

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

326



FROM: Department of Public Social Services

SUBMITTAL DATE:
January 25, 2011

SUBJECT: Fiscal Year 2009/2010 Annual Report for Prevent Child Abuse Riverside County

RECOMMENDED MOTION: That the Board of Supervisors receive and file the FY 2009/2010 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 is 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 2009/2010.

SL:ko

Susan Loew

Susan Loew, Director
Department of Public Social Services

FINANCIAL DATA	Current F.Y. Total Cost:	\$ 0	In Current Year Budget:	Yes
	Current F.Y. Net County Cost:	\$ 0	Budget Adjustment:	No
	Annual Net County Cost:	\$ 0	For Fiscal Year:	09/10

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

C.E.O. RECOMMENDATION:

APPROVE

BY: *Debra Cournoyer*
Debra Cournoyer

County Executive Office Signature

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Stone, seconded by Supervisor Benoit and duly carried by unanimous vote, IT WAS ORDERED that the above matter is received and filed as recommended.

Ayes: Buster, Tavaglione, Stone, Benoit and Ashley
Nays: None
Absent: None
Date: February 1, 2011
xc: DPSS

Kecia Harper-Ihem
Clerk of the Board
By: *Kecia Harper-Ihem*
Deputy

Prev. Agn. Ref.: 2.11 (10/6/09)

District: ALL

Agenda Number:

2.14

County Purchasing Department
 Departmental Concurrence
 County Counsel
 Policy Policy
 Consent Consent
 Dept't Recomm.:
 Per Exec. Ofc.:

PREVENT CHILD ABUSE

Riverside County

Annual Report
July 2009 - June 2010



It only takes a  minute
to make a difference in the life of a child



Prevent Child Abuse
Riverside County

Message from the President

Prevent Child Abuse Riverside County (PCARC) has been Riverside County's designated lead agency in child abuse and neglect prevention since 1983. Through that designation, PCARC has dedicated its mission to child abuse prevention, promoting strong families, positive parenting, and child safety through advocacy, public awareness, and coordination of community programs and services.

The PCARC Board of Directors provides the leadership in governing and developing policies that give PCARC its structure and ensure sound practices that reflect our guiding principles of honesty, integrity, consistency and transparency. Staff and Collaborative Volunteers implement those policies and use it as a guide in setting their local goals and activities.

PCARC's Board of Directors, Staff and Collaborative Volunteers are passionate about their work in the community and in supporting and furthering PCARC's mission. The results of this passion and tireless work ethic are reflected in the many achievements outlined in this report. It is only through the combined effort and partnership and investment that our common goal of providing a bright, healthy and safe future for the children in Riverside County can be achieved.



Kristine C. Thornberry
Board President

Table of Contents

Vision, Mission and History of Prevent Child Abuse Riverside County.....	4
Introduction.....	6
PCA Riverside County Regional Collaboratives.....	8
Coachella Valley	
Corona-Norco	
Perris Valley	
Riverside Metro	
San Gorgonio	
Southwest	
Blythe	
Summary of Activities and Accomplishments by Supervisorial District.....	25
First District	
Second District	
Third District	
Fourth District	
Fifth District	
Public Education Media Advertisement Campaigns.....	31
Radio Advertising	
Bus Shelter Advertising	
Mall Advertising	
Movie Theater Advertising	
Billboard Advertising	
Mandated Reporter Trainings.....	38
Funding Programs for Services to Children and Families.....	39
Child Abuse Prevention, Intervention and Treatment (CAPIT)	
Promoting Safe and Stable Families (PSSF)	
Community-Based Child Abuse Prevention (CBCAP)	
Children's Trust Fund (CTF)	
Fundraising Events	40
Financial Report: Fiscal Year 2008-2009.....	42
Appendix A: CBCAP Annual Report Matrix.....	47

Members of the Board

President:	Eva Guenther-James	RAP Foundation
Vice President:	Kristine Thornberry	District Attorney's Office, Victim Services
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Board Member:	Pamela Miller	County of Riverside Superior Court
Board Member:	Joshua Adams	Riverside County Sherriff's Department
Board Member:	Dan Rodriguez	Jurupa Area Recreation & Park District
Board Member:	Douglas Smith	Douglas C. Smith, Esq., Smith Mitchellweiler, LLP

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.

Our History

Prevent Child Abuse Riverside County (PCARC) had its start in 1983 as a grass-roots 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 2009-2010, PCARC provided oversight to seven regional collaborative councils operating throughout the County. This represented an evolution over the last twenty years as 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 which they covered. These meetings provided a vehicle for community collaboration, needs assessment, planning, and the implementation and delivery of relevant social services. This collaborative 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 chapters. 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 W & I Codes 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 collaborative and Perris Valley joined as the sixth collaborative in 2004. The Blythe Collaborative, our newest collaborative was established in 2009.

Introduction

During the 2009-2010 year, PCARC continued to experience positive changes and growth. Our local collaboratives work strategically within the communities they serve to target and address critical child abuse risk factors as well as protective factors. The main focus for all of PCARC's collaboratives focused on the topic of positive parenting, which greatly reduces the risk of child abuse. Other key topics addressed through outreach and public education and awareness efforts were:

- ◆ Drowning prevention
- ◆ Internet Safety Training
- ◆ Sexual abuse of boys
- ◆ Shaken Baby Syndrome prevention
- ◆ Abused children and the foster care system
- ◆ Safe touch – children and parent awareness
- ◆ Positive Discipline – parents and childcare providers
- ◆ Substance abuse – prevention and recovery
- ◆ Youth-on-youth violence/school-based violence and bullying
- ◆ Kaitlyn's Law – never leave your child unattended in or around vehicles

In addition, one of PCARC's primary functions is to provide Mandated Reporter Trainings (MRTs) throughout the county, free of charge, to all designated mandated child abuse reporters. This year PCARC conducted 41 MRTs, training a record number of 899 individuals. PCARC's goal is to be considered the primary resource for mandated reporter training throughout the county and to be responsive to the needs of schools, churches, 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.

Lastly, PCARC continued its role as the coordinating and oversight body for a countywide needs assessment process. This consists of identifying gaps, needs and barriers of services for child abuse prevention, intervention and treatment programs. The most current needs assessment was completed in 2007 for the funding cycles Fiscal Years 2008-2011. This report can be accessed via the weblink: http://pcariverside.org/wp-content/uploads/2010/10/PCA_Needs_Assessment.pdf. Planning and data collection has begun on the needs assessment for the funding cycles Fiscal Years 2011-2014.

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 Collaboratives



In FY 2009-2010 PCARC has seven regional collaborative councils, which operate throughout the county to better serve the diverse needs and large geographic size of Riverside County. Each of these collaboratives individually planned conferences, events, outreach programs and activities to meet the unique needs of their community. All seven collaboratives met on a monthly basis and together had over 100 community volunteers. Following is a brief introduction to each of the collaborative councils followed by a summary of their 2009-2010 activities and accomplishments.

Our seven regional collaboratives include:

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

PCA Riverside County Regional Collaboratives (cont)

**Regional Collaborative Schedule & Contact List
2009-2010****Coachella Valley**

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

Co-chair – Carole Johnson (760) 837-8379 cjohnson@bettyfordcenter.org

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

Meeting date/time: 2nd Tuesday of every month 11:00 am -12:30 pm

Corona/Norco

Location: The Foundation for Community and Family Health, 650 S. Main; Corona, CA 92882

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

Perris Valley

Chair – Micheala Williams mjwillia@riversidedpss.org

Secretary – Susan Johnson susanjohnson@perris.k12.ca.us

Location: Rob Reiner Children and Family Center, 2221 S. "A" St.; Perris, CA 92570

Meeting date/time: 4th Tuesday of every month 9:00-11:00 am

Riverside Metro

Chair – Jaci Hasemeyer jacih@gmail.com

Location: The Grove Community Church, 1990 Grove Community Drive; Riverside, CA 92508

Meeting date/time: 3rd Tuesday of every month 12:00 –1:00 pm

San Gorgonio

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

Location: Beaumont Unified School District Board Room, 500 Grace Street; Beaumont, CA 92223

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

Southwest

Chair – Wendy Bankston WBankston@rivcoda.org

Co-Chair– Deny Mijhell tvphp@verizon.net

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

Meeting date/time: 2nd Wednesday of every month 1:00-2:00 pm

Blythe

Chair– Shannon O'Brian sobrien@rcprob.us

Co-chair– Michael Brinkmam mbrinkman@rcprob.us

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

Secretary– Karen Sprawls ksprawls@rcprob.us

PCA Coachella Valley Collaborative

PCA – Coachella Valley covers the desert region of the County from Whitewater to the Eastern Coachella Valley. The members consist of community members, school district members, treatment/service providers, public child welfare staff, representatives of civic organizations, and survivors of child sexual abuse. There is a true cross-section of membership, representing all aspects of the prevention, treatment, and intervention of child abuse. The objective of PCA- Coachella Valley is to create awareness of child abuse and neglect.

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

- ◆ ***“It Happens to Boys” Campaign*** – was designed to create awareness and increase detection and reporting of the sexual abuse of boys. This year the collaborative posted 2 billboards with the theme of “It Happens to Boys.” Local therapists reported that the number of sexual abuse reports from boys has increased since 2008 and they believe it is due to the local campaign. This campaign has also brought in local donations from members of the community who have seen the billboards and wanted to contribute. Most importantly, this campaign brought forth adult male survivors who also joined our collaborative.
- ◆ ***Third Annual Celebrate Recovery and Prevention Day in the Park*** – October 3, 2009: A day of celebrating the recovery from substance abuse, providing resources for children and families, remembering victims of substance abuse and acknowledging the losses to our community and society as a whole as a result of substance abuse and child abuse. The event began with a 5K Walk in Palm Desert, starting and ending at the Indian Wells Tennis Garden. The event was a big success in terms of community attendance, media representation, a broad spectrum of service representation at resource tables, and positive feedback after the event. The Fourth Annual Celebrate Recovery event is scheduled for October 2, 2010.



PCA Coachella Valley Collaborative (cont)

- ◆ ***Healing the Wounded Man Conference*** – October 23, 2009: The collaborative held a conference at the Morongo Casino Resort and Spa with speaker and author of The Flying Boy. John Lee's presentation dealt with the sensitive issue of abuse in all its forms, and how boys and men can come to terms with their experiences. Men who have experienced childhood abuse often repress that experience and their anger can be externally seen by road rage, domestic violence, substance abuse, gambling, fighting, as well as depression and suicide. Mr. Lee addressed how men can help themselves learn to express their feelings and get healthy.



- ◆ ***It Happens to Boys Campaign Vigil*** – March 14, 2010: The collaborative held a vigil honoring our fellow child abuse survivors in Ireland and to broadcast the reminder that child abuse is still taking place and that it is 100 percent preventable. The vigil was held at Whitewater Park in Rancho Mirage.



- ◆ ***Internet Safety Training*** – June 24, 2010: The collaborative partnered with the Sexual Assault Felony Enforcement Team (SAFE) Task Force to bring this event to the Coachella Valley residents at no charge. The training was designed to educate parents on the dangers of internet predators. They were taught the importance of monitoring their children's web-surfing and were given tips on keeping their children safe from possible abductors.

PCA Corona/Norco Collaborative

PCA-Corona/Norco planned events, activities and trainings targeted towards specific child abuse prevention goals and strategies. Historically, many of PCA-Corona/Norco's efforts are school-based or carried out in partnership with the Corona-Norco Unified School District, allowing the collaborative to reach the largest number of children. In addition, this year the group conducted a mini needs assessment regarding child abuse prevention resources in Corona and Norco. Based on the results of this mini needs assessment, the collaborative decided to focus its efforts on raising awareness of local resources designed to prevent child abuse. This focus will continue on to the next fiscal year.

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

- ◆ ***World Kindness Youth Conference*** – October 26-27, 2009: The collaborative sponsored this event to promote a greater understanding of the child's own personal abilities and with the message that they can help stop bullying. The mission was to help them make a difference in the life of at least one other person and to build the desire to change the environment in their home, school, and community to one of caring and respect for each other.



PCA Corona/Norco Collaborative (cont)

- ◆ **Internet Safety Workshop** - May 18, 2010: The collaborative sponsored an internet safety workshop at Riverside Heights Intermediate School in Corona. This event enabled parents to learn about the dangers that exist on the internet, particularly sexual predators. Parents learned tips on keeping their children safe on the internet. Parents also learned how the Sexual Assault Felony Enforcement (S.A.F.E.) Task Force is keeping the community safe from sexual predators. There were more than fifty parents in attendance making this event very successful. Before and after the presentation, parents visited the PCARC table to obtain informative pamphlets, brochures and handouts related to internet safety and other parenting topics.



PCA Perris Valley Collaborative

PCA-Perris Valley incorporates the greater Perris Valley communities of Perris, Mead Valley, Val Verde and Good Hope. The goal of this collaborative 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 Valley Community Resource Fair*** – September 18, 2009: This Resource Fair was for families and community members in the Perris Valley area. A wide array of service and program information related to family health and well being was available.



- ◆ ***Health and Safety Event: Promoting Kaitlyn's Law*** – August 14, 2009: PCA-Perris Valley co-sponsored this resource fair which focused on raising awareness for Kaitlyn's Law – never leave a child unattended in or around vehicles. Valuable information on health, social service and educational programs, and services in the community were available to participants.



PCA Perris Valley Collaborative (cont)

- ◆ ***Perris Day of the Child Celebration*** – March 20, 2010: The Perris Valley collaborative held its 2nd Annual “Day of the Child” event. This event was the kickoff for all of the Child Abuse Awareness Month activities. The event started with a ribbon cutting ceremony by City of Perris Mayor Daryl Busch and featured the release of two white doves with the help of children present. Resource tables provided a variety of activities and games for children and their families. There were more than 700 individuals in attendance who visited the PCARC table to learn about PCARC and our mission to prevent child abuse. This event gave families in the Perris community a place to enjoy themselves and spend quality time together while learning about different resources in their community.



- ◆ ***Positive Parenting Workshop for Teen Parents***– August 22, 2009: This workshop was specifically designed for teen parents or pregnant teens. Many older parents attended as well. During the workshop they learned how to positively discipline their children. These techniques offer alternatives to harsh discipline and other negative methods of dealing with children. Participants were given brochures and pamphlets with parenting tips and other valuable information. Participants were entered into an opportunity to win a basket filled with child safety items and parenting books.

PCA Riverside Metro Collaborative

The Metro collaborative incorporates the Greater Metropolitan Riverside and Moreno Valley. The collaborative continued its focus on raising awareness of the issues of abused and foster children through education and community events. PCA Riverside Metro's goal is to provide families with the training, resources, and information needed to make healthy, safe choices for their children. The collaborative goal is to reduce the incidence of child abuse in the Metropolitan Riverside area.

In meeting this goal, PCA Riverside Metro had two primary events for this year:

- ◆ **Positive Discipline Workshop** – April 29, 2010: This workshop was specifically designed for parents residing at the Mission Pointe Apartments. This workshop taught parents positive parenting techniques that they could use when disciplining their children. By teaching parents these positive techniques, the risk of child abuse is reduced. Parents enjoyed refreshments and were provided with informative pamphlets and brochures by PCARC. At the conclusion of the workshop, parents received prizes that they could enjoy with their families.



- ◆ **Internet Safety Workshop** - June 9, 2010: In conjunction with the Sexual Assault Felony Enforcement (S.A.F.E.) Task Force the collaborative sponsored an internet safety workshop at Rubidoux Community Resource Center. This particular workshop was presented in Spanish and enabled parents to learn about the dangers that exist on the internet, particularly sexual predators. Parents learned tips on keeping their children safe on the internet. Parents also learned how the Sexual Assault Felony Enforcement (S.A.F.E.) Task Force is keeping the community safe from sexual predators.

PCA Riverside Metro Collaborative (cont)

- ◆ ***Walk Your Talk Walk*** – March 27, 2010: The highlight of the year for the Metro Collaborative was the “Walk Your Talk Walk” which aimed to raise awareness on the issue of abused and foster children. The Metro collaborative co-sponsored this event with Cal Baptist University. This event included a walk around the Cal Baptist Campus, as well as booths providing resources for the community regarding the issue of abused and foster children. Several dignitaries were invited and were present at the walk. The money that was raised was used to send local foster children to camp.



PCA San Gorgonio Collaborative

This council covers the communities of Banning, Beaumont, Cabazon and the Mid-County Idyllwild/Hemet/San Jacinto corridor. Members of the collaborative seek to educate their community about the various forms of child abuse and the effects on children. For example, the collaborative seeks to educate parents and childcare providers about abusive head trauma/Shaken Baby Syndrome and distributed promotional materials such as infant shirts, bibs and pamphlets to new mothers with the "Never Shake a Baby" message.

PCA San Gorgonio's trainings and activities held this year included:

- ◆ **Positive Discipline Training** - April 10, 2010: The collaborative provided Positive Discipline Training to childcare providers, parents, and other professionals. This event was designed to teach parents how to develop relationships with their children based upon mutual respect, personal responsibility, and problem solving.

- ◆ **Healing the Wounded Man Conference**— October 23, 2009: The collaborative co-sponsored a conference with the Coachella Valley collaborative at the Morongo Casino Resort and Spa with speaker and author of The Flying Boy. John Lee's presentation dealt with the sensitive issue of abuse in all its forms, and how boys and men can come to terms with their experiences. Men who experienced childhood abuse often repress that experience and their anger can be externally seen by road rage, domestic violence, substance abuse, gambling, fighting, as well as depression and suicide. Mr. Lee addressed how men can help themselves learn to express their feelings and get healthy.

- ◆ **Positive Discipline Training**— November 7, 2010: The collaborative co-sponsored a Positive Discipline Training with the Riverside County Mid-County Child Care Consortium. The training was offered to childcare providers who wanted to learn positive discipline methods.

PCA San Geronio Collaborative (cont)

- ◆ **Safety Fair** – May 14, 2010: The collaborative partnered with Beaumont Police Department to hold a child Safety Fair for the Banning/Beaumont community. The fair consisted of safety tips for parents regarding bicycles, pools, cars, and school. The event included fun activities for children including games provided by Radio Disney, a petting zoo, and performances by local dance groups. Attendees requested a similar event be held in the future.



PCA Southwest Collaborative

PCA-Southwest incorporates the Temecula, Murrieta Valley, and Lake Elsinore areas of the county. The objectives of this collaborative are to increase public awareness of child abuse and neglect and to provide parent education and professional training. This year the Southwest collaborative 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*** - October 21, 2009. The topic was "Love and Logic: Tools Parents Can Use" and featured speaker Rochelle Whitson. The event was held at Buchanan Elementary School in Murrieta. This workshop provided parents with "common sense" tools that they could utilize with their children when faced with difficult behaviors. While parents were at the workshop, children were able to participate in a class on self-defense called "Kid Power." As part of the conference, the "One Starfish at a Time" Award was given to an individual who showed great dedication to children and families in the Southwest area.



- ◆ ***Internet Safety Workshop*** - May 13 and May 20, 2010: The collaborative sponsored an internet safety workshop at Temecula Elementary and Nicolas Valley Elementary schools in Temecula, for parents in a literacy program. This event enabled parents to learn about the dangers that exist on the internet, particularly sexual predators. Parents learned tips on keeping their children safe on the internet. Parents also learned how the Sexual Assault Felony Enforcement (S.A.F.E.) Task Force is keeping the community safe from sexual predators.

PCA Southwest Collaborative (cont)

- ◆ **Southwest Resource Fair** – June 5, 2010: This event allowed the community of Murrieta to learn about local resources available to them, in order to maintain their family's well being and prevent child abuse. This event also provided the Southwest Collaborative an opportunity to educate the community about PCARC's mission.



- ◆ **Walk-A-Mile Domestic Violence Awareness Walk**– October 8, 2009: During this event the community was made aware of the damage domestic violence causes children and families. PCA-Southwest was presented with a resolution from the District Attorney's office for their help and support in reducing domestic violence.



PCA Blythe Collaborative

PCA Blythe was established in April 2009 by local Riverside County probation officers who saw a need in their community for a child abuse prevention council. This collaborative is focused on the correlation between substance abuse and child abuse. The group consists of community members, probation officers, Children's Services Division, School Personnel, District Attorney's Victims Services Unit, and other local non-profits.

PCA– Blythe events consisted of:

- ◆ ***Girl Secrets*** – March 6, 2010: PCA Blythe partnered with Women's So-optimist of Blythe to bring Internet Safety Training to girls in the Blythe area. The girls were trained about the dangers of online predators and about keeping their identity protected online. The girls were shown the techniques that internet predators use to lure children into meeting them. After the training, many girls went on their online profiles and deleted people that they did not personally know.
- ◆ ***Blythe Fair*** – April 8, 2010: PCA Blythe participated in a 3-day community fair where they outreached to over 2,000 community members. The group handed out resources such as parenting guides and tips, positive discipline tips, and other child abuse prevention reading materials. The group also hired a local face painting clown, who donated his time to pain the children's faces for 4 hours.



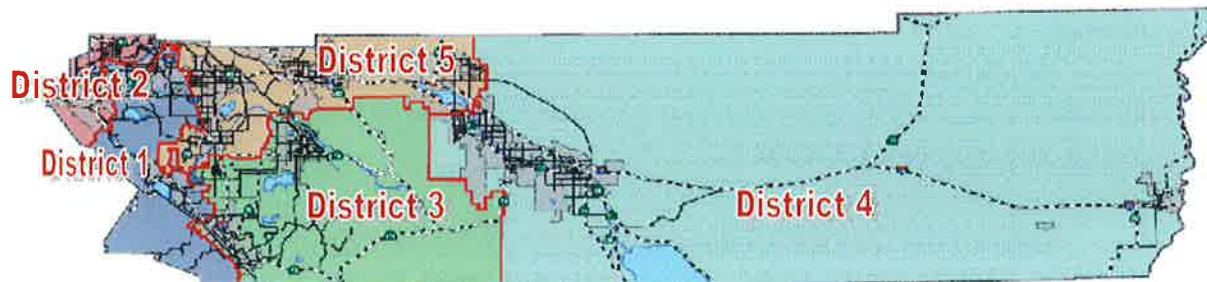
PCA Blythe Collaborative (cont)

- ◆ ***“It’s My Very Own” Bag of Love program-Year Round:*** The collaborative co-sponsored this program which provides care packages for children who are removed from their home by Children’s Services Division. Bags include basic necessities such as toothbrushes, toothpaste, shampoo, a blanket, deodorant, and other basic needs and are distributed by Children’s Services Division social workers.



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Summary of Activities & Accomplishments by Supervisorial Districts



Program Highlights:

As part of our ongoing effort to reach all communities, PCARC has seven regional collaboratives that have worked tirelessly in their communities providing valuable educational opportunities, health fairs, and trainings with an emphasis on prevention and strengthening families throughout Riverside County.

PCARC staff and volunteers worked on new and innovative ideas for reaching the community. PCARC continued to develop their Child Abuse Prevention Resource Kit for use by teachers and school administrators within Riverside County. Initially we contacted over 500 schools (public and private) offering our services. As of the end of Fiscal Year 2009-2010, more than 170 resource kits were distributed to various schools and agencies. Another method of outreach we continue to offer is the "Safe Touch" puppet show. This educational puppet show targets young children and delivers safety awareness information.

Supervisory District 1

Supervisor Bob Buster

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

In 2009-2010, PCARC sponsored, co-sponsored, funded or hosted the following events and activities in District 1:

Community Outreach/Fairs/Presentations/Events/Trainings:

- Parent Presentation – Lake Elsinore (August 2009)
- Parent Presentation – Riverside (February 2010)
- Parent Presentation – Riverside (March 2010)
- Walk Your Talk Walk Event – Riverside (March 2010)
- Positive Discipline Workshop at Mission Pointe Apartments – Riverside (April 2010)

Mandated Reporter Trainings:

- University California of Riverside Child Development Center, 42 people (September 2009)
- HELPLine at Volunteer Center, 8 people (October 2009)
- Blindness Support Service, 2 people (November 2009)
- AmeriCorps for First 5 Riverside, 4 people (December 2009)
- BG Associates, 10 people, (February 2010)
- HELPLine at Volunteer Center, 6 people (February 2010)
- Riverside County Department of Public Health, 4 people (February 2010)
- Riverside County Department of Public Health, 4 people (April 2010)

Supervisory District 2**Supervisor John Tavaglione**

(Communities included in the Second District are: Corona, Norco, and Riverside)

In 2009-2010, PCARC sponsored, co-sponsored, funded or hosted the following events and activities in District 2:

Community Outreach/Fairs/Presentations/Events/Trainings:

- World Kindness Youth Fair – Corona (October 2009)
- Parent Presentation – Corona (May 2010)
- Presentation for Rotary Club – Corona (May 2010)
- Internet Safety Presentation for Parents – Corona (May 2010)

Mandated Reporter Trainings:

- Carolyn E. Wylie Center, 19 people (August 2009)
- Riverside Community College (RCC) Student Ambassadors, 33 people (August 2009)
- Carolyn E. Wylie Center, 54 people (August 2009)
- Riverside Office of Education Head Start, 176 people (September 2009)
- Carolyn E. Wylie Center, 12 people (September 2009)
- The Foundation for Community and Family Health, 2 people (January 2010)
- Roosevelt High School Counselors, 9 people (May 2010)
- Path of Life Ministries, 8 people (June 2010)
- Jurupa Community Services District, 16 people (June 2010)

Supervisory District 3

Supervisor Jeff Stone

(Communities included in the Third District are: Canyon Lake, Hemet, Murrieta, San Jacinto, Temecula, Menifee, Lake Elsinore, and Wildomar)

In 2009-2010, PCARC sponsored, co-sponsored, funded or hosted the following events and activities in District 3:

Community Outreach/Fairs/Presentations/Events/Trainings:

- Family Health Fair featuring the Teddy Bear Clinic (March 2009)
- Mt. San Jacinto Child Event (May 2009)
- Domestic Violence Walk-a-Mile – Temecula (October 2009)
- Parenting Conference: “Today’s Decisions = Tomorrow’s Results” – Murrieta (October 2009)
- Two (2) Child Abuse Prevention Presentations – Temecula (September 2009)
- Southwest Resource Fair – Murrieta (June 2010)

Mandated Reporter Trainings:

- Trinity Lutheran Preschool, 14 people (August 2009)
- Torres-Martinez TANF, 85 people (September 2009)
- Mt. San Jacinto College San Jacinto Campus, 32 people (October 2009)
- ABC Child Care Center Temecula, 101 people (February 2010)
- Temecula Preschool Teachers, 6 people (May 2010)
- California Association of Marriage and Family Therapists (CAMFT), 18 people (June 2010)

Supervisory District 4**Supervisor John J. Benoit**

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

In 2009-2010, PCARC sponsored, co-sponsored, funded or hosted the following events and activities in District 4:

Trainings:

- Bullying Class – Coachella Valley School District, 100 kids (May 2009)
- Internet Safety Training – DHS FRC (June 2009)

Community Outreach/Fairs/Presentations/Events:

- Recovery and Child Abuse Prevention Day in the Park – Indian Wells (October 2009)
- “It Happens to Boys Conference” – Cabazon (October 2009)
- Mecca Day of the Child – Indio (April 2010)
- Victims Right Ceremony – Blythe (April 2010)
- Child Abuse Press Conference – Coachella (April 2010)
- “It Happens to Boys” Public Awareness and Education campaign and the local 760-862-KIDS helpline voice mail (Yearlong)



Child Abuse Press Conference

Mandated Reporter Trainings:

- Pacific Clinic, 7 people (July 2009)
- JFK Memorial Foundation, 18 people (September 2009)
- Big Brothers Big Sisters of the Desert, 8 people (September 2009)
- Sylvan Learning Center, 14 people (October 2009)
- College of the Desert Child Development, 20 people (November 2009)
- JFK Memorial Foundation Ophelia Project, 6 people (January 2010)
- CASA Advocates, 7 people (May 2010)

Supervisory District 5

Supervisor Marion Ashley

(Communities included in the Fifth District are: Banning, Beaumont, Calimesa, Desert Hot Springs, Moreno Valley, Palm Springs, Menifee, Cathedral City, Lake Elsinore, Riverside, San Jacinto and Perris)

In 2009-2010, PCARC sponsored, co-sponsored, funded or hosted the following events and activities in District 5:

Community Outreach/Fairs/Presentations/Events/Trainings:

- Five (5) Parent Classes on Child Abuse at the Rob Reiner Center – Perris (September 2009)
- Kaitlyn’s Law Health and Safety Event – Perris (August 2009)
- Positive Discipline Workshop for Teen Parents – Moreno Valley (August 2009)
- Perris Valley Community Resource Fair – Perris Valley (September 2009)
- Holiday Celebration Event – Moreno Valley (December 2009)
- Day of the Child Event – Perris (March 2010)
- Presentation at Riverside County Regional Medical Center (RCRMC) – Moreno Valley (April 2010)
- Desert Hot Springs Day of the Child – Desert Hot Springs (April 2010)
- Positive Discipline Training – Beaumont (April 10, 2010)
- Safety Fair– Beaumont (May 14, 2010)

Mandated Reporter Trainings:

- Pacific Clinic, 7 people (July 2009)
- Pacific Clinic Moreno Valley, 14 people (July 2009)
- Nuview Bridge Early College High School, 14 people (August 2009)
- The Colony Park, 7 people (August 2009)
- Rob Reiner Children and Families Center, 25 people (August 2009)
- James A. Venable Community Center, 8 people (August 2009)
- The Academy, 24 people, (November 2009)
- Nuview Parents as Teachers, 7 people, (November 2009)
- Parental Dynamics, 5 people, (December 2009)
- Parental Dynamics, 4 people, (April 2010)

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. Every year, PCARC launches 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 staff, Board Members, and collaborative 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 2010, 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 collaborative members, churches, etc.
- Broadcasted radio interviews and advertisements on Kaitlin's Law and pool safety for the summer.
- Posted "It Only Takes a Minute" posters in County offices, schools, service provider agencies and businesses throughout the county.
- Continued the use of billboards to provide child abuse prevention information.
- Continued the use of mall advertisements for the following campaigns: "It shouldn't hurt to be a child" and "Never leave a child unattended in a vehicle."
- Used movie theater advertisements to promote "Making a difference in the life of a child" and reporting child abuse.
- PCARC staff attended numerous resource and health fairs 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.

Radio Advertising

During the summer PCARC aired an ad that talked about the dangers of leaving children unattended in a vehicle during the hot summer months.

We had radio advertisements in Spanish and English on two radio stations in the Coachella Valley. The two radio stations were **U-92.7, 93.7 KCLB**. These ads reached over 410,000 people, with the following message:

Prevent Child Abuse Riverside County

"Summer Safety"

AE: S. Sanchez

Reading Time: 30 seconds

Prevent Child Abuse Riverside County would like to remind you that daily temperatures during the summer can reach up to 110 degrees or more.

Leaving children unattended in a vehicle is not only dangerous, it's against the law!

If you happen to notice someone has left a child unattended inside a locked vehicle, please alert your local law enforcement immediately by dialing 911.

This important public service announcement has been brought to you by **Prevent Child Abuse Riverside County**. For more information, or to report child abuse call: **1-800-442-4918**.

Bus Shelter Advertising

As part of our media campaign, we incorporated four bus shelter advertisements spread throughout Riverside County. The chosen topic for the bus shelters was “Child Abuse – It Happens to Boys Too.” More than 45,000 cars drove by these displays on a daily basis. Listed below are the bus routes and streets where each advertisement was located:

- RV0430 (San Jacinto & Oakland)
- RV0330 (Magnolia & McKinley)
- RV0150 (Perris & Nuevo)
- RV0361 (Sun City & McCall)

CHILD ABUSE It happens to boys too.



It shouldn't hurt to be a child.
Report child abuse at **1-800-442-4918**



Mall Advertising

PCARC had 9 mall advertisements at the Moreno Valley mall, the Galleria at Tyler, and the Palm Desert Westfield mall. 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. We are now beginning a 6-month cycle to continue these ads with the addition of a brochure box containing the PCARC brochure.

Moreno Valley

- The Moreno Valley mall has about 1,000,000 shoppers monthly.
- There will continue to be 3 panels for 12 months (April 09-March 10). These panels will have rotating messages throughout the year.

Galleria

- The Galleria has about 1,104,000 shoppers monthly.
- There will be 4 panels for 12 months (April 09-March 10). These panels will have rotating messages throughout the year.

Palm Desert Westfield

- The Palm Desert Westfield has about 624,425 shoppers monthly
- There will be 2 panels for 6 months (June 10 - January 11). These panels will have the "It Happens to Boys too" message.

Kaitlyn's Law
NEVER Leave A Child
Unattended In or Around A Car . . .

*Not for a minute...
Not for a second*

The Results
could be
DEADLY



In Loving Memory
of Kaitlyn Marie Law, 10, who was
killed in a car accident on 10/10/07.
PCARC thanks all who donated to her.



Prevent Child Abuse
Riverside County

To Report Child Abuse
Call **1-800-442-4918**
In case of emergency call 911

Child Abuse-
It happens to boys too



It shouldn't hurt to be a child...



Report Child Abuse at..
1-800-442-4918
For more information on child abuse prevention
visit www.pcarriverside.org

Movie Theater Advertising

Make a difference in the life of a child



REPORT CHILD ABUSE

1-800-442-4918



Prevent Child Abuse Riverside County PCARiverside.org

Another new component of our media outreach and public awareness efforts was the addition of a movie theater promotional advertisement. We used a 15 second animated slide with audio in 6 movie theaters on 52 screens, throughout Riverside County. This ad played a total of 8,960 times and reached an estimated 256,000 viewers.

<u>Circuit Name</u>	<u>Theatre Name</u>	<u>Address</u>	<u>City</u>	<u># Screens</u>
Independent	All Star Cinema 3	691 West Hobson Way	Blythe	3
Cinemastar Luxury Theaters	Perris Plaza 10	1688 N. Perris Blvd.	Perris	10
Ultrastar	University Village Cinemas	1201A University Ave.	Riverside	10
NA	Mary Pickford Stadium 14	36850 Pickfair St.	Cathedral City	14
Regency Theaters	Towngate 8 Cinemas	12625 Frederick St.	Moreno Valley	8
Tri-Stone Cinema Group	Temeku Cinemas 7	26463 Ynez Rd.	Temecula	7

Billboard Advertising

PCARC was proud to announce the addition of 5 Billboard Advertisements as part of our media campaign. On average approximately 406,000 commuters drive by these billboards on a daily basis. These billboards have generated a great response and we look forward to 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 collaborative 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.

Billboard Advertising (cont)

Stop the Drowning Billboard



PCARC supports the efforts of the injury prevention and public health community in those areas of childhood injury that often intersect with child abuse and neglect incidence. One of these areas is childhood drowning. PCARC assisted the Injury Prevention Community in spreading the word about the linkage between the lack of adult supervision and child drowning. Since 2008, PCARC has expanded its efforts to support public awareness, using a billboard as a public service advertisement.

- Drowning is the leading cause of unintentional or accidental injury-related death to children ages 1-4 years old in Riverside County.
 - 86% of all drowning and near-drowning incidents occur in backyard pools.
 - There are over one million backyard pools in California without safety features because they were built before the Swimming Pool Safety Act of 1998. One could be in your neighborhood.
 - Drowning is a quiet event. There is no splashing, no screaming, and no noise at all.
 - A submerged child can lose consciousness in less than two minutes the same amount of time it takes to answer a phone call. A child can sustain permanent brain damage in only 4 to 6 minutes.
 - Shimmering and sparkling, water is a magnet for toddlers and young children.
 - Children under the age of five have no fear of water and no concept of death. Water is associated with play.
 - Remember, it takes very little water for a child to drown. Less than one inch of water is all it takes to cover the mouth and nose of a toddler.
- *source: www.rivcoips.org

Mandated Reporter Trainings

PCARC is responsible for providing Mandated Reporter Trainings (MRT's) throughout Riverside county to individuals who may be required to take Mandated Reporter Training (MRT) 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.

This year, PCARC converted from primarily providing centralized MRTs in the PCARC office to responding to requests from the community to come to their work sites. PCARC's goal this year was to provide maximum flexibility and responsiveness in order to ensure that the agency's training needs for their staff were met quickly and appropriately.

PCARC accomplished the delivery of 41 Mandated Reporter Trainings, and trained 899 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 – doctors, nurses, hospital social workers, etc.
- Pre-school teachers and program staff
- Public assistance program staff
- School personnel: administrators, clerical staff, counselors, school nurses and teachers
- Therapeutic services providers
- Youth mentors

Funding Programs for Services to Children and Families

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 along with CBCAP funds. These funds were specifically established for child abuse prevention activities and services, with a particular emphasis on primary prevention.

The Children's Trust Fund 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 collaborative structure and unique ability to work cooperatively with existing community programs, agencies, organizations, businesses and other entities who come to the table with an ability to help stabilize families.

Additionally noteworthy is that, working in collaboration, PCARC and DPSS Children's Services 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.

Fundraising Events

DPSS FALL CLASSIC GOLF TOURNAMENT

The DPSS Fall Classic Golf Tournament, started in 2008 under the direction of a small committee of volunteers from Riverside County's Department of Public Social Services. The inaugural tournament netted \$4,302.00 of which \$3,600.00 was shared between PCARC and the Riverside County Combined Campaign and the remainder was held in reserve for the 2009 tournament.



In 2009, members of the original committee invited Prevent Child Abuse Riverside County to take a more active role in the planning and development of the golf tournament. With the combined efforts of DPSS and Prevent Child Abuse, fundraising activities increased 400% of which PCARC received a check for \$10,000 and golfer participation increased from 94 to 142. The event was held on October 2, 2009 at Menifee Lakes, California.

The 2010 DPSS Fall Classic is planned for October 1, 2010 again at Menifee Lakes with an anticipated sell out event.




Fundraising Events (cont)

2010 Super Bowl Sunday Game Day Event

Prevent Child Abuse Riverside County introduced a new and fun event for 2010. The "Get in the Zone Game Day Event" was held on Super Bowl Sunday at Eagle Glen Golf Club in Corona, California. Former National League Football all pros, Kermit Alexander, Dwight Hicks, Reggie Doss, Efren Herrera, Joe Sweet and Marv Fleming, came out to support our inaugural event.

2011 is proving to be even bigger and better as PCARC has partnered with Eagle Glen Golf Club to host a Monday Night Football Program that will support the Super Bowl Sunday event. Each week, Eagle Glen will donate a portion of their proceeds to help cover the cost of the Super Bowl Sunday party. Our committee has doubled in size and commitment and it is expected that this year's event will be standing room only as we again bring out the big screen televisions, and oversized couches to watch the big game under the commentary of former NFL pros.

Prevent Child Abuse Riverside County Presents...




GET IN THE ZONE

Featuring NFL's Former **SUPERBOWL ALL-PROS**

Efren Herrera ♦ Marv Fleming ♦ Reggie Doss ♦ Frank Berrai ♦ Dwight Hicks

SUPERBOWL SUNDAY VIP PARTY

PICK YOUR PACKAGE
reserve your tickets
On-line at
www.pcarriverside.org
or call
951-522-0853



GAME DAY PASS
\$75 GETS YOU IN THE ZONE

DOORS OPEN 3 P.M.
MEET SUPERBOWL LEGENDS
LARGE SCREEN PROJECTOR VIEWING
PLASMA TV STATIONS
ALL U CAN EAT HOT WINGS, BUFFALO WINGS,
SLIDERS, HOT DOGS & PIZZA
AUTOGRAPHS, CONTEST & PRIZES

Sunday, February 7, 2010 at The Eagle Glen Golf Course
1800 Eagle Glen Parkway, Corona, CA 92883

Financial Report: Fiscal Year 2008-2009



Please respond to:
Grand Terrace Office
22365 Barton Road, Suite 108
Grand Terrace, CA 92313
Telephone (909) 825-6600
Facsimile (909) 825-9900

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

REPORT OF INDEPENDENT CERTIFIED PUBLIC ACCOUNTANTS

We have reviewed the accompanying Statement of financial position of Prevent Child Abuse Riverside County as of June 30, 2009, and the related statement of activities, cash flows, and statement of financial position for the year then ended, in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. All information included in these financial statements is the representation of the management of Prevent Child Abuse Riverside County.

A review consists principally of inquiries of company personnel and analytical procedures applied to financial data. It is substantially less in scope than an audit in accordance with generally accepted auditing standards, the objective of which is the expression of an opinion regarding the financial statements taken as a whole. Accordingly, we do not express such an opinion.

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in conformity with generally accepted accounting principles.

Smith Marion & Co.
March 22, 2010

www.smcocpa.com

Murrieta Office
38605 Calistoga Drive, Suite 120
Murrieta, CA 92563
Telephone (951) 461-2045
Facsimile (951) 461-2095

Lebanon Office
303 Antietam Court
Lebanon, TN 37087
Telephone (615) 453-7855
Facsimile (615) 453-7855

Financial Report: Fiscal Year 2008-2009 (cont)

PREVENT CHILD ABUSE RIVERSIDE COUNTY STATEMENT OF FINANCIAL POSITION JUNE 30, 2009

ASSETS

Current Assets

Cash	\$ 148,121
Restricted Cash	51,320
Subtotal cash	<u>199,441</u>
Accounts receivable	14,506
Prepays and deposits	<u>3,590</u>
Total Current Assets	<u>217,537</u>

Furniture and Equipment (Net)

	<u>21,306</u>
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Net Fixed Assets	<u>21,306</u>
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TOTAL ASSETS	<u>\$ 238,843</u>
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LIABILITIES AND NET ASSETS

Current Liabilities

Accounts payable	\$ 629
Accrued liabilities	12,305
Accrued vacation	<u>2,798</u>
Total Current Liabilities	<u>15,732</u>
Total Liabilities	<u>15,732</u>

Net Assets

Unrestricted - available for operations	150,485
Unrestricted - invested in fixed assets	<u>21,306</u>
Subtotal Unrestricted	171,791
Temporarily restricted	<u>51,320</u>
Total Net Assets	<u>223,111</u>

TOTAL LIABILITIES AND NET ASSETS	<u>\$ 238,843</u>
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Financial Report: Fiscal Year 2008-2009 (cont)

PREVENT CHILD ABUSE RIVERSIDE COUNTY
STATEMENT OF ACTIVITIES
FOR THE YEAR ENDED JUNE 30, 2009

	Unrestricted	Temporarily Restricted	Total
PUBLIC SUPPORT AND REVENUE			
Public Support:			
Contributions	\$ 3,639	\$ 14,819	\$ 18,458
Inkind	205,051	-	205,051
Total Public Support and Revenue	<u>208,690</u>	<u>14,819</u>	<u>223,509</u>
Revenue:			
Grants	464,128	-	464,128
Outreach services	3,932	-	3,932
Other income	(5,902)	-	(5,902)
Total Revenue	<u>462,158</u>	<u>-</u>	<u>462,158</u>
Net assets released from restrictions:	<u>52,263</u>	<u>(52,263)</u>	<u>-</u>
Total Public Support and Revenue	<u>723,111</u>	<u>(37,444)</u>	<u>685,667</u>
EXPENSES			
Program services	570,466	-	570,466
Management and general	75,398	-	75,398
Fundraising	13,368	-	13,368
Total Expenses	<u>659,232</u>	<u>-</u>	<u>659,232</u>
Change in Net Assets	<u>63,879</u>	<u>(37,444)</u>	<u>26,435</u>
Beginning Net Assets	<u>107,912</u>	<u>88,764</u>	<u>196,676</u>
Ending Net Assets	<u>\$ 171,791</u>	<u>\$ 51,320</u>	<u>\$ 223,111</u>

Financial Report: Fiscal Year 2008-2009 (cont)

PREVENT CHILD ABUSE RIVERSIDE COUNTY STATEMENT OF CASH FLOWS FOR THE YEAR ENDED JUNE 30, 2009

CASH FLOWS FROM OPERATING ACTIVITIES	
Change in net assets	\$ 26,435
cash used by operating activities:	
<i>Noncash items:</i>	
Adjustment to beginning net assets	
Depreciation	5,682
<i>(Increase) decrease in:</i>	
Accounts receivable	103,533
Deposits	68
<i>Increase (decrease) in:</i>	
Accounts payable	(6,408)
Vacation payable	13,765
Deferred revenue	(32,343)
Net cash flows from Operating Activities	<u>110,732</u>
Cash Flows from Investing Activities	
Purchases of fixed assets	<u>(9,351)</u>
Net cash flows from Investing Activities	<u>(9,351)</u>
Cash Flows from Financing Activities	
Net cash flows from Financing Activities	<u>-</u>
Net increase (decrease) in cash	101,381
Cash at beginning of year	<u>98,060</u>
Cash at end of year	<u>\$ 199,441</u>
SUPPLEMENTAL INFORMATION:	
Interest paid	<u>\$ -</u>

See accompanying notes and accountants' report

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Financial Report: Fiscal Year 2008-2009 (cont)

PREVENT CHILD ABUSE RIVERSIDE COUNTY STATEMENT OF FUNCTIONAL EXPENSES FOR THE YEAR ENDED JUNE 30, 2009

	Program Services	Management and General	Fund Raising	Total
Salaries	\$ 98,603	\$ 11,600	\$ 5,800	\$ 116,003
Payroll taxes	9,433	1,110	555	11,098
Fringe benefits	9,868	1,161	580	11,609
Total Personnel	117,904	13,871	6,935	138,710
Professional services	55,291	6,505	3,252	65,048
Supplies	6,078	715	358	7,151
Telephone	4,624	544	272	5,440
Postage	-	-	-	-
Occupancy	24,679	2,903	1,452	29,034
Equipment	9,578	504	-	10,082
Printing and publications	10,096	1,188	594	11,878
Travel	9,495	1,676	-	11,171
Conference/meetings	12,312	2,173	-	14,485
Outreach	60,734	-	-	60,734
Public relations	-	-	-	-
Depreciation	4,830	568	284	5,682
Collaborative	76,775	13,549	-	90,324
Miscellaneous	3,777	444	221	4,442
Total Non-Personnel	278,269	30,769	6,433	315,471
Total before In-kind	396,173	44,640	13,368	454,181
In-kind	174,293	30,758	-	205,051
Total Functional Expenses	\$ 570,466	\$ 75,398	\$ 13,368	\$ 659,232

See accompanying notes and accountants' report

\$

Appendix A: CBCAP Annual Report Matrix

ATTACHMENT 4

RIVERSIDE COUNTY CBCAP Annual Report Matrix	
<p><u>INNOVATIVE FUNDING/INTERDISCIPLINARY SERVICES</u> Identify how the county provided innovative, interdisciplinary services.</p> <p>Include information demonstrating innovative funding mechanisms at the county level that blend Federal, state, local, private funds for the enhancement of countywide network of prevention programs; development, operation, expansion and enhancement of countywide network of prevention programs.</p>	<p>PCARC is the parent organization to 7 regional councils comprised of volunteers focused on achieving community-level child abuse prevention goals. Volunteers consist of county professional staff, medical professionals, community service providers, church staff, parents political/community leaders, school staff and others who work to expand the prevention network of their geographical communities. Each local council raises funds and receives in-kind donations to use in addition to CBCAP and Children's Trust Fund monies. Except for one local council which operates as a 501 (c) (3); the regional collaboratives are added to PCARC's operating budget. Their function is to put on public awareness events, sponsor conferences and trainings, etc.</p>
<p><u>SERVICES BASED ON UNMET NEEDS</u> Demonstrate how services have addressed unmet needs identified by the community.</p>	<p>A needs assessment identified service needs, gaps and barriers for children and families focused on reducing child maltreatment in the community. DPSS has found innovative ways to take information about service needs throughout the County to apply for and receive grants for programs.</p>
<p><u>OUTREACH TO SPECIAL POPULATIONS</u> Provide a description of actual outreach activities for special populations conducted during this reporting period.</p>	<p>PCARC funded two events targeted for at-risk teens in two of the largest urban/suburban areas of the County. "Teen Talk" reached 235 at-risk intermediate school students. These students are at-risk for dropping out, juvenile probation involvement and peer violence. The focus was on prevention strategies for teenagers to stop the cycle of violence and teach coping and inter-personal skills. A "scared straight" component was included. The second was a conference/training called "Baby City" for 35 teenaged parents in the foster care system. Topics included Shaken Baby Syndrome education and an anti-shaking education, positive parenting and positive discipline techniques for young children, car seat safety, and other child abuse prevention components.</p>
<p><u>PEER REVIEW</u> The Peer Review process is designed to ensure quality assurance in family support services.</p> <p>Describe your activities in meeting this CBCAP requirement. If no activities were done, provide an explanation as to why not and what, if any, challenges the county has faced and what the county's plans are to address them. Describe any technical assistance and/or training needs.</p>	<p>PCARC is a member in the Far South Regional Council of state child abuse prevention councils. This regional council consists of Imperial, Orange, Riverside, San Bernardino, and San Diego counties and serves as a peer review group. Information is shared about programs, activities, events and the effectiveness of these programs is evaluated and discussed within the group. Feedback is given from each council's program staff. PCARC's regional councils, due to their inter-disciplinary nature, also act as a natural peer review/quality assurance process.</p>
<p><u>CHILD ABUSE PREVENTION MONTH</u> Describe the Child Abuse Prevention Month activities conducted during this period.</p>	<p>PCARC activities included: local radio spots, featuring "It Only Takes a Minute – Positive Parenting," sponsorship of "Day of the Young Child" Resource Fair, an information/education booth at Kaiser Permanente, presentation of child abuse information to Riverside Chamber of Commerce and other activities.</p>



**Prevent Child Abuse
Riverside County**

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