

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

514



**FROM:** Department of Public Social Services

**SUBMITTAL DATE:**  
January 6, 2014

**SUBJECT:** Fiscal Year 2012/2013 Annual Report for Prevent Child Abuse Riverside County [Districts - All] [\$0]

**RECOMMENDED MOTION:** That the Board of Supervisors:

1. Receive and file the FY 2012/2013 Annual Report for Prevent Child Abuse Riverside County.

**BACKGROUND:**

Summary

For FY 2012/2013, Prevent Child Abuse Riverside County (PCARC) served as the lead Child Abuse Prevention Council for Riverside County.

Welfare and Institutions Code (WIC) Section 18983 instructs Child Abuse Prevention 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.

*Susan von Zabern*  
Susan von Zabern  
Director

FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost:	POLICY/CONSENT (per Exec. Office)
COST	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	Consent <input checked="" type="checkbox"/> Policy <input type="checkbox"/>
NET COUNTY COST	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	
<b>SOURCE OF FUNDS:</b> Federal Funding: 0% State Funding: 0%; County Funding: 0%; Realignment Funding: 0%; Other Funding: 0%				Budget Adjustment: No	
				For Fiscal Year: 12-13	

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

APPROVE

BY *Jennifer L. Sargent*  
Jennifer L. Sargent

County Executive Office Signature

**MINUTES OF THE BOARD OF SUPERVISORS**

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

Ayes: Jeffries, Tavaglione, Stone, Benoit and Ashley  
Nays: None  
Absent: None  
Date: March 11, 2014  
xc: DPSS

Kecia Harper-Ihem  
Clerk of the Board

By: *Tara Rosen*  
Deputy

Prev. Agn. Ref.: 3.17 (6/12/12)

District: All

Agenda Number:

**2-7**

Departmental Concurrence

- A-30
- Positions Added
- 4/5 Vote
- Change Order

**SUBMITTAL TO THE BOARD OF SUPERVISORS, COUNTY OF RIVERSIDE, STATE OF CALIFORNIA  
FORM 11: Fiscal Year 2012/2013 Annual Report for Prevent Child Abuse Riverside County [Districts - All] [\$0]**

**DATE:** January 6, 2014

**PAGE:** Page 2 of 2

**BACKGROUND:**

**Summary (continued)**

Pursuant to the Contract #CS-02438 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. The Director of DPSS requests that the Board receive and file the attached report for Fiscal Year 2012/2013.

**Impact on Residents and Businesses**

These programs provide much needed assistance to individuals or families who may be considered at-risk and in need of child abuse prevention and intervention services in Riverside County.

**ATTACHMENTS:**

- A. **FY 2012/2013 ANNUAL REPORT FOR PCARC (5 copies)**

SvZ:mh



**Prevent Child Abuse  
Riverside County**



**2012-2013  
ANNUAL  
REPORT**

## MESSAGE FROM THE PRESIDENT

“How wonderful it is that nobody need wait a single moment before beginning to improve the world.” - Anne Frank

This quote reminds each of us that we can, individually and collectively, make a difference in the lives of children. It is through the passion and tireless work of Prevent Child Abuse Riverside County (PCARC) volunteers and staff that the achievements reflected in this report were possible for FY 2012-2013.

The Riverside County Board of Supervisors designated PCARC as the Child Abuse Prevention Council for Riverside County from 1983 through 2013. PCARC is committed to its mission of child abuse prevention, promoting strong families, positive parenting and child safety through advocacy, public awareness, and coordination of community programs and services.

We would like to thank the PCARC Regional Committees and 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.

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

Janine Moore, LMFT  
Board President, FY 2012-2013

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## MEMBERS OF THE BOARD 2012-2013

President:	Janine Moore	Riverside County Department of Mental Health
Vice President:	William Lawrence	Department of Public Health
Treasurer:	Dan Rodriguez	Jurupa Park District
Secretary:	Alejandrina Ocegüera	Riverside County Regional Medical Center
Board Member:	Lachelle Crivello	County of Riverside District Attorney
Board Member:	Eva Guenther- James	RAP Foundation
Board Member:	Donna Pierce	Parent
Board Member:	James Madia, PhD	Family Therapist in Private Practice
Board Member:	Debby Wedell-Guy	Riverside County Probation (Retired)
Board Member:	Judy Campbell	Retired Assistant Director of Victims Services
Board Member:	Shelly Seebold	Premier Service Bank
Board Member:	Michael Simonsen	Los Angeles Police Department (Retired)
Board Member:	Kristine Thornberry	District Attorney's Office, Victim Services
Board Member:	Stephanie Herrington	Desert Regional Medical Center

## OUR VISION

“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 2012-2013, 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 Prevention 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 (W&IC) 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 (W&IC 18966 and 18977),
- b. Incorporation as a 501(c)(3) (W&IC 18983.5), and
- c. Collection of data and publication of an annual report describing the use of the Children's Trust Fund monies (W&IC 18970).

In August 2001, the four regional councils agreed to comply with the W&IC 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 2012-2013 year was one of continued success for PCARC. 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
- 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 32 MRTs, training 761 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 detecting and reporting 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 the System Improvement Plan (SIP) Workgroup and the Child Death Review Team.

As a part of PCARC's responsibilities linked to the SIP process, PCARC assisted the Department of Public Social Services (DPSS) as the coordinating and oversight body for periodic countywide needs assessments. Needs Assessments identify service gaps, needs, and barriers for child abuse prevention, intervention, and treatment programs. The results of the Needs Assessment are used to improve planning and assist in making funding decisions for services to meet the needs of the County's children and families. The most current Needs Assessment was completed in 2010 for the funding cycles of Fiscal Years 2012-2016. 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

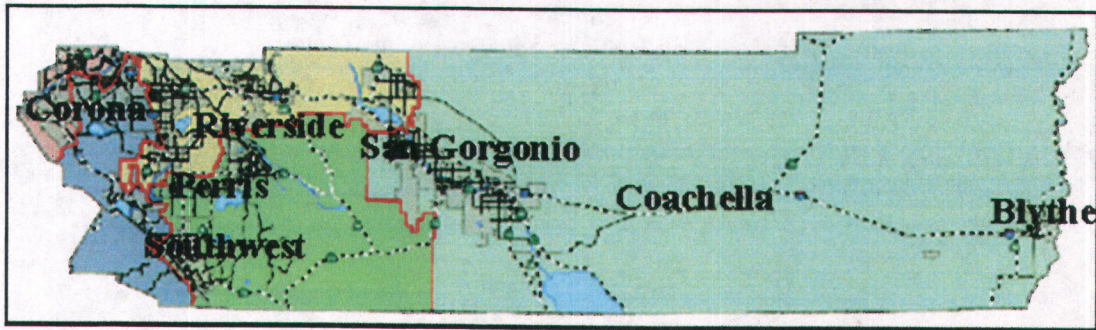


PRIMARY PREVENTION IS ABOUT  
SYSTEMS AND COMMUNITY-LEVEL CHANGE

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 movie advertisement
- Advocacy through elected officials

## PREVENT CHILD ABUSE (PCA) RIVERSIDE COUNTY REGIONAL COMMITTEES



The following is a brief introduction to each of the Regional Committees followed by a summary of their 2012-2013 activities and accomplishments.

In FY 2012-2013, 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 communities.

Our seven Regional Committees include:

- Blythe Coachella Valley
- Corona-Norco
- Perris Valley
- Riverside Metro
- San Geronio, and
- Southwest.

Regional Committees provide a local point of engagement and a way for volunteers from across Riverside County to support prevention and awareness efforts. 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; and help identify public policy issues and opportunities for public, private, and community-based projects.

## Regional Committee Schedule and Contact List 2012-2013

### **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 Broadway St., Blythe CA 92225

Meeting Date/Time: 3<sup>rd</sup> Tuesday of every month, 12 pm- 1 pm

### **Coachella Valley**

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

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: N/A

### **Perris Valley**

Location: N/A

### **Riverside Metro**

Location - First 5 Riverside, 2002 Iowa Suite 100, Riverside, CA 92507

Meeting Date/Time: September 18, 2012, February 26, 2012, and April 23, 2013 12:30pm – 2:00 pm

### **San Geronio**

Location - Wellwood Resource Center, 715 Wellwood Ave. Beaumont, CA 92223

Meeting Date/Time: 1<sup>st</sup> Tuesday of every month 12:00 – 1:00 pm

### **Southwest**

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

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

Meeting Date/Time: September 19, 2012, February 13, 2013, and April 10, 2013 - 11:30 am-1:00 pm

## PCA BLYTHE COMMITTEE

The PCA-Blythe committee was created in April 2009 by local Riverside County probation officers who recognized the need in their community for a child abuse prevention council. The group is made up of community members, probation officers, representatives from the Children's Services Division, school personnel, the District Attorney's Victims Services Unit, and other local non-profit agencies. This year, the committee focused on the correlation between substance abuse and child abuse.

The events for PCA-Blythe consisted of:

- ***Blythe River Blues Festival*** - May 25, 2013: This was the second year for the Blythe River Blues Festival and the first year PCARC participated. This event was sponsored by local City Council member, Mike Evans, and held at the Quechan Marina on the Colorado River. This was an all-day event in which PCARC partnered with Victory Outreach to raise money through the sale of nachos, sodas, and other drinks. PCARC was the sole recipient of the funds from this event.
- ***Blythe Water Safety Extravaganza***- June 8, 2013: 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 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 of community members, treatment/service providers, public welfare staff, representatives of civic organizations, and child sexual abuse survivors. The objective of this collaborative is to create awareness of child abuse and neglect through education and community outreach campaigns.

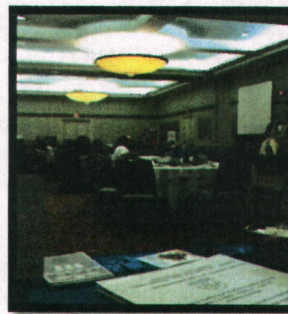
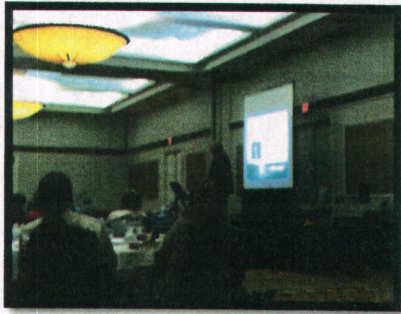
Several major activities and campaigns were adopted by PCA-Coachella Valley, including:

- ***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 of two billboards from Lamar Advertising Company, located in Palm Desert with the slogan: *It Happens to Boys Too*. These billboards displayed the campaign from July 2012 to December 2012.
- ***Fifth Annual Celebrate Healthy Families Event*** - October 2, 2012: 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. This year, the PCA- Coachella Valley Committee partnered with the Cathedral City Police Department's *National Night Out* event in an effort to increase awareness of these very important issues. The event featured kid's activities, food, and community resources, all at no cost to participants.

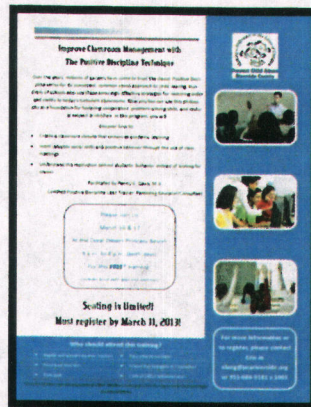


## PCA COACHELLA VALLEY (CONT.)

- ***It Happens to Boys Too Conference*** - March 1-2, 2013: The Coachella Valley committee co-sponsored a conference to further extend the efforts of the ongoing *It Happens to Boys Too* 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 conference was extremely successful to help further increase awareness of the issues of child abuse that occur with young boys.

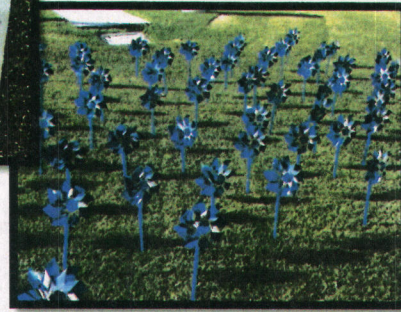
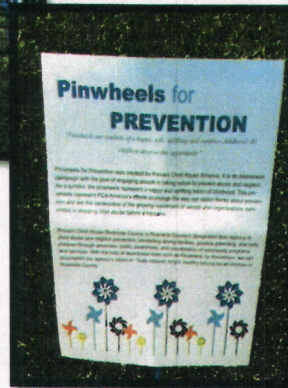
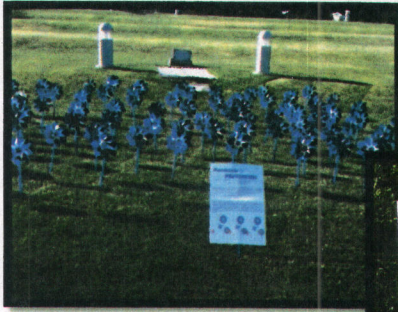


- ***Positive Discipline in the Classroom Training*** - March 16-17, 2013: The committee held a Positive Discipline Training geared toward teachers and school personnel. This training was developed by Lynn Lott and Jane Nelson, and was facilitated by Penny G. Davis. The training taught participants appropriate ways to develop relationships with children based on mutual respect, personal responsibility, and problem-solving skills. It is based on the philosophy of empowering teachers to connect with their students to create responsible, respectful, and self-directed young people.



## PCA COACHELLA VALLEY (CONT.)

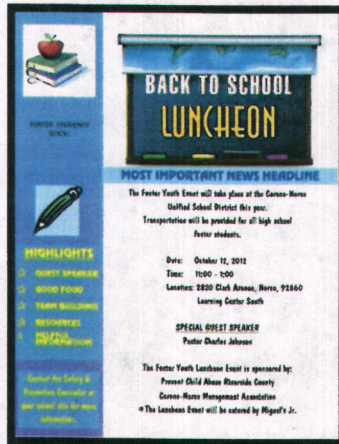
- **Pinwheel Garden** - April 23, 2013: This year, PCARC displayed pinwheels at the Victim's Vigil in Palm Desert hosted by the District Attorney's Office. The Pinwheels for Prevention campaign is an ongoing national campaign designed to bring awareness to the community about the issues of child abuse. The pinwheel is a symbolic representation that reminds us of childlike notions and stands for the chance for the healthy, happy, and full lives all children deserve.



## PCA CORONA/NORCO COMMITTEE

The following events were hosted in the Corona-Norco area. Aside from participating on the day of the event, volunteers and staff were involved with the planning, implementation, and co- sponsorship of these events.

- **High School Orientation for Foster Youth and Care Providers** - took place on October 12, 2012 from 11am-1pm at the Corona-Norco School District Office in Norco. Over 70 foster youth and their caregivers were able to obtain information on local resources that are available to help them be successful in their academics and community. Attendees were treated to a guest speaker, lunch, and participation in team building exercises.



- **Corona-Norco Day of the Child** - was held on April 20, 2013 at Corona City Park. PCARC staff and volunteers participated in the planning and activities of this event. The event featured presentations, activities, and the distribution of community resource information for children and families.

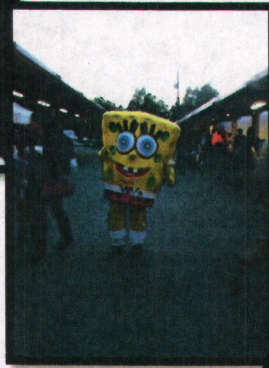




## PCA PERRIS VALLEY COMMITTEE

The goal of the events in the Perris Valley was 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.

- **Halloween Harvest Festival** - was held on October 26, 2012 from 5:30 pm-9:00 pm at the Cesar E. Chavez Library in Perris. The event offered children and families a safe night filled with games, candy, contests and information on helpful resources available in their community.



- **Perris 5<sup>th</sup> Annual Day of the Child** - was held on May 11, 2013 in collaboration with the Perris Elementary School District Annual 5k Fun Run. After the run, families were able to learn about local community resources and enjoy child-friendly activities. A highlight of the event featured an opening ceremony conducted by representatives from the Torres-Martinez Tribal Temporary Assistance for Needy Families (TANF) program. There were more than 900 individuals in attendance.



## PCA RIVERSIDE METRO COMMITTEE

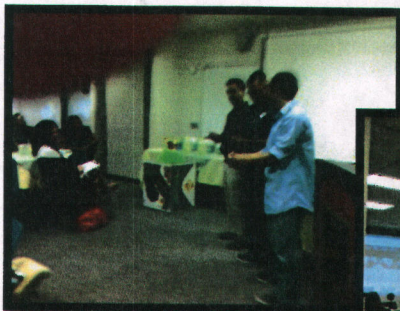
The PCA – Riverside-Metro continued its focus on raising awareness of the issues of abused children through education and community events.

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

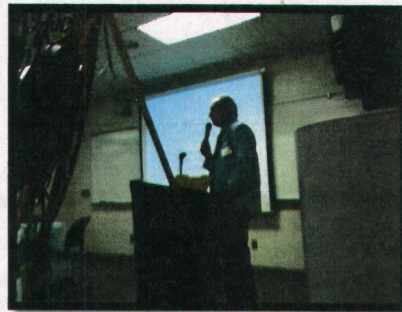
- **2<sup>nd</sup> Annual Educational Parent Summit** - was held on Saturday March 9, 2013 from 7:30 am-1:30 pm at Arlington High School. This event was hosted by Riverside Unified School District with PCARC as one of the sponsors. In addition, PCARC provided two workshops on Positive Discipline and a resource table as part of the event.



- **Keep Me Safe - Joining Hands to Keep Children Safe Conference** was held on March 29, 2013 at Riverside County Regional Medical Center. Over 70 parents were presented with different topics regarding child safety. The topics included: caring for your baby, head trauma, safe sleeping, father's role, and maternal mental health.



- ***It's Time...To Talk About It!*** - was a conference for professionals that was held at RCRMC on April 19, 2013. The conference was made possible through a combined effort of the Sexual Assault Response Team, Child Assessment Team and the Riverside County Regional Medical Center Foundation. PCARC was also a sponsor and participated in the planning of the event. The conference covered a variety of topics related to child abuse.



## 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. This group consists of school personnel, law enforcement, and other community members. This year, the collaborative focused its effort on anti-bullying. This was achieved through several different events, campaigns, and trainings.

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

- **Third Annual Beaumont Spirit Run** - September 8, 2012: The San Gorgonio collaborative teamed up with the Beaumont Unified School District to host the annual Beaumont Spirit Run. This event consisted of a 1K, 5K and 10K run for families, children, and community members. The event was designed to generate revenue to support under-funded programs throughout the Beaumont School District. Under-funded school programs included field trips, sports equipment, after-school programs, drug and alcohol prevention programs, and child abuse prevention and awareness.

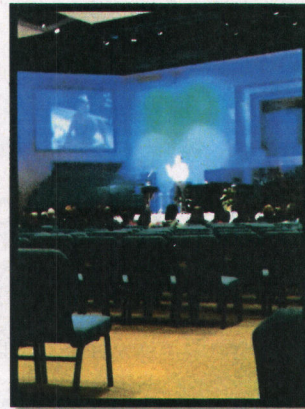


- **Beaumont Family Safety Fair** - November 10, 2012: The committee partnered with the City of Beaumont to bring the Beaumont Family Safety Fair to the San Gorgonio area. This event focused on child safety, disaster preparedness, and improving the quality of life. Several vendors attended this event and distributed resources to the community at no cost. This event also featured car seat safety checks, an earthquake simulation, information on bike safety, and child fire safety.

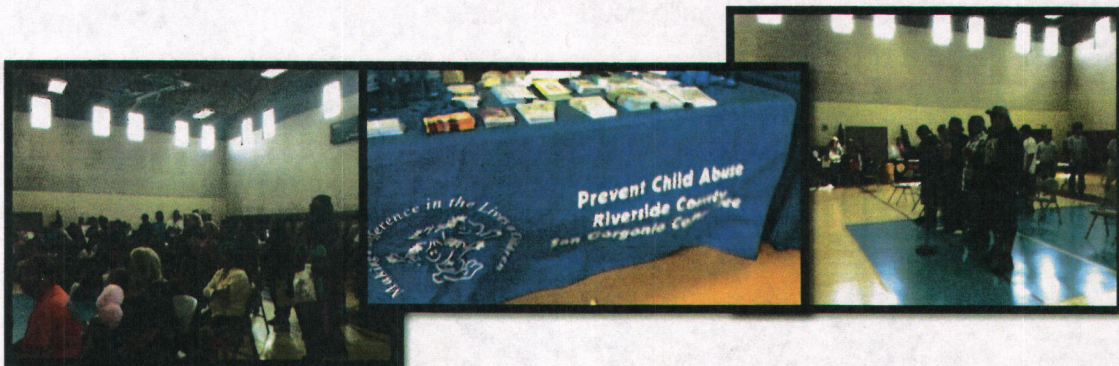


## PCA SAN GORGONIO COMMITTEE (CONT.)

- **Ryan's Story** - February 8, 2013: One of the main outreach themes the collaborative focused on was anti-bullying. On February 8, 2013, the San Gorgonio committee presented Ryan's Story. This was a presentation given by John Halligan, the father of a child who was a victim of bullying at school and online. Mr. Halligan's message to children, parents, and teachers is to stop bullying now and end the cycle of child-on-child abuse. The presentation drew over 200 attendees including students, parents, teachers, city council members, and school board members. The committee will continue the anti-bullying message throughout its ongoing outreach efforts.



- **Fourth Annual Child Safety Fair**- May 17, 2013: The collaborative partnered with the Beaumont Police Department to hold the Child Safety Fair for the community. This was a free event that was designed to educate community members about child safety services available in their area. Nineteen 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 children in the community.



## PCA SOUTHWEST COMMITTEE

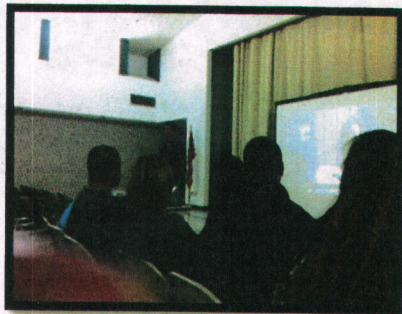
PCARC- Southwest incorporates the Temecula, Murrieta, and Lake Elsinore areas of the County. This year features new and exciting events for the Southwest area. The events reached at-risk youth and families, and created awareness on child abuse prevention.

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

- ***Building Resilience in your Family workshop*** - was held on Friday, November 30, 2012. There were two sessions to accommodate families. The purpose of the workshop was to strengthen family bonds by learning techniques to build resiliency in children. PCARC held the workshop in collaboration with the Community Food Pantry of Murrieta and the Empowerment Center.



- ***Victor Marx Presentation*** - was held on March 25, 2013 from 10 am-12 pm at Ortega High School in Lake Elsinore. Victor Marx is a powerful motivational speaker who is able to reach and relate to the most at-risk youth. More than 70 participants were at the presentation, including foster youth, Youth Accountability Team (YAT) participants, and youth in juvenile court.

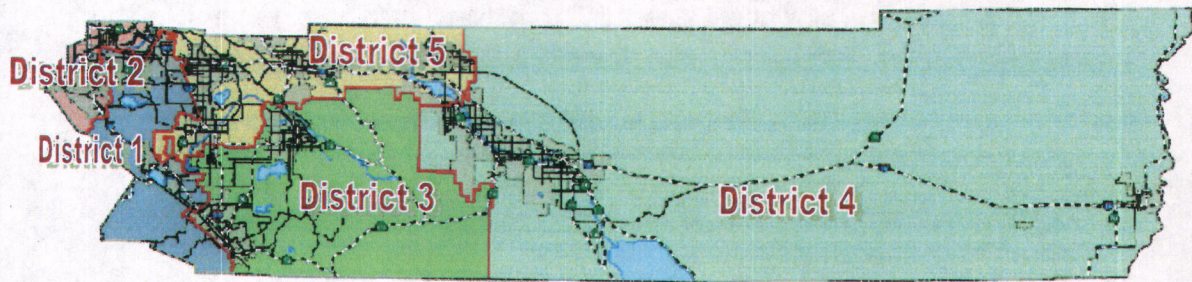


## PCA SOUTHWEST COMMITTEE (CONT.)

- **Pinwheel Garden** - The pinwheels symbolize that every child deserves a safe and happy childhood. This year PCARC collaborated with the Temecula Valley Women's Club to host a pinwheel garden photo contest for preschools in the Temecula Valley in the month of April. Parents of the students were given prevention material and the children received a coloring book from PCARC. PCARC also set up pinwheels at the National Crime Victims' Rights Week Candlelight Vigil in Temecula. 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 volunteers and staff work to raise awareness and educate parents and children on child abuse prevention. PCARC makes it a priority to conduct outreach efforts throughout all of Riverside County.

PCARC operated a media awareness campaign again this year with messages such as reporting child abuse, water safety, and increasing awareness of abuse against boys.

- During the peak of the awareness campaign from April to June, almost 2.5 million shoppers in three malls (Moreno Valley, Tyler Galleria, and Palm Desert Westfield) saw messages on child abuse prevention.
- Over 180,000 movie-goers saw PCARC's child abuse prevention message.
- In June and July, 45,000 commuters a day saw the child abuse prevention message on a bus shelter.
- Each day during the year, over 200,000 commuters passed by billboards displaying the child abuse prevention message.

During 2012-2013, PCARC staff and volunteers reached out to parents and families at a variety of community events, workshops, and educational conferences, hosted family-centered community events, and supported events that directly impacted the lives of foster youth in Riverside County.



The communities in the First District include: Canyon Lake, Lake Elsinore, Riverside (most portions), and Wildomar.

In 2012-2013, PCARC sponsored, co-sponsored, funded, or hosted the following events and activities in District 1:

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

- The Lisa Project - September 2012
- Victor Marx Presentation - March 25, 2013
- RUSD Parent Summit - March 9, 2013
- Pinwheels at Victims Vigil - April 2013
- CYC Comedy Show - May 16, 2013
- Super Bowl Event February 3, 2013
- Riverside Galleria at Tyler Mall Advertisements - April 2013 - May 2013

**Mandated Reporter Trainings:**

- UCR Child Development Center, 37 people - August 2012
- City of Riverside Parks and Recreation, 76 people - November 2012
- Helpline at Community Connect, 11 people - November 2012
- Blindness Support Service, City of Riverside Community Services, 9 people - November 2012
- Parkview Hospital, 18 People - March 2013

The communities in the Second District include: Corona, Eastvale, Jurupa Valley, Norco, and a portion of Riverside.

In 2012-2013, PCARC sponsored, co-sponsored, funded or hosted the following events and activities in District 2:

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

- I-City - August 2, 2012
- High School Orientation for Foster Youth and Care Providers - October 12, 2012
- Child Abuse Prevention Presentation - November 2012
- Mandated Reporter Training Train the Trainer - December 2012
- Strengthening Families: An Introduction to the Protective Factor - February 2013
- Corona-Norco Day of the Child - April 20, 2013
- Foster Family Appreciation Event – May 2013
- Movie Theater Advertisement in Corona and Eastvale – June and July 2013

**Mandated Reporter Trainings:**

- Carolyn E. Wylie Center, 85 people - August 2012
- PsychCare, 15 - July 2012
- Corona-Norco YMCA, 75 - August 2012
- Sandals Church, 23 people - November 2012
- Sandals Church, 18 people - April 2013
- City of Norco Park and Recreation, 18 people - June 2013

The communities in the Third District include: Hemet, Murrieta, San Jacinto, and Temecula.

In 2012-2013, PCARC sponsored, co-sponsored, funded, or hosted the following events and activities in District 3:

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

- Child Abuse Prevention Presentation - October 2012
- Building Resilience in your Family - November 30, 2012
- Pinwheel Garden Victim's Vigil - April 2013
- Bus Shelter Media Campaign: *Make a Difference in the Lives of Children-Report Child Abuse*, Hemet and San Jacinto - May 2013

**Mandated Reporter Trainings:**

- California Family Life Center, San Jacinto, 37 people - July 2012
- Temecula Parents As Teachers, 11 people - January 2013
- The Center for Spiritual Living Buckhorn Camp, 33 people - May 2013

The communities in the Fourth District include: Blythe, Cathedral City, Coachella, Desert Hot Springs, Indian Wells, Indio, La Quinta, Palm Desert, Palm Springs, and Rancho Mirage.

In 2012-2013, 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/National Night Out-Cathedral City - October 2, 2012
- It Happens to Boys Conference - March 1 and 2, 2013
- Positive Discipline in the Classroom - March 16 and March 17, 2013
- Pinwheel Garden Victim's Vigil - April 23, 2013
- Water Safety Extravaganza, Blythe - June 8, 2013
- Blythe River Blues Festival - May 25, 2013
- *It Happens to Boys Too* Public Awareness and Education Campaign - yearlong
- Mall Advertisements, Palm Desert - April 2013
- Newspaper Advertisement, Blythe - May - June 2013

**Mandated Reporter Trainings:**

- JFK Memorial Foundation, 35 people - August 2012
- Palm Springs Fire Department, 34 people - August 2012
- Stan Little Conference, 6 people - October 2012
- Americorps, 28 people - October 2012
- Clinica del Pueblo, 12 people - May 2013

The communities in the Fifth District include: Banning, Beaumont, Calimesa, Menifee, Moreno Valley, and Perris.

In 2012-2013, PCARC sponsored, co-sponsored, funded or hosted the following events and activities in District 5:

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

- An Introduction to Positive Discipline - September 2012
- DPSS Golf Tournament - October 12, 2012
- City of Perris Halloween Harvest Festival - October 26, 2012
- Child Abuse Prevention Presentation - February 2013
- Cyber Safety Presentation - February 2013
- Keep Me Safe, Joining Hands to Protect Children Conference - March 29, 2013
- It's Time to Talk About It Conference - April 19, 2013
- Perris Day of the Child and Fun Run – May 11, 2013
- Bear Bank for Perris and Moreno Valley -multiple months in 2012-2013
- Moreno Valley Mall Advertisements - April 2013 - May 2013
- Movie Advertisement - May 2013
- Newspaper Advertisements, Beaumont - January - February 2013
- Ryan's Story, Internet Safety Presentation, Beaumont - February 8, 2013
- Beaumont Safety Fair - November 10, 2012
- Beaumont Spirit Run - September 8, 2012
- Child Safety Fair, Beaumont - May 17, 2013

**Mandated Reporter Trainings:**

- Pacific Clinics, 28 people - September 2012
- Moreno Valley Unified School District, 50 people - October 2012
- Creative Solutions for Kids and Families/Grandparents Raising Grandchildren, 102 people - February 2013

## 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 during the month of April, but throughout 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 the proclamations on behalf of the Child Abuse Prevention community, and the children and families of Riverside County.

During the 2013 Child Abuse Prevention Month, PCARC accomplished the following:

- 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, movie theater advertising, and bus shelter 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, speak to the public about child abuse prevention, and spread the word about how the community can fight child abuse.
- Accepted Child Abuse Prevention Proclamations.
- Co-sponsored the RCRMC's *It's Time to Talk About It* Conference.

## RADIO ADVERTISING

During May of 2013, PCARC aired the following announcement (run time: 1:11) on KJMB and KERU Radio to promote the PCARC 3rd Annual Water Safety Extravaganza in Blythe:

“Hey dudes and dudettes! Summer is right around the corner. Let’s kick it off right! Prevent Child Abuse Riverside County is hosting the third annual *Blythe Water Safety Event* Saturday June 8<sup>th</sup> at 10 am to 2 pm at the Colorado River Fair Grounds. What?! Yes, water slides, games, food, and tons of prizes, all for free - not to mention a chance to win a family pack to Knott’s Soak City, gas included. WOW! So tell all your friends, bring your family, but whatever you do, don’t miss it!

Need a ride there? Call Desert Road Runner at 922-4900 to pick you up for free. That’s 922-4900.

Remember, June 8<sup>th</sup>, 10 am at the Colorado River Fair Grounds. Tons of prizes, waterslides, food, and games all for free. You will get wet!

And now, the big kahuna (District Supervisor Benoit): Hi! This is fourth district supervisor John Benoit. I hope to see you all at the 3<sup>rd</sup> annual Blythe Water Safety Event.”

During the fall of 2012, PCARC aired a Public Service Announcement to promote our *Celebrate Healthy Families* event in Cathedral City.

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

PREVENT CHILD ABUSE RIVERSIDE COUNTY, COACHELLA VALLEY IN CONJUNCTION WITH THE CATHEDRAL CITY POLICE DEPARTMENT’S NATIONAL NIGHT OUT IS HOSTING

### **CELEBRATE HEALTHY FAMILIES – KEEPING OUR CHILDREN SAFE – A RECOVERY HAPPENS EVENT.**

JOIN US TUESDAY OCTOBER 2<sup>ND</sup> FROM 4 PM TO 8 PM AT THE BIG LEAGUE DREAMS PARK IN CATHEDRAL CITY FOR A FUN - FILLED EVENING FOR THE WHOLE FAMILY. COME AND EXPERIENCE **FREE** LIVE ENTERTAINMENT, FREE FOOD, ROCK CLIMBING, INFLATABLE JUMPERS, CHILDREN’S PRESENTATIONS, COMMUNITY RESOURCE BOOTHS AND MANY MORE ACTIVITIES FOR THE ENTIRE FAMILY!

FOR MORE INFORMATION ON THIS EVENT, PLEASE CALL (760) 347-0754, OR VISIT OUR WEBSITE AT [WWW.PCARIVERSIDE](http://WWW.PCARIVERSIDE).

## 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 2012-2013:

### **Palo Verde Valley Enterprise**

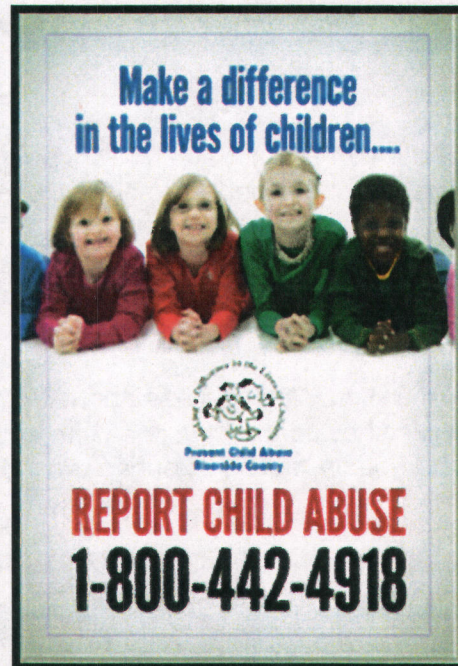
PCA - Blythe created a newspaper article to inform the community of the upcoming Water Safety Extravaganza. This article was featured in the May and June 2013 issue of the Palo Verde Valley Enterprise Newspaper which is distributed throughout Blythe. The article discussed the different activities that would take place at this event including water slides, games, and free community resources.



## BUS SHELTER ADVERTISING

As part of our community outreach, we incorporated two bus shelter advertisements. The chosen topic for the bus shelters was “Make a difference in the lives of children...Report Child Abuse.” More than 45,000 cars drove by these displays on a daily basis. Each advertisement was located at:

- Florida and Sanderson
- Florida and Lyon Ave



## 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 seven days per 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 2013.

### 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 May 2013.

### Palm Desert Westfield

- The Palm Desert Westfield has about 312,212 shoppers monthly.
- Two panels showed the, "Make a Difference in the Lives of Children - Report Child Abuse" campaign which ran during the month of May 2013.



## MOVIE THEATER ADVERTISING

*Make a difference in the life of a child*



**REPORT CHILD ABUSE**

**1-800-442-4918**



PCARiverside.org

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 and static slides on 45 screens throughout Riverside County.

<u>Theatre Name</u>	<u>Address</u>	<u>City</u>	<u># Screens</u>
Corona Crossings Stadium 18	2650 Tuscany St, Corona, CA	Corona	18
Eastvale Stadium 14	12285 Limonite Ave. Eastvale, CA 91752	Eastvale	14
Harkins Moreno Valley 16	22350 Town Cir.	Moreno Valley	16
Mission Grove Riverside 18	121 E. Alessandro Blvd.	Riverside	18
Mary Pickford Stadium 14	36-850 Pickfair	Cathedral City	14
Dos Lagos Stadium 15	2710 Lakeshore Dr.	Corona	15

## SOCIAL MEDIA OUTREACH

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

PCARC also 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 which offers email marketing, social media marketing, online surveys, and event marketing tools, primarily to small businesses, non-profit organizations, and membership associations.

We are also developing the use of Pinterest. Pinterest is a pin board-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 pin boards for inspiration, "re-pin" images to their own collections, or "like" photos. The mission of Pinterest is to "connect everyone in the world through the 'things' they find interesting" via a global platform of inspiration and idea sharing.

Utilizing social media is a great way to connect with our volunteers and recruit potential donors.



## BILLBOARD ADVERTISING

As part of our media campaign, PCARC has continued its use of Billboard Advertisements in order to create awareness. On average, 203,000 commuters drive by these billboards on a daily basis.

### It Happens to Boys Too Billboards



The PCA - Coachella Valley committee continued its *It Happens to Boys Too* education campaign to raise awareness about the under-reporting and under-treatment of the sexual abuse of boys. Two billboards with the *It Happens to Boys Too* 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 countywide conference also resulted due to this campaign. The conference is held every March and features world famous author, Dave Pelzer.

### Lisa Project Billboard



PCARC partners with the Riverside County District Attorney's Office and other Community Agencies, including the Department of Mental Health, to introduce *The Lisa Project* to Riverside County.

*The Lisa Project* was a unique multi-sensory exhibit experience allowing the visitor to hear, see, and experience the reality of the world of child abuse. Through audio narration from a child's perspective, visitors are guided room by room through scenarios depicting abuse. This experience fully immerses each guest into the world that these children face on a daily basis.

## MANDATED REPORTER TRAINING

PCARC 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. Per Penal Code sections 11165-11174.3, the State of California 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 offer comprehensive training in child abuse reporting and the dynamics of child abuse to entities in need of this service.

A major highlight this year was PCARC's partnership with the California Department of Social Services (CDSS) and Rady's Children Hospital to host a California Mandated Reporter *Train the Trainer Workshop*.

PCARC accomplished the delivery of 32 MRTs, and trained 761 individuals. Some examples of categories of professionals and volunteers that were trained are:

- Community volunteers working with children
- Child care providers and program administrators
- In-home services home visitor program paraprofessionals
- Medical personnel
- Early Childhood education teachers and program staff
- Child development students
- School personnel
- Youth mentors
- DPSS Staff
- Mental health providers
- Public health staff
- Helpline staff, and
- 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 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 is responsible for the public stewardship of these funds on behalf of the citizens of Riverside County. The purpose of the California Children's Trust Fund (CCTF) 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 families. The goal of these programs is to provide assistance to at-risk families before children get hurt. The CCTF 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 works cooperatively with existing community partners, agencies, organizations, businesses, and other entities to help stabilize families.

PCARC and the Children's Services Division (CSD) of the Department of Public Social Services (DPSS) worked together to coordinate resources for the improvement of service delivery to communities for child abuse prevention and treatment. For example, on a quarterly basis, PCARC participated in the CAPIT-PSSF conferences hosted by DPSS, and twice yearly, participated in the SIP Community Partners Forum for the purpose of sharing salient information about prevention activities and efforts occurring throughout the County.

## COMMUNITY AND FUNDRAISING EVENTS

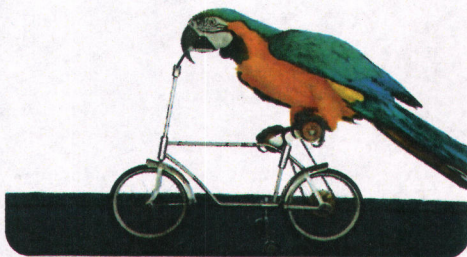
Throughout the year, PCARC volunteers and staff worked to organize and host, or co-host, countywide community events to raise awareness and benefit children and families. Fundraising events were always conducted in a manner that offered opportunities to build community awareness and encourage volunteer engagement in helping children and families.

New to PCARC events this year was 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, and 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 were 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 2012-2013 activity year.





## COMMUNITY AND FUNDRAISING EVENTS (CONT.)

### **DPSS Fall Classic Golf Tournament (October 2012)**

The DPSS Fall Classic Golf Tournament started in 2008 with a small committee of volunteers from Riverside County's DPSS. The inaugural tournament netted \$4,302 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 2012 DPSS Fall Classic took place on October 12, 2012 and was again held at Menifee Lakes. With an over-sold flight of golfers, more than \$11,000 was raised to benefit child abuse prevention efforts and the Riverside County Employee Campaign.

### **Inland Empire Super Bowl Sunday Golf Tournament (Feb 2013)**

The 15<sup>th</sup> Annual Inland Empire Super Bowl Sunday Charity Golf Tournament designated PCARC, along with two other Inland Empire non-profit organizations, to be the beneficiaries of their annual golf outing. Golfers helped raise over \$11,000 which was split among the three charities.



### **Quilts for Kids**

More than 25 ladies, known as the Friendship Quilters, gather bi-weekly at the Janet Goeske Senior Center in Riverside to work on their crafts. This year, The Friendship Quilters, including a 97-year-old member, donated 75 beautiful handmade quilts to be distributed to organizations who work with abused children in Riverside County and to agencies responsible for removing children from crisis situations.

## COMMUNITY AND FUNDRAISING EVENTS (CONT.)

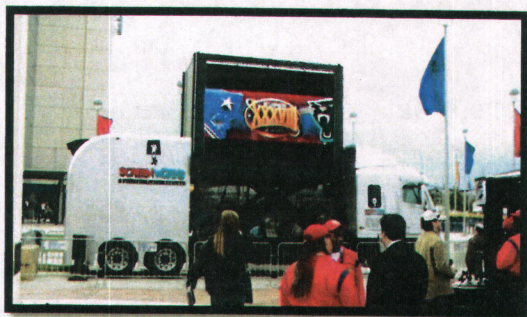
### Super Bowl Sunday Game Day Event (February 2013)

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, Efren 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. Twenty-one former NFL players joined the crowd for the fun. Building on our media engagement, we secured two 15- 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.

The 2013 Game Day Event was changed to the *Kermit Alexander and NFL Friends Big Game Event* to help "brand" the event. Added was a 100' x 40' entertainment tent to host our VIP party and a second jumbo-tron to make viewing of the game "authentic." Our event increased to 1,500 participants in the tailgate section and 210 in the VIP tent.



### **The Good Friday Prayer Breakfast (March 2013)**

Late in February 2013, a group of Christian businessmen approached PCARC in an attempt to save the 30 year tradition of the Good Friday Prayer Breakfast usually hosted by the local YMCA. Held at Woodcrest Christian High School in Riverside, over 500 people attended the much treasured event. The key note speaker was newly elected Riverside Mayor, Rusty Bailey and Rubidoux Cross historian, Glenn Wenzel.

### **Believe and Achieve Fund**

Foster youth in Riverside County receive many services and support. However, sometimes there are gaps that simply cannot be filled. What might be considered normal things in the life of a young person such as participating in the high school choir, getting a Letterman's jacket, or participating in a sports league, may sometimes require additional funding for a foster youth to experience it.

Recognizing the needs that sometimes cannot be filled through foster care alone, 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 dedicate fund raised dollars to help fulfill some very important wishes.

This year several foster youth received grants through the "Believe and Achieve Fund." Our first recipient was a young lady who was a member of her high school choir. The choir had been invited to participate in a concert at a Southern California Amusement Park with other area high school choirs. Part of the "non-covered" expenses of the day included admission into the park and transportation costs. PCARC was honored to fulfill her request so that she could attend the event with her classmates.

Two other recipients received grants under the "Believe and Achieve Fund." Two boys participated in their high school football programs and each earned "letters" of achievement. Lacking the needed funds, PCARC helped supply these students with their Letterman jackets to display and appreciate their achievements.



Smith Marion & Company, LLP • Certified Public Accountants  
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To the Board of Directors  
Prevent Child Abuse Riverside County  
Riverside, CA

#### INDEPENDENT ACCOUNTANTS' REVIEW REPORT

We have reviewed the accompanying financial position of Prevent Child Abuse Riverside County as of June 30, 2012 and the related statements of activities, statement of functional expenses and cash flows 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*  
January 23, 2013

## FINANCIAL REPORT FISCAL YEAR 2011-2012 (CONT.)

### PREVENT CHILD ABUSE RIVERSIDE COUNTY STATEMENT OF FINANCIAL POSITION JUNE 30, 2012

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#### ASSETS

##### Current Assets

Cash	\$ 256,767
Restricted Cash	29,158
Subtotal cash	<u>285,925</u>
Deposits	1,863
<b>Total Current Assets</b>	<u><u>287,788</u></u>

##### Furniture and Equipment (Net)

Net Fixed Assets	<u>6,500</u>
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<b>TOTAL ASSETS</b>	<u><u>\$ 294,288</u></u>
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#### LIABILITIES AND NET ASSETS

##### Current Liabilities

Accounts payable	\$ 1,758
Accrued vacation	11,682
<b>Total Current Liabilities</b>	<u><u>13,440</u></u>

##### Net Assets

Unrestricted - available for operations	245,190
Unrestricted - invested in fixed assets	6,500
Subtotal Unrestricted	<u>251,690</u>
Temporarily restricted	29,158
<b>Total Net Assets</b>	<u><u>280,848</u></u>

<b>TOTAL LIABILITIES AND NET ASSETS</b>	<u><u>\$ 294,288</u></u>
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See accompanying notes and accountants' report

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**PREVENT CHILD ABUSE RIVERSIDE COUNTY**  
 STATEMENT OF CASH FLOWS  
 FOR THE YEAR ENDED JUNE 30, 2012

**CASH FLOWS FROM OPERATING ACTIVITIES**

Change in net assets	\$ 30,612
Adjustments to reconcile change in net assets to net cash used by operating activities:	
<i>Noncash items:</i>	
Adjustment to beginning net assets	
Depreciation	4,849
<i>(Increase) decrease in:</i>	
Accounts receivable	141,954
<i>Increase (decrease) in:</i>	
Accounts payable	1,151
Vacation payable	1,710
<b>Net cash flows provided from Operating Activities</b>	<u>180,276</u>

**Cash Flows from Investing Activities**

Purchases of fixed assets	(1,983)
<b>Net cash flows provided from Investing Activities</b>	<u>(1,983)</u>

**Cash Flows from Financing Activities**

<b>Net cash flows provided from Financing Activities</b>	<u>-</u>
--	----------

Net increase (decrease) in cash	178,293
Cash at beginning of year	107,632
<b>Cash at end of year</b>	<u>\$ 285,925</u>

**SUPPLEMENTAL INFORMATION:**

Interest paid	\$ -
In-kind donations	<u>\$ 148,107</u>



**PREVENT CHILD ABUSE RIVERSIDE COUNTY**  
**STATEMENT OF FUNCTIONAL EXPENSES**  
**FOR THE YEAR ENDED JUNE 30, 2012**

	Program Services	Management and General	Fund Raising	Total
Salaries	\$ 195,814	\$ 23,037	\$ 11,518	\$ 230,369
Payroll taxes	16,936	1,992	996	19,924
Fringe benefits	20,292	2,387	1,194	23,873
Total Personnel	<u>233,042</u>	<u>27,416</u>	<u>13,708</u>	<u>274,166</u>
Professional services	4,631	9,988	86	14,705
Supplies expense	11,355	1,337	669	13,361
Occupancy	23,311	2,742	1,371	27,424
Equipment	9,703	511	-	10,214
Travel	11,172	1,872	99	13,143
Conference/meetings	6,839	1,207	-	8,046
Outreach	66,942	-	-	66,942
Depreciation	4,122	485	242	4,849
Collaborative	73,355	-	-	73,355
Insurance	4,295	3,058	253	7,606
Miscellaneous	491	58	29	578
Total Non-Personnel	<u>216,216</u>	<u>21,258</u>	<u>2,749</u>	<u>240,223</u>
<b>Total before In-kind</b>	<u>449,258</u>	<u>48,674</u>	<u>16,457</u>	<u>514,389</u>
In-kind	125,891	22,216	-	148,107
<b>Total Functional Expenses</b>	<u>\$ 575,149</u>	<u>\$ 70,890</u>	<u>\$ 16,457</u>	<u>\$ 662,496</u>

See accompanying notes and accountants' report

**APPENDIX A: CBCAP ANNUAL REPORT MATRIX**

ATTACHMENT 4

RIVERSIDE COUNTY	
CBCAP Annual Report Matrix	
<b>INNOVATIVE FUNDING/INTERDISCIPLINARY SERVICES</b>	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.
Identify how the county provided innovative,	

