



# ANNUAL REPORT

## Fiscal Year 2019

(July 1, 2018 – June 30, 2019)

### Message from the Director

*Home Visiting! Home Visiting! Home Visiting!*

Dear Friends,

Thank you for taking the time to read this message and this annual report! If you are doing that, then I know that you care about the safety of our children because where we spend our time and energy is a reflection of what we value.

CTF spent a great deal of our time, energy and resources in Fiscal Year 2019 on home visiting. We believe that home visiting offers incredible potential to prevent child abuse and neglect. The best part is that home visiting doesn't just fulfill CTF's mission—it also improves child health, maternal health and school readiness! The way I see it, when we invest in home visiting, we aren't just investing in our mission—we are investing in a much larger mission that is truly shared by all Missourians. We all want safe, healthy and educated children and families.

This last year, all roads seemed to begin and end with home visiting. When friends and colleagues would ask me what I was working on, I would often say "Home visiting! Home Visiting! Home Visiting!" CTF released a report this year, *Expanding and Enhancing Home Visiting in Missouri*, which contains a series of recommendations for our state to create the strongest and smartest home visiting system possible. The essence of the report is that the state agencies that fund home visiting have to work together to maximize our impact! Our collaboration must become deeper and more effective. We need shared outcomes, improved accountability and coherent funding structures for meeting the needs of vulnerable children in rural and urban communities.

We also increased our financial investment in home visiting this year, awarding \$393,000 in first year funding to home visiting agencies throughout the state—specifically targeting Missouri communities that had little to no state-funded home visiting services. Home visiting funding in FY 2020 will total nearly \$900,000.

Because of how important we believe home visiting is to our mission, CTF will continue to push the envelope on home visiting for the next several years. Some people might not like what we are doing! Change is hard but our children deserve excellence—and excellence only happens when we challenge the status quo and seek to be better. We will not rest until Missouri has one of the strongest home visiting systems in the nation—until we are sure that we have maximized the funding we currently have and advocated for what our children deserve.

Take care,

Emily van Schenkhoef  
Executive Director  
Emily.vanSchenkhoef@oa.mo.gov  
573-751-9301



### 'Excellent' Audit

The Missouri State Auditor conducted an audit of the Children's Trust Fund during Spring 2019 and delivered an Excellent review:

"The audit results indicate this entity is very well managed. The report contains no findings. In addition, if applicable, prior recommendations have been implemented."



## Children's Trust Fund Staff



**Emily van Schenkhoef,**  
Executive Director



**Laura Malzner,**  
Program Director



**Paula Cunningham,**  
Public Information and  
Education Coordinator



**Alicia Whitson,**  
Fiscal and  
Program Coordinator



**Erin Scrivner,**  
Senior Office  
Support Assistant

## Board of Directors

Fiscal Year 2019

**John Heskett, Ed.D.,** Chair, Chesterfield  
**Amy Beechner-McCarthy,** Chair-Elect, Rolla  
**Sharon Faulkner,** Springfield  
**James Anderst, M.D.,** Kansas City  
**Melissa Birdsell,** St. Joseph  
**Nanci Bobrow, Ph.D.,** St. Louis  
**Monica Davis,** Rolla  
**Michael Howard,** Crestwood  
**M. Peggy Krokstrom,** Chesterfield  
**Amy Layman,** Springfield  
**Sharon Rohrbach,** St. Louis  
**Cherisse Thibaut,** Kirkwood  
**Derek Wiseman,** St. Louis  
**Bob Dixon,** Missouri State Senator, Springfield  
**Jill Schupp,** Missouri State Senator, Creve Coeur  
**Jeanie Riddle,** Missouri State Senator, Holts Summit  
**Bill Lant,** Missouri State Representative, Pineville  
**Bruce Franks,** Missouri State Representative, Saint Louis  
**Cody Smith,** Missouri State Representative, Carthage



### Our Mission:

The Missouri Children's Trust Fund works to strengthen families and prevent child abuse and neglect through grant distribution, education, awareness and partnerships.

# Home Visiting has Incredible Potential to Prevent Child Abuse

In FY19, the CTF Board of Directors identified home visiting as a strategic priority from both a funding and policy perspective:

## FUNDING

- In FY19, CTF funded 11 home visiting programs in the total amount of \$515,715:
  - \$82,795 - 5 renewal grants
  - \$432,920 - 6 new grants
- For the first time in CTF program history, CTF issued a home visiting specific Request for Proposal (RFP) in FY19, which the Board used to approve \$393,164 in new FY20 funding for the following home visiting projects:

### United Way of Greater Kansas City

*Promise 1000 Extension*

Nodaway, Worth, Gentry, Carroll, Ray  
Regions 1&3

\$200,000

### Generate Health

*St. Louis Home Visiting Collaboration*

St. Louis City, St. Louis County

Region 5

\$98,864

- Support for developing a collective impact home visiting project in St. Louis

### El Dorado Springs R-2 Parents As Teachers

*Parents As Teachers Expansion*

Cedar, St. Clair, Vernon

(school district serves part of each of these counties)

Region 6

\$94,300



## Home Visiting

**What is it?** Home Visiting is a prevention strategy that connects trained health, social services and child development professionals with new and expecting parents to provide education on parenting and child development, build social support and facilitate connections to community services.

Home visiting:

- Improves maternal and child health
- Encourages positive parenting
- Promotes child development and school readiness
- Improves family economic self-sufficiency
- Prevents child maltreatment

[ctf4kids.org](http://ctf4kids.org)

## How Does Home Visiting Help?

Home visitors meet with families in their homes on a regular and frequent basis to develop relationships and provide vital support to help children and families reach their full potential.

### Home Visitors:

- Conduct screenings for depression, family violence and food insecurity
- Identify and address health care needs, Medicaid enrollment and primary care physicians
- Provide health education on preventative health care, prenatal care, nutrition, exercise and effects of smoking
- Share information about safe sleep, breastfeeding, immunizations, basic care, medical home, sleep deprivation and stress
- Help parents understand child development milestones and behaviors, responsive care giving and positive discipline practices
- Support positive parent-child interaction and healthy attachment
- Link families to other community resources for basic needs, housing, nutrition, education, employment, clothing, positive parenting, food security and home safety
- Coach parents to achieve education and employment goals



Maternal Infant and Early Childhood Home Visiting (MIECHV) — [mchb.hrsa.gov](http://mchb.hrsa.gov)



[ctf4kids.org](http://ctf4kids.org)

11/19

## POLICY

- Released report:
  - **Expanding and Enhancing Home Visiting in Missouri**  
An Analysis by the Missouri Children's Trust Fund (CTF) – March 2019
    - <https://ctf4kids.org/2019/04/expanding-enhancing-home-visiting-in-missouri/>
    - Contains recommendations for how to strengthen Missouri's home visiting system
- Advocated for \$3 million increase in funding for Department of Social Services (DSS) home visiting to allow these services to be offered statewide for high risk families

Home visiting mitigates ACEs by increasing family and child resilience and empowering parents to raise healthy, strong children in the face of adversity.

# 2019 G BLUE Wellness Walk

Carrie Tergin, Jefferson City  
Mayor, and Emily van Schenkhof,  
CTF Executive Director



**APRIL IS CHILD ABUSE PREVENTION MONTH**

Volunteer, donate, mentor and engage to help families and kids. All kids deserve a great childhood.

Child well-being is a shared responsibility. Learn more at [ctf4kids.org](http://ctf4kids.org)

**Children's Trust Fund**  
Missouri's Foundation For Child Abuse Prevention  
*Strong Families, Safe Kids*

**WEAR BLUE**  
to support Strong Families,  
Safe Kids & the importance  
of prevention!

KIDS PO Box 1641, Jefferson City, MO 65102-1641 • 573.751.5147 • [ctf@oa.mo.gov](mailto:ctf@oa.mo.gov) • [ctf4kids.org](http://ctf4kids.org)

#GreatChildhoods #Prevention  
#StrongFamiliesSafeKids

## CTF Prevention Conference

In April 2019, 225 people attended CTF's Child Abuse and Neglect Prevention Conference in Columbia to learn about:

- Home Visiting
- Sexual Abuse Prevention
- Strengthening Families Protective Factors
- Trauma Informed Care

### PLENARY SPEAKER

Elizabeth Letourneau, PhD, Johns Hopkins Bloomberg School of Public Health – Baltimore, MD  
Director of the Moore Center for the Prevention of Child Sexual Abuse



#### 2019 State Legislator of the Year Award

David Wood, Missouri State House Representative, District 58 - Versailles



#### 2019 State Leader of the Year Award

Dr. Sharmini Rogers, MBBS, MPH, Missouri Department of Health and Senior Services



#### 2019 Community Leader of the Year Award

Halbert Sullivan, Fathers' Support Center St. Louis

### Program Disbursement License Plate Partner (LPP) Grants

#### Fiscal Year 2019

(July 1, 2018 – June 30, 2019)



- The CTF 'prevent child abuse' license plate, featuring the green child handprints, is the #1 choice for specialty plates in Missouri.
- LPP throughout Missouri help promote and sell the plates to increase prevention awareness and raise funds that are returned directly back to their community prevention programs.
- During Fiscal Year 2019, CTF distributed a total of \$113,724 to twenty-seven (27) License Plate Partners to serve more than 12,242 children, parents, other caregivers and the general public.



# 3,829

CTF License Plates  
as of 11/5/19

"Many of our families do not have relatives nearby to help with childcare. They cite loneliness and isolation as one of their top three overall stressors. By bringing them together for a class, they have opportunities to get to know one another and develop friendships."

- Donna Schneidt-Executive Director, Parent Support Services,  
Little Explorers Discovery Center, Jefferson City

## Eliminating Child Abuse and Neglect Fatalities in Missouri

**An Executive Report by the Child Fatality Review Panel (CFRP) Sub-committee on Child Abuse and Neglect Fatalities**

**Supported by CTF and Published June 2019**

In the cases reviewed, many families were experiencing at least one, if not multiple:

- Caregiver Risk Factors > caregiver substance use, maternal mental health disorder, non-relative male caregivers in the home, intimate partner violence, lack of safe child care options
- Environmental and Familial Risk Factors > poverty, lack of resources, generational violence

### High Impact Recommendations

- Create a Culture of Safe Sleep
- Improve Systemic Response to Child Deaths
- Improve Provision of Resources to High-Risk and/or High-Needs Families
- Educate Citizens on How to Prevent or Address Scenarios that Increase Child Death Risk
- Increase and Improve Interagency Collaboration in Cases with Suspected Child Maltreatment
- Improve Mandated Reporters' ability to Recognize and Respond to Suspected Child Maltreatment
- Increase the Functionality of County and State Child Fatality Review Panels

In order to help prevent deaths, families must have access to resources and be empowered to seek help without fear.

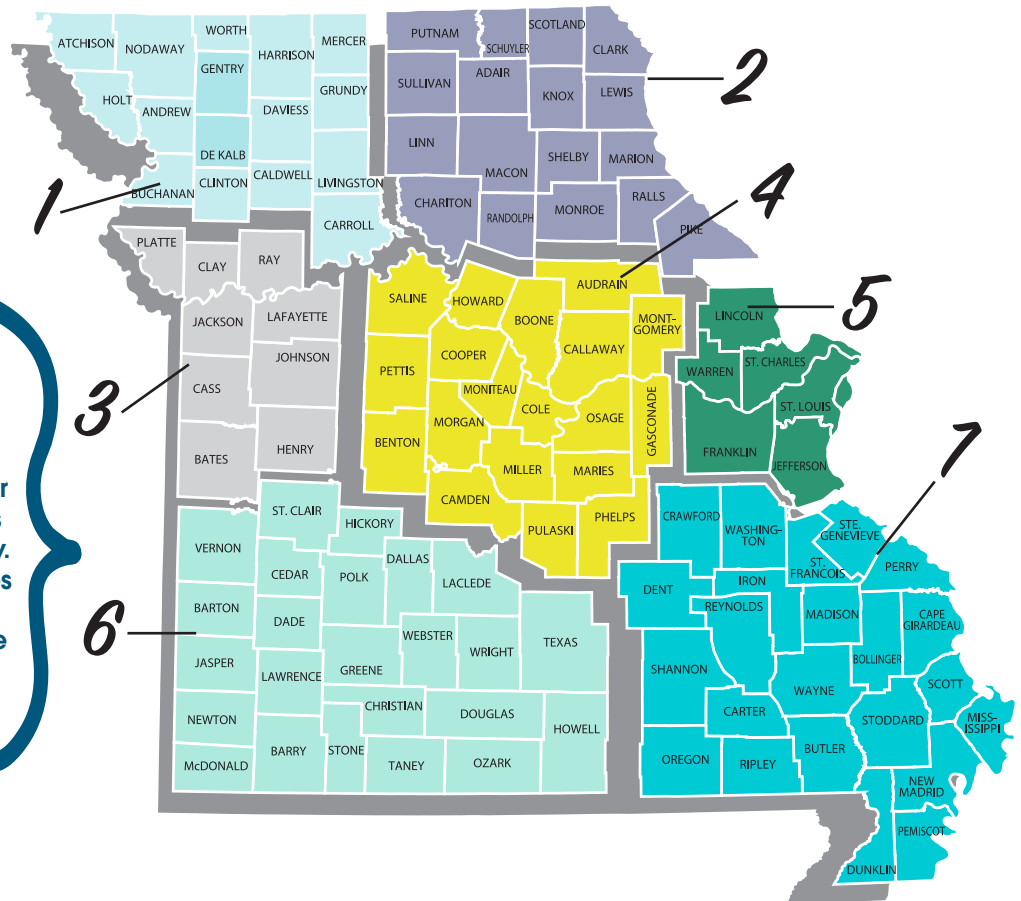
# Program Disbursement Prevention Grants Fiscal Year 2019

(July 1, 2018 – June 30, 2019)

“Our community child abuse and prevention partners not only impact the families they work with, but they are also an essential part of the social and economic success of their communities and our state. Families are the building blocks of community. The healthier and more stable families are, the stronger the community foundation, and that starts with a safe and nurturing beginning.”

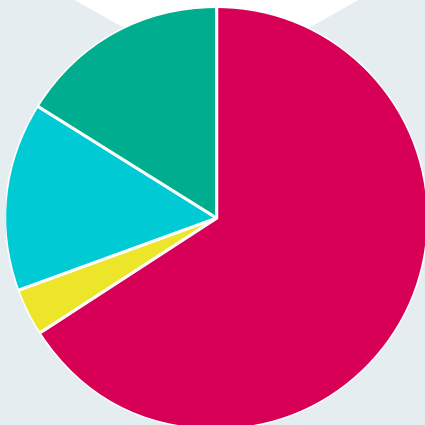
— Laura Malzner, CTF Program Director

CTF is the governor-appointed Missouri state lead for the Community Based Child Abuse Prevention (CBCAP) funding. CBCAP funds are awarded through the Federal Department of Health and Human Services/ Administration of Children, Youth and Families.



	<b>REGION 1:</b> \$75,000   3 Contracts   3 LP Partners
	<b>REGION 2:</b> \$175,695.50   6 Contracts   1 LP Partner
	<b>REGION 3:</b> \$240,247   9 Contracts   3 LP Partners
	<b>REGION 4:</b> \$126,265   8 Contracts   5 LP Partners
	<b>REGION 5:</b> \$276,623   10 Contracts   8 LP Partners
	<b>REGION 6:</b> \$277,553.50   9 Contracts   4 LP Partners
	<b>REGION 7:</b> \$232,813   7 Contracts   3 LP Partners
	<b>MULTI-REGIONAL:</b> \$89,102   4 Contracts

\*Not reflected on map nor in region numbers.



## Grant Funding Summary

For FY 2019, CTF awarded \$1,493,299 to fifty-six (56) prevention programs throughout Missouri.

- 56** Child Abuse/Neglect Prevention Projects - \$1,493,299
- 37** General Prevention Grants - \$1,144,371.50
- 2** Community-Based Child Abuse Prevention (CBCAP) Community Impact Grants - \$200,000
- 8** Training Grants - \$97,931
- 9** Discretionary Grants - \$50,996.50



Total Persons Served:

**14,959+**

**7,502** Children

**7,457** Parents/Expectant  
Parents, Caregivers,  
and Professionals

"I enjoyed the Patch Parenting classes very much, and I feel each class was so beneficial. I can't wait to use all the new parenting skills I learned. I want to be the best mom!"

*Parent, PATCH Turning Points Project,  
PATCH (Parents and Their Children),  
Chillicothe*

"I gained a lot of information about how to discipline my children without breaking their spirit."

"Helped me so much in better handling raising my granddaughter."

"It has taught me how to deal with my children in a way that works better for all of us."

*Parents, Cubbies Who Care,  
Southwest Early Childhood Center/  
Jefferson City Public Schools, Jefferson City*

## Number/Program Type

16	Parent/Family Education & Support
4	Teen Parent Education & Support/ Teen Pregnancy Prevention
12	Home Visiting
2	Safe Sleep
1	Mentoring
3	Support for Fathers
3	Crisis Nursery/Respite Care
2	Collective Impact
3	Child Sexual Abuse Prevention
1	Community Education & Awareness
9	Training

**TOTAL: 56**



Since 1983, the Children's Trust Fund has allocated

**\$64 million**

to prevention programs in communities throughout Missouri.



### Did you know...

CTF receives \$15 for each marriage license issued in the State of Missouri by the county Recorder of Deeds and \$7 for each certified copy issued.

CTF receives \$5 for each vital record issued by the Missouri Department of Health and Senior Services.

In 1983 CTF became the very first tax check-off program appearing on the Missouri State Tax Form.

In 1997 the state legislature approved the CTF Prevent Child Abuse License Plate, becoming only the second child abuse prevention license plate to be implemented in the country.

## CTF FINANCIAL STATEMENT

### Fiscal Year 2019

(July 1, 2018 – June 30, 2019)

#### REVENUE

Federal .....	\$522,546.24 (23%)	●
Donations .....	\$131,901.98 (6%)	●
Interest .....	\$77,229.50 (3%)	●
Marriage License Fees .....	\$1,062,440.30 (47%)	●
Vital Records .....	\$384,301.22 (17%)	●
Sales (from materials) .....	\$175.00 (>1%)	●
Registrations .....	\$14,100.00 (1%)	●
MISC Funds.....	\$393.10 (>1%)	●
Interagency .....	\$2,999.00 (>1%)	●
Income Tax .....	\$41,810.00 (2%)	●

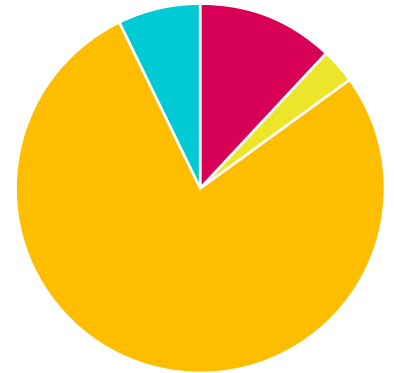
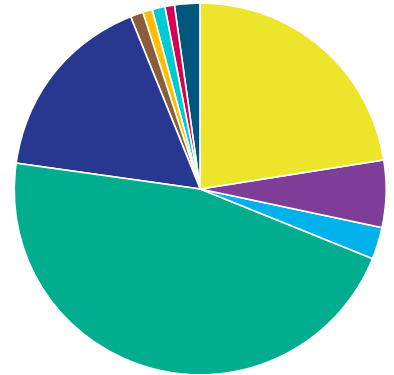
**TOTAL REVENUE ..... \$2,237,896.34**

#### EXPENDITURES

Personnel Service .....	\$263,499.71 (12%)	●
Expense & Equipment .....	\$62,947.72 (3%)	●
Program Disbursement .....	\$1,749,123.67 (78%)	●
<small>• Prevention Grants, License Plate Partner Grants, Initiative Grants, Training Grants, Marketing/Public Education</small>		
Transfers Out .....	\$156,523.89 (7%)	●

**TOTAL EXPENDITURES: ..... \$2,232,094.99**

**ENDING FUND BALANCE: \$4,082,210.18**



## Check Off Child Abuse in Missouri

In FY19, Children's Trust Fund received \$41,810 from generous Missourians who donated through the Missouri Tax Check-Off Program. *Thank You!*

### Looking Forward...

#### Child Abuse and Neglect State Prevention Plan

Fiscal Year 2020  
(July 1, 2019 – June 30, 2020)

#### Strategic Initiatives

In addition to funds awarded, CTF will embark on several new efforts in FY 2020 including:

#### Strengthened Grant Making

- Work to develop measures and evaluation for capacity building, child fatality prevention and child sexual abuse prevention
- Begin incorporating performance incentives in CTF's funding strategy

#### Prioritized Programming

- Complete a Safe Sleep Strategic Plan in partnership with Missouri Departments of Social Services (DSS) and Health and Senior Services (DHSS)
- Develop a child sexual abuse funding strategy
- Implement the Mothers and Babies Program to offer maternal depression training to home visitors

#### Policy Advocacy for Systems Change

- Begin implementing recommendations of home visiting report
- Work with Governor's Prenatal to 3 Policy Team to create a policy agenda to advance early childhood development in Missouri

#### Targeted Public Information

- Research and conduct survey on social norms related to child abuse in Missouri
- Select social norms that CTF wants to affect through public education campaigns
- Update and produce a new abusive head trauma video
- Recreate ctf4kids.org website

#### Growing Organizational Resources

- Work to increase Board diversity
- Begin discussions on need for greater public and private funding