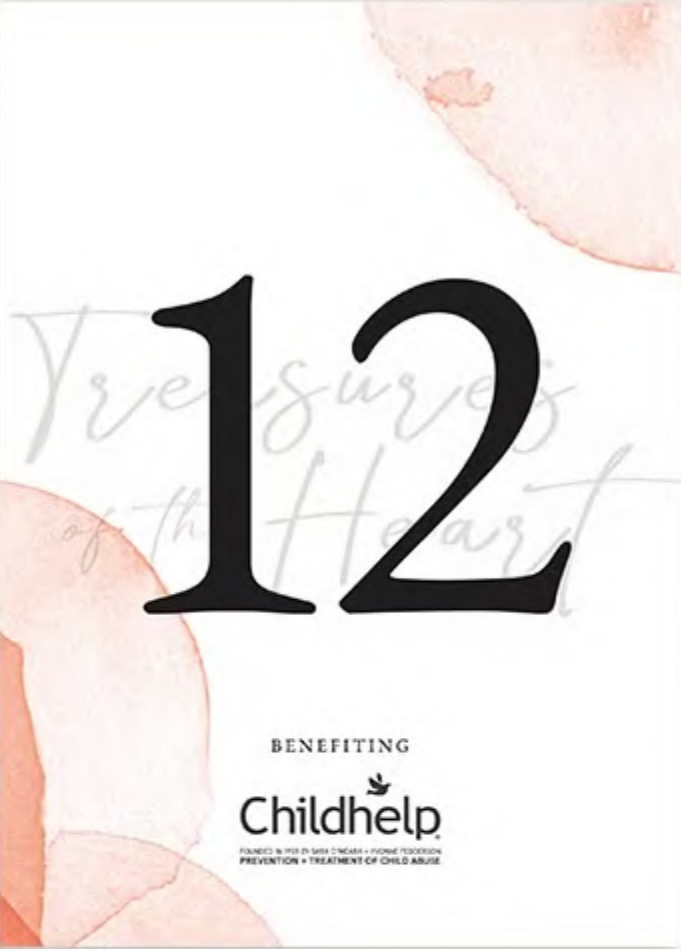
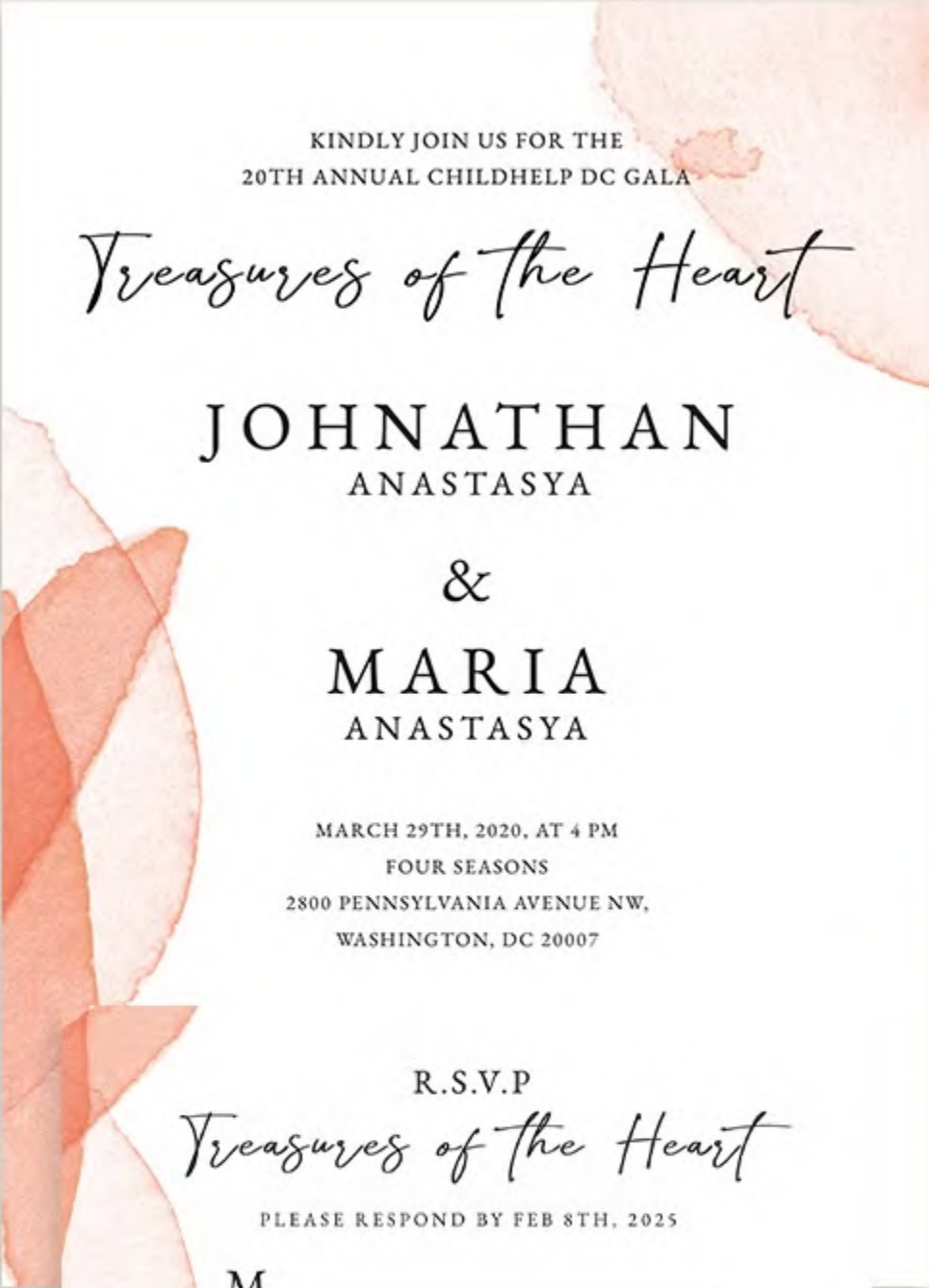
Eblast CTR for GF = 0.1%	(2.2%)
Eblast Bounce Rate = 6.9%	(0.0%)
Unsubscribe Rate = 8.7%	(1.2%)



Develop creative brief with chapter liaisons,
Meet to ensure clarity,
Design a full concept,
Provide up to 2 revisions,
or provide design resource,
Once concept is approved,
we send out >

3 to 5 day turnaround,
1 project in, 1 project out,
MarCom to do a QA check,
Submit for review/approval
Once designs are
approved, we prepare to
deploy >

Provide print ready files,
Event pages to go live with
downloadable PDF forms,
Eblast list scrubbed
Options for blogs and
social media are also
possible





DARE TO CARE

THE SURVIVOR SERIES PODCAST





To my fellow brothers,

I hope this message finds you well. I'm thrilled to announce that after careful consideration, we've chosen Childhelp as our fraternity's philanthropy of choice.

Childhelp is dedicated to supporting victims of child abuse and neglect through prevention and intervention programs. By partnering with Childhelp, we have a unique opportunity to make a significant impact in our community.

Let's unite our efforts to organize events, fundraisers, and volunteer initiatives that support Childhelp's mission. Together, we can create positive change and uphold our commitment to service.

For more information or to get involved, please visit childhelp.org/greeks-for-childhelp.

Thank you for your support in this meaningful endeavor.

Fraternally,



Sara O'Meara . Co-Founder



Yvonne Fedderson . Co-Founder



Lake of the Woods Auxiliary

But they don't do it alone, it takes a village.

The Lake of the Woods Auxiliary was formed in 1996. Located just a few miles from the Alice C. Tyler Village, volunteer efforts are unique in that this chapter provides direct, personal support for the children



View your chapter resources

We are thrilled to have you join our community of dedicated volunteers. Our mission to eradicate child abuse thrives on the passion and commitment of individuals like you. To support you in your crucial role, we've created a comprehensive Chapter Resources Hub designed to provide you with the knowledge, tools, and support you need to make the biggest impact.



Chapter Explanation



View Section I



View Section II

About ▾ Programs ▾ Events Impact Chapters



Connect ▾ [Get Help](#) [Donate](#) 🔍

Childhelp is primarily funded by donations and sponsorships from people like you.

[Get Help](#) [Give Today](#)

Quick Links

- [Child Abuse Statistics](#)
- [Speak Up Be Safe](#)
- [Foster Care and Adoption](#)
- [The Village](#)
- [Transparency](#)

Contact Us

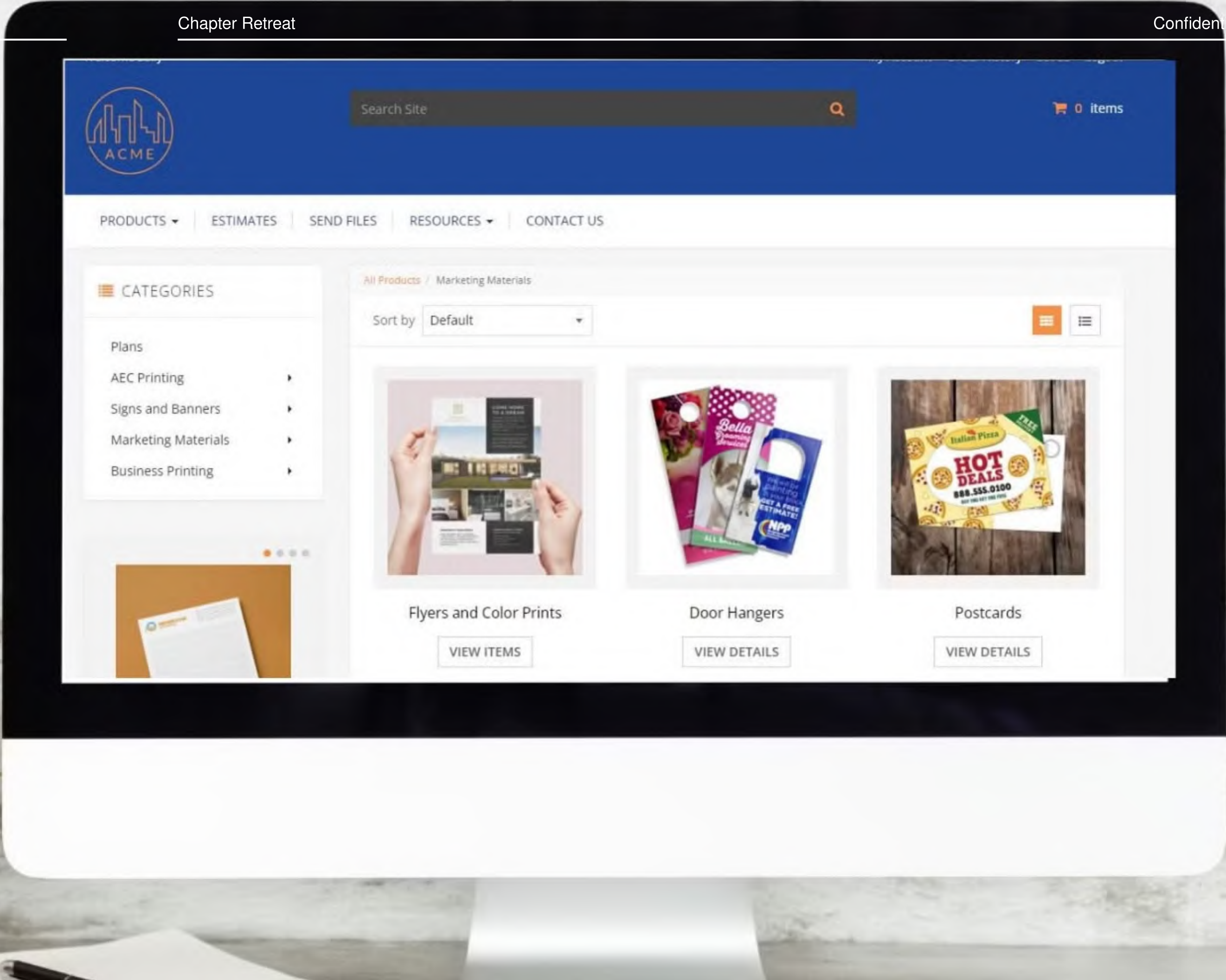
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- [National Child Abuse Hotline](#)
- [Courage First Athlete Helpline](#)
- [Careers](#)




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10TH ANNUAL
CHILDHHELP GOLF INVITATIONAL
SENSEI
PORCUPINE CREEK
APRIL 12TH - 14TH, 2024

Register Now

You're Invited

Bill, we invite you to one of the greatest charity golf tournaments, the 10th Annual Childhelp Golf Invitational at Sensei Porcupine Creek.

This exclusive, limited player, tournament brings advocates together for a great cause — eradicating child abuse and neglect from our world.



IMPACT REPORT
RELATIVE CARE / CA

California

Bill, this month our Relative Care Program in California has doubled the number of children served from this time last year. Last month we shared a story of Linda, a foster parent, has been doing whatever she can to help provide a safe and nurturing space for kids in need.

Read More



HOPE NEWS
MARCH EDITION

Child Abuse Prevention Month

Thank you for remaining by our side to protect children and help survivors of abuse. When we were at the forefront of establishing Child Abuse Prevention Month, it was clear some of its most valuable aspects were bringing awareness to the problem of child abuse and opening the door to challenging questions. Today we are blessed to lead the mission with you by our sides.

Childhelp

FOUNDED IN 1959 BY
SARA O'MEARA + YVONNE FEDDERSON
PREVENTION AND TREATMENT
OF CHILD ABUSE



Bring Light To
A Child In Crisis

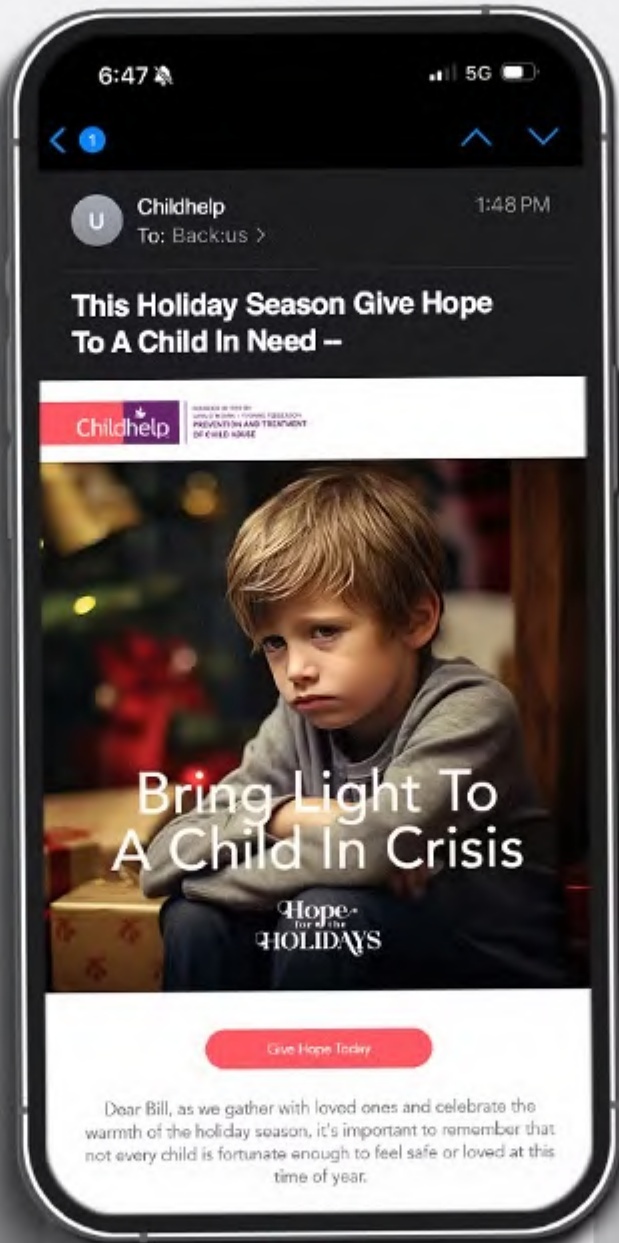
Hope
for the
HOLIDAYS

Give Hope Today

Dear Bill, as we gather with loved ones and celebrate the warmth of the holiday season, it's important to remember that not every child is fortunate enough to feel safe or loved at this time of year.

At Childhelp, we work every day to provide hope to children in crisis through our National Child Abuse Hotline (1-800-4-A-CHILD). This 24/7 lifeline offers immediate support, counseling, and protection to children and families in need.

This Holiday Season, You Can
Help Us Bring Hope To Those
Who Need It Most.



\$25

Connects a child to a trained crisis counselor for immediate help.

\$50

Provides families with vital resources for ongoing support.

\$100

Ensures our hotline remains available 24/7 for any child in need.

Give Hope Today

\$25

Connects a child to a trained crisis counselor for immediate help.

\$50

Provides families with vital resources for ongoing support.

\$100

Ensures our hotline remains available 24/7 for any child in need.

Give Hope Today

Give the gift of hope today and help us continue our mission of eradicating child abuse and neglect. Together, we can make this season brighter and safer for children everywhere.

From all of us at Childhelp, thank you for your continued support. We wish you a safe and happy holiday season.

f in wa ig

Childhelp, Inc. is a national 501(c)(3) nonprofit on a mission to eradicate child abuse and neglect. Founding in 1959 by Sara O'Meara and Yvonne Feddersen, Childhelp has rescued over 13 million children from abusive living conditions. Through our industry-leading programs:

Childhelp National Child Abuse Hotline | Childhelp Advocacy Centers | Childhelp Speak Up Be Safe | Courage First Athlete Helpline | Foster and Relative Care | Group Homes | The Alice C. Tyler Village of Childhelp

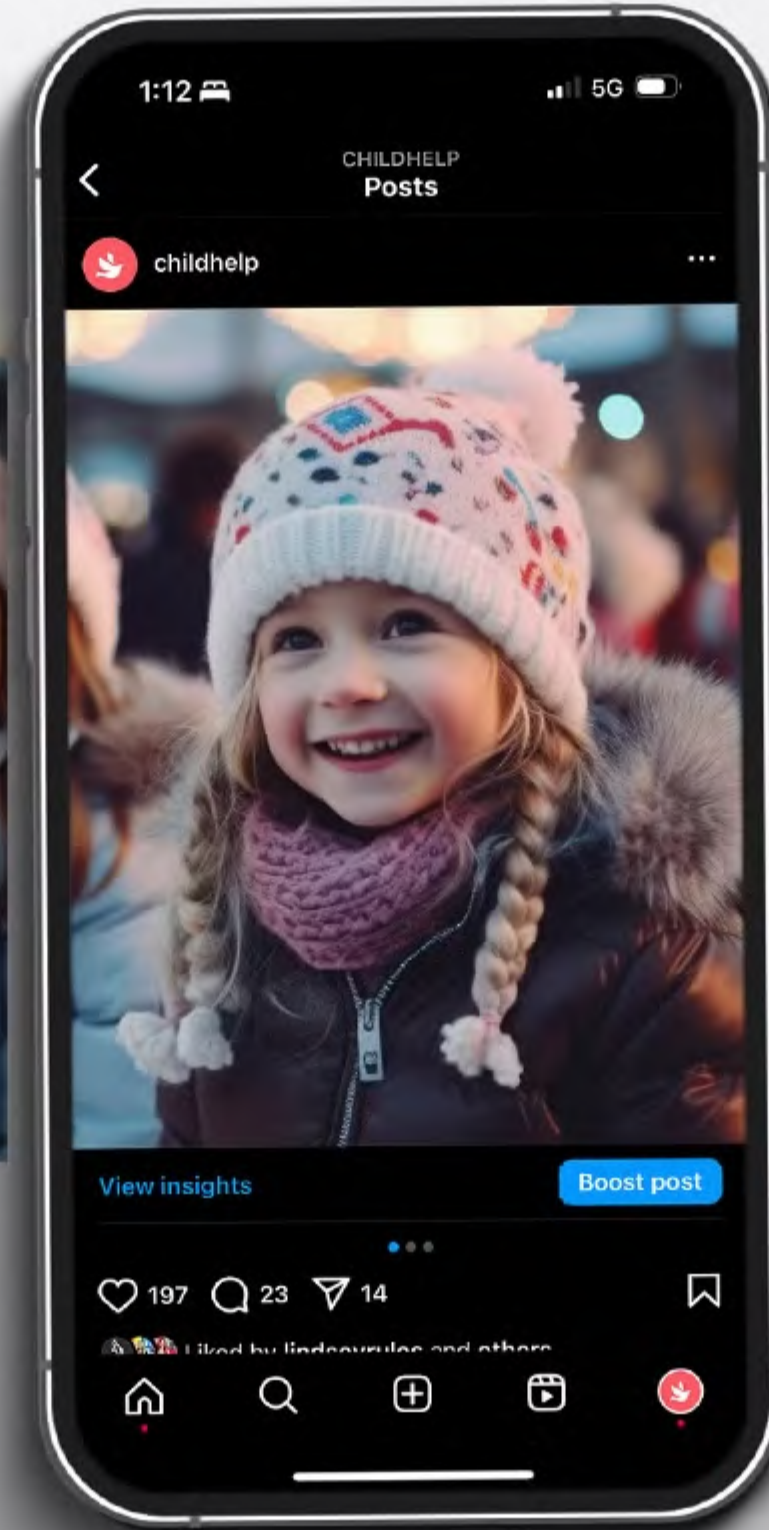
Join us as we combat the national child abuse epidemic and help us usher in a world where children are free to live without fear of abuse and neglect. Together we can make a difference.

Childhelp, Inc. Federal Tax ID Number: 95-2884608

Childhelp - 6730 N Scottsdale Rd - STE 150 - Scottsdale, Arizona 85253 - USA
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Questions?





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SARA O'MEARA + YVONNE FEDDERSON
PREVENTION AND TREATMENT
OF CHILD ABUSE

Carol and Jim Hebets, thank you for your unwavering generosity and support.

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