our **momentum** begins with you
Enthusiasm is the energy and force that builds literal momentum of the human soul and mind.

Bryant McGill
After 30 years of service to the well-being of children and families, Children’s Bureau’s President & CEO Alex Morales announced his retirement scheduled for January in 2018. Morales’ visionary leadership has guided the nonprofit to pioneer efforts in the child abuse prevention and treatment arena that has impacted thousands of vulnerable children and families both locally and nationwide. While Alex will be deeply missed, he is leaving a strong legacy upon which Children’s Bureau can continue to build for generations to come.

Dear Friends,

With resounding momentum and enthusiasm, I proudly share that 2017 was a game changer for Children’s Bureau. You might wonder how a 113-year old nonprofit continues to evolve and be relevant. The answer is in our people—volunteer leaders, employees, donors and supporters—who are deeply committed to strengthening children, families and communities. You encourage us to think differently, and, this year, we did so in a remarkable way. While others strive to be bigger or offer more services, Children’s Bureau is focused on IMPACT and how we can effectively change more children’s lives and to also go beyond by broadly changing the systems and policies that impact their lives and our work to help them.

We started by looking at where it all began, our vision and mission, and revitalized these statements to guide us into a new era. We also set thoughtful priorities that boldly direct us for now and the future. We’re committed to continuing our work in providing quality prevention programs. We’re enhancing our advocacy voice to push government to invest more in prevention. We’re growing Children’s Bureau’s infrastructure so we can realize our full potential. And, we remain committed to the Magnolia Community Initiative (MCI), and now going further by sharing our learning to help other communities nationally and beyond.

We will not give up on the vulnerable families who need our help. Like you, they want to see their children grow and succeed. Together, we can make this happen. After all, our momentum begins with you.

With deep appreciation,

Alex Morales
President & CEO

“It has been so rewarding to travel on Children’s Bureau’s magical journey of changing children’s lives for the better. I am eternally grateful to have been part of its rich legacy. It wouldn’t have happened without YOU!”
With $2 billion of public funding spent annually to treat social ills that plague the innocent and those suffering, Children’s Bureau, now more than ever, is committed to providing innovative child abuse prevention solutions. In 2017, our tireless work continued to be recognized by industry experts and shared with others seeking effective ways to help families succeed at the very beginning of their journey. Your investment in Children’s Bureau helped us to keep going and achieve these noteworthy milestones.

**Children’s Bureau remained the largest nonprofit provider of adoptions for children in the foster care system in Los Angeles County.**

**Magnolia Community Initiative was recognized by the National Academy of Medicine in its Communities in Action: Pathways to Health Equity report as one of nine examples of community-based solutions that address health inequities.**

**Team all4kids peer-to-peer fundraising increased by 82 percent over last year.**

**Union Bank opened a location at Magnolia Place Family Center offering families convenient access to banking options and financial information.**

**Thanks to a three-year grant from the Los Angeles Department of Public Health, Children’s Bureau provided families with nutrition and health information specifically focused on obesity and healthy choices.**
Young Professionals Los Angeles and Orange County reached over 100 members representing 50 companies.

Los Angeles Department of Public Health partnered with us to improve African American infant mortality rates in the Antelope Valley area.

Our mental health program expanded to Santa Clarita, serving the much-needed communities between Santa Clarita and Palmdale.


A multi-year grant from Accelerate Change Together Anaheim, a collaborative funding managed by the Orange County Community Foundation, allowed us to focus on building a better future for that city’s youth.

Children’s Bureau 2013-2016 Board Chair Julia Stewart received the 2016 Community Leader Award by Leadership California.

For the 22nd year, nine media companies donated outdoor advertising space valued at more than $1.3 million.

The Ballmer Group is honored to support Children’s Bureau as it works to improve the lives of Los Angeles’s most vulnerable children. We believe that Children’s Bureau’s approach to preventing child abuse – by addressing it within the context of both the family and the community – is helping more children and families achieve safety, stability, and hope.

Nina Revoyr
Executive Director – Los Angeles, The Ballmer Group

The Los Angeles Department of Public Health partnered with us to improve African American infant mortality rates in the Antelope Valley area.

Be the reason he’s loved.
Foster or Adopt a Child
all4kids.org

Sponsored by AECOM
In 2016, more than 215,000 reports of child abuse and neglect were reported in Los Angeles and Orange Counties and over 33% of these children were under five years old. Ninety-two percent of the families Children’s Bureau’s serves are low income, increasing these children’s chances of suffering abuse and neglect. Children’s Bureau takes great pride in helping these families to thrive through quality programs and services with proven impact. Here are some of this year’s bright spots made possible thanks to your support:

- **46%** of parents surveyed in our Family Enrichment Program reported they or other family members read or shared a book with their child at least 5 days in a typical week, a trend that continues to improve.
- **132** fathers in Orange County gained skills, knowledge and improved family bonding through Dads Matter.
- **100%** of parents surveyed at family resource centers said they would recommend Children’s Bureau to other families.
- **5,290** home visits to 747 at-risk families with young children in Orange County in need of parent education and services.
- **3,564** families guided on child development and bonding through NuParent.
“I was feeling overwhelmed with my new baby and toddler. Children’s Bureau’s home visiting counselor helped me create a routine, offered tips for easy naptimes and taught me the importance of playtime, even for a few minutes. This was just the support I needed and now I have the strength and skills to better manage my children in a positive way.”

— Maria, parent in Orange County
A Dream Realized – Meet Marta

Marta is a married mother of three children (now ages 21, 15 and 7) and recently became a grandmother. She discovered Children’s Bureau in 2010 thanks to a flyer inviting families to join the library program. It was perfect timing as she was looking for something to do with her second child, Christopher, who was age seven at the time. The two had so much fun that Marta continued to find new ways to get involved at Children’s Bureau. She has participated in the Family Enrichment Community Program, Magnolia Place Preschool, Neighborhood Circle and Choose Health LA and Champions for Change healthy lifestyle programs. She’s also attended family events and activities such as Big Sunday, Taekwondo classes and more.

Furthermore, Marta says that Children’s Bureau helped her to fulfill a lifelong dream of becoming a teacher to children birth to five years old. Through the Family Enrichment Community Program, Marta is now a volunteer facilitator who leads a Mega Kids group, helping other parents navigate the world of raising young children. She is also a data management assistant for the Magnolia Community Initiative.

Marta also says her children have benefited from Children’s Bureau in many ways. Natalia was prepared for kindergarten and easily makes friends, has empathy for her peers and loves school while Christopher has continued his love of arts and crafts. Jasmine, now the mother of her own infant, is involved with the Family Enrichment Community Program, furthering her bond and knowledge in parenting.

“Children’s Bureau has opened many doors for me and my family. I have nothing but gratitude and respect for this organization and the wonderful people I’ve met and worked with along the way,” Marta said.

Marta enjoys giving back to the community as a way of thanking Children’s Bureau and all it does to help families. She also wants other parents to know that they are not alone and encourages them to visit Children’s Bureau for support and help.

“I have gained so much knowledge and know that my life would be different if I had not found Children’s Bureau. It’s like my second home. I love it here,” Marta said with a big smile.
Thoughtful Leadership

At the core of Children’s Bureau’s success are the business and community leaders who guide the organization thoughtfully and strategically. We are grateful to each of these dynamic and caring people who choose to be a part of the story to prevent child abuse.

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100% of Children’s Bureau’s directors and trustees made a personal financial contribution to the organization.
In December 2017, after an extensive nationwide search, Children’s Bureau’s Board of Directors proudly announced Ronald E. Brown, Ph.D., as the new President & CEO effective January 2, 2018.
**Financial Overview**

### 2016/17

#### Revenue

<table>
<thead>
<tr>
<th></th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private Charitable Support</td>
<td>$4,711,342</td>
</tr>
<tr>
<td>Contributions In-Kind*</td>
<td>$1,357,184</td>
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<tr>
<td>Government Grants &amp; Contracts</td>
<td>$26,442,604</td>
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Total Program Support: $32,511,130

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<tr>
<th></th>
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<tr>
<td>Rental Income</td>
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<tr>
<td>Investment Income</td>
<td>$1,278,234</td>
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<tr>
<td>Other Income</td>
<td>$385,460</td>
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</table>

Total Other Revenue: $1,934,689

**Total Revenue:** $34,445,819

*Donated outdoor awareness campaign and legal services

#### Expenses

<table>
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<tr>
<th></th>
<th>Amount</th>
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</thead>
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<tr>
<td>Programs and Services</td>
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<tr>
<td>Prevention</td>
<td>$10,894,804</td>
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<td>Mental Health</td>
<td>10,525,299</td>
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<tr>
<td>Family Foster Care &amp; Adoption</td>
<td>5,633,239</td>
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Total Programs and Services Expenses: $27,053,342

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<tr>
<td>Administration and Community Relations</td>
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<tr>
<td>Fundraising</td>
<td>$916,964</td>
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</tbody>
</table>

Total Support Services Expenses: $5,502,562

**Total Expenses:** $32,555,904

**Change in Net Assets:** $1,889,915

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The impact is real. We know that parents who participate in our prevention programs:

- Gain confidence in themselves and their ability to parent;
- Develop strong social connections and relationships with others in their community;
- Build their network of support and increase each other’s potential to be a positive force in their families and in their neighborhoods.

**An ROI Like No Other**

For every dollar spent on prevention, $4 to $9 is saved in future public spending.
Children’s Bureau is grateful to YOU for supporting our mission and trusting us to be good stewards of your generosity. YOU are the force that keeps us going and the reason we are able to continue offering our best to families in need. This honor roll reflects gifts of $1,000 or more during the 2016/2017 fiscal year. For a current list of donors, please visit our website at all4kids.org.

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Children’s Bureau is very personal to me as I grew up just five miles from Magnolia Place. My family was poor economically but we were rich in family love. While this place wasn’t here at the time, there were others who provided me with similar things that Children’s Bureau does now, most importantly offering support, encouragement to stay in school and to be curious about the world. I promised myself that one day I would try to return the kindness and compassion given to me. I thank Children’s Bureau for allowing me to fulfill that promise and for giving me the opportunity to spark that same ray of light in a child or parent.”

— Raquel Castro, 30-year Children’s Bureau volunteer, donor, President’s Invitational Executive Golf Committee member and 2017 recipient of the Spirit of Giving Award
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Left to right (from the top): Peggy Collins and Jacqueline Meek; Neal Redington, Marissa Redington, Sonia Kim and Bryan Boghosian; Janice and Dan Bachmann
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Expanding Our Reach

In 2017, YOU rallied for the cause by supporting Children’s Bureau’s various events, teams and professional networks. Thank you for helping us to raise nearly $3.9 million in private dollars that directly supported our prevention efforts.

Left to right: Celebrity Chefs & Wine Tasting – Sarah Geana and Julia Stewart; Team all4kids – Annabelle Williams, Mike Reynolds and Lily Li; President’s Invitational Golf Tournament – Jim Marasco, Casey Winters and Steve Moore; Young Professionals – Eugene Bang (Los Angeles) and Jaclyn Stahl (Orange County); The Angelic Auxiliary Carnival at the Pier – Jennifer Slator, Amy De Monet, Kathy Outcalt, Trisha McClung and Allison Massey; The League for Children – Lara Ladd and Holly Hicks; Children’s Bureau Summer Soirée – Lori Irving and Kevin Prewett; Vice Chairmen’s Golf Event – Jake Bobek and Jim Beaubien

“In supporting Children’s Bureau, I am able to help build a better and safer world for children and their families, so that future generations may have the opportunities that they deserve.”

— Annabelle Williams, Member, Young Professionals & Team all4kids
YOU in Our Future

Are you interested in being a part of the future story to prevent child abuse? You can ensure the agency continues to grow with a legacy gift. Or, simplify your giving with a donor advised fund. To learn more, visit all4kids.org/donate.

Liza-Mae and Mark Carlin
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Mrs. Maria Hodgson*
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Judy and Rex Licklider
Martha and Alex Morales
Dr. James and Judy Nelson, in honor of Jason
Royal Radtke
Joan and Keith Renken
Carmine Salvucci
Sandy Sladen
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Ana Lourdes and Salvador Villar
Alice and Don Willfong*
Three Anonymous Members

*KIRBY SOCIETY MEMBERS

“I am eternally grateful for all of the people who helped my parents when they were children and to those who supported them as they raised me. I had great parents because of all the help given to them! I have seen the suffering and lost futures of children and families who did not receive this precious support. It has been wonderful to have personally been a part of Children’s Bureau and to see first-hand all that can be done to spare children when we help their parents. We want to pass on that encouragement and caring foundation and know that Children’s Bureau will do just that through our planned gift.”

— Alex Morales, Children’s Bureau President & CEO
vision
Children thriving in strong families and communities

mission
Protecting vulnerable children through prevention, treatment, and advocacy

Be a part of the story to prevent child abuse. Learn more and donate at all4kids.org.