

ANNUAL REPORT

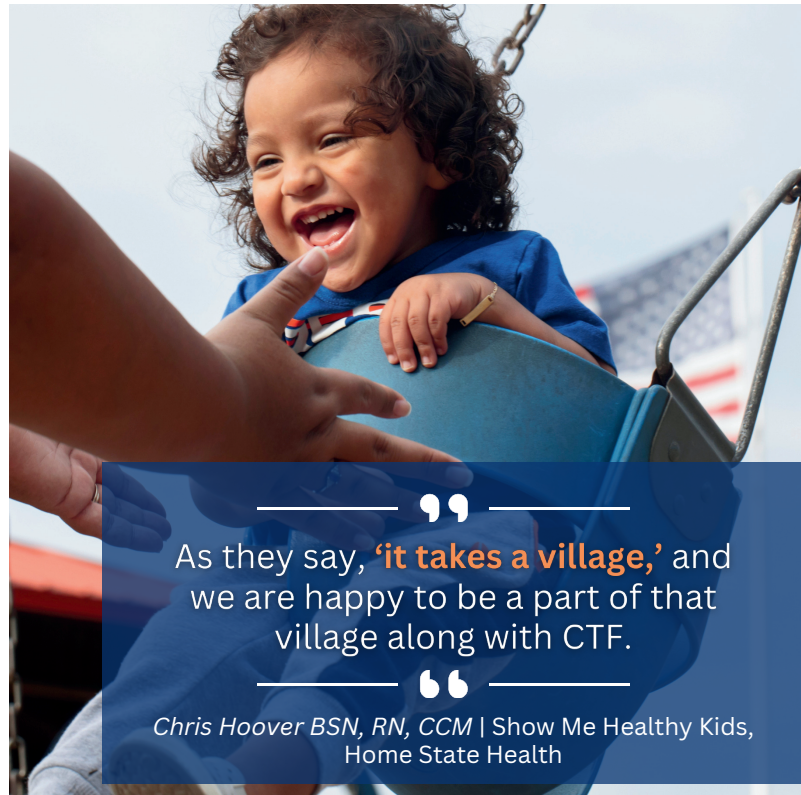
Fiscal Year 2024
(July 1, 2023 - June 30, 2024)



Children's
Trust Fund

Missouri's Foundation For Child Abuse Prevention

Strong Families, Safe Kids



— — ” — —
As they say, **‘it takes a village,’** and
we are happy to be a part of that
village along with CTF.

— — “ — —
*Chris Hoover BSN, RN, CCM | Show Me Healthy Kids,
Home State Health*



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ctf4kids.org

**SOMETHING WE
AGREE ON**

somethingweagreeon.org



GRANTS



PUBLIC EDUCATION



POLICY

Our Mission:

To strengthen families and prevent child abuse & neglect through grant distribution, public education and awareness, policy and partnerships.



From the Director:

Dear Friends & Stakeholders,

CTF began a new strategic plan in FY24. The biggest change to our plan was **acknowledging that perhaps we had become too “targeted” in how we award funding.** We certainly believe in a targeted funding strategy, but we also realized and had received feedback that this approach does not allow us to support innovative ideas or a great many approaches that show promise and impact in preventing child abuse. As a result of these discussions, **CTF released a Responsive Funding Grant** allowing for a broader range of agencies and programs to apply. We continue to maintain our previous commitments to child sexual abuse prevention and evidence-based home visiting.

Public policy and systems advocacy will continue to be a focus for CTF. **Our national rankings on infant mortality, maternal mortality and other key outcomes are worse than disappointing, they are a failure.** Despite the hard realities, we remain hopeful, in large part, because of the continuing interest of **Governor Parson and the Missouri General Assembly in increasing investment in our youngest children** and the recognition that what we do for young children is the future of our state. As always, we have such gratitude for our grantees, partners and many friends who see the best in us and work with us to make change for kids. **As I often say, it isn’t supposed to be easy, but when we make change for kids, there is nothing better.**

Emily van Schenkhoef, CTF Executive Director

Children's Trust Fund Staff



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van Schenkhof**
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FY24 PROGRAM DISBURSEMENT

24 PREVENTION GRANTS:
\$3,024,968

- 9 CHILD SEXUAL ABUSE PREVENTION**
\$811,891
- 5 HOME VISITING COLLECTIVE IMPACT**
\$1,079,185
- 5 SAFE SLEEP/LICENSE PLATE PARTNERS**
\$493,166
- 5 HOME VISITING**
\$640,726

CTF STATEWIDE PROJECTS:
\$2,584,183

- HOME VISITING ORC PARTICIPANTS
- TRAINING & TECHNICAL ASSISTANCE
- STATEWIDE CHILD CARE PLANNING
- EARLY CHILDHOOD ADVOCACY
- PARENT LEADERSHIP & ENGAGEMENT
- PUBLIC EDUCATION

46 FACILITIES IMPROVEMENT &
INFRASTRUCTURE GRANTS:
\$7,375,283



Since 1983, the Children's Trust Fund has allocated more than **\$101 million** to prevention programs in Missouri with nearly **\$13.5 million** allocated in FY24 alone.

CTF partners with Managed Care Organizations to extend prenatal home visiting services to more families.

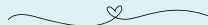
Beginning in Fiscal Year 2024, CTF partnered with managed care organizations [Healthy Blue](#) and [Show Me Healthy Kids](#) to connect pregnant foster youth and women receiving Missouri Medicaid to necessary home visiting services using a single point of entry: a statewide coordinated referral and intake system called the CRIS Link.

Connecting Missouri's most vulnerable mothers and babies to home visiting services does and will continue to **improve outcomes in health, safety, education, and economic mobility for mothers and babies.**

CTF is excited to continue these partnerships and foster additional ones into Fiscal Year 2025 and beyond.



"We are so appreciative of the collaboration and the ability to easily connect our members with much needed home visiting services... As they say, 'it takes a village,' and we are happy to be a part of that village along with CTF."



Chris Hoover BSN, RN, CCM
Director, Case Management
Show Me Healthy Kids | Home State Health

CRIS LINK

Missouri Home Visiting Referral System

HOW DOES IT WORK?

- ✔ Visit: ctf4kids.org/cris-start-a-referral/
- ✔ Select the family's county using the CRIS Link
- ✔ Submit a referral through the regional CRIS Network for the county
- ✔ The regional CRIS will assign the family to an available program based on their needs and eligibility

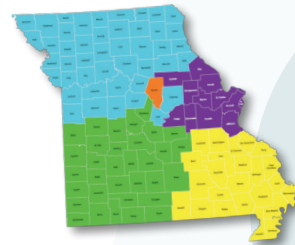


ctf4kids.org/cris-start-a-referral/

CTF and Collective Impact Grantees launch the MO Home Visiting Referral System's CRIS Link.

In Fiscal Year 2024, CTF staff worked closely with our **5 Home Visiting Collective Impact Grantees** to develop and launch the CRIS Link.

The CRIS Link is a one-stop shop for anyone to make a referral for home visiting services (**prenatal to five**) in Missouri. It connects users to one of five regional referral networks—called a Coordinated Referral & Intake System (CRIS)—to submit a referral based on their location. Each CRIS network is led by a CRIS Coordinator who manages participating home-visiting programs and models within its region.



Region	CRIS Coordinator
1	Brighter Beginnings
2	Generate Health
3	Family Focused Network
4	Promise 1000
5	Whole Kids Outreach

CTF releases \$500k in new funding for Child Sexual Abuse Prevention Projects.

For four years starting in FY24, the Children's Trust Fund will award up to **\$500,000 annually** in funding for projects designed to prevent child sexual abuse in Missouri.

Like CTF's first round of child sexual abuse prevention funding, which began in Fiscal Year 2021, these projects are community-based and include community collaboration; projects with multiple, complementary strategies; and a public-health framework.

However, new funding will additionally emphasize **primary perpetration prevention strategies** targeted at children/youth and their caregivers and **primary victimization prevention strategies** targeted at caregivers of young children and adults within youth-serving organizations.

About 90% of kids
who are sexually abused
know their abuser



More than 70% of kids
who are sexually abused
are abused by a peer

DID YOU KNOW?

from Darkness to Light

CTF releases the Something We Agree On Corporal Punishment Prevention Campaign.

94% of Missouri
ADULTS AGREE
that there are
BETTER WAYS
to discipline a child
**THAN PHYSICAL
PUNISHMENT**
SomethingWeAgreeOn.org

5,867,295
Impressions

46,207
Clicks

278,941
Engagements

**PARENTING
IS TOUGH**

Learn strategies that could work for you at
SomethingWeAgreeOn.org

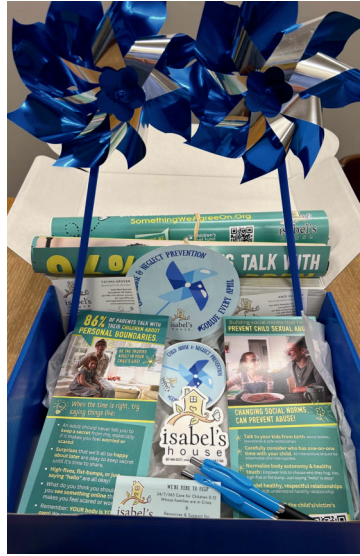
In January and February 2024, CTF ran its first statewide marketing campaign for **corporal punishment prevention**.

The campaign was a huge success, garnering upward of **5,860,000 impressions** across many platforms, including Facebook, YouTube and Google.

At the start of the marketing campaign, CTF witnessed an unprecedented **surge in literature orders** and social media interactions, including numerous comments and discussions.

CTF is excited to continue developing and sharing this campaign in Fiscal Year 2025 and beyond!

CTF releases first ever Public Education Mini-Grants for Something We Agree On campaign.



In calendar year 2024, CTF awarded **\$182,459** to seven agencies and state departments in various parts of Missouri to implement creative, community-based marketing campaigns that meaningfully spread **Something We Agree On** messaging in their local communities.

Traditional and alternative marketing strategies used include billboards, community events, newspaper and radio ads, movie theater commercials and coloring contests all to saturate messaging within communities.



Did you know . . .

CTF receives \$15 for each marriage license issued in Missouri 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 first tax check-off program on the Missouri State Tax Form.

In 1997, the General Assembly approved CTF's License Plate Program, making CTF the 2nd organization in the nation to have a License Plate Program for Child Abuse Prevention.



Free CTF literature
online . . .

CTF FY24 FINANCIAL STATEMENT

REVENUE

Federal	\$1,009,244
Federal ARPA	\$953,381
General Revenue	\$2,328,000
Facilities & Infrastructure	\$7,375,283
License Plate Contributions	\$95,406
General Contributions	\$103,081
Interest	\$80,982
Marriage License	\$1,165,256
Vital Records	\$381,890
Income Tax	\$38,200
Misc. Refunds & Sales	\$2,142
TOTAL INCOME	\$13,532,867

EXPENDITURES

Personnel Services	\$398,783
Employee Benefits	\$234,305
Leasing	\$36,932
Expense & Equipment	\$82,530
Child Sexual Abuse Prevention Grants	\$811,891
Capacity Building Grants	\$17,224
Home Visiting Grants	\$2,839,494
Safe Sleep Grants	\$493,166
Parent Engagement	\$54,547
Facilities & Infrastructure	\$7,375,283
Discretionary Grants	\$6,263
Public Education Community Grants	\$83,364
Grant Evaluation	\$305,426
Policy & Advocacy	\$48,000
Childcare Planning	\$873,000
Training & Technical Assistance	\$162,025
Sponsorships	\$15,225
Public Education Marketing	\$191,664
Early Childhood Advocacy	\$100,000
TOTAL EXPENDITURES	\$14,129,121