

ANNUAL REPORT

Fiscal Year 2025 | (July 1, 2024 - June 30, 2025)
and Fiscal Year 2026 Grants (July 1, 2025 - June 30, 2026)

A photograph of a woman with long, wavy blonde hair, wearing a brown knit sweater, holding a young child with blonde hair who is laughing. The woman is smiling and looking down at the child. The background is a warm, orange-toned wall.

“
Every child is important, and their
safety is our top concern. **So please
keep doing what you are doing!**”

”
2025 Stakeholder Feedback Survey

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FROM THE DIRECTOR

Dear Friends & Partners,

Fiscal Year 2025 was a momentous and hard year for the Children's Trust Fund. After years of working to build a home visiting system, **we began administering the majority of the state's evidence-based home visiting funding on July 1.**

We worked to make this a reality because we believe we are uniquely positioned to take home visiting to a level never seen before in Missouri. **Our goal is to have the best home visiting system in the nation.** We want to scale home visiting services to a point where we are able to see population impacts on child abuse and neglect, and maternal and child health.

Equally important, we want to honor the agencies that do this work by continuously adapting our processes so that everything we do is rooted in their needs. **To put it simply, we want to make it easier for home visiting agencies and home visitors to do their jobs.** Our work is in service to these agencies and the families they serve.

We hold ourselves to high standards because our mission requires it. When we do our job well, community-based organizations have what they need to provide high-quality services to vulnerable families. **Supporting vulnerable families can change and save the lives of children.**

We commit to continuously elevating your work and reach because the children of Missouri deserve nothing less. Thank you for being a part of our team and helping us to support families to raise children in safe, stable and nurturing environments. **Imagine what the world will be like if we are able to do this!**

Emily van Schenkhof, CTF Executive Director

Children’s Trust Fund Staff



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Michelle Wood
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GRANTS



PUBLIC EDUCATION



POLICY

OUR MISSION

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



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PART 1: Annual Report

FY25 GRANTS & PROJECTS

(July 1, 2024 - June 30, 2025)

\$5,554,919 Awarded

29 PREVENTION GRANTS: **\$3,372,824**

9 CHILD SEXUAL ABUSE PREVENTION \$859,429

5 HOME VISITING COLLECTIVE IMPACT \$945,065

5 HOME VISITING \$631,568

5 SAFE SLEEP/LICENSE PLATE PARTNERS \$475,013

5 RESPONSIVE FUNDING \$461,749

CTF SPECIAL PROJECTS: **\$2,182,095**



- HOME VISITING ORC PARTICIPANTS \$1,000,000
- KIDS WIN STATEWIDE CHILDCARE PLANNING \$873,000
- PUBLIC EDUCATION MARKETING + MINI GRANTS \$309,095



Since 1983, the Children's Trust Fund has allocated more than **\$107 million** to prevention programs in Missouri, with **more than \$6 million** allocated in FY25 alone.

GRANTMAKING

CTF re-evaluates child sexual abuse prevention strategy and renews funding

In Fiscal Year 2025, CTF re-evaluated our approach to child sexual abuse prevention with a greater initiator focus in order to address the root causes of abuse.

CTF then released a new cycle of child sexual abuse prevention funding and is excited to partner with the following agencies in fiscal years 2026-2029:

- **The Child Advocacy Center of Northeast Missouri**
- **The Metropolitan Organization Countering Sexual Assault**
- **Prevention Consultants of Missouri**
- **Southeast Missouri Network Against Sexual Violence**

CTF releases \$500k in new responsive funding for a broader range of prevention agencies

For four years starting in fiscal year 2025, the Children's Trust Fund began a new strategic plan. The biggest change to our plan was an acknowledgment that perhaps we had become too "targeted" in how we award funding. We certainly believe in a targeted funding strategy, but we also recognize this does not allow us to support *other* approaches that show promise and impact. As a result of these discussions, CTF awarded up to \$500,000 annually (across four years) for responsive funding to allow for a broader range of agencies and programs to apply.

With this funding, CTF is proud to partner with **The Community Partnership of Rolla, Father & Families Support Center, Mattie Rhodes Center, PATCH of Chillicothe, and St. Louis Crisis Nursery.**

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 staff provide **excellent guidance and technical support** throughout the application, award, and post-award process ... [staff] were always quick to respond to questions and concerns!*
- 2025 Stakeholder Survey

POLICY & ADVOCACY

MIECHV and MOPPP home visiting contracts transition to CTF from DESE

In the 2025 legislative session, the Missouri General Assembly amended the language in the budget bill to move the Missouri Parenting Partnership Program (MOPPP) and Maternal, Infant, and Early Childhood Home Visiting (MIECHV) to the Children’s Trust Fund from the Department of Elementary and Secondary Education.

Home visiting is one of our state’s best strategies to improve the well-being of Missouri children and families. CTF looks forward to continuing to **build the best home visiting system in the nation** with our partners.

—
Emily van Schenkhof, CTF Director

MOPPP is *state-funded*, available in all Missouri counties and designed to support families at risk of child-welfare involvement. **MIECHV** programs are *federally funded* home visiting services to *select counties* that are at the most risk for adverse maternal and child health outcomes.

CTF is excited to connect with and learn from our new home visiting program partners and build upon the existing foundation for home visiting in Missouri.



PUBLIC EDUCATION

CTF releases two additional campaign runs for Something We Agree On in the spring of 2025

This spring, CTF ran our Something We Agree On (SWAO) marketing campaign for child sexual abuse prevention and corporal punishment prevention.

For the first time, CTF prioritized **website traffic and engagement** over raw impressions (views). This strategy was highly successful in the sexual abuse prevention campaign. It received slightly fewer impressions overall but much more engagement than in any previous campaign.

The corporal punishment campaign performed differently. The FY24 campaign was our most successful SWAO campaign run ever. Although FY25 was still successful, it performed slightly below its premier levels.

Sexual Abuse Prevention FY24

- More than **5.9 million impressions**
- **18,727** link clicks
- **36,300** engagements

Sexual Abuse Prevention FY25

- More than **6 million impressions**
- **26,800** link clicks
- **124,000** engagements

Corporal Punishment Prevention FY24

- Nearly **5.9 million impressions**
- **46,200** link clicks
- **279,000** engagements

Corporal Punishment Prevention FY25

- More than **5 million impressions**
- **37,500** link clicks
- **200,300** engagements

In 2025, both campaign flights reached *younger and significantly more male audiences* than any of our previous campaigns, allowing us to have a better balance overall of Missouri parents seeing Something We Agree On. **We believe that some of the differences in audience and reception *may be* due to recent changes to the social media landscape, particularly at Meta (Facebook and Instagram).**

CONTINUED...

PUBLIC EDUCATION

CTF completes 1st Something We Agree On mini-grant cycle and releases 2nd cycle, which begin in FY26



In calendar year 2024, CTF tried something new: We released our first round of public education mini-grants, and they vastly exceeded our expectations.

From these mini-grants, we have learned that **sometimes the best way to spread our message is to let communities do it in their own way.** Therefore, CTF is excited to partner with seven agencies - some new, some return partners - on another cycle of public

education mini-grants, which begin in fiscal year 2026:

- Children's Center of Southwest Missouri
- Lifeline Services, Inc.
- Mattie Rhodes Center
- Metropolitan Organization Countering Sexual Assault
- Randolph County Health Department
- Southeast Missouri Network Against Sexual Violence
- United 4 Children

CTF rebrands license plate donation materials: Join the DRIVE to protect kids now helps fund CTF public education efforts

In fiscal year 2025, CTF phased out of its four-year cycle of Safe Sleep funding. **Although CTF still believes in the mission and importance of safe sleep for infants**, we feel that our mission can have more impact for all children in other realms, including sexual abuse prevention and home visiting (*which often includes safe sleep components*).

Therefore, beginning in fiscal year 2026, CTF's license plate donations, which previously funded safe sleep grants, will now fund our public education efforts, including Something We Agree On.



FISCAL YEAR 2025

Financial Statement Summary



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 FY25 FINANCIAL STATEMENT

REVENUE

Federal	\$2,530,134
Federal ARPA	\$2,116,170
General Revenue	\$2,292,847
License Plate Contributions	\$96,363
General Contributions	\$191,356
Interest	\$103,667
Marriage License	\$1,330,236
Vital Records	\$411,770
Income Tax	\$38,499
Misc. Refunds & Sales	\$594
TOTAL INCOME	\$8,716,868

EXPENDITURES

Personnel Services	\$403,591
Employee Benefits	\$242,566
Leasing	\$38,234
Expense & Equipment	\$209,738
Child Sexual Abuse Prevention Grants	\$824,772
Home Visiting Grants	\$2,492,370
Safe Sleep Grants	\$443,560
Parent Engagement	\$57,000
Responsive Funding Grants	\$407,533
Discretionary Grants	\$13,200
Public Education Community Grants	\$98,816
Grant Evaluation	\$304,168
Policy & Advocacy	\$50,000
Childcare Planning	\$873,000
Training & Technical Assistance	\$74,776
Sponsorships	\$19,120
Public Education Marketing	\$191,812
Early Childhood Advocacy	\$100,000
TOTAL EXPENDITURES	\$6,844,295

PART 2: Grants

FY26 GRANTS

(July 1, 2025 - June 30, 2026)

Nearly **\$21 million** Awarded

34 PREVENTION GRANTS: **\$14,881,397**

9 CHILD SEXUAL ABUSE PREVENTION \$801,060

5 HOME VISITING COLLECTIVE IMPACT \$945,065

15 HOME VISITING DIRECT SERVICES \$12,671,660

5 RESPONSIVE FUNDING \$463,612

CTF SPECIAL PROJECTS: **\$6,115,685**

- ADDRESSING YOUTH PROBLEMATIC SEXUAL BEHAVIOR IN MISSOURI INITIATIVE \$85,000
- CHILDCARE EXCHANGE PROGRAM \$2,500,000
- EARLY CHILDHOOD ADVOCACY INITIATIVE \$100,000
- HOME VISITING OUTCOMES RATE CARD \$1,000,000
- PARENT LEADERSHIP & ENGAGEMENT \$93,000
- PUBLIC EDUCATION MARKETING + MINI GRANTS \$399,085
- STATEWIDE CHILDCARE PLANNING \$873,000
- MEDICAID REIMBURSEMENT FOR HOME VISITING \$1,065,600

CHILD SEXUAL ABUSE PREVENTION GRANTS

9 Grants | \$801,060

Child Sexual Abuse Prevention FY24-27

5 Grants | \$450,495

Dunklin County Caring Council

Breaking the Cycle (Bootheel CSA Prevention Initiative)
Kennett \$60,000

Jewish Family Services

St Louis Child Sexual Abuse Prevention Initiative
St. Louis \$56,000

Missouri Network Against Child Abuse (MO-NACA)

Activate, Empower, Protect Initiative (Statewide CSA Prevention Initiative)
Jefferson City \$150,000

The Child Advocacy Center of Northeast Missouri

CTF Rural Community Initiative to Prevent CSA
Hannibal \$71,613

The Child Advocacy Center, Inc. South

Protecting Children (Springfield CSA Prevention Initiative)
Springfield \$112,882



Child Sexual Abuse Prevention FY26-29

4 Grants | \$350,565

The Child Advocacy Center of Northeast Missouri

Child Sexual Abuse (CSA) Prevention Program
Hannibal \$86,751

Metropolitan Organization Countering Sexual Assault (MOCSA)

Expanding Child Sexual Abuse Prevention in the Kansas City Metro
Kansas City \$130,000

Prevention Consultants of Missouri

Phelps County Child Sexual Abuse Prevention Collaborative
Rolla \$96,287

Southeast MO Network Against Sexual Violence

Child Abuse Prevention for High School and Adults
Cape Girardeau \$37,527

HOME VISITING & COLLECTIVE IMPACT GRANTS

20 Grants | \$13,616,725

Collective Impact Grants

5 Grants | \$945,065

Children’s Mercy Hospital
Promise 1000
Kansas City \$270,366

Columbia/Boone County Dept. of Public Health/Human Svcs.
Brighter Beginnings
Columbia \$128,850

Community Partnership of the Ozarks
Family Focused Network
Springfield \$177,310

Generate Health St. Louis
St. Louis Home Visiting Collaborative
St. Louis \$261,323

Whole Kids Outreach, Inc.
Whole Kids Outreach Home Visiting Collective Impact
Ellington \$107,216

Home Visiting Grants

5 Grants | \$631,568

Family Forward
Healthy Families America
St. Louis \$106,833

Nurses for Newborns
Nurses for Newborns
St. Louis \$115,000

Nurture KC
P1000 Home Visiting Collective
Kansas City \$200,485

Springfield-Greene County Health Department
Family Connects
Springfield \$100,000

Whole Kids Outreach, Inc.
Healthy Families America and Nurses for Newborns
Ellington \$109,250

“
The CRIS link is going to be a **GAME-CHANGER** for families finding support!
-
2025 Stakeholder Feedback Survey

MIECHV Local Implementing Agency

7 Grants | \$4,923,022

Easterseals Midwest \$400,000

Raytown C-2 School District \$180,000

Parents as Teachers National Center \$1,188,000

South Central Missouri Community Action Agency \$1,900,000

Mercy Hospital, Southeast \$775,766

Malden R-1 School District \$265,104

KVC Behavioral Health Missouri \$214,152

MOPPP Local Implementing Agency

3 Grant Recipients | \$7,117,070

Lutheran Family and Children Services
6 Regions \$5,661,565

Easterseals Midwest
2 Regions \$1,080,505

KVC Missouri
1 Region 375,000



HOME VISITING OUTCOMES RATE CARD

22 Participants | \$1,000,000

- **Bethany Christian Services of Missouri** | *Nurturing Parenting*
- **Bringing Families Together** | *Nurturing Parenting*
- **Building Blocks of Southeast MO** | *Nurse Family Partnership*
- **Center for Human Services** | *Early Head Start/Parents as Teachers*
- **Children's Home Society of Missouri** | *Healthy Families America*
- **Community Partnership of the Ozarks** | *Healthy Families America*
- **El Dorado Springs R-2 School District** | *Parents as Teachers*
- **Jefferson County Community Partnership** | *Nurturing Parenting*
- **Jefferson Franklin Community Action Corp** | *Early Head Start*
- **Lindbergh Schools Parents as Teachers** | *Parents as Teachers*



“

CTF's use of the **Outcomes Rate Card** is a **fantastic** way to show how **performance-based payments** can affect the level of services provided by agencies.

I am pleased to hear of other departments in the state looking into similar programs!

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2025 Stakeholder Feedback Survey

- **Lutheran Families & Children's Services** | *Nurturing Parenting/Healthy Families America*
- **MBCH Children and Family Ministries** | *Nurturing Parenting*
- **Monroe City R-1 School District** | *Parents as Teachers*
- **New Madrid Co Human Resources Council** | *Healthy Families America*
- **Nurses for Newborns** | *NFN Model Healthy Families America*
- **Promise 1000/Nurture KC** | *Promise 1000-Home Visiting Collaborative*
- **Randolph County Health Department** | *Healthy Families America*
- **St. Joseph School District** | *Parents as Teachers*
- **St. Louis Children's Hospital** | *Raising St. Louis Program*
- **The LIGHT House, Inc.** | *Nurturing Parenting*
- **Whole Kids Outreach, Inc.** | *Healthy Families America*
- **YWCA Metro St. Louis** | *Parents as Teachers*

ADDITIONAL GRANTS

Responsive Grants & Marketing Mini-Grants



Responsive Grants

5 Grants | \$463,612

The Community Partnership of Rolla

Protecting Our Most Vulnerable Program
Rolla \$71,500

Fathers and Families Support Center

Family Formation Program
St. Louis \$100,000

The Mattie Rhodes Memorial Society

School-Based Services Program
Kansas City \$100,000

PATCH of Chillicothe

PATCH Turning Points Project
Chillicothe \$92,112

St. Louis Crisis Nursery

Keeping Kids Safe Program
St. Louis \$100,000

Marketing Mini-Grants

7 Grants | \$189,085

Children's Center of Southwest Missouri

Something We Agree On in Southeast Missouri
Joplin \$29,085

Lifeline Services, Inc.

Lifeline Abuse Prevention Campaign
Kirkville \$30,000

Mattie Rhodes Center

Spanish-Language Marketing Campaign to Address Corporal Punishment in the Hispanic Community
Kansas City \$30,000

Metropolitan Organization Countering Sexual Assault (MOSCA)

Continuing Something We Agree On in Kansas City
Kansas City \$30,000

Randolph County Health Department

Randolph County SWAO Prevention Campaign
Moberly \$10,000

Southeast Missouri Network Against Sexual Violence (SEMO-NASV)

Something We Agree On & The Green Bear Project Co-Branded Marketing Campaign
Cape Girardeau \$30,000

United 4 Children

Show Me How to Prevent Child Abuse: A 'Something We Agree On' Consumer Education Campaign
St. Louis \$30,000





Children's Trust Fund

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

Children's Trust Fund

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