



National Children's
Advocacy Center

2020 Impact Report



2020

Hope starts here!

From Our Executive Director

To say 2020 was a year unlike any that we have known in the NCAC's history would not be an understatement. As many of you discovered, the pandemic showed us the resilient spirit of the children and families that we serve, the ingenuity of our dedicated staff and multidisciplinary team members, and the sheer strength of our community.

The year began like any other, but the looming threat of COVID-19 quickly turned our focus to the safety of our clients, staff, and partners, including nearly 2,000 people who had planned to travel to Huntsville in March 2020 for our annual *International Symposium on Child Abuse*. For the first time in history, we were forced to cancel *Symposium* and temporarily close the doors of the NCAC campus. In a matter of days, we lost 14% of our yearly revenue and completely lost our ability to provide services to our clients.

However, our organizational resilience shone through as our Child Abuse Intervention and Prevention services quickly transitioned to support new telehealth platforms to assure our services were provided. As we adjusted to the new "normal" of mask-wearing, safer-at-home, and physical distancing, staff providing Intervention services to children began to transition back to the office when in-person services were best for the child and continued telehealth when possible. Direct service staff members also collaborated on toolkits and resources for parents and educators to help children ease through these challenges. As a result of these efforts, we saw only a slight decline in service numbers for our clients in 2020 vs. 2019, and these declines were completely attributable to the shutdowns at pandemic peaks in April and July.

After cancelling *Symposium*, our Training Department also made the shift, within a couple of months, to offer all training online via Adobe Connect. Even though we have not booked the 6,000 hotel stays in Huntsville as in the past, the Training Department has been in high demand for virtual classes and requests for customized training.

We also transitioned our *SuperHeroes Shindig* to a virtual and highly engaging, successful event and we hosted *Aim for Advocacy* in a physically distanced manner. I must express my sincere appreciation to our donors, who despite experiencing COVID-fatigue, demonstrated their strong support for the NCAC and our mission to protect children.

There are so many stories I could share about what we have learned about ourselves, the children we serve, and our supporters, but the ones that rise to the top include:

- The transition to telehealth for our evidence-based mental health services was tremendously impactful, and we saw more children in the fourth quarter of 2020 than in 2019.
- Our donors, supporters, and volunteers provided record-setting levels of support for the NCAC and also fully met our significant needs for donations of PPE.
- Our Training Department's transition to virtual platforms resulted in the training of more professionals across the nation and world than ever before.
- And finally, the amazing resilience and innovation of our employees and MDT members – continuing to provide our services and operations amidst a pandemic is something I will never forget.

All of this would not have been possible without your support. Whether you provided financial support, emotional support and encouragement, or both, all of you are part of our NCAC family and a part of our success. Our success is not visible directly at the NCAC. It is seen in the homes, schools, and communities of our clients, and in communities throughout the world who are better able to serve the children of their community because of training they received through the NCAC.

We look forward to reconnecting in person with all of you in the coming days, weeks, and months ahead.



Chris Newlin, MS LPC
Executive Director



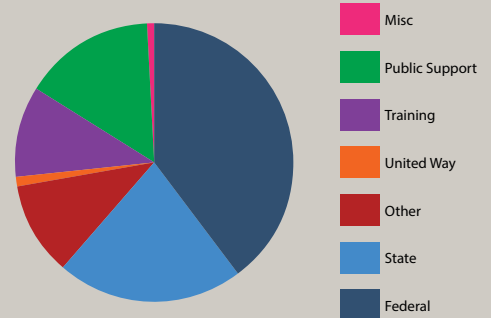
Executive Director Chris Newlin, MS LPC

Chris is the Executive Director of the National Children's Advocacy Center where he is responsible for providing leadership and management of the NCAC and participating in national and international training and leadership activities regarding the protection of children.

REVENUE

Jan 1, 2020 - Dec 31, 2020

| | |
|--|--------------------|
| Federal Grants | \$1,956,623 |
| State of Alabama Grants | \$1,061,388 |
| Other Local and Misc Grants | \$543,052 |
| United Way | \$51,490 |
| Training Fees | \$515,313 |
| Public Support and Contributions | \$756,963 |
| Misc/Interest Income | \$30,770 |
| Total Support and Revenue | \$4,915,599 |



EXPENSES

| | |
|-----------------------------------|--------------------|
| Personnel | \$3,493,642 |
| Travel | \$59,980 |
| Supplies | \$148,088 |
| Consultants/Contracts | \$1,227,914 |
| Facility Usage Depreciation | \$389,158 |
| Other | \$293,780 |
| Total Expenditures | \$5,612,562 |

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Young Professional Advisory Council Impact

The Young Professional Advisory Council (YPAC), which was established in 2019, is a group of young professionals who have committed to be ambassadors for the NCAC among their peers and in the community. YPAC members continued to give their time and resources through volunteer projects and fund raising during 2020.

Due to the pandemic, the NCAC campus was closed to guests and volunteers for most of 2020. YPAC members stepped up to help complete projects that are normally reserved for NCAC volunteers.

In 2020, YPAC helped to:

- Create and organize therapy kits for the Intervention Department
- Plan and execute event setup, food item delivery, ticket sales, and invitations for the Virtual Superheroes Shindig
- Plan and execute the 2020 Aim for Advocacy, as well as pickup and delivery of ammunition prior to the event
- Provide food packages for over 60 families in need during the holidays
- Volunteer and support the NCAC at the 2020 Star Market Classic Golf Tournament
- Host the HealthSource Golf Tournament to benefit the NCAC which raised over \$5,000
- Connect the NCAC with various grant opportunities
- And.....much more

We are excited to have volunteers back on campus in the coming months! The gift of time and resources from our volunteers helps in the continuation of care for the families and children served at the NCAC. If you would like to become a part of our amazing volunteer team, visit our website or contact Paige Beitel at pbeitel@nationalcac.org.

Local Impact

1,507
 Multidisciplinary team case reviews



474
 Forensic interviews with children



351
 Crisis interventions with families when they come for a forensic interview

25
 Therapy graduations



1,815
 Hours of therapy



186
 Specialized medical exams of children



1,231
 Follow-up advocacy with families after the initial forensic interview

307
 Disclosures of abuse



307
 Children interacted with our facility dog, Wilson VI



Stewards of Children Trainings
378
 Adults participated in **21** child sexual abuse prevention trainings
 No training was available from mid-March through the end of July 2020, when an online format was made available.



Healthy Families Program

- 48** Families including 61 children participated in home visitation services
- 23** At-risk families received intake interviews
- 902** Home visits were provided to address the needs of over-burdened first-time parents
- 95%** of participants in home visitation services had no substantiated reports of abuse or neglect.
- 612** Families received case management services connecting them with community resources
- 148** Parents attended parenting classes




Stop Child Abuse and Neglect (SCAN)

112 Programs provided to **3,179** Students in Madison County and Madison City school systems

No programs took place mid March through December 2020 due to the pandemic.

2 children disclosed child abuse during SCAN presentations.



Partnership in Parenting Program

277 Children of **111** Families impacted (Jan-Mid March)




National and International Impact

The NCAC Training Center is the leading provider of training, consultation, and resources for professionals working with abused children and their families for the past 37 years, reaching more than 257,000 professionals from the United States and 142 countries.

OPEN REGISTRATION TRAININGS



1,743 PROFESSIONALS
50 STATES, DISTRICT OF COLUMBIA (D.C.),
 US ARMED FORCES, AND
11 COUNTRIES

INTERNATIONAL 
symposium
 ON CHILD ABUSE

CANCELLED DUE TO THE PANDEMIC

CUSTOMIZED TRAININGS



1,064 PROFESSIONALS
 FROM
50 STATES, DC,
 AND US ARMED FORCES

INTERNATIONAL TRAININGS



878 PROFESSIONALS FROM
9 COUNTRIES

TECHNICAL ASSISTANCE



637 PROFESSIONALS FROM
48 STATES AND D.C.



CALiO *(Child Abuse Library Online)*
36,647 Unique Visitors
 from **50** states and **142** countries



NCACvtc *(Virtual Training Center)*
72,024 completed online trainings
 from **50** states, DC, and **43** countries



A project of the National Children's Advocacy Center, Southern Regional Child Advocacy Center (SRCAC) is located on the NCAC campus in Huntsville, Alabama. Funded through the Department of Justice, the SRCAC delivers training and technical assistance to those individuals in the U.S. Southeast Region who provide collaborative and coordinated responses to victims of child abuse.

5,301
 of child abuse professionals trained
 through subawards to state Chapters in
 the Southern region

3,938
 of child abuse professionals trained online
 through conference presentations, customized
 and core trainings, and webinars



9,239 **TOTAL** Number of child abuse professionals trained by SRCAC

Protector's Circle



COMMUNITY PARTNERS

180° Society (\$5,000 +)

Alpha Foundation, Inc.
United Way of Madison County
Madison County Commission
Warren Averett Companies, LLC
Intrepid Ideal Community Fund
Sara Baker Foundation, Inc.
I3 Cares Foundation
ERC, Inc.
Yulista Holding, LLC

Health Source Consulting Services, LLC
Crestwood Medical Center
Venturi Brighter Day Employee Fund
Quantitech in Action
The Olin King Family Charitable Fund
Alabama A&M University Foundation
ServisFirst Bank
Capstone Realty - Darrin and Natalie Hasley

Community Partners (\$1,000 - \$4,999)

Chilton Family Charitable Fund
Mevatec Foundation
COLSA Corporation
Give256 Fund
Madison County Medical Alliance
PPT Solutions, Inc
Madison County Legislative Office
Tennessee Valley Research Group

INDIVIDUAL DONORS

180° Society (\$5,000 +)

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National Children's Advocacy Center

210 Pratt Avenue, NE
Huntsville, Alabama 35801
256-533-KIDS (5437)
nationalcac.org



The NCAC models, promotes, and delivers excellence in child abuse response and prevention through service, education, and leadership.

Save the Dates



Friday, September 17, 2021
nationalcac.org/superheroes-shindig



Friday, October 15, 2021
nationalcac.org/aimforadvocacy