



# THE GREATER SHARE

## 2013 ANNUAL REPORT



SHARE OF WARMTH  
SUCCESS  
DREAMS  
HEALTH

YOU ARE PART OF  
THE GREATER SHARE



ALEX MORALES PRESIDENT & CEO, CHILDREN'S BUREAU

## INVESTING IN CHILDHOOD

On the first day of preschool, Roman came to Children's Bureau with his little hand holding tightly onto his mother, Lizbeth. He was a bit apprehensive but soon discovered a new world of friends and fun activities. Lizbeth smiled as she had found a place where Roman could learn in a safe, nurturing environment within their vulnerable community. Yet, Children's Bureau became more than just a place for Roman to learn. Lizbeth also discovered her strength as a leader and motivator in the community.

Your investment in Children's Bureau — families like Roman and Lizbeth — is an investment in our country's future success. In 2013, you did this by sharing your time and expertise as volunteers. You shared your financial resources. You shared our important work with others. Our breakthrough model for prevention, Magnolia Community Initiative, continued to spark conversation on a national and international level on platforms like TEDx. We proudly were awarded our first national grant from the Doris Duke Charitable Foundation in support of



ROMAN & LIZBETH

this initiative and its promising approach to large-scale community change.

All of this happened because of people like you, investing in childhood in your own way, and ultimately, for the greater good of society. As we celebrate 110 years, we hope you continue to be inspired, get involved and be a part of the greater share to prevent child abuse.





NuParent taught my mom **PATIENCE** and how to understand my needs. When I cry, she soothes me. When I smile, she hugs me. She is **LEARNING** more about me every day. We also like the **SUPPORT** and **FRIENDSHIPS** we've made with other children and their parents in NuParent.

— Anthony, age 14 months



## SHARE OF WARMTH

Eighty-five percent of who you will be — your intellect, personality and social skills — is developed by the age of five. Investing in the early years begins with the relationship between a parent and their unborn child. Some young children face challenges like poverty or abuse in the family that make their development vulnerable. Your investment in our NuParent program helped 2,560 families to attain the knowledge, resources and support needed to raise their children with care and confidence.



2,560

families helped by our NuParent program



600

children 0-5 prepared for kindergarten

## SHARE OF SUCCESS

In today's world, a school-ready child needs to be persistent, curious, a problem solver, creative, cooperative, empathetic and confident. Preschool helps children get ready for academic success yet 50 percent of children from low income families are not ready for school. Your investment in our School Readiness and Family Enrichment Programs prepared 600 children ages zero to five for kindergarten and taught parents the importance of their role as their child's first teacher.





My parents really liked having a home visitor come to our house. They taught them **HOW TO COMMUNICATE** with me and also about important things like having a doctor and making sure that I'm **GROWING JUST RIGHT**. I like when my parents talk to me and explain what's going on around me.

— Angelina, age five



## SHARE OF HEALTH



8,000

home visits educated  
895 at-risk families

1.8 million children in California do not receive appropriate preventive medical care. A key component in raising a productive child is a healthy family. Too many vulnerable families do not have access to primary care physicians, child development information or knowledge about child immunization, dental care, healthy foods or the benefits of regular exercise. Your investment in our home-visiting health programs educated 895 at-risk families with children zero to five with vital parent education, developmental screenings, health and safety education, insurance information and community resources.

## SHARE OF DREAMS

Ninety-two percent of families served by Children's Bureau live at or below the poverty level. A family's financial stability plays a critical role in a child's well-being and ability to achieve positive outcomes. Self-sufficient families also mean that fewer tax monies are needed to provide basic needs and the link between poverty and crime is broken. Your investment in our family resource centers allowed us to connect 65 percent of our families



65%

of our families  
connected to  
finance experts

with experts in finance that offered financial literacy workshops and resources, banking help, earned income tax credit services and financial coaches.



My mom was lost and confused when she found out that I had a brain tumor at seven months. Children's Bureau **HELPED ME GROW** in a way that my mom never knew **POSSIBLE**. Being around the kids my age helped me. The teachers also put together a program that my mom and I could do at home. After a few months, I began to walk, talk, and eat textured foods that had troubled me before. **CHILDREN'S BUREAU IS A MAGICAL PLACE.**

— Carlos, age four



## THE GREATER SHARE

**Ninety-nine percent of families surveyed agreed the information and skills they learned at Children's Bureau has helped them as a parent.** Your investment in Children's Bureau enhanced the lives of more than 28,000 children and parents through innovative child abuse prevention and treatment programs.





Look, we'll have to **CONFRONT THE PATHOLOGIES OF POVERTY** at some point. We can deal with them cheaply at the front end, in infancy. Or we can wait and jail a troubled adolescent at the tail end. To some extent, we face a choice between **INVESTING IN PRESCHOOLS OR PRISONS.**

— Nicholas D. Kristof, Columnist, The New York Times



## EARLY YEARS MATTER

For every **\$1 spent** on prevention, **\$4 to \$9 is saved** in future public spending.

## CARING FOR THOSE HURT BY ABUSE



124

children adopted



445

children placed in foster homes



62,000

hours of mental health therapy and counseling for children and parents



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2012/13

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Legends

## IN MEMORIAM

Children's Bureau fondly remembers George Fenimore, a long-serving board member, Marjorie Everett, a member of The League for Children, and cherished donor Alice Willfong for their leadership, generosity and belief in our mission to spare all children from abuse.



# 100%

of Children's Bureau's directors  
and trustees made a financial  
contribution to the organization

## STAFF LEADERSHIP

Alex Morales, L.C.S.W.  
President & CEO

Ron Brown, M.B.A.  
Chief Program Officer

Sona Chandwani, M.B.A.  
Chief Financial Officer

Jacqueline Meek, C.P.A.  
Chief Development Officer

Ann Van Winkle, M.A.  
Chief Human Resources Officer



I INVEST in Children's Bureau because  
making a difference in the world by saving  
children's lives is WORTHY OF MY EFFORTS.

— Keven Yue, Senior Manager – Business Development, Ingram Micro, Inc.





# 2012/13 FINANCIAL OVERVIEW



- Program Services
- Administration and Community Relations
- Fundraising



- Prevention Services
- Mental Health Services
- Family Foster Care & Adoption Services

## SOURCES OF REVENUE

Children's Bureau Foundation and Other	
Private Charitable Support	\$ 2,844,868
Contributions In-Kind*	1,354,311
Government Fees & Contracts	15,545,310
Government Grants	8,539,619
<b>Total Program Support</b>	<b>\$ 28,284,108</b>
Other Revenue	
Rental Income	\$ 292,100
Investment Income	314,336
Interest Income	277,877
Realized & Unrealized Gain on Investments	681,007
Other Income	498,873
<b>Total Other Revenue</b>	<b>\$ 2,064,193</b>
<b>Total Revenue</b>	<b>\$ 30,348,301</b>

\*Donated outdoor awareness campaign and legal services

## DISTRIBUTION OF EXPENSES

Programs and Services	
Prevention	\$ 10,362,521
Mental Health	9,726,899
Foster Care & Adoption	5,514,608
<b>Total Programs and Services Expenses</b>	<b>\$ 25,604,028</b>
Support Services	
Administration and Community Relations	\$ 3,955,097
Fundraising	787,026
<b>Total Support Services Expenses</b>	<b>\$ 4,742,123</b>
<b>Total Expenses</b>	<b>\$ 30,346,151</b>
Change in Net Assets	\$ 2,150

Children's Bureau audited financial statements available upon request by calling 213.342.0145.

# YOU ARE THE GREATER SHARE

We deeply appreciate you — our donors and volunteers — for your passion, generosity and commitment to making Children's Bureau a priority in your charitable giving. For a complete list of current donors, visit [all4kids.org](http://all4kids.org).



1. Allen and Amanda Ebright with Christy and Richard Flanagan 2. Buzz Knyal, Matt Pauley, Geoff Given and Mark Lemons 3. Bill Toler and Carman Wimsatt 4. Caroline Tilton and friends  
5. Cindy Marquis, Richard Levy, Barbara Levy and Charlie Marquis 6. Banamex Volunteer Nancy Young helps children shop for items in a pretend store 7. CBRE Volunteers 8. Disney VolunteARS  
9. Pat Bowie, Stephanie Campbell, Mindy Stein, Mark Carlin and Casey Davis 10. Jackie Hassett, Deepthi Brown, Carleen Riley, Antoinette Joyce and Akieva Jacobs 11. Michael and Eve Ruffatto  
12. Peggy Goldwater Clay, Brenda Walters and Barbara Eidson 13. Gretchen Smith 14. UPS Volunteers 15. Randy and Lisa Bort 16. Tim Ortman, Hector Orci and Alan Berkes  
17. Gene Stein and Rusty Doms 18. Kris Losito and Gina Guerra

## INVESTED PARTNERS

As trusted partners in supporting our mission, corporations and foundations enable Children's Bureau to provide quality services, to directly impact families with interactive events, to promote volunteerism and team-building, to leverage their giving through matching gifts and to strengthen our board membership. For a complete list of corporate and foundation partners, visit [all4kids.org](http://all4kids.org).

**QBE** employees sponsored a Christmas celebration and a baby shower for our families in Orange County.

**Capital Group & The Capital Group Companies Charitable Foundation** provided much needed grants and sponsorships to fund our programs and operations in Los Angeles and Orange Counties while Associates from Capital volunteered at several events.

**The Angell Foundation** funded our early education programs at the Child Development Center at Magnolia Place.

The outdoor advertising industry — including **CBS, Clear Channel, EYE, JC Decaux, Lamar, Regency, Titan** and **Van Wagner** — joined together in donating more than \$1 million of ad space to promote Children's Bureau's prevention message while **Banamex USA** sponsored the printing expenses. In 2014, we added outdoor sponsors **Martin Outdoor Media, RMG Networks** and **Summit Media** along with **Jiffy Lube** as the print sponsor. The bold campaign communicates our new The Greater Share social movement message.

# FUTURE SHARES



Beth Goldfarb has been a part of Children's Bureau for more than two decades as a donor, volunteer and ambassador. She says the agency's passion and forward thinking approach in helping struggling families and communities is appealing and inspiring. In fact, Children's Bureau was the catalyst to change her graphic design agency's primary focus to serve cause-related organizations. Beth hopes her estate gift will allow Children's Bureau to continue its vital work in lifting up those in need in California and even worldwide. Legacy gifts like Beth's are vital to the organization's future stability and program effectiveness. Be a part of our future and become a Kirby Society Member. To learn more, please visit [all4kids.org](http://all4kids.org).



## KIRBY SOCIETY MEMBERS

Liza-Mae and Mark Carlin  
Rhonda Fleming Carlson  
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Linda S. Garrison  
Beth Goldfarb  
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Ana Lourdes and Salvador Villar  
Alice Willfong\*  
Three Anonymous Members

\*deceased

# MISSION

Children's Bureau is committed to providing vulnerable children — especially in the early years — the foundation necessary to become caring and productive adults.





# JOIN THE GREATER SHARE

The Greater Share is a social movement to prevent child abuse.  
By investing in a share of children's success, health, parenting and community, we are investing in  
the greater good of society. All of this happens because of people like you.  
Be a part of the Greater Share.

[Learn more and donate at all4kids.org](http://all4kids.org)



1910 Magnolia Avenue, Los Angeles, California 90007 | 213.342.0100 | [all4kids.org/2013-annual](http://all4kids.org/2013-annual)

Community Sites in Los Angeles and Orange Counties