

**SUBMITTAL TO THE BOARD OF SUPERVISORS  
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**

356



**FROM:** Department of Public Social Services

**SUBMITTAL DATE:**  
December 18, 2012

**SUBJECT:** Fiscal Year 2011/2012 Annual Report for Prevent Child Abuse Riverside County

**RECOMMENDED MOTION:** That the Board of Supervisors receive and file the FY 2011/2012 Annual Report for Prevent Child Abuse Riverside County (PCARC).

**BACKGROUND:** On March 9, 2009 (Agenda Item #3.54), the Board re-designated PCARC as the lead Child Abuse Prevention Coordinating Council.

Welfare and Institutions Code (WIC) Section 18983 instructs Child Abuse Prevention Coordinating Councils that receive funding under this section and whose primary purpose is to coordinate the community's efforts to prevent and respond to child abuse, to develop a protocol for interagency coordination and provide yearly reports to the County Board of Supervisors.

Pursuant to the Contract CS-01706 between PCARC and the Department of Public Social Services (DPSS), PCARC was required to submit an annual report of its operations and accomplishments to the Board. Therefore, the Director of DPSS requests that the Board receive and file the attached report for Fiscal Year 2011/2012.

SL:ko

*Susan Loew*

Susan Loew, Director

<b>FINANCIAL DATA</b>	Current F.Y. Total Cost:	\$ 0	In Current Year Budget:	Yes
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	Yes
	Annual Net County Cost:	\$ 0	For Fiscal Year:	12-13

<b>SOURCE OF FUNDS:</b>				<b>Positions To Be Deleted Per A-30</b>	<input type="checkbox"/>
Federal Funding: 0%	State Funding: 0%	County Funding: 0%	Realignment Funding: 0%	<b>Requires 4/5 Vote</b>	<input type="checkbox"/>

**C.E.O. RECOMMENDATION:**

APPROVE

BY: *Debra Cournoyer*  
Debra Cournoyer

**County Executive Office Signature**

- Policy
- Consent
- Policy
- Consent

Dep't Recomm.:  
Per Exec. Ofc.:

**Prev. Agn. Ref.:** 3.54 (3/6/09); 2.14 (2/1/11); 3.17 (6/12/12)

**District:** ALL

**Agenda Number:**

ATTACHMENTS FILED  
WITH THE CLERK OF THE BOARD

**2-23**

Departmental Concurrence



**Prevent Child Abuse  
Riverside County**

# { Annual Report }

2011-2012

## MESSAGE FROM THE PRESIDENT

The Starfish Story – One day a man was walking along the beach when he noticed a boy picking something up and gently throwing it into the ocean. Approaching the boy, he asked “What are you doing?” The youth replied “Throwing starfish back into the ocean. The surf is up and the tide is going out. If I don’t throw them back, they will die.” The man said “Don’t you realize there are miles and miles of beach and hundreds of starfish? You can’t make a difference!” After listening politely, the boy bent down, picked up another starfish, and threw it back into the surf. Then, smiling at the man, he said “It made a difference for that one.” Adapted from The Star Thrower by Loren Eiseley (1907-1977)

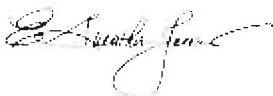
This well-known story is being shared because it is a good reminder that we all individually (and, of course, collectively) can make a difference. Child abuse in all its’ forms, is being committed at an alarming rate locally and nationally. It can be seen as an overwhelming and daunting challenge to overcome. We wonder, can we make a difference and improve the lives of children and foremost, make them safe. We indeed can make a difference and demonstrations of that ability is reflected in this report for FY 2011-2012.

PCARC is committed to its mission and informing the public that prevention of abuse and neglect decreases lifelong adverse medical and emotional consequences for children and promotes their well-being. It also reduces the costs of human services, delinquency and criminal justice services, and the loss of work productivity. PCARC advocates for public policies that diminish or eliminates risk factors while promoting protective factors.

We thank the Riverside County Board of Supervisors for supporting PCARC as the designated child abuse prevention coordinating council for Riverside County to continue the task of prevention, education and public awareness on child abuse and related issues. We also thank Susan Loew, Director, RC Department of Public Social Services and her staff for their support and assistance, as well as the PCARC Regional Committees (Collaboratives) and many, many Community Partners, working with us to fulfill the agency mission and commitment of protecting, advocating for and keeping Riverside County’s children safe from abuse. We are so grateful to be part of a greater community of service providers and diverse entities who care so much about this County’s children.

Finally, it is important to examine tragedies like those exposed at Penn State. We all learned up close about the person who committed sexual abuse against children and that many influential and powerful leaders of a prestigious university did not protect the child victims. This tragedy has afforded us the opportunity to reach out and approach people who otherwise would not be open to the message of child abuse nor its prevention. We too must examine within each of us the extent to which we will go to bring the message of abuse prevention to the community-at-large (Riverside County) and be part of the solution. I want to personally invite you to get involved in child abuse prevention activities in your community by attending one of our Regional Committees. Together we can make a difference!

On behalf of the PCARC Board of Directors, it is a privilege and honor to serve the children of Riverside County.



Eva Guenther-James  
Board President, FY 2011-2012

## TABLE OF CONTENTS

<b>Vision, Mission and History</b>	<b>3</b>
<b>Introduction</b>	<b>5</b>
<b>PCA Riverside County Regional Committees (Collaboratives)</b>	<b>7</b>
Blythe	9
Coachella Valley	11
Corona-Norco	13
Perris Valley	15
Riverside Metro	16
San Geronio	17
Southwest	19
<b>Summary of Activities and Accomplishments by Supervisorial District</b>	<b>20</b>
First District	21
Second District	22
Third District	23
Fourth District	24
Fifth District	25
<b>Public Education Media Advertising Campaign</b>	<b>26</b>
Radio Advertising	27
Newspaper/Magazine Advertising	28
Bus Shelter Advertising	29
Mall Advertising	30
Movie Theater Advertising	31
Social Media Outreach	32
Billboard Advertising	33
<b>Mandated Reporter Training</b>	<b>35</b>
<b>Funding Programs for Services to Children and Families</b>	<b>36</b>
Child Abuse Prevention, Intervention and Treatment (CAPIT)	
Promoting Safe and Stable Families (PSSF)	
Community-Based Child Abuse Prevention (CBCAP)	
Children's Trust Fund (CTF)	
<b>Fundraising events</b>	<b>37</b>
<b>Financial report: Fiscal Year 2010-2011</b>	<b>42</b>

## MEMBERS OF THE BOARD 2011-2012

President:	Eva Guenther-James	RAP Foundation
Vice President:	Janine Moore	Riverside County Department of Mental Health
Treasurer:	Dan Rodriguez	Jurupa Park District
Secretary:	Rose Ybarra	Citizen's Business Bank
Board Member:	Judy Campbell	Riverside County District Attorney (Retired)
Board Member:	Katie Gilbertson	Parent Consumer/District Attorney's Office, Victim Services
Board Member:	Jaci Hasemeyer	Founder/Director Walk Your Talk Walk
Board Member:	James Madia, PhD	Family Therapist in Private Practice
Board Member:	Debby Wedell-Guy	Riverside County Probation (Retired)
Board Member:	William Lawrence	Riverside County Public Health (Retired)
Board Member:	Alejandrina Ocegüera	Riverside County Regional Medical Center
Board Member:	Michael Simonsen	Los Angeles Police Department (Retired)
Board Member:	Kristine Thornberry	District Attorney's Office, Victim Services
Board Member:	Michele Wilham	Riverside County Office on Aging

## OUR VISION

*The vision of PCARC is: "Safe children;  
bright, healthy futures for all children in  
Riverside County."*



## OUR MISSION

Prevent Child Abuse Riverside County is Riverside County's designated lead agency in child abuse and neglect prevention, promoting strong families, positive parenting, and safe children through advocacy, public awareness, and coordination of community programs and services.

## HISTORY

Prevent Child Abuse Riverside County (PCARC) had its start in 1983 as a grassroots organization consisting of concerned members of the community and representatives of public and private agencies who came together around a common purpose of preventing child abuse. Since that time, PCARC has evolved into its current structure as a private, non-profit 501 (c)-(3), incorporated in the State of California, and serving as the lead child abuse prevention council for Riverside County.

In FY 2011-2012, PCARC provided oversight to seven regional committees operating throughout the County. This represented an evolution over the last twenty years. In 1987, Riverside County had three independently operating regional child abuse prevention councils with no countywide entity binding them together. These councils were located in Riverside, Banning, and the Coachella Valley. In 1995, a fourth council was added representing the Murrieta-Temecula region.

The four child abuse councils met monthly in the geographical areas that they covered. These meetings provided a vehicle for community collaboration, needs assessment, planning, and the implementation and delivery of relevant social services. This committee was known as the *Children's Network*, but lacked formal organization, enabling legislation, or by-laws.

In 2000, a decision was made to incorporate the four regional councils into one countywide non-profit child abuse prevention council with four regional committees. The State Office of Child Abuse Prevention (OCAP) conducted a strategic planning session and assisted the regional councils in reviewing the sections of the Welfare and Institutions Code (WIC) relevant to the establishment of a County Board of Supervisors-designated child abuse prevention council. The three main requirements were:

- a. Designation by the County Board of Supervisors (WIC 18966 and 18977),
- b. Incorporation as a 501(c)(3) (WIC 18983.5), and
- c. Collection of data and publication of an annual report describing the use of the Children's Trust Fund monies (WIC 18970).

In August 2001, the four regional councils agreed to comply with the WICs and came together as an incorporated 501(c)(3) non-profit organization. The first Executive Director was hired in April 2002 and the new Board of Directors for PCARC met for the first time in January 2003. In 2003, the Corona-Norco Council became the fifth regional committee and Perris Valley joined as the sixth committee in 2004. The Blythe committee, our newest committee, was established in 2009.

## INTRODUCTION

The 2011-2012 year was one of continued success for Prevent Child Abuse Riverside County. Our staff and our local regional committees worked to address critical child abuse risk factors as well as implement protective factors. Some of the key topics addressed through outreach, public education and awareness efforts were:

- Positive Discipline
- Water Safety and Drowning prevention
- Child Safety
- head trauma,
- prenatal safety
- maternal mental health
- Sexual abuse of boys
- Abused children in the foster care system
- Safe Touch – child and parent awareness
- Substance abuse – prevention and recovery
- Bullying Prevention



In addition, one of PCARC's primary functions is to provide Mandated Reporter Trainings (MRTs) throughout the county. These trainings are offered free of charge, to designated mandated child abuse reporters.

This year PCARC conducted 27 MRTs, training 869 individuals. PCARC's goal is to be considered the primary resource for MRTs throughout the county and to be responsive to the needs of schools, child care facilities, medical facilities, treatment facilities, community-based organizations, and others who require this training as part of the work they do for children. PCARC believes that every MRT creates another set of eyes and ears for the detection and reporting of child abuse, thereby widening the safety net.

As a partner in the process of improving services and care for children and youth who are victims of abuse or neglect, PCARC representatives served as active members of various planning groups and committees, including in the System Improvement Process Workgroup (DPSS) and the Child Death Review Team.

As a part of PCARC's responsibilities linked to the System Improvement Process, we assist DPSS as the coordinating and oversight body for periodic countywide needs assessments. This assessment is intended to identify gaps, needs, and barriers of services for child abuse prevention, intervention and treatment programs. Results of the assessment are used to improve planning and assist in making funding decision for services to meet the need of children and families. The most current needs assessment was completed in 2010 for the funding cycles of Fiscal Years 2012-2015. This report can be accessed via the web link: [http://pcariverside.org/wp-content/uploads/2010/10/2010\\_Needs\\_Assessment.pdf](http://pcariverside.org/wp-content/uploads/2010/10/2010_Needs_Assessment.pdf)

## INTRODUCTION (CONT.)

PCARC is dedicated to the PREVENTION of child abuse and neglect by:

- **Promoting** strong families, stable communities and safe children
- **Creating** public awareness about child abuse related issues and problems
- **Educating** parents and professionals about child abuse prevention in all of its forms
- **Partnering and Coordinating** with community representatives to create the widest safety net for children throughout the County
- **Advocating** for child abuse prevention at the state, regional and county level



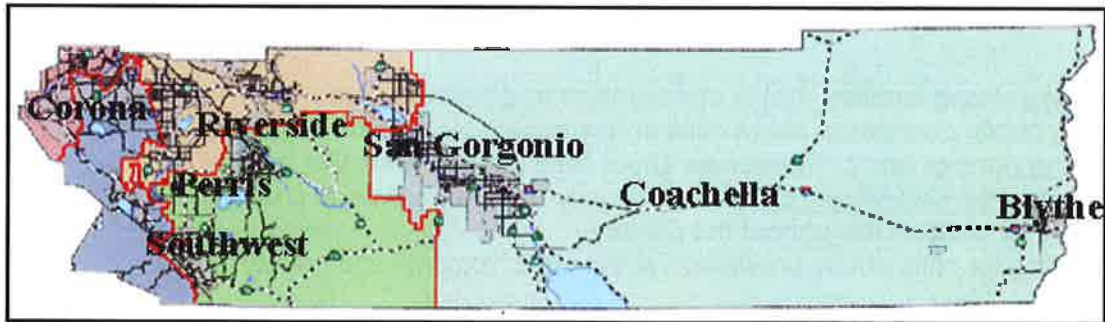
PRIMARY PREVENTION IS ABOUT  
SYSTEMS AND COMMUNITY-LEVEL CHANGE

This is accomplished through:

- Parent education and awareness programs in schools, churches, and other community locations
- Anti-violence education for students
- Resource and health fairs
- Conferences and trainings for parents and professionals
- Mandated Reporter Trainings
- Distribution of educational and promotional materials, and messages in print and through television and radio spots
- Advocacy through elected officials



## PCA RIVERSIDE COUNTY REGIONAL COMMITTEES



The following is a brief introduction to each of the Regional Committees followed by a summary of their 2011-2012 activities and accomplishments.

In FY 2011-2012 PCARC had seven regional committees, which operated throughout the county to provide an opportunity for participation of volunteers in PCARC activities on a local basis. With the support of our staff, volunteers in each of these committees planned conferences, events, outreach programs, and activities to meet the unique needs of their community. All seven committees met on a monthly basis and together represented over 100 community volunteers

Our seven regional committees include:

- Blythe Committee
- Coachella Valley Committee
- Corona-Norco Committee
- Perris Valley Committee
- Riverside Metro Committee
- San Geronio Committee
- Southwest Committee

Regional Committees provide a local point of engagement and a way for volunteers from across Riverside County to support prevention and awareness efforts. Membership of the 7 Regional Committees involves hundreds of organizations, professionals and volunteers with PCARC. Regional Committees are interdisciplinary groups with open membership and are organized geographically to provide access to participation. The Regional Committees work to help coordinate public awareness campaigns, provide networking and training for professionals, help identify public policy issues and opportunities for public/private, community based projects.

## Regional Committee Schedule & Contact List 2011-2012

### **Blythe**

Chair– Christine Castro [ccastro@rcprob.us](mailto:ccastro@rcprob.us)

Co-chair– Michael Brinkman [mbrinkman@rcprob.us](mailto:mbrinkman@rcprob.us)

Secretary– Karen Sprawls [ksprawls@rcprob.us](mailto:ksprawls@rcprob.us)

Location: Blythe City Hall, 200 N Broadway St.; Blythe CA 92225

Meeting date/time: 3<sup>rd</sup> Tuesday of every month 12:00 pm - 1:00 pm

### **Coachella Valley**

Chair – Jim Powell (760) 347-0754 [japowell@co.riverside.ca.us](mailto:japowell@co.riverside.ca.us)

Co-chair – Carole Johnson (760) 837-8379 [carole.pcacv@gmail.com](mailto:carole.pcacv@gmail.com)

Location: RAP Foundation Office, 75-105 Merle Dr., Suite 800; Palm Desert, CA 92211

Meeting date/time: 2<sup>nd</sup> Tuesday of every month 11:30 am -1:00 pm

### **Corona-Norco**

Location: The Foundation for Community and Family Health, 815 W. Sixth St.; Corona, CA 92882

Meeting date/time: 4<sup>th</sup> Thursday of every month 10:00 am -11:30 am

### **Perris Valley**

Location: Perris Elementary School District 143 East 1<sup>st</sup> St.; Perris, CA 92570

Meeting date/time: various

### **Riverside Metro**

Location: First 5 Riverside, 2002 Iowa, Suite 100; Riverside, CA 92507

Meeting date/time: 3<sup>rd</sup> Tuesday of every month 12:30pm –2:00 pm

### **San Gorgonio**

Secretary – Lee Hackney (951) 845-1631 [lhackney@beaumontusd.k12.ca.us](mailto:lhackney@beaumontusd.k12.ca.us)

Location: Wellwood Resource Center, 715 Wellwood Ave.; Beaumont, CA 92223

Meeting date/time: 1<sup>st</sup> Tuesday of every month 12:00 pm – 2:00 pm

### **Southwest**

Chair – Wendy Bankston [WBankston@rivcoda.org](mailto:WBankston@rivcoda.org)

Co-Chair– Deny Mijhell [tvphp@verizon.net](mailto:tvphp@verizon.net)

Location: Assistance League of Temecula, 28720 Via Montezuma; Temecula, CA 92590

Meeting date/time: 3<sup>rd</sup> Wednesday of every month 11:00am-1:00 pm



## PCA BLYTHE COMMITTEE (CONT.)

- **Blythe Water Safety Extravaganza** – June 9, 2012: The Blythe collaborative hosted its annual Water Safety Extravaganza at the Colorado River Fair Grounds. This was a free event for the community that was designed to help promote the importance of child safety around water. Information on boat safety, pool safety and heat safety was made available to the community. The event also provided the 2,490 participants with free games, food, prizes and water activities. Several local vendors participated, giving free life jacket and boat inspections.



## PCA COACHELLA VALLEY

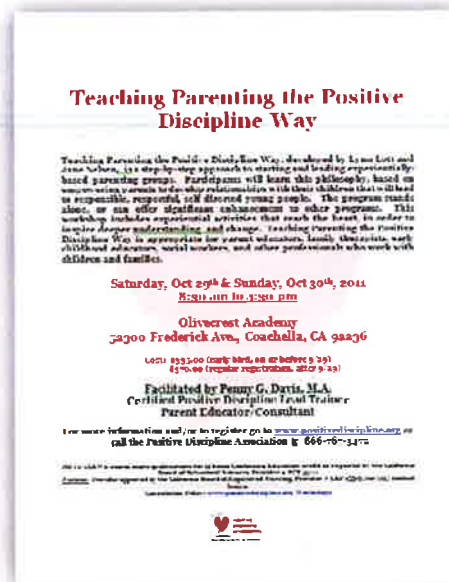
The PCA Coachella Valley collaborative covers the desert region of the County from Whitewater to the Eastern Coachella Valley. The committee consists mostly of community members, school district members, treatment/service providers, public welfare staff, representatives of civic organizations, and child sexual abuse survivors. This group of volunteers is a true representation of child abuse prevention, treatment, and intervention. The objective of this collaborative is to create awareness of child abuse and neglect. Several major activities and campaigns were adopted by PCA Coachella Valley, including:

- ***“It Happens to Boys Too” Campaign*** – In their effort to generate awareness about child abuse, the Coachella Valley collaborative continued their *It Happens to Boys Too* campaign. This campaign was designed to gain attention and increase detection and reporting of the sexual abuse of boys. The campaign included the donation from Lamar Advertising Company of two billboards located in Palm Desert with the slogan, *It Happens to Boys Too*. These billboards displayed the campaign from July 2011 to December 2011.
- ***Souplantation Fundraiser*** – September 22, 2011: The committee hosted a fundraiser at the Souplantation located in La Quinta. This event was designed to help generate funds to directly benefit the PCARC organization. The restaurant donated 20% of all the sales from that evening to PCARC, helping to make this event successful.
- ***Fourth Annual Celebrate Healthy Families Event*** – October 1, 2011: This was a day of celebrating recovery from substance abuse, providing families and children with resources, and remembering the victims of child abuse as well as substance abuse. The event took place at Indian Wells Tennis Garden in Palm Desert and began in the morning with a 5k run/walk. This event brought out the entire community and was a great success. Resource tables gave the community a chance to educate themselves on different services and programs available in their area. Media coverage and positive feedback from the community also made this event very successful. The next Celebrate Healthy Families Event is scheduled to take place on October 2, 2012.



## PCA COACHELLA VALLEY (CONT.)

- Positive Discipline Training Train the Trainer** – October 29 and 30, 2011: The committee held a Positive Discipline Training that was geared toward professionals. This training was developed by Lynn Lott and Jane Nelson and was facilitated by Penny G. Davis. The training taught 15 participants' appropriate ways to teach parents how to develop relationships with children based on mutual respect, personal responsibility and problem solving skills. It is based on the philosophy of empowering parents to connect with their children to create responsible, respectful and self-directed young people.



- It Happens to Boys Conference** – March 2 and 3, 2012: The Coachella Valley committee co-sponsored a conference to further extend the efforts of the ongoing *It Happens to Boys* campaign. There were several influential speakers who participated in this conference. One of the speakers was author Dave Pelzer who has written several best-selling books including *A Child Called It*. Other speakers included author and television personality John Bradshaw, founder of The Refuge: A Healing Place, Judy Crane, and one of the founders of Visions Adolescent Treatment Centers, John Lieberman. This purpose of this conference was to help further increase awareness of the issues of child abuse that occur with young boys.

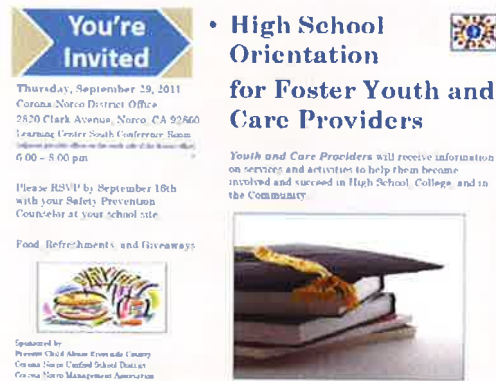


## PCA CORONA-NORCO COMMITTEE

After reviewing the needs of the community, the Corona-Norco Committee decided to connect with already existing community events that occur in the area throughout the year as well as hosting a Positive Discipline workshop. Aside from participating on the day of the event, members of the Corona-Norco committee were involved with the planning and implementation and co- sponsorship of these events.

Some of the major activities undertaken or campaigns adopted by PCA Corona-Norco this year were:

- **High School Orientation for Foster Youth and Care Providers** – took place on September 29, 2011 at the Corona-Norco District Office in Norco. Sixty foster youth and their care takers were able to obtain information on local resources that are available to help them be successful in their academics and community.



**You're Invited**

Thursday, September 29, 2011  
Corona-Norco District Office  
2820 Clark Avenue, Norco, CA 92860  
Learning Center South Conference Room  
Registration begins 6:00 am for the start of the Orientation  
6:00 – 8:00 pm


Please RSVP by September 18th  
with your Safety Prevention  
Counselor at your school site.

Food Refreshments and Giveaways

Sponsored by:  
Private Child Abuse Forensic Center  
Corona State Unified School District  
Corona-Norco Management Association

• **High School Orientation for Foster Youth and Care Providers**

Youth and Care Providers will receive information on services and activities to help them become involved and succeed in High School, College, and in the Community.



- **World Kindness Youth Conference** – took place on November 14 and 15, 2012 at Crossroads Christian Church in Corona. The goal for this event is to teach how to prevent bullying and how to show respect and kindness to themselves and others. Approx. 4000 4th graders and 200 high school students were part of this event. This year there was an additional Becoming Healthier Expo night that invited parents and the community to learn about local organizations that could offer resources for healthier living.



## PCA CORONA-NORCO COMMITTEE (CONT.)

- Corona-Norco Community Free Health Screening** – was held on March 10, 2012 at Corona High School. The event is organized by Sathya Sai Baba Organization of America Pacific South Region 8. PCA Corona-Norco participated in this event by providing 1,000 children of families who attended the event with coloring books and crayons as well as information on child abuse prevention.



- Corona-Norco Day of the Child** – was held on April 21, 2012 at Corona City Park. PCARC staff participated in the planning of this event as well as on the day of the event. The event featured presentations, activities and community resource information for children and families.



- Positive Discipline Workshop** – was held on June 6, 13 and 20, 2012. This was a three workshop series for parents to learn methods using Positive Discipline. The classes were held at Home Gardens Elementary School in Corona.





## PCA PERRIS VALLEY COMMITTEE

PCA Perris Valley incorporates the greater Perris Valley communities of Perris, Mead Valley, Val Verde, and Good Hope. The goal of this committee is to promote safe and healthy families in order to prevent child abuse through educational programs, awareness campaigns, community events, and other opportunities to safeguard children.

Some of the major activities undertaken and campaigns adopted by PCA Perris Valley this year were:

- **Perris 4<sup>th</sup> Annual Day of the Child** – was held on May 12, 2012. This year's event was held in collaboration with the Perris Elementary School District Annual 5k Fun Run. After the run, families were able to learn about local community resources, enjoy a marionette show and other activities. A highlight of the event featured children helping release white doves. There were more than 800 individuals in attendance who visited the PCARC table to learn about our mission and ways to prevent child abuse.



- **The Bear Bank Campaign** – Stuffed toys were donated for The “Bear Bank” Campaign. Toys were then distributed to the Child Protective Services office to give to children who were removed from their home.



## PCA RIVERSIDE METRO COMMITTEE

The PCA Riverside Metro committee incorporates the Greater Metropolitan Riverside and Moreno Valley. The committee continued its focus on raising awareness of the issues of abused children through education and community events.

In meeting this goal, PCA Riverside Metro had the following events for this year:

- **"Understanding and Preventing Bullying and Cyber Bullying"** – was a lecture and resource fair PCA Riverside Metro co-sponsored and was held on February 28<sup>th</sup> 2012 at the Riverside Convention Center. More than 400 people were presents at this event. This event is part of the 23rd Annual Dr. Richard N. Boylan Memorial Lecture that is presented by the Riverside Medical Clinic Foundation.



- **Keep Me Safe** – Joining Hands to Keep Children Safe Conference was the held on March 30, 2012 at Riverside County Regional Medical Center. PCA Riverside Metro collaborated with Riverside County Regional Medical Center (RCRMC), Riverside Community Health Foundation, and Inland Regional Center for this conference. Parents and professionals were presented with the following child safety topics: head trauma, safe sleeping, substance abuse, maternal mental health.



## PCA SAN GORGONIO COMMITTEE

The PCA San Gorgonio collaborative covers the communities of Banning, Beaumont, Cabazon, and the Mid-County Idyllwild/Hemet/San Jacinto corridor. The members of this collaborative strive to educate and enlighten the community about the various forms of child abuse and the long term and short term effects it can have on children. This is achieved through several different events, campaigns, as well as trainings.

Some of the trainings and activities held this year by PCA San Gorgonio included:

- Second Annual Beaumont Spirit Run** – September 10, 2011: The San Gorgonio collaborative teamed up with the Beaumont Unified School District to host the annual Beaumont Spirit Run. This event consists of a 1k, 5k and 10k run for families, children and community members. This event was designed to generate funds to support many under-funded programs throughout the Beaumont School District. These programs included field trips, sports equipment, after-school programs, drug and alcohol prevention programs as well as child abuse prevention educating the children on the dangers of online predators and safe internet surfing.



Second Annual  
**BEAUMONT  
SPIRIT RUN**  
September 10<sup>th</sup>, 2011

<input type="checkbox"/> K-100	Distribute to students for use at staff only Post at sites Authorize by:	_____	DATE
<input type="checkbox"/>		_____	_____
<input type="checkbox"/>		_____	_____
<input type="checkbox"/>		_____	_____

**Register online or at a  
Back-To-School Night**

**SEPTEMBER 10<sup>th</sup>, 2011**  
 7:45am @ Stewart Park Pavilion, Beaumont  
**An event benefiting the Beaumont Unified District Schools**

**1K** - Kids Run (12 & under) - \$10  
**5K** - Run/Walk/Stroller - \$30  
**10K** - Competitive Run - \$30

Register by Sept 1<sup>st</sup> to qualify for these rates and to receive a t-shirt.  
 Enjoy the run & soccer! AYSO has scheduled their games  
 to start after 10 a.m. for your convenience.

**Our Community Partners:**






**SPONSORSHIP  
OPPORTUNITIES AVAILABLE**



Become a fan on  
Facebook!

To register, visit [www.BeaumontSpiritRun.org](http://www.BeaumontSpiritRun.org)  
 For more updated information, contact [Info@BeaumontSpiritRun.org](mailto:Info@BeaumontSpiritRun.org)

## PCA SAN GORGONIO COMMITTEE (CONT.)

- Third Annual Child Safety Fair** – May 11, 2012: The collaborative partnered with the Beaumont Police Department to hold the Child Safety Fair for the community. This was a free event that was attended by 400 people who were able to learn about child safety services available in their area. Ten different agencies participated to provide the public with free information, activities, food, entertainment and prizes all geared toward the safety of children. Free bicycle helmets were distributed and car seat inspections were available to insure the safety of the children in the community.



PCA San Geronimo Collaborative Presents

### 3rd Annual Child Safety Fair

*Join us for a free day of safe fun!*

**Free Food**



**Friday, May 11, 2012**  
 3:00 p.m. – 6:00 p.m.  
**Albert A. Christy Jr.**  
 Community Recreation Center  
 1810 Oak Valley Parkway  
 Beaumont, CA 92223

**Fun Activities**

**Prizes & Ziplines**

Get out and learn about all of the life safety services available in your community! The event will feature 10 agencies that will participate to help educate and inform you on the latest in safety.

Life size prizes include coloring books and stickers. Our books will be 50% off the listed retail price. Don't miss out on this fun day!





The main information placard located at the entrance of the event is available at the following link: [www.pca.org](http://www.pca.org)

## PCA SOUTHWEST COMMITTEE (CONT.)

PCA Southwest incorporates Temecula, Murrieta, and Lake Elsinore areas of the county. The objectives of this committee are to increase public awareness of child abuse and neglect and to provide parent education. This year the Southwest committee continued its tradition of hosting a Parent Conference with different themes and topics designed to raise awareness about and help reduce child abuse.

PCA Southwest's trainings and activities for this year included:

- **"Today's Decisions = Tomorrow's Results" Annual Parent Conference** – was hosted on June 6, 2012. This year's presentation was titled "Healing Children with Histories of Chronic Trauma" and presented by Penny Davis. The event was held at Buchanan Elementary School in Murrieta. Participants learned about attachment research and positive discipline and how they can be used with children who have experienced trauma.



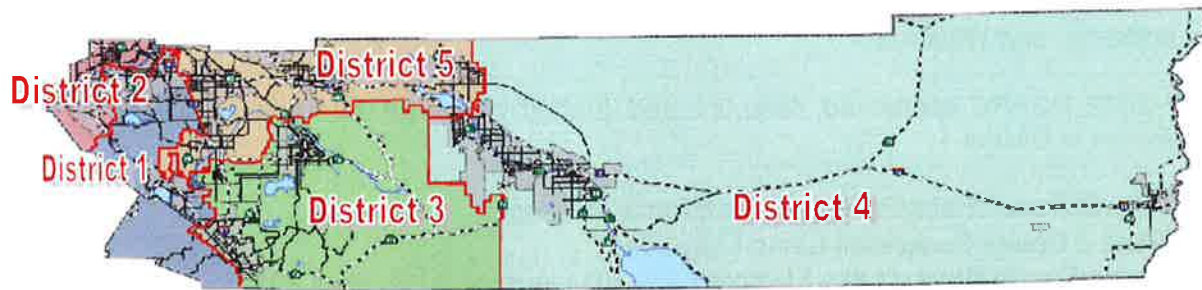
- **Storm Baseball** – multiple Sundays during baseball season: The committee continued to host an information booth to distribute a variety of parenting and child abuse prevention material to those who attended the game.



- **Pinwheel Garden** – The group set up a Pinwheel garden at the National Crime Victims' Rights Week Candlelight Vigil in Temecula. This event was held on April 25, 2012 at Harveston Lake Park. The pinwheels symbolize that children deserve to be happy and safe. After the presentation, families that attended the event were able to take the pinwheels home.



## SUMMARY OF ACTIVITIES & ACCOMPLISHMENTS BY SUPERVISORIAL DISTRICTS



### Program Highlights:

As part of our ongoing effort to reach all communities, PCARC has seven regional committees that have worked tirelessly in their communities to provide valuable educational opportunities, resource fairs, and trainings with an emphasis on prevention and strengthening families throughout Riverside County. Programs and activities supported through our Regional Committees have served to bring community level volunteers into a County-wide effort to raise awareness as well as educate parents and children on prevention. Each of the Regional Committees sponsored at least one major community event as well as supporting a variety of smaller scale projects.

PCARC again operated a media awareness campaign this year with messages targeting reporting child abuse, anti-bullying, preventing abandonment of babies, water safety and increasing awareness of abuse against boys.

- During the peak of the awareness campaign – April to June, almost 2.5 million shoppers in three malls (Moreno Valley, Tyler Galleria and Palm Desert Westfield) saw messaging on prevention
- Over 180,000 movie goers saw our prevention message
- Every day in April 45,000 commuters saw the message of prevention on a bus shelter
- And each day during the year, over 200,000 commuters passed by billboards carrying the prevention message

During 2011-2012, PCARC volunteers reached out to parents and families at baseball games, hosted workshops and educational conferences, organized family-centered community events as well as hosting and supporting events that directly impacted the lives of foster youth in Riverside County.

*(Communities included in the First District are: Canyon Lake, Lake Elsinore, Riverside (most portions), and Wildomar)*

In 2011-2012, PCARC sponsored, co-sponsored, funded, or hosted the following events and activities in District 1:

*Community Outreach/Fairs/Presentations/Events/Trainings:*

- Back 2 Basics Basketball Camp (July 2011)
- Storm Family Days – Lake Elsinore (July 2011-August 2011, April 2012)
- Presentation on Child Abuse and Child Abuse Prevention (August 2011)
- Premier Bank Golf Tournament (October 2011)
- Press Enterprise Article on Super Bowl Game Day Event (January 2012)
- Super Bowl Event (February 2012)
- Riverside Galleria at Tyler Mall Advertisements (April 2012-May 2012)
- Movie Theater Advertisement – Riverside (May 2012)

*Mandated Reporter Trainings:*

- Riverside Access Center, 5 people (July 2011)
- Riverside Community Health Foundation, 5 people (July 2011)
- UCR Child Development Center, 38 people (September 2011)
- Frank A. Miller Middle School, 47 people (October 2011)
- Blindness Support Service, Riv. Department of Health, and Parental Dynamics, 6 people (November 2011)
- Loma Linda University Medical Center Children's Vision Program, 10 people (February 2012)
- Helpline at Community Connect, 11 people (March 2012)
- Department of Public Social Services, 28 people (May 2012)

*Communities included in the Second District are: Corona, Eastvale, Jurupa Valley, Norco, and Riverside (portion of)*

In 2011-2012, PCARC sponsored, co-sponsored, funded or hosted the following events and activities in District 2:

*Community Outreach/Fairs/Presentations/Events/Trainings:*

- Presentation on Child Abuse and Child Abuse Prevention (July 2011)
- I-City (August 2011)
- Food Truck Festival (September 2011)
- High School Orientation for Foster Youth and Care Providers (September 2011)
- World Kindness Youth Conference (November 2011)
- Adoption Finalization Day (November 2011)
- Teen Wonderland at the Promenade Shops at Dos Lagos (December 2011)
- Understanding and Preventing Bullying and Cyber Bullying (February 2012)
- Positive Discipline Train the Trainer Workshop (February 2012)
- Corona-Norco Community Free Health Screening (March 2012)
- Corona-Norco Day of the Child (April 2012)
- Bus Shelter Advertisement: "Make a Difference in the Lives of Children-Report Child Abuse- Corona (April 2012)
- Heart Gallery Exhibit at the Promenade Shops at Dos Lagos (April 2011)
- Foster Family Appreciation Event (May 2012)
- Radio Spot Advertisements (May 2012)
- Movie Theater Advertisement (May 2012)
- Positive Discipline Workshop for Parents (Spanish) (June 2012)

*Mandated Reporter Trainings:*

- Carolyn E. Wylie Center, Perris Valley Recovery, and Riv. Dept. of Health, 42 people (August 2011)
- Carolyn E. Wylie Center, 57 people (August 2011)
- Corona-Norco YMCA, 12 people (August 2011)
- Corona-Norco YMCA, 19 people (August 2011)
- Riverside County Office of Education Head Start/Early Head Start, 191 people (September 2011)
- La Sierra University Criminal Justice Program, 11 people (April 2012)
- Court Appointed Special Advocates, 9 people (June 2012)



*(Communities included in the Third District are: Hemet, Murrieta, San Jacinto, and Temecula)*

In 2011-2012, PCARC sponsored, co-sponsored, funded, or hosted the following events and activities in District 3:

*Community Outreach/Fairs/Presentations/Events/Trainings:*

- Pinwheel Garden at National Crime Victim's Rights Week Candlelight Vigil - Temecula (April 2012)
- Bus Shelter Media Campaign: "Make a Difference in the Lives of Children- Report Child Abuse- Hemet 3 different locations (April 2012)
- Movie Theater Advertisement (May 2012)
- Parenting Conference: "Today's Decisions = Tomorrow's Results" (June 2012)

*Mandated Reporter Trainings:*

- United Cerebral Palsy Inland Empire, 40 people (July 2011)
- Mt. San Jacinto College Child Development, and Grandparents Raising Grandchildren 24 people (November 2011)
- Temecula Valley School District Family Literacy Programs, 10 people (January 2012)
- The Center for Spiritual Living Buckhorn Camp, 34 people (May 2012)

*(Communities included in the Fourth District: Blythe, Cathedral City, Coachella, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs, Rancho Mirage)*

In 2011-2012, PCARC sponsored, co-sponsored, funded or hosted the following events and activities in District 4:

*Community Outreach/Fairs/Presentations/Events/Trainings:*

- Celebrate Healthy Families, A Recovery Happens Event- Indian Wells (October 2011)
- "It Happens to Boys Conference"- Cathedral City (March 2012)
- Positive Discipline Training- Coachella (October 2011)
- Souplantation Fundraiser- La Quinta (September 2011)
- "It Happens to Boys Too" Public Awareness and Education Campaign (yearlong)
- Water Safety Extravaganza- Blythe (June 2012)
- The Race for Child Abuse Prevention- Blythe (November 2011)
- Mall Advertisements-Palm Desert (July 2011)
- Magazine Advertisements- Coachella Valley (November 2011-April 2012)
- Newspaper Advertisement-Blythe (November 2011)

*Mandated Reporter Trainings:*

- Coachella Valley Unified School District Children & Family Services, 80 people (August 2011)
- JFK Memorial Foundation, 32 people (October 2011)
- Martha's Village and Kitchen, 19 people (October 2011)
- AmeriCorps, 20 people (December 2011)
- Mecca Health Clinic, 22 people (February 2012)

*(Communities included in the Fifth District are: Banning, Beaumont, Calimesa, Menifee, Moreno Valley, Perris)*

In 2011-2012, PCARC sponsored, co-sponsored, funded or hosted the following events and activities in District 5:

*Community Outreach/Fairs/Presentations/Events/Trainings:*

- DPSS Golf Tournament (September 2011)
- 4th Annual Holiday Celebration Moreno Valley Family Health Clinic (December 2011)
- Keep Me Safe-Joining Hands to Protect Children Conference (March 2012)
- Moreno Valley Mall Advertisements (April 2012-May 2012)
- Day of the Child (May 2012)
- Movie Advertisement (May 2012)
- Movie Advertisement (May 2012)
- Radio Spot Advertisements (May 2012)
- Press Enterprise Article for Perris Day of the Child and PESD Fun Run (May 2012)
- Beak Bank for Perris and Moreno Valley (multiple months 2011-2012)
- Beaumont Spirit Run- Beaumont (September 2011)
- Child Safety Fair- Beaumont (May 2012)
- Movie Advertisements- Banning (May 2012)
- Radio Advertisements- Beaumont (April-May 2012)

*Mandated Reporter Trainings:*

- Rob Reiner Center for Children and Families, 21 people (August 2011)
- Parents As Teachers Nuview Elementary School, 7 people (October 2012)
- Banning Unified School District Classified Employees, 42 people (May 2012)

## PUBLIC EDUCATION MEDIA ADVERTISING CAMPAIGNS



In 1982, upon Presidential Proclamation, April was declared National Child Abuse Prevention Month. Since then, child abuse and neglect awareness activities have been promoted across the country during this month. PCARC conducts its own countywide Child Abuse Prevention campaign and seeks to expand awareness of this very important mission not only throughout the month of April, but also through the entire year.

As a kickoff to Child Abuse Prevention Month, PCARC contacted the cities in Riverside County to request that each City Council present a Child Abuse Prevention Month proclamation. PCARC Board Members and regional committee members attended City Council meetings and accepted these proclamations on behalf of the child abuse prevention community and the children and families of Riverside County.

During April 2012, PCARC accomplished the following for Child Abuse Prevention Month:

- Distributed thousands of blue ribbon pins and awareness bracelets throughout the county by handing them out at resource fairs, schools, to community members, to PCA's regional committee members, and others.
- Continued the use of billboards to provide child abuse prevention information.
- Continued the use of mall advertisements media campaigns
- Bus shelters
- Movie Theater service announcements/advertising
- Hosted a resourced table at Riverside County Regional Medical Center.
- Attended numerous resource fairs and special events throughout the month of April to distribute Positive Parenting materials, talk to the public about child abuse prevention, and spread the word about how the community can fight child abuse.
- Proclamations

## RADIO ADVERTISING

During May of 2012, PCARC aired the following announcement on KGGI-Radio to promote the Prevent Child Abuse Riverside County-4th Annual Day of the Child Event in Perris. In addition to the on-air advertisement, the message was also including on KGGI-Radio's website.

"Have plans for you and your family this Saturday? Bring your family and friends and enjoy a day of FREE fun, food and games with Prevent Child Abuse Riverside County.

99.1 KGGI will be there from 9am-12pm with music, contests, and so many gifts for the little ones. Bring your child to this fun filled event at the Orange Empire Railway Museum located on 2201 S. A St Perris CA 92570. See ya there!!"

During the spring of 2012, PCARC aired a Public Service Announcement to promote our *Child Safety Fair* in Beaumont.

### **Reading Time: 15 seconds**

Prevent Child Abuse welcomes you to the third annual Child Safety Fair. Join them for free food, fun activities and a petting zoo Friday May 11<sup>th</sup> from 3 PM to 6 PM at the Albert Chatigny Community Recreation Center in Beaumont.

FOR MORE INFORMATION CALL (951) 686-5581

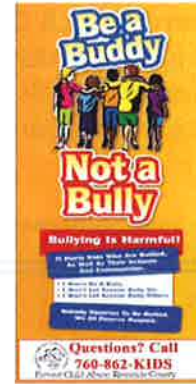
## NEWSPAPER/MAGAZINE ADVERTISING

Throughout the year, PCARC produced several newspaper and magazine advertisements in an effort to create awareness in the desert communities of upcoming events and campaigns.

Newspaper/magazine ads for 2011-2012:

### Desert Kids Directory

This was a full color, 1/3 page ad which ran from November 2011 to April 2012 in the Desert Kids Directory which is distributed throughout the Coachella Valley area. The ad was designed to create awareness about the harmful effects of bullying. The ad featured the slogan, "Be a Buddy, Not a Bully" and included a contact number for anyone who would need assistance with this issue.



### Palo Verde Valley Times

PCA Blythe created a newspaper article and advertisement to inform the community of the upcoming Race for Child Abuse Prevention Event. This article was featured in the November 10, 2011 issue of the Palo Verde Valley Times Newspaper which is distributed throughout Blythe. The article discussed the different activities that would take place at this event including the live music and special meet and greet with former NFL players and celebrities.



**The Race for Child Abuse Prevention  
Celebrity Meet & Greet**  
Dinner & Toy Drive  
Friday, November 11, 2011 6p.m. to 10 p.m.  
Hosted by Lucas Oil, The Palo Verde Valley Times,  
Prevent Child Abuse Riverside County  
& The RAP Foundation

**MEET & GREET EVENT TICKETS**  
Online at [www.PCARRiverside.org](http://www.PCARRiverside.org)

**\$5 General Admission**  
(with a race unattached to)  
Includes Dinner & Beverages available for  
separate purchase

**\$10 General Admission without toy**  
**\$20 VIP Ticket**  
includes dinner, special autograph & the Toy bag  
& special seating  
(only 50 available)

Lucas Oil 10 Speedway  
Colorado River Fairgrounds  
561 Olive Lake Road, Blythe, CA 92225  
[www.lucasoil.com](http://www.lucasoil.com)



**OUR CELEBRITY LINE UP!**  
HERBERT ALEXANDER - former NFL All Pro 49 ers, Rams & Eagles • Olympic Gold Medalist AL JOYNER and his daughter MARY • CHERIE MAC • RICHIELEN NFL Superstar -theBears, Chargers • EFFREN HERNERA NFL Superstar Koolhaas Cowboys, Seahawks • FELIX "NIGHTHAWKS" GALES - 7xof NASCAR • JORDAN RIVER • CURRY HOFFMANN - NFLADAM Pines & Sunday Radio Host • EVELYN EARLES • GOG - 99.1 • LISA CHRISTINE WENEELY - Lucas Oil Football • OFFICER BYRNE • LISA • Entertainment 77.1 • TIGER BROS • SOUTHBOUND  
Special Celebrity & Dignitary Race featuring County Supervisor John Benoit

For additional information contact Terry Anderson Event Coordinator, Prevent Child Abuse Riverside County  
At 951-522-1853 or via email at [terryanderson@pcarrriverside.org](mailto:terryanderson@pcarrriverside.org)  
or visit our website event page at [www.pcarrriverside.org](http://www.pcarrriverside.org)

**NOVEMBER 11 & 12, 2011**  
Blythe, California  
NFL Coliseum & Entry

Tickets  
Available at  
Palo Verde  
Valley Times!

Public Service Announcement

## BUS SHELTER ADVERTISING

As part of our community outreach, we incorporated four bus shelter advertisements spread throughout Riverside County during April. The chosen topic for the bus shelters was "Make a difference in the lives of children." More than 45,000 cars drove by these displays on a daily basis. Listed below are the streets where each advertisement was located:

- San Jacinto & Oakland
- Magnolia & McKinley
- State St and Stetson
- Florida and San Jacinto



## MALL ADVERTISING

PCARC had three different mall advertisement campaigns at three different malls this year. Each ad consisted of a full color, backlit digitally printed 47" x 69" panel. The ads had continuous exposure 7 days a week. All of the ads were strategically placed throughout the malls.

### Moreno Valley

- The Moreno Valley Mall has about 1,000,000 shoppers monthly.
- Four panels showed the "Make a Difference in the Lives of Children-Report Child Abuse" campaign which ran April through May 2012.



### Galleria

- The Galleria has about 1,104,000 shoppers monthly.
- Four panels showed the "Make a Difference in the Lives of Children-Report Child Abuse" campaign which ran April through June 2012.



### Palm Desert Westfield

- The Palm Desert Westfield has about 312,212 shoppers monthly.
- Two panels showed the, "Safe Surrender" campaign which ran during the month of July 2011.
- Two panels showed the, "It Happens to Boys Too" campaign which also ran during the month of July 2011.





## MOVIE THEATER ADVERTISING

Another component of our media outreach and public awareness effort was the continuation of movie theater promotional advertisement. We used a 15 second animated slide along with audio as well as static slides on 45 screens throughout Riverside County. The ads played a total of 16,100 times and reached an estimated 180,000 viewers.

*Make a difference in the life of a child*



**REPORT CHILD ABUSE**

**1-800-442-4918**



[PCARiverside.org](http://PCARiverside.org)

<u>Circuit Name</u>	<u>Theatre Name</u>	<u>Address</u>	<u>City</u>	<u># Screens</u>
CinemaStar	Perris Plaza 10	1688 N. Perris	Perris	10
Ultrastar	Regency (Formerly known as University Village 10)	1201 A University	Riverside	10
Cinema Showcase	Fox Cineplex (Formerly known as Cinema Showcase Fox 3)	60 W. Ramsey St.	Banning	3
Tristone Cinema	Temeku Cinemas 7	26463 Ynez Rd.	Temecula	7
Phoenix Big Cinemas	Dos Lagos 15	2710 Lakeshore Dr.	Corona	15

## SOCIAL MEDIA OUTREACH

With an expectation of improving outreach efforts, PCARC has added use of social media to our communications tools by creating a Prevent Child Abuse Riverside County Facebook page. Events, activities and projects are posted along with comments, meeting invitations and volunteer opportunities. In addition to the primary page, the Blythe Regional Committee has also established a page unique to their local community.

In addition, PCARC utilizes Constant Contact as a resource to communicate with the community, Regional Committee members, donors and our partners (Constant Contact, is an online marketing company offering email marketing, social media marketing, online survey, and event marketing tools, primarily to small businesses, nonprofit organizations, and membership associations). We are also developing the use of Pinterest. Pinterest is a pinboard-style social photo sharing website that allows users to create and manage theme-based image collections such as events, interests, hobbies, and more. Users can browse other pinboards for inspiration, 're-pin' images to their own collections or 'like' photos. Pinterest's mission is to "connect everyone in the world through the 'things' they find interesting" via a global platform of inspiration and idea sharing.



## BILLBOARD ADVERTISING

As part of our media campaign, PCARC has continued its use of Billboard Advertisements in order to create awareness. On average, approximately 203,000 commuters drive by these billboards on a daily basis. These billboards have generated a great response and we look forward to further expanding this effort next year.

### Stop the Hurt Billboard



Two beautiful and heart touching billboards were sponsored by PCARC's San Geronio Council for the Banning-Beaumont area along the 10 freeway. These billboards advertise the need to report child abuse and listed the Riverside County Child Abuse Reporting Hotline. The ad campaign was developed *pro-bono* for PCARC by PCA California through a Sacramento-based public relations firm.

### It Happens to Boys Too Billboards



The PCA Coachella Valley committee continued its "It Happens to Boys" education campaign to raise awareness about the underreporting and under-treatment of the sexual abuse of boys. Two billboards with the "It Happens to Boys" message were launched as an important part of this campaign. With the ongoing efforts of those involved, the campaign has been successful in encouraging adult survivors, child victims, and parents to come forward and report the abuse or seek help. A county-wide conference has also spun out of this campaign. The conference is held every March and features world famous author, Dave Pelzer.

### Stop the Drowning Billboard



Since 2008, PCARC has advocated for injury prevention and community health in areas of childhood injury that often intersect with child abuse and neglect. One example of these is childhood drowning. For another year, PCARC joined with the Injury Prevention Community to spread awareness of the link between the lack of adult supervision and child drowning throughout the Palm Desert area.

- Drowning is the leading cause of unintentional injury-related death in Riverside County.
- 86% of all drowning and near-drowning incidents occur in backyard pools or spa/Jacuzzi.
- Only a momentary lack of supervision puts the child at risk.
- Drowning is 100% preventable

\*source: [www.rivcoips.org](http://www.rivcoips.org) and [www.abcpoolsafety.org](http://www.abcpoolsafety.org)

## MANDATED REPORTER TRAINING

Prevent Child Abuse Riverside County is responsible for providing Mandated Reporter Trainings (MRTs) throughout Riverside County to professionals who are required to be a mandated reporter as part of their jobs or volunteer service. The State of California, per Penal Code sections 11165-11174.3, requires all those who have close contact with children, and professionals who are in a position to identify children in danger, to take action by reporting suspected child abuse or neglect. PCARC is proud to be able to offer comprehensive training in the laws applying to child abuse reporting and the dynamics of child abuse to those entities in need of this service.

PCARC accomplished the delivery of 27 MRTs, and trained 869 individuals. Some examples of categories of professionals and volunteers that were trained are:

- Community volunteers working with children, e.g. CASA volunteers
- Child care providers and program administrators
- In-home services home visitor program paraprofessionals
- Medical personnel
- Early Childhood education teachers and program staff
- Child development and criminal justice students
- Public assistance program staff
- School personnel
- Youth mentors
- DPSS Staff
- Mental health providers
- Public health staff
- Helpline staff
- Health educators

**Child Abuse Prevention, Intervention and Treatment (CAPIT)  
Promoting Safe and Stable Families (PSSF)  
Community-Based Child Abuse Prevention (CBCAP)  
Children’s Trust Fund (CTF)**

As outlined in preceding sections of this report, PCARC plays a critical role in coordinating and advising the process by which services are funded through CAPIT and PSSF dollars from the state. PCARC itself is funded through the State Children’s Trust Fund (CTF). The CTF was specifically established for child abuse prevention activities and services with a particular emphasis on primary prevention.

CTF monies are drawn primarily from birth certificate fees as well as from personalized “Kids’ Plates” license plate fees. PCARC has the responsibility of operating as the public steward of these funds on behalf of the citizens of Riverside County. The intention or goal of the California State Children’s Trust Fund (CSCTF) is to fund creative programs that reach communities from the inside out. These programs use the community’s natural infrastructure (libraries, hospitals, churches, schools, colleges, police stations, clinics, etc.) to provide services that work to strengthen the family. The goal of these programs is to provide assistance to at-risk families before children get hurt. The CSCTF funds programs that bring about changes to help strengthen families. PCARC acts in accordance with and achieves these goals through its regional committee structure and unique ability to work cooperatively with existing community programs, agencies, organizations, businesses and other entities that come to the table with an ability to help stabilize families.

Additionally noteworthy is that, working in collaboration, PCARC and the Children’s Services Division of the Department of Public Social Services (DPSS) have maintained their mutual commitment to work together to coordinate resources for the improvement of service delivery to the community in the area of child abuse prevention and treatment. For example, on a quarterly basis, PCARC participates in the CAPIT-PSSF vendor’s conferences hosted by DPSS, and twice yearly, the Self Improvement Plan/Community Partners Forums, with a purpose of sharing salient information about prevention activities and efforts going on throughout the county.

## COMMUNITY AND FUNDRAISING EVENTS

Throughout the year PCARC volunteers and staff work to organize and host (or cohost with our partners) County-wide community events to raise awareness and benefit children and families. Fundraising events are always done in a manner that offers opportunities to build community awareness and encourage volunteer engagement in helping children and families.

New to PCARC events this year has been the addition of a special member of the PCARC Team – Officer Byrd, a blue and gold Macaw. Officer Byrd (an official Police Officer with the Los Angeles Police Department) and his partner, PCARC Board Member Michael Simonsen (retired LAPD) attend events to help spread the message of prevention and child safety. Officer Byrd and Mike have also opened a new avenue for targeted presentations in the community. These presentations were launched with a round of appearances at schools in Blythe. Officer Byrd's presentations include such topics as sexual assault awareness, internet safety, stranger danger, personal safety and are designed to build self-confidence which is vital to teaching children how to respond to and avoid potentially dangerous situations.



Whether co-hosting a summer basketball camp for foster youth, celebrating successful adoptions or bringing families together for a day of fun watching the Super Bowl, PCARC volunteers and staff are singularly focused on increasing the community's awareness and preventing abuse and neglect.

The following highlights provide a summary of the major community events from PCARC's 2011-2012 activity year.



## COMMUNITY AND FUNDRAISING EVENTS (CONT.)

### **Back to Basics Basketball Camp (July 2011)**

Partnering with the men's Basketball Program at La Sierra University, PCARC co-hosted a basketball camp which provided over 50 foster youth with an exciting and valuable summer experience. Led by Derek Robbins (La Sierra Men's Basketball Coach) and staffed by volunteers from the La Sierra Men's Basketball team, this recreational camp offered foster youth a chance to learn sports skills as well as break out of their shell and expand their perspective on what their future could be. Coaches led drills for basketball and also encouraged developing leadership and teamwork skills.

### **Riverside Food Truck Festival (August 2011)**

PCARC served as a key partner in hosting the inaugural Riverside Food Truck Festival (which raised \$10,000 for PCARC). Serving as a part of the planning and organizing committee, PCARC recruited volunteers and assisted in running the event (as well as hosting a resource and display booth for public awareness). Over 7,000 people attended a day of fun, music and food from 40 specialty and gourmet food vendors. PCARC hosted two informational booths (one for PCARC and the other for the Heart Gallery) to share resource information, recruit potential foster families and encourage adoption.



### **DPSS Fall Classic Golf Tournament (October 2011)**

The DPSS Fall Classic Golf started in 2008 with a small committee of volunteers from Riverside County's DPSS. The inaugural tournament netted \$4,302.00 which was shared between PCARC and the Riverside County Employee Campaign. In 2009, members of the original committee invited PCARC to take a more active role in the planning and development of the golf tournament. With the combined efforts of PCARC volunteers and staff fundraising activities increased and tournament registration expanded. The 2010 DPSS Fall Classic took place on October 1, 2010 and was again held at Menifee Lakes. With a full flight of golfers more than \$10,000 was raised to benefit child abuse prevention efforts. The volunteer planning committee opted to return to Menifee Lakes for the October 2011 tournament and in spite of the economic downturn there were 134 golfers present and over \$6,000 was raised to support PCARC's efforts in the community.





## COMMUNITY AND FUNDRAISING EVENTS (CONT.)

### **Premier Services Bank Charity Golf Tournament (October 2011)**

Having been selected as an organization of the month (Premier Service Bank selects a business or organization each month to highlight and promote to the community), PCARC was featured as one of three charities to benefit from the Premier Service Bank Charity Tournament, Held at the Victoria Country Club, the tournament generated \$10,000 for PCARC and offered another opportunity to spread the message of child abuse and neglect prevention.

### **National Adoption Day Celebration (November 2011)**

Working in partnership with both the Courts and DPSS (Permanency Office), PCARC assisted in hosting the county's adoption celebration. Dozens of families gathered at the historic courthouse in Riverside to formalize adoptions and celebrate children from the County Foster Care System "finding their forever family."



### **The Race for Child Abuse Prevention (November 2011)**

PCARC Staff and volunteers teamed up with Lucas Oil and The Palo Verde Valley Times to create the Race for Child Abuse Prevention at the I-10 Lucas Oil Speedway in Blythe. The event included a professional car race, live entertainment and a meet and greet with former NFL players and celebrities. As an added feature a celebrity race was held which featured County and City officials along with celebrities.

### **Heart Gallery (December 2011)**

The Heart Gallery is a national program that features foster youth who are ready for adoption by their forever family. Riverside County DPSS hosts this program to promote adoption for eligible children and youth in our County's Foster Care System. Serving as a partner with DPSS in this effort, PCARC worked to promote the Heart Gallery during three community events. During the Dos Logos Holiday Charity Event PCARC volunteers and staff co-hosted an informational booth. The Heart Gallery was also featured during PCARC's Super Bowl Game Day Event. In addition, PCARC hosted an informational booth during the June 2012 Riverside Food Truck Festival that featured the Heart Gallery.

As an added support to the Heart Gallery, PCARC has opened a designated fund to receive donations on behalf of the Heart Gallery.

## COMMUNITY AND FUNDRAISING EVENTS (CONT.)

### Super Bowl Sunday Game Day Event (February 2012)

In 2010 PCARC introduced a new and fun event. The “Get in the Zone Game Day Event” was held on Super Bowl Sunday at Eagle Glen Golf Club in Corona. Former National League Football all pros, Kermit Alexander, Dwight Hicks, Reggie Doss, Efen Herrera, Joe Sweet, and Marv Fleming came out to support our inaugural event.

2011 proved to be even bigger and better as PCARC partnered with Eagle Glen Golf Club to host a Monday Night Football Program that promoted the Super Bowl Sunday event and encouraged community awareness of child abuse prevention. Our event committee doubled in size and commitment and the event was standing room only as we again brought out the big screen televisions and oversized couches to watch the big game under the commentary of former NFL pros. A special highlight of the event and prevention awareness was provided by the Press Enterprise as well as on KFI radio.

Recognizing the impact of our Game Day Event, members of the planning committee recommended a change in venue to better accommodate the “family-centered” intent of the event. As a result, the February 2012 Game Day Event was moved to a new location – Orange Terrace Park in Riverside. With the support of the City of Riverside Parks and Recreation Department, PCARC took over the park and community center facilities to host an expanded event which included food booths, resource tables, a kid zone and “jumbo-tron” for game viewing from the field. 21 former NFL players joined the crowd for the fun. Building on our media engagement, we secured two fifteen minute interviews during the event which were aired on KFI Radio. Each of these segments featured an interview with a participating former NFL player and promoted the need for awareness.

Plans for the February 2013 Game Day Event will return us to Orange Terrace and include partnering with area High School Football programs to promote awareness during the 2012-2013 High School Football season.



**TICKETS \$200 AT 500**

**SUPER BOWL SUNDAY  
GAME DAY EVENT & TAILGATE PARTY**

**FEBRUARY 6, 2012**  
Orange Terrace Community Center  
20010 Orange Terrace Parkway • Riverside, California

Tickets NOW available at [PCAFOOTBALL.com](http://PCAFOOTBALL.com)

**GREAT FOOD • LARGE SCREEN VIEWING  
GAMES • PRIZES • AUTOGRAPHS  
TAILGATE & KID'S SPORTS ZONE**  
Doors & Field Open at 2:30 PM

**MEET X-NFL PROS**

JESSE SAPOLU • MIKE SALMON  
DOKIE WILLIAMS • REGGIE DOSS • MARV FLEMING  
CEDRICK HARDMAN • CRAIG WISWEN • FRANK CORRAL  
MARLIN BRISCOE • DANA HALL • EFREN HERRERA  
SAM CUMMINGS • KERMIT ALEXANDER • JOE SWEET  
LEONARD RUSSELL • MIKE LANGFORD  
RICKY ELLIS • WILLIE EDGMAN • JOHN ROSTON

Proceeds Benefit Prevent Child Abuse Riverside County  
For more information contact 951-922-9653

Sponsored by the Los Angeles Chapter of the NFL Alumni Association  
Please appreciate hard to gather Act availability

Prevent Child Abuse  
Riverside County

## COMMUNITY AND FUNDRAISING EVENTS (CONT.)

### **Foster Family Picnic (May 2012)**

For the second year PCARC served as a key partner with DPSS in hosting the Foster Family Picnic. As a leading partner in the planning committee, PCARC helped in recruiting volunteers, soliciting donations and support and assisted in running the event. Over 100 volunteers provided a day of family fun for hundreds of foster children and their foster families. Food, games, music (including an appearance by Radio Disney) and activities made for a special and fun filled day.



### **Foster Youth Fund**

Foster Youth in Riverside County receive many services and support. However, in all of that support there are sometimes gaps that simply cannot be filled. What we might consider normal things in the life of a young person (participating in the high school choir, getting a letterman's jacket, participating in a sports league) can sometimes be overlooked.

Recognizing the needs that sometimes cannot be filled, the PCARC Board of Directors has established the "Believe and Achieve Fund" as a designated support for filling unmet needs of Foster Youth. The fund was opened with \$10,000 of contributed support and it is the intent of the PCARC Board to dedicated fund raised dollars to this effort in the hopes that some simple but very important wishes can be fulfilled.



SMITH MARION & CO., LLP

Please respond to:  
Grand Terrace Office  
22365 Barton Road, Suite 108  
Grand Terrace, CA 92313  
Telephone (909) 825-6600

To the Board of Directors  
Prevent Child Abuse Riverside County  
Riverside, CA

**INDEPENDENT AUDITORS' REPORT**

We have audited the accompanying statement of financial position of Prevent Child Abuse Riverside County as of June 30, 2011, and the related statement of activities, functional expenses and cash flows for the year then ended. These financial statements are the responsibility of Prevent Child Abuse Riverside County. Our responsibility is to express an opinion on these financial statements based on our audit.

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Prevent Child Abuse Riverside County as of June 30, 2011, and the changes in net assets and cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America. Our audit was conducted for the purpose of forming an opinion on the basic financial statements taken as a whole.

*Smith Marion & Co.*  
January 10, 2012

Murrieta Office  
38605 Calistoga Drive, Suite 120  
Murrieta, CA 92563  
Telephone (951) 461-2043

[www.smcgroup.com](http://www.smcgroup.com)

Lebanon Office  
3-03 Antietam Court  
Lebanon, IN 47087  
Telephone (615) 453-7855

## FINANCIAL REPORT FISCAL YEAR 2010-2011 (CONT.)

**PREVENT CHILD ABUSE RIVERSIDE COUNTY**  
**STATEMENT OF FINANCIAL POSITION**  
**JUNE 30, 2011**

---

**ASSETS**

**Current Assets**

Cash	\$	51,675
Restricted Cash		55,957
Subtotal cash		107,632
Accounts receivable		141,934
Prepays and deposits		1,863
<b>Total Current Assets</b>		<b>251,449</b>

**Furniture and Equipment (Net)**

9,366

**TOTAL ASSETS**

**\$ 260,815**

**LIABILITIES AND NET ASSETS**

**Current Liabilities**

Accounts payable	\$	607
Accrued vacation		9,972
<b>Total Current Liabilities</b>		<b>10,579</b>

**Net Assets**

Unrestricted - available for operations		174,913
Unrestricted - board designated		10,000
Unrestricted - invested in fixed assets		9,366
Subtotal Unrestricted		194,279
Temporarily restricted		55,957
<b>Total Net Assets</b>		<b>250,236</b>

**TOTAL LIABILITIES AND NET ASSETS**

**\$ 260,815**

See notes to financial statements

## FINANCIAL REPORT FISCAL YEAR 2010-2011 (CONT.)

### **PREVENT CHILD ABUSE RIVERSIDE COUNTY** **STATEMENT OF ACTIVITIES** **FOR THE YEAR ENDED JUNE 30, 2011**

	<u>Unrestricted</u>	<u>Temporarily Restricted</u>	<u>Total</u>
<b>PUBLIC SUPPORT AND REVENUE</b>			
<b>Public Support:</b>			
Contributions	\$ 4,131	\$ 5,606	\$ 9,737
In-kind	193,806	-	193,806
Special events (net)	6,636	-	6,636
<b>Total Public Support and Revenue</b>	<u>204,573</u>	<u>5,606</u>	<u>210,179</u>
<b>Revenue:</b>			
Grants	568,646	-	568,646
Other income	311	-	311
<b>Total Revenue</b>	<u>568,957</u>	<u>-</u>	<u>568,957</u>
<b>Net assets released from restrictions:</b>	<u>5,504</u>	<u>(5,504)</u>	<u>-</u>
<b>Total Public Support and Revenue</b>	<u>779,034</u>	<u>102</u>	<u>779,136</u>
<b>EXPENSES</b>			
Program services	677,321	-	677,321
Management and general	84,674	-	84,674
Fundraising	16,857	-	16,857
<b>Total Expenses</b>	<u>778,851</u>	<u>-</u>	<u>778,851</u>
<b>Change in Net Assets</b>	183	102	285
<b>Beginning Net Assets</b>	<u>194,096</u>	<u>55,855</u>	<u>249,951</u>
<b>Ending Net Assets</b>	<u>\$ 194,279</u>	<u>\$ 55,957</u>	<u>\$ 250,236</u>

See notes to financial statement

## FINANCIAL REPORT FISCAL YEAR 2010-2011 (CONT.)

### PREVENT CHILD ABUSE RIVERSIDE COUNTY STATEMENT OF CASH FLOWS FOR THE YEAR ENDED JUNE 30, 2011

<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>	
Change in net assets	\$ 285
Adjustments to reconcile change in net assets to net cash used by operating activities:	
<i>Noncash items:</i>	
Depreciation	7,245
<i>(Increase) decrease in:</i>	
Accounts receivable	(141,654)
Deposits	567
<i>Increase (decrease) in:</i>	
Accounts payable	133
Vacation payable	(904)
Deferred revenue	(5,406)
<b>Net cash flows from Operating Activities</b>	<u>(139,734)</u>
 <b>Cash Flows from Investing Activities</b>	
Purchases of fixed assets	(986)
<b>Net cash flows from Investing Activities</b>	<u>(986)</u>
 <b>Cash Flows from Financing Activities</b>	
None	-
<b>Net cash flows from Financing Activities</b>	<u>-</u>
Net increase (decrease) in cash	(140,720)
Cash at beginning of year	248,352
<b>Cash at end of year</b>	<u>\$ 107,632</u>
 <b>SUPPLEMENTAL INFORMATION:</b>	
Interest paid	\$ -
Taxes paid	\$ -
In-kind donations	<u>\$ 193,806</u>

See notes to financial statement

4

## FINANCIAL REPORT FISCAL YEAR 2010-2011 (CONT.)

**PREVENT CHILD ABUSE RIVERSIDE COUNTY**  
**STATEMENT OF FUNCTIONAL EXPENSES**  
**FOR THE YEAR ENDED JUNE 30, 2011**

	Program Services	Management and General	Fund Raising	Total
Salaries	\$ 202,185	\$ 23,787	\$ 11,893	\$ 237,865
Payroll taxes	17,184	2,022	1,011	20,217
Fringe benefits	18,337	2,157	1,079	21,573
<b>Total Personnel</b>	<b>237,706</b>	<b>27,966</b>	<b>13,983</b>	<b>279,655</b>
Professional services	7,409	872	436	8,717
Supplies	2,816	331	166	3,313
Telephone	8,032	945	472	9,449
Postage	405	48	24	477
Occupancy	23,410	2,754	1,377	27,541
Equipment	14,933	786	-	15,719
Travel	10,980	1,938	-	12,918
Conference/meetings	3,658	646	-	4,304
Prevention & Outreach	129,731	-	-	129,731
Depreciation	6,158	725	362	7,245
Collaborative	66,726	11,775	-	78,501
Insurance	-	6,745	-	6,745
Miscellaneous	621	73	37	730
<b>Total Non-Personnel</b>	<b>274,880</b>	<b>27,637</b>	<b>2,874</b>	<b>305,390</b>
<b>Total before In-kind</b>	<b>512,586</b>	<b>55,603</b>	<b>16,857</b>	<b>585,045</b>
In-kind	164,735	29,071	-	193,806
<b>Total Functional Expenses</b>	<b>\$ 677,321</b>	<b>\$ 84,674</b>	<b>\$ 16,857</b>	<b>\$ 778,851</b>

See notes to financial statement





[www.pcariverside.org](http://www.pcariverside.org)

Prevent Child Abuse Riverside County  
1945 Chicago Ave., Suite B South  
Riverside, CA 92507

Phone 951.686.5581 | Fax 951.686.5654 | email [info@pcariverside.org](mailto:info@pcariverside.org)