2014 ANNUAL REPORT

Photo credit: Travis Swan

New Hampshire
Children's Trust
Eliminating Child Abuse and Neglect

info@nhchildrenstrust.org www.NHChildrensTrust.org 603-224-1279

In Bob's words...

Board of Directors' Chair, Robert Matheson

In 2014, New Hampshire Children's Trust was recognized as a 2014 Champion in Action by Citizens Bank and the NH Union Leader! With $35,000 in unrestricted funds, we provided direct support to over 500 families at Family Resource Centers across New Hampshire. At the end of 2014, I am proud to report that New Hampshire Children's Trust is 3/5 the way through its five-year plan. Now, we celebrate the fruits of our labor.

Eighteen NH hospitals are providing education and strategies to new parents on safely caring for infants. Medical providers, childcare providers, home visitors and parent educators are supporting parents through the Period of PURPLE Crying infant abuse prevention program. That's more than 10,000 parents. In 2014, we were recognized by the National Center on Shaken Baby Syndrome as one of five states reaching over 80% of all births in the state. In fact, we are reaching 95%.

In support of the Period of PURPLE Crying program, close to 4,500 caps for newborns were produced by knitters and crocheters across the Granite State for the CLICK for Babies campaign. Church groups, college classes, yarn shops, women's clubs and others are bringing awareness of infant abuse prevention to the public through this campaign. That's more than 150 community volunteers reaching hundreds of family, friends and neighbors.

We co-presented our Unsung Hero Award with Governor Maggie Hassan, to 36 parents from counties across New Hampshire. These parents are role models to others and strength for their families, exemplifying the five protective factors in their day-to-day lives.

We hosted a successful conference to over 200 child and family service providers and parent leaders: *Parental Depression: Impacts on Families and Children.*

Teachers, parent educators, childcare providers, counselors, social workers, home visitors, and others are identifying family stress and providing information and referral to community resources, parenting and child development education, coping strategies and social events to help parents build protective factors that will help them manage life's challenges and keep their children safe. Our trainers have reached more than 130 child and family service providers who are assisting parents whose children are benefiting. Strengthening Families Training took place in Rockingham, Carroll and Merrimack Counties.

We continue to rank at the top nationally in registering participants for the professional development series: *Bringing the Protective Factors to Life Online Training*. Close to 300 providers took part in this series.

As a result of 43 community presentations across the state, over 1,000 community leaders have made the commitment to strengthen their communities and help support families so that all children can thrive. Small business owners, attorneys, clergy, bankers, managers, elected officials, directors, and other community leaders have made this commitment.

We have worked on the 2014 NH Child Advocacy Network's priority to ensure community-based child abuse prevention services are throughout the state. NH Children's Trust is working with stakeholders and elected officials to create a sustainable statewide system of family support.

We have increased our individual, corporate, organization and foundation support, and built a board-designated fund, keeping us on track to complete our strategic plan by the end of 2016.

We are leading NH toward eliminating child abuse and neglect so all of our children can thrive in safe, stable and nurturing families and communities. I ask that you join us by making a donation or volunteering your time to ensure all children will have the great childhood they deserve. They are our future.

Thank you for all you do to support children and families.

Sincerely,
Robert Matheson

GOOD NEWS

All cases of NH child abuse and neglect went down in 2013!

GREAT NEWS

Child abuse and neglect in the most vulnerable bracket, our target population NH infants and toddlers, went down by a whopping 18%!

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Bringing Protective Factors to Life in Your Work

92%
of online trainees are implementing what they learned

Children and families are better served!

Annual Strengthening Families Summit

90%
Conference attendees increased knowledge & will improve practices

NH families are stronger!

Champions in Action Award 2014

15
Family support programs shared our award winnings

500 Families were helped!

2014 Building

great childhoods!

Community Education

95%
Presentation attendees are ready to help families build Protective Factors

Stronger NH communities are caring for their children!

Healthy Families America

100%
NH Healthy Families America home visiting programs are ready for accreditation

Families are getting the help they need!

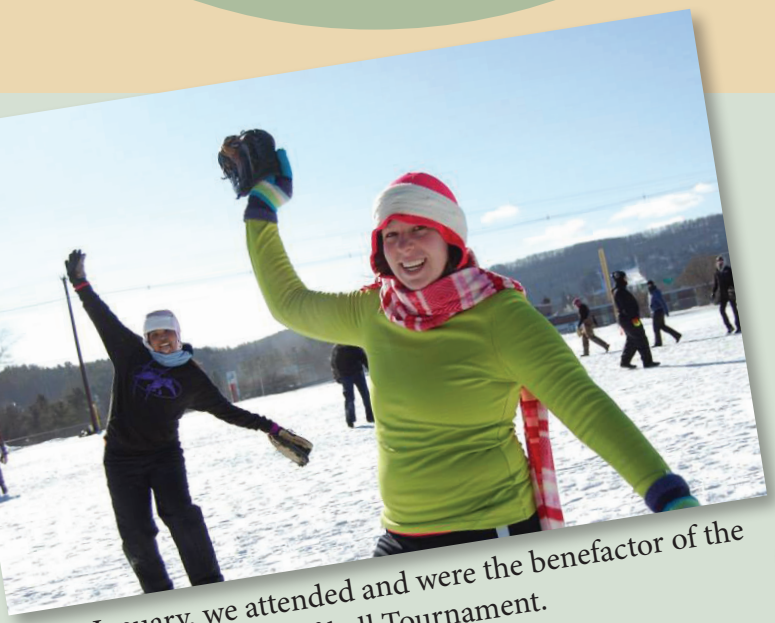
Period of PURPLE Crying

100%
Trainees say they're equipped to educate parents

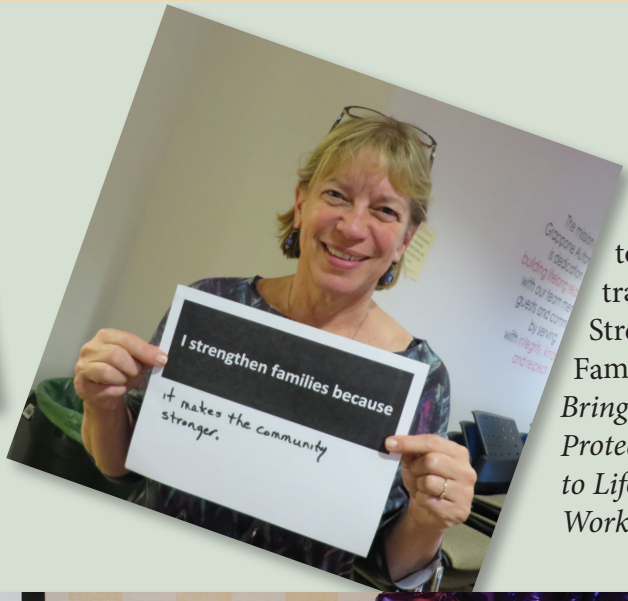
NH babies are safer!

Catch us if you can...

Take a peek at our year of 2014...



In January, we attended and were the benefactor of the Snow Much Fun Softball Tournament.



We began our face-to-face trainings on Strengthening Families, *Bringing the Protective Factors to Life in Your Work.*

We were recognized by the National Center on Shaken Baby Syndrome for reaching over 80% of parents of babies born in New Hampshire with Period of PURPLE Crying infant abuse prevention education.

Governor Maggie Hassan helped us honor and award 36 parents and caregivers as Unsung Heroes of 2014.

We were named the NH Union Leader and Citizens Bank *Champion in Action* in 2014! With a $35,000 grant, we shared funds with Family Resource Centers in NH to provide concrete supports to families in need.

New Hampshire Children's Trust named a 'Champion in Action'

By MARK HAYWARD
New Hampshire Union Leader

Champions in Action
BE INSPIRED

Child abuse often makes the news. Frontpage stories and top-of-the-hour newscasts detail heart wrenching stories of a brutal injuries that a child suffers even before potty training takes place.

Prevention of child abuse seldom gets such attention.

But every day, social workers visit homes to discuss the proper way of parenting and plans for parents to get help in child rearing or personal problems.

And frequently, outreach workers speak at clubs, workplaces and churches about child abuse and how to prevent it.

"We've known about child abuse for decades, and it still goes on," said Keryn Bernard-Kriegl, executive director of New Hampshire Children's Trust.

The organization is this year's recipient of Citizen's Bank Champion in Action designation. It works behind the scenes to prevent child abuse. Not only is child abuse damaging, it is expensive, according to Bernard-Kriegl. Researchers at the University of Pennsylvania estimated that child abuse cost New Hampshire $293 million in 2012.

The estimate takes into account direct costs such as bills from medical and mental health professionals, the child welfare system and law enforcement. It also comprises indirect costs — special education, juvenile and adult corrections, homelessness and lost productivity.

Nationally, the bill exceeded $80 billion in 2012, according to the study.

While the state of New Hampshire spends millions to investigate and address cases of child abuse and neglect, it spends nothing on prevention efforts, Bernard-Kreigl said.

Her organization tries to fill that gap. It provides training to organizations that perform home visits and operate family support centers.

"Our target audience is people who really want us there," said JoAnn Cobb, who runs the family support program for Child and Family Services. The agency's social workers visit about 15 families a week to work out a treatment plan.

Parents struggle with a host of problems — drug addiction, family strife, depression, domestic violence, mental illness, poverty.

Cobb said New Hampshire Children's Trust plays a big role by training the social workers. The Strengthening Families program is an evidence based program that seems to be working.

Still, Cobb said she gets nervous when she opens the newspaper and reads about a case of child abuse.

"I say 'please tell me it's not one of our clients," Cobb said. "Nine times out of 10, it's not."

mhayward@unionleader.com

We held our 3rd Annual Strengthening Families Summit with over 200 attendees. In 2014, our focus was *Parental Depression: Impacts on Families and Children.*

The Kappa Delta sorority at the University of New Hampshire held a Dinner & Auction for Child Abuse Prevention and raised about $17,500! Eighty-percent of the amount raised stays in NH, the other 20% goes to Prevent Child Abuse America.

Child Abuse Prevention Month in April was a success!

Our CLICK for Babies campaign received over 5,000 handmade hats donated from NH crafters for Period of PURPLE Crying education. We even donated some hats, too large for newborns, to the Nasr Institute cancer floor for children in Egypt.

We built and set up 10 pinwheel trees for child abuse prevention donations during the holiday season. The project was generously funded by Wells Fargo Advisors.

Our executive director, Keryn Bernard-Kriegl went "on tour" with staff and board members educating civic & hospital groups on ways to get involved in child abuse prevention.

We started a blog on our website and it took off! Mother of 3, left, wrote about parental resilience and it got over 1,200 views!

These 2014 donors *take a stand* against child abuse

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$10,000+

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Champion
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Please accept our sincerest apologies and contact us if we have made any errors or omissions

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$1 to $99

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Dr. and Mrs. Thomas Barton
Keryn and June Bernard-Kriegl
Frederick "Skip" and Virginia Berrien
Julie and Andy Day
Janice Fitzpatrick
Sarah Fox
Dr. Wendy Gladstone and Dr. Alan Gladstone
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Strengthening Families Summit

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Friend Sponsors

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Continues...

Our donors stand up for kids, community & kindness

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NAMI New Hampshire
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Riverbend Community Mental Health
Roman Catholic Diocese of Manchester
Southern NH University: Graduate Program in Community Mental Health and Mental Health Counseling
NH DHHS: Maternal and Child Health
NH DHHS: Women, Infants and Children Nutrition Program
Tilton-Northfield Rotary Foundation

Unsung Hero Awards

Program Sponsor
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Interns

Taylor Baugh
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University of New Hampshire
Karen Mitchell
New England College
Allisha Pina
University of New Hampshire
Kathryn Schmelzer
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Claire Scoon
Florida Southern College

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Lucy Day
Maureen Downing
Peirce Hunter, MD

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Bob Baker
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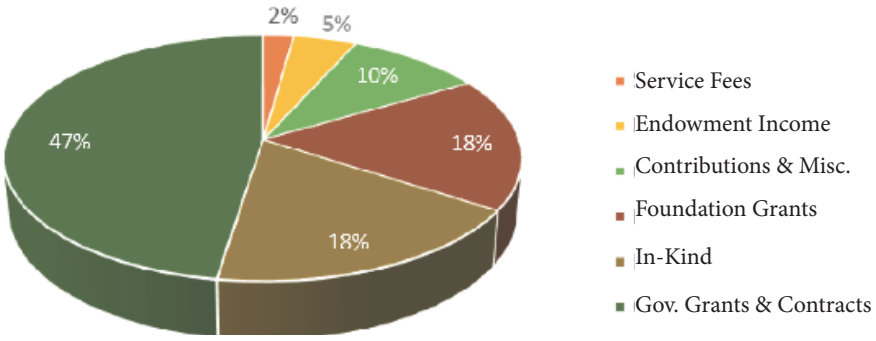
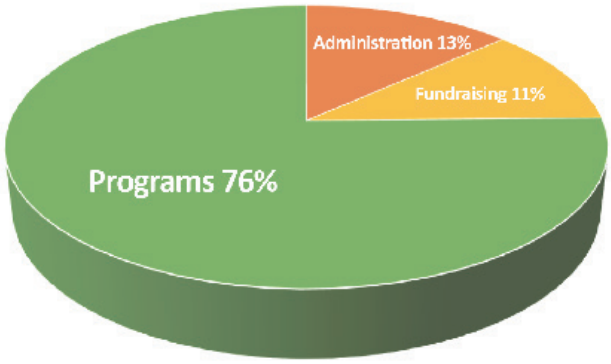
by the books... 2014

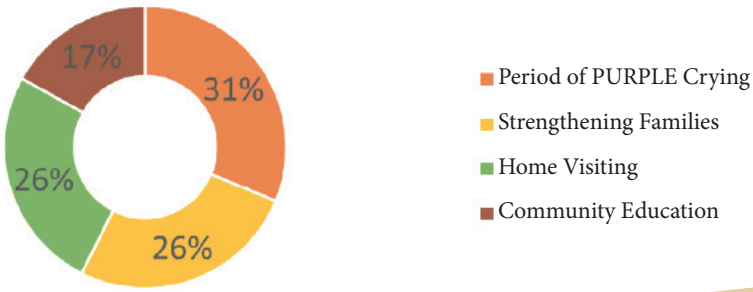
Operating Revenues $758,896



Operating Expenses $757,587



Prevention Programs Totaling 76%



Are you ready to take a stand?

"The Children's Trust is such a necessity to the state. They don't just talk about eliminating child abuse and neglect, they work to train parents and our communities and offer direct assistance. They are efficient, focused and organized. I know the money they receive will be put to good use."

-Ellen Carlson
NH Fiddle Ensemble Director

Make a donation

NHChildrensTrust.org/Donate

Text "KIDS15 Your Name Your Amount" to 41444

Mail in a check made out to NH Children's Trust with envelope enclosed or to
10 Ferry Street, Suite 315, Concord, NH 03301

In honor of your happy childhood!

This **Mother's Day** or **Father's Day** get creative with your gift. Donate in honor of someone who made a difference in your life.

We'll send them a card for your gift!

NEW HAMPSHIRE
Children's Trust
Eliminating Child Abuse and Neglect

The New Hampshire chapter of: Prevent Child Abuse America®

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