

ANNUAL REPORT

Fiscal Year 2021

(July 1, 2020 – June 30, 2021)



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Message from the Director

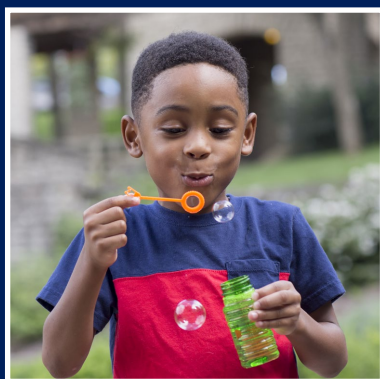
Dear Friends and Supporters,

In Fiscal Year 2021, CTF embarked on one of its most ambitious goals to date—figuring out how to prevent child sexual abuse. For several years, CTF Board and staff have discussed and asked the question “What does it take to prevent child sexual abuse?” While many other types of child maltreatment have interventions that have research and evidence backing up their effectiveness in preventing abuse, the knowledge base on sexual abuse prevention is limited. In some ways this is astonishing. How could we know so little about one of the most serious types of child maltreatment—a class of crimes that cause profound damage to children and society?

Despite the upward climb, we are determined to contribute to the field of knowledge—and to try. In FY21, CTF awarded funding to four communities to implement innovative solutions to preventing child sexual abuse. We hope to be able to scale these interventions over time and support communities across Missouri in creating an environment in our state where children are spared the cruelest of human boundary violations, sexual abuse.

Thank you for supporting our work and believing that prevention is possible.

Emily van Schenkhoof
CTF Executive Director
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“Focus on the relationship, your strengths and your child’s strengths—not the problem. Doing this helps to prevent problems because you become more aware of the child’s needs”

~ Participant, Southwest Missouri Community Alliance/Child Parent Relationship Training

Children's Trust Fund Staff



Emily van Schenkhof,
Executive Director



Jeni Sommerfeld,
Program Director



Tara Goins,
Program Coordinator



Alicia Whitson,
Budget and
Fiscal Coordinator



Nicole Dunmire,
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Board of Directors | Fiscal Year 2021

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CTF continues to fund and implement innovative programs on a statewide level aimed at changing the trajectory for children and families at risk. In addition to directly preventing abuse, CTF works to address the underlying drivers of abuse by moving systems and collaborative networks forward. CTF works to accomplish this by affecting policy, funding streams, and targeting proven and innovative preventions strategies at the areas of highest need while leveraging the strengths of the communities served.

CTF has embarked on a multi-layered, ambitious approach. This is a challenging and long-term strategy, but the children and families of Missouri deserve the best. There is no simple answer to eradicating child abuse. It will require hard work, patience, innovation, and collaboration. These characteristics are the foundation of CTF's work.

– Dr. Jim D. Anderst, Program Committee Chair



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 Outcomes Rate Card (ORC)/Pay for Success Initiative

Fiscal Year 2021 (July 1, 2020 – June 30, 2021)

Home Visiting (HV) is a proven intervention through which trained professionals support parents and other caregivers through in-home visits. Research has shown that HV positively impacts maternal and child health, child welfare, and early education. Interested in maximizing the impact of HV, CTF began exploring outcomes based funding strategies that would tie funding to the achievement of specific outcomes, and decided on a Pay for Success strategy.

Historically, CTF has used a fee-for-service based funding strategy to support HV in Missouri through its traditional grant-making processes. In 2020, CTF began working with Social Finance, Inc. to create an Outcomes Rate Card (ORC) which includes a menu of outcome metrics that CTF hopes to achieve.

In FY 2021, CTF engaged current home visiting grantees to successfully test the first iteration of the ORC, focusing on seven metrics designed to “unite and articulate impact, incentivize prenatal enrollment, and improve data collection and entry” (<https://ctf4kids.org/2021/09/ctf-develops-outcomes-rate-card-to-evaluate-home-visiting-funding/>). The ORC testing involved seven CTF grantees representing home visiting models such as Healthy Families America, Parents as Teachers, Nurses for Newborns, Capable Kids & Families, as well as the Promise 1000 Home Visiting Collective Impact site that represents a regional network of home visiting providers. In the two ORC test data pulls completed in FY 2021, a total of \$16,975 in incentive funding would have been earned by the seven grantees.

Beginning in FY 2022, CTF will pilot the ORC, providing its home visiting partners the opportunity to earn incentive funding, all while providing CTF the opportunity to refine and build upon the ORC as it leads the development of a statewide Home Visiting Pay for Success initiative.



Pay for Success is a set of innovative outcomes-based financing and funding tools that directly and measurably improve lives by driving resources towards results. These tools center on four core principles:

1. Clearly-Defined Outcomes
2. Data-Driven Decision Making
3. Outcomes-Based Payment
4. Strong Governance and Accountability (<https://socialfinance.org/what-is-pfs/>)

Provider Conversation Takeaways

- Providers demonstrated **excitement at the concept of bonus payments**
- There was general concern over how this would **impact their data collection and reporting to CTF**, particularly for those providers that invested in expensive data collection systems and hope to avoid duplicate data entry
- There is sufficient common ground to develop an **ORC with achievable outcomes for each organization**
- Overall, providers were **engaged, demonstrated an understanding of key ORC dynamics** (e.g., data entry vs. outcome metrics), and **supportive of CTF's desire to tie payments to outcomes**

Providers' Desired Outcomes for ORC:

- Reduce child maltreatment
- Improve parenting support and education
- Increased developmental gains
- Improved communication and relational skills for parents
- Adequate prenatal care
- Increased prenatal enrollment
- Improved birth outcomes
- Improved PCG and child wellness

“This is excellent. I’m pleased CTF has made the decision to take a look at connecting payments to outputs and outcomes” – Care Provider



Program Disbursement Prevention Grants

Fiscal Year 2021 (July 1, 2020 – June 30, 2021)

52 PREVENTION GRANTS: \$1,848,918.20

15 General Prevention
\$311,441.57

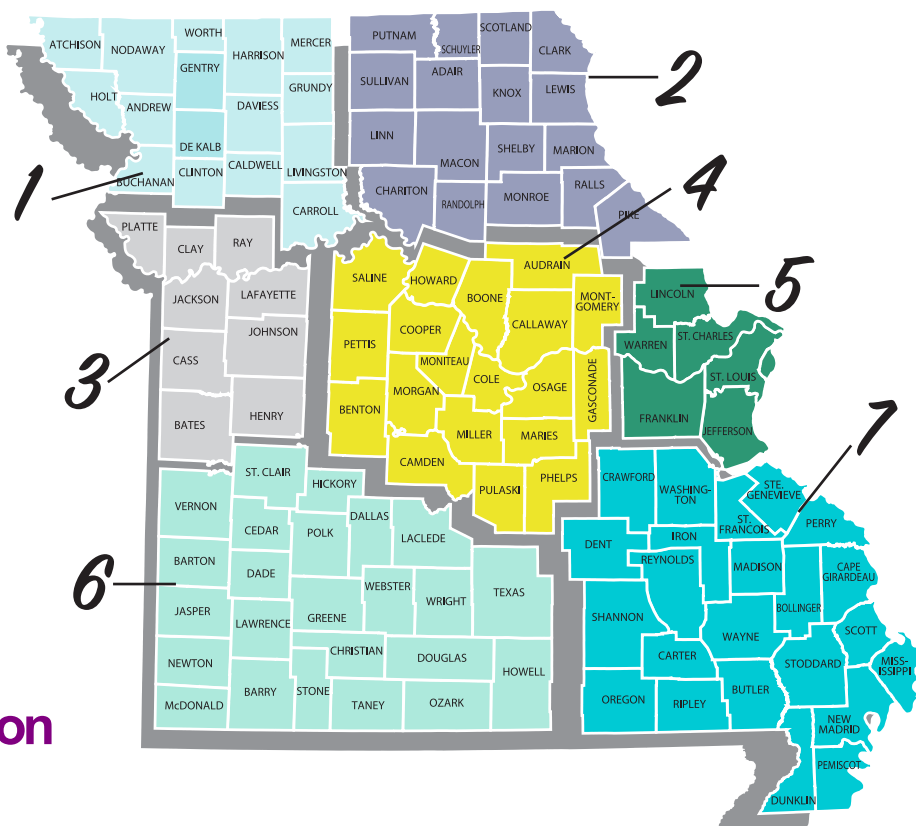
12 Home Visiting
\$884,025.83

6 Capacity Building
\$365,703.25

3 Training
\$55,734.44

12 Discretionary
\$52,814.00

4 Sexual Abuse Prevention
\$179,200.00



Since 1983, the Children's Trust Fund
has allocated nearly
\$68 million
to prevention programs in
communities throughout Missouri.



26
CTF License Plate Partners
\$140,000

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.



Total Persons Served:

8,023+

3,755

Children

4,268

Parents/Expectant Parents,
Caregivers, and Professionals

Number/Program Type

17	Parent/Family Education & Support
2	Teen Parent Education & Support/ Teen Pregnancy Prevention
14	Home Visiting
3	Safe Sleep
2	Support for Fathers
2	Crisis Nursery/Respite Care
4	Capacity Building
6	Child Sexual Abuse Prevention
2	Training

TOTAL: 52

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

The Crying Playbook: Countdown to Calm
Prevent Abusive Head Trauma (AHT)
Abusive Head Trauma describes injury inflicted to the brains of infants and young children. AHT is not caused by gentle age-appropriate play, such as bouncing a baby on a knee, shuffling or rocking a baby. It is caused by injury through violent shaking and/or blunt impact to a child's head, such as forcefully hitting, slamming or throwing a child. All it takes is a moment of lost control and violent shaking by a caregiver for an infant to become injured, become permanently disabled or even die.
AHT can cause: brain damage • blindness • spinal injuries and seizures • severe hearing and behavior problems
You can prevent AHT:
1 Practice the 4 S's:
• Back (never your belly or chest) • Swaddle (or) • Sway (gently rock your baby) • Shush (or) • Suck (offer your baby a pacifier)
2 Take a break. Never hurt a baby
3 Ask for help.
4 Choose an appropriate caregiver.
• It is dangerous to leave your baby with anyone less trained than you or under the influence.
• Let caregivers know to call you anytime they do.
ctf4kids.org

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

Make Time for 9
Children need meaningful touches every day to feel connected.
The 9 minutes of the day that can make all the difference:
• The first 3 minutes after children wake up & see you
• 3 minutes after coming to bed
• 3 minutes of the day to bed
• 3 minutes into your moments!
You need at least 9 minutes of face-to-face talk every day.
ctf4kids.org

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

Who do you trust with your child?
Tips and Signs to Help Choose a Safe Caregiver
Choosing a safe caregiver is one of the most important decisions for a parent.
Most caregivers give loving attention to children and keep them safe. But tragically, each year many children are abused and die at the hands of unsafe caregivers.
Sometimes, we are unable to plan ahead or think through who's caring for our children. Sometimes, we are in a rush and trust someone we should not.
Children are more likely to be abused or neglected by someone they know. Unsafe caregivers could be your boyfriend or girlfriend. They may be a relative or a neighbor.
Think before you trust. A little planning could save a precious child.
ctf4kids.org

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

Infant Safe Sleep
A Guide for Parents & Caregivers
Know the ABCs of Safe Sleep: Babies sleep safest Alone, on their Backs, in a Crib.
My mother showed a bed with a pillow. Why should I do things I don't know?
We now know that many babies have suffocated while sleeping in unsafe beds sharing, most suffocation.
Is a car seat or baby stroller a safe place for my baby to sleep?
No. Your baby can't lie flat, so his/her head can block baby's airway.
Remember the ABCs of Safe Sleep: Alone, Back, Crib for nap time, night.
ctf4kids.org

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

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 support and facilitate connections to services.
Home Visiting is a positive parenting program on parenting and child development, support and facilitate connections to services.
maternal and child health services, positive parenting, child development and wellness, family economic self-sufficiency and child maltreatment.
ctf4kids.org

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

Prevent Child Sexual Abuse
We ALL have a role to play to keep children safe.
REPORT CHILD ABUSE: 800-392-3738
ctf4kids.org

FY2021 CTF Literature Distribution

New Safe Sleep Only Video	894
Bookmark: Strengthening Families	4,050
DVD: Preventing Shaken Baby Syndrome/Safe Sleep	228
Magnet: License Plate	1,197
Magnet: Not Even for a Minute	486
Magnet: Prevention is Every1's Responsibility	1,084
Magnet: Safe Sleep	1,550
Magnet: Shaken Baby Syndrome	1,475
Poster: Abusive Head Trauma	217
Poster: Child Sexual Abuse Prevention	109
Poster: Home Visiting	100
Poster: License Plate	133

Poster: Safe Sleep	384
Poster: Strengthening Families	310
Rack Card: Child Sexual Abuse Prevention	2,700
Rack Card: CTF General	1,950
Rack Card: Emotional Well-being	4,800
Rack Card: Home Visiting	2,500
Rack Card: License Plate	2,800
Rack Card: Prevent Abusive Head Trauma	10,900
Rack Card: Safe Sleep	12,950
Rack Card: Strengthening Families	5,350
Who Do You Trust With Your Child?	4,950

To Order: mo-ctf.azurewebsites.net/forms/orderform.aspx



Child Sexual Abuse Prevention Grant Program – launched in Jan 2021

Fiscal Year 2021 (July 1, 2020 – June 30, 2021)

The CTF Board of Directors understands that child sexual abuse (CSA) is a significant, complex and costly public health issue. Designating CSA as a strategic priority the board awarded over \$1.6 million to four communities over a four-year cycle. The grant cycle began January 1, 2021 and will end December 31, 2024.

Through a competitive bid process, CTF considered innovative projects that address child sexual abuse in zip codes with high counts or rates of reported child sexual abuse. Priority was given to proposals engaging in a public health approach to preventing CSA, including implementing multiple, complementary and layered interventions through collaboration among key community partners. Communities receiving grants are implementing two or more of the following interventions:

- Darkness to Light, Stewards of Children child sexual abuse prevention training
- The Monique Burr Foundation for Children’s curriculums, including Child Safety Matters for grades K-5, Teen Safety Matters for grades 6-12, After School Safety Matters for after-school and youth-serving organizations, and Athlete Safety Matters for youth Athletes
- Trauma focused therapy for youth with problem sexual behaviors
- Assistance for youth-serving organizations with establishing policies and practices that protect children and teens

CTF Child Sexual Abuse Prevention Program Grantees: \$1,677,969

Metropolitan Organization to Counter Sexual Violence (MOCSA) – Kansas City

- Serving zip code 64127 in Kansas City
- 4-Year award amount: \$721,520

Kids’ Harbor, Inc. – Camdenton

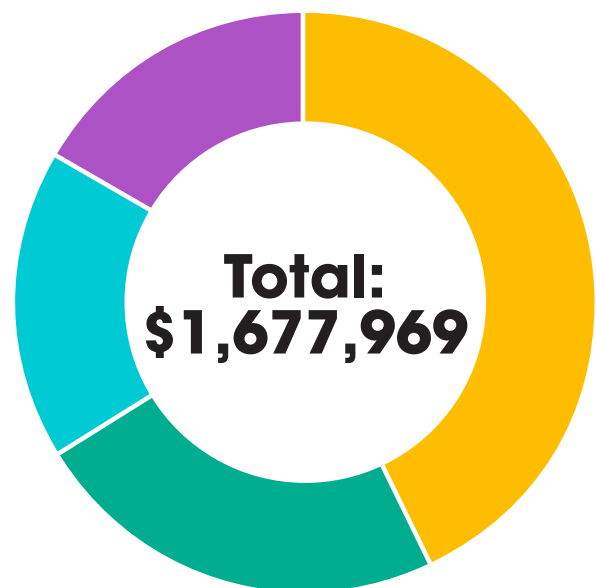
- Serving zip codes 65786 (Mack’s Creek) and 65536 (Lebanon)
- 4-Year award amount: \$392,608

The Child Center—Wentzville

- Serving zip code 63376 (St. Peters)
- 4-Year award amount: \$287,390

Prevention Consultants of Missouri-Rolla

- Serving zip codes in Phelps County
- 4-Year award amount: \$276,451



For more information on the CTF Child Sexual Abuse Prevention Program, please visit [Child Sexual Abuse Prevention Grants | Children’s Trust Fund of Missouri \(ctf4kids.org\)](https://www.ctf4kids.org).



Mothers & Babies Training Initiative

Fiscal Year 2021 (July 1, 2020 - June 30, 2021)

In partnership with the Missouri Department of Health and Senior Services/MIECHV, Children's Trust Fund (CTF) co-sponsored Mothers & Babies training for home visiting providers throughout Missouri. The Mothers & Babies (MB) program is an evidenced-based mental health intervention for pregnant women and new parents that uses cognitive behavioral principles to help prevent postpartum depression and manage stress (<https://www.mothersandbabiesprogram.org/>). MB is easy for providers to implement, can be used with other interventions, including home visiting, and is easy for clients to understand and use to improve mood/cope with stress in their daily lives.

Three separate trainings were offered, and 101 individuals attended, most of whom were direct service providers or home visiting supervisors. Forty-two (42) of participants also attending a train the trainer module with the goal of sustaining MB in Missouri.

Trainees reported improvement in knowledge of cognitive behavioral principles, and confidence in their ability to work effectively with clients showing symptoms of depression. In response to a follow-up survey, the majority of respondents reported that MB had been effective in helping clients manage depression and everyday stressors.

"1 in 8 women report symptoms of depression after giving birth"

"Postpartum depression, which can last months or years after giving birth, can effect a mother's ability to bond with and care for her baby"

"When maternal depression is effectively treated and managed, it benefits both mother and child"

"The best part of the training was getting to gain a refresher on my child development knowledge while gaining amazing access to this new and effective curriculum"

— Missouri MB Training Participant "

TRAINING EVALUATION RESULTS

93%

of respondents (n=61) found the trainers ability to explain the **COGNITIVE BEHAVIORAL FRAMEWORK** that guides MB to be 'good' or 'excellent'

92%

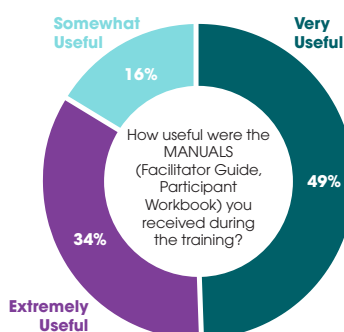
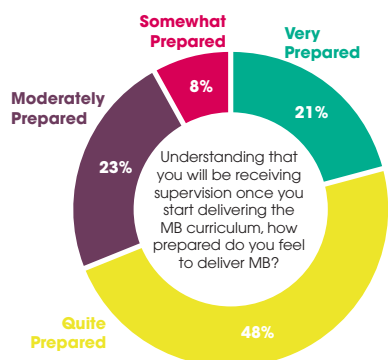
of respondents (n=60) found the trainers ability to explain the **PLEASANT ACTIVITIES** module to be 'good' or 'excellent'

90%

of respondents (n=60) found the trainers ability to explain the **THOUGHTS** module to be 'good' or 'excellent'

88%

of respondents (n=60) found the trainers ability to explain the **CONTACT WITH OTHERS** module to be 'good' or 'excellent'



At least 50%

of respondents indicated that the following factors had "a lot" of influence or were the primary influence on implementation:

- Lack of time or competing demands on time
- Challenges of the Covid-19 pandemic

Suggested goals for future trainings included:

- Increase participant engagement
- Increase participant retention
- Increase feasibility
- Improve fit with recipient
- Address cultural factors
- Increase satisfaction
- Improve effectiveness and outcomes

Public Education Updates

First-Hand Insights Launch

In 2021, CTF rebranded our 'Prevention Sense' newsletter to 'First-Hand Insights,' and shifted the newsletter's focus to providing information for prevention stakeholders regarding CTF's strategic priorities and the three major types of work that we do to create impact in these areas (grant-making, public policy advocacy, and public education). CTF's current priorities include infant safe sleep, primary child sexual abuse prevention, home visiting, and capacity-building for community-based prevention agencies. Our First-Hand Insights newsletter also seeks to share news about systems-level work being done in the Missouri prevention space, as well as local stories to inspire and encourage those working in the field. To view and subscribe to our newsletter, visit <https://ctf4kids.org/first-hand-insights/>.



MO Positive Community Norms (PCN) Campaign Development

CTF began its social norms work in 2019, with a Missouri offering of The Montana Institute's Positive Community Norms Training Institute. In the summer of 2020, we contracted with The Montana Institute to establish perceived and actual norms related to child abuse and fatality prevention through a survey of Missouri adults. Based on The Montana Institute's analysis of survey results, our Board of Directors selected a set of norms representing strength-based attitudes and behaviors to promote through a new public education campaign. By promoting these Positive Community Norms, CTF hopes to bring perceived and actual norms related to child well-being into alignment, thereby increasing protective attitudes and behaviors and promoting a sense of shared responsibility for child well-being. Campaign design work began in the spring of 2021, and will initially focus on the norm, "86% of Missouri parents and caretakers have conversations with their children about their own bodies and personal boundaries." Promotion will begin in the winter of 2021, and will be targeted to communities with identified need for increased child sexual abuse prevention.



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 2021

(July 1, 2020 – June 30, 2021)

REVENUE

Federal	\$650,908.75 (25%) •
Donations	\$283,989.48 (11%) •
Interest	\$19,288.74 (<1%) •
Marriage License Fees	\$1,193,343.17 (46%) •
Vital Records	\$397,551.17 (15%) •
Sales (from materials)	\$28.95 (<1%) •
Registrations	\$0 (0%) •
MISC Refunds.....	\$5,400 (<1%) •
Income Tax	\$58,509 (2%) •
TOTAL REVENUE	\$2,609,019.26

EXPENDITURES

Personnel Service	\$295,852.09 (11%) •
Expense & Equipment	\$38,989.98 (2%) •
Program Disbursement	\$1,647,307.58 (61%) •
• Prevention Grants, License Plate Partner Grants, Initiative Grants, Training Grants, Marketing/Public Education	
Program E/E	\$522,829.18 (19%) •
Transfers Out	\$187,938.63 (7%) •
TOTAL EXPENDITURES:	\$2,692,917.46

ENDING FUND BALANCE: \$3,809,891.18

