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ANNUAL REPORT

July 2023 - June 2024

TEAM for West Virginia Children, Inc.

Many thanks to our grant funders:

Victims of Crime Act (VOCA) Fund
Justice and Community Services
West Virginia Department of Health
West Virginia Department of Human Services
Claude Worthington Benedum Foundation
West Virginia Children's Trust Fund
Interest on Lawyers Trust Accounts (IOLTA)
United Way of Central West Virginia
River Valley Child Development Services
West Virginia Perinatal Partnership
Alliance for Early Success
Greater Kanawha Valley Foundation
West Virginia Center of Budget and Policy
Huntington Clinical Foundation
Huntington Foundation
Sisters of St. Joseph Health & Wellness Foundation
Aetna

And many other contributors!

The TEAM continues to sponsor several initiatives to carry out its mission:

Western Regional CASA (Court Appointed Special Advocate):

Western Regional CASA is a court-based advocacy program using screened, trained, and supervised volunteers to advocate for the best interests of abused and neglected children in out-of-home placements. CASA volunteers must complete an application, participate in a two-person interview, complete 32 hours of training utilizing National CASA/GAL Association's curriculum, successfully pass criminal and Child Protective Services (CPS) background checks, and take the Oath of Confidentiality from a Circuit Court Judge before case assignment.

The TEAM's CASA program was the first in West Virginia and began in Cabell County in 1991. Since that time, Western Regional CASA has expanded to cover 9 additional counties and remains the largest CASA program in the state. Western Regional CASA has successfully completed National CASA/GAL Association's Quality Assurance/Standards three times. CASA volunteers are appointed to children from birth to the age of 18 and can remain assigned to youth aging out of the foster care system until the age of 21.

Western Regional CASA's goal is permanent placement for CASA children, which can be reunification, adoption, or legal guardianship. CASA volunteers and staff will advocate for reunification first if this can be safely achieved. CASA volunteers submit court reports to Judges and make recommendations on what is in the best interests of their assigned children.

During this year, CASA volunteers advocated for 381 abused/neglected children with core model CASA advocacy. An additional 896 children were served by Western Regional CASA staff and volunteers through providing information to community resources, locating items to meet urgent needs, and monitoring while on waitlist. The total number of children served by Western Regional CASA was 1,277. CASA staff supervised 102 volunteers. Twelve of those volunteers were newly trained during this year. CASA volunteers donated 5,398 advocacy hours as they worked to help get children into safe, permanent, and loving homes. These donated advocacy hours have a value of \$180,779! In-person and virtual recruitment activities, court hearings, multi-disciplinary team meetings, and home visits were scheduled throughout the year. CASA staff participated in 997 court hearings and 398 multi-disciplinary team (MDT) meetings to advocate for their CASA children. CASA staff and volunteers conducted 840 home visits with assigned CASA children.

Western Regional CASA developed an aftercare program to continue CASA services when the court case closes, and all service providers are gone. This voluntary program, Follow Up to Permanency, provides support to biological families and families created by legal guardianship and adoption. As these families navigate post-court everyday life, Project staff are there to help them continue to thrive. This program is in its 2nd year as a Pilot project.

Western Regional CASA staff continue to participate on local and statewide committees to ensure the voice of children who have experienced trauma is heard throughout West Virginia.

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Healthy Families Mountain State:

Healthy Families Mountain State is accredited through Healthy Families America (HFA). HFA is a national initiative by Prevent Child Abuse America to establish a universal, voluntary home visitor system for all new parents to help their children get off to a good start in life. Research over the last several decades has consistently confirmed that providing education and support services to parents around the time of a baby's birth – and continuing for months or years afterward – significantly contributes to positive, healthy child-rearing practices, thereby reducing the risk of child abuse and neglect. The goals of the model are (1) to systematically reach out to parents to offer resources and support; (2) to cultivate the growth of nurturing, responsive parent-child relationships; (3) to promote healthy childhood growth and development; and (4) to build the foundations for strong family functioning.

Healthy Families Mountain State began in 1996 with one zip code in Cabell County. Since then, the program has grown to provide services to families in six WV counties and is the largest home visitation program in the state. We have continued providing the universal screening, assessment and referral system for expectant women and new parents. Medical providers and social service agencies provided information about the program and invited families to participate. In-home family educators then engaged the families in conversations about their parenting backgrounds, hopes and concerns related to parenting, and plans for the future of their families. This information was used to connect families to community resources and plan for support services.

The TEAM entered its 28th year of providing support to parents who face many challenges and offering them voluntary, intensive home visitation services through Healthy Families Mountain State. In FY24, home visitors served 289 families, facilitating 3,836 home visits (a 17% increase from FY23). Virtual visits have continued to be utilized with about 24% of the total number of visits conducted via virtual platforms. Virtual visits will continue to be used to meet the needs of our families. Plans for FY25 include expanding into Kanawha County.

Partners in Community Outreach:

Partners in Community Outreach (PiCO) is the coalition of West Virginia's evidence-based In-Home Family Education (IHFE) programs: Healthy Families America, Maternal Infant Health Outreach Workers (MIHOW), and Parents as Teachers.

The coalition held quarterly in-person meetings to network, provide peer to peer support, and progress in our goals and objectives as outlined in our strategic plan. Through the dedication of our Partners, we were able to develop a mentorship program wherein new staff could be assigned to seasoned staff for on-going mentorship and support. We discovered a path for securing CEU's for PiCO trainings and updated and disseminated the PiCO Safety Guide for home visitors. PiCO surveyed sites to determine the greatest factors in staff retention and recruitment, and used the data obtained to ask for an adjustment in the cost allotted per family enrolled through MIECHV to encourage higher rates of retention and therefore greater continuity in care for families.

We distributed 148 books from the Institute for Healthcare Advancement to be used supplementally to curricula on topics like prenatal/postpartum wellness, children's dental health, what to do when your child is

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sick, helping parents and children with anxiety, obesity, and more. We also purchased 24 Interactive Resilience Activities for sites to use in direct service with families, virtually or in-person, and provided materials for the Strengthening Families Trainings.

12 Partners attended a virtual training on Indirect Cost: what it is, how to determine it, and why it is an important piece of grant budgets.

PiCO secured the “In Her Shoes” intimate partner violence simulation kit. The Coordinator presented this training at the Home Visitation Institute, in partnership with the West Virginia Home Visitation Program and the Coalition Against Domestic Violence, to over 80 attendees. Sites will be able to offer the training in perpetuity in collaboration with organizations in their communities.

Quarterly Newsletters were created and released for Partners, along with a one-pager describing WV IHFE for use across platforms, but especially among the DHHR programs who are a strong referral source for IHFE. The one-pager was disseminated at the Difference Makers conference, where the Coordinator was part of a panel to represent IHFE. The Coordinator also represented IHFE as a vendor at the Celebrating Connections Conference, with over 600 early childhood professionals in attendance.

A Committee of PiCO members developed an On-boarding Manual and Toolkit for new site leaders based on survey data detailing the specific challenges they face when transitioning to their roles. The toolkit houses all of the important forms, timelines, contacts, and information needed for site leaders to build a foundation for efficacy, while providing context and the support imperative to a successful transition.

The PiCO Coordinator was an active member of the Infant Maternal Mortality Review workgroup for policy regarding infant and maternal mortality to create policies that will improve outcomes for pregnant/birthing people and babies, as well as a Pre-Petition workgroup, designing an outline to encourage pre-petition representation for families, working toward a differential response for child welfare. She also participated as a member of the West Virginia Home Visitation Program’s Leadership Team, working to increase the capacity of present and future IHFE in West Virginia.

The Training and Technical Assistance Stipends provided by PiCO allowed 4 new home visitors to be trained: two MIHOW and two Parents as Teachers. These new hires will serve a total of up to 80 new families over the next year. The stipends sent two educators to the Celebrating Connections conference for professional development, trained two home visitors to be Certified Passenger Safety Technicians (which grants their sites access to free car seats for qualifying families) allowed a strategic planning retreat for all employees of one site, and will be sending three staff to the upcoming Parents as Teachers National Conference.

West Virginia Infant/Toddler Mental Health Association:

The West Virginia Infant/Toddler Mental Health Association works to promote the understanding of the importance of healthy, nurturing relationships in the beginning years of life. There are three components to the Association’s work – promotion and outreach of infant mental health, delivery of professional development opportunities, and facilitation of a national Endorsement.

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Outreach and Resources: Through collaboration with members and state partners, the Association works to locate and/or develop resources to support the needs of West Virginia children, families, and professionals. During the fiscal year, the Association developed and distributed the following materials. These single-sided flyers can easily be copied and shared with families, and provide strategies and tools for nurturing positive, healthy relationships with young children.

- Supporting Children Through Holidays and Celebrations
- Winter Safety for Young Children
- Winter Safety for Families
- Making the Most of Fairs, Festivals, and Parades

There were two resources developed specifically for professionals:

- Supporting the Practice of Reflection in Home Visitation (Toolkit and Presentation). This in-depth, comprehensive professional resource supports the work of those who are engaging in and providing reflective practice within home visitation, and beyond.
- West Virginia Preparedness for Emergency Response Toolkit: A Social-Emotional Relational Approach (Toolkit and Presentation). This comprehensive toolkit and presentation offers a framework in thinking through emergency preparedness plans in a developmentally appropriate and trauma informed manner to further the social emotional development of infants and young children.

The Association spearheaded several significant outreach projects this year:

- Higher Education and Professionals survey – Both qualitative and quantitative data are being used to determine avenues for collaboration, resource development, and professional development.
- Expulsion and Suspension Workgroup – A group of professionals leading informed discussions on expulsion and suspension rates in West Virginia within early childhood to promote child development best practices, reduce stigma, highlight implicit bias, and inform policy.
- “Why Endorsement Survey” - Survey results included how applicants hear about Endorsement, how they feel about getting started with the Endorsement process, and the value in Endorsement. Results from this survey will be used to create a social media campaign to encourage peers to consider Endorsement.
- Project Celebrate! Campaign - A way to recognize professionals in the field who have made an impact on young children and families.

Professional Development

- As a membership benefit, the Association purchased 3 e-tickets for members to attend the 4-part series “Working Toward Systemic Change: Understanding Social Determinants of Health” offered in Virginia.
- In October, the Association hosted a week-long webinar series on attachment. Topics included: My Attachment, Your Attachment: Exploring How Caregiver Attachment Affects Infant Attachment presented by Dr. Amy Kennedy Root (95% of participants strongly agreed or agreed they were satisfied with the training and 95% plan to use it in day-to-day practice); Recent Research Findings on Executive Functioning, Attachment, and Resilience – Part 1 and Part 2 presented by Dr. Chris Wing (100% of participants strongly agreed or agreed they were satisfied with the training and 97% plan to use it in day-to-day practice); Prepare, Respond, Support: Adding the Social Emotional Response to Emergency Preparedness presented by Sheila Zickefoose and Charla Blosser (95% of participants strongly agreed or agreed they were satisfied with the training and 90% plan to use it in day-to-day practice); Conversations about Loss: Tilling the Soil to Support Self and Others presented by Dr. Mekel Harris (100% of participants strongly agreed or agreed they were satisfied with the training and 100% plan to use it in day-to-day practice)

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- In May, the Association hosted another week-long webinar series on building and supporting relationships. Topics included: Connections Matter Part 1 and 2 presented by Lisa Wotring (95% of participants strongly agreed or agreed they were satisfied with the training and 95% plan to use it in day-to-day practice); Supporting Relative and Kinship Families presented by Rachel Kinder (100% of participants strongly agreed or agreed they were satisfied with the training and 91% plan to use it in day-to-day practice); Partnering with Fathers Part 1 and 2 presented by Nicholas Mazzeo (100% of participants strongly agreed or agreed they were satisfied with the training and 100% plan to use it in day-to-day practice)
- In an effort to reach more professionals, the Association has developed two self-paced courses that are included on the WV STARS registry.
- To connect the professional development pathway between West Virginia credentials and the Endorsement, the Association developed a crosswalk between the WV Apprenticeship for Child Development Specialist program and infant mental health core competencies.

Endorsement: During this fiscal year, the Association celebrated a milestone with **over 100 professionals Endorsed** in West Virginia. This voluntary endorsement is an internationally recognized Infant Mental Health Endorsement® (IMH-E®) based on a set of competencies designed to support and enhance culturally sensitive, relationship focused practice within the framework of infant mental health. An Endorsement applicant demonstrates acquisition of these competencies through education, work, specialized training, and reflective supervision experiences.

Prevent Child Abuse West Virginia:

Partners in Prevention Community Grants

In fiscal year 2024, Prevent Child Abuse WV awarded annual mini-grants of \$7,500 each to *Partners in Prevention* teams across the state. The PIP Network focuses on building family strengths and offering supports that help children and families thrive. All grant projects are determined using the Strengthening Families Protective Factors Framework, a research-informed approach identified by the Center for the Study of Social Policy to reduce the risk of child maltreatment.

This year, ten new *Partners in Prevention* teams joined the Network totaling 50 teams across West Virginia. Each team successfully completed all grant requirements and implemented their work plans to support numerous families in their local communities. Here are highlights of this grant year's accomplishments:

Public Education and/or Services - provided to 66,243

Materials Distributed - 97,572

Number of Children Receiving Direct Services - 6,595

Number of Adults Receiving Direct Services - 3,945

Individuals Trained - 6,235

Matching Funds provided by grantees, inc. in-kind - \$141,800

Partners in Prevention Grant Activities

The Partners in Prevention Network implements various activities and services across the state. The community organizations comprising each PIP team are uniquely positioned to identify and address the specific needs of local families. Parents and caregivers with lived experience are also involved in grant planning and implementation. This year's grant activities are summarized below.

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Parenting and Family Support Services:

Concrete support and social connections are the two most common Protective Factors addressed by PIP teams. These activities supply resources for families in need and provide the opportunity for caregivers to reach out to one another for support. The services are typically available to anyone in the community caring for young children, including grandparents raising grandchildren, foster and kinship parents and others in need of assistance with children's items. Examples of parenting and family support services are listed and illustrated below:

- Community baby showers (1,040 served)
- Baby/diaper pantries (1,710 served)
- Parent expos (805 served)
- Playdates, family socials, support groups (1,041 served)
- Clothing drives (1,460 served)
- Food drives, mobile pantries, meal boxes (2,081 served)
- Safe sleep initiatives with pack n plays distributed (600 served)
- Fatherhood initiatives (73 served)

PIP teams assist families in meeting various unmet needs, reducing stress and therefore decreasing the likelihood of abuse or neglect. They build relationships with families in their communities allowing parents to feel comfortable asking for help when needed. These services build Parental Resilience by helping caregivers manage stress effectively.

Community Outreach & Education

Partners in Prevention teams host community-wide events that build Social Connections while raising awareness about the prevention of child abuse and neglect. These events are open to the public and provide a sense of community, often centered around a theme or fun activity to engage children and families. Knowledge of Parenting and Child Development is a Protective Factor addressed through educational activities for attendees. When parents and caregivers understand what is developmentally appropriate for children, they can better respond with appropriate parenting strategies. Community outreach and education efforts are summarized and illustrated below:

- Family engagement events (6,217 attendees)
- Holiday events (4,948 attendees)
- Resource fairs for families (230 attendees)
- General outreach with educational materials distributed (5,217 reached)

Examples of family engagement events include movie nights, pool parties, children's festivals, and holiday dinners. These events provide a time for families to bond with each other and with other families in the community. Building relationships and social connections is critical to developing resilience in the face of everyday stressors facing families.

Supportive Opportunities for Children & Youth

Partners in Prevention teams often collaborate with the local school system and early childhood programs to serve youth in the community. They host social events, provide needed resources, and offer extra support for those who need it. The activities they implement help build Social and Emotional Competence of Children by helping them develop a positive sense of identity through educational programming and nurturing support.

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Supportive opportunities for children and youth provided by PIP teams are summarized below:

- Back-to-school events (6,825 students served)
- School-based pantries and care packages (413 students served)
- Enrichment activities such as afterschool programming, youth sports, tutoring, art camp, etc. (2,406 students served)
- School-based activities and campaigns such as Students Against Destructive Decisions (SADD), Red Ribbon Week, Kids Run the Nation lessons, etc. (7,294 students served)

Trainings & Workshops

Partners in Prevention teams deliver training on a range of topics to professionals, parents, educators, students, and other community members. Childcare and meals or refreshments are frequently offered during training events to improve accessibility and attendance. In fiscal year 2024, the following trainings and workshops took place:

- Child Sexual Abuse Prevention (5,420 trained)
- LEAN on Me WV curriculum (802 trained)
- Connections Matter (511 trained)
- Parenting workshops (493 trained)
- Adverse Childhood Experiences (543 trained)
- Mandated Reporter (220 trained)
- Internet safety and bullying prevention (671 trained)
- Healthy Grandfamilies (115 trained)
- Strengthening Families (50 trained)
- Substance Use Prevention (57 trained)
- General child abuse and neglect training (472 trained)

Child Abuse Prevention Month:

Each April, our Partners in Prevention Network participates in National Child Abuse Prevention (CAP) Month outreach efforts. PIP teams facilitate the planting of pinwheel gardens, flag raising ceremonies, community trainings, and social events that highlight the importance of safe and healthy childhoods. Prevention awareness materials are distributed via local businesses, public schools, libraries, and in conjunction with food pantries and community baby showers. Social media remains a large part of the CAP Month public campaign strategy.

In 2024, TEAM for WV Children distributed 24,480 pinwheels to our PIP Team Leaders and other community partners across the state. 590 pinwheel lapel pins were also ordered and distributed to teams and local advocates, as requested.

The WV Department of Human Services Communications Department partners with TEAM for WV Children / Prevent Child Abuse WV during CAP month to raise awareness of child abuse prevention with the public. We provided the PCAA Toolkit to the communications office on March 13, 2023. The WV DoHS planted an annual pinwheel garden in Davis Park, accompanied by a press release and media coverage.

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Additional examples of some CAP Month activities this year include:

- Ø Pinwheel gardens at courthouses, city buildings, main street businesses, libraries, and schools.
- Ø Flag raising ceremonies with state, county, and city proclamations of Child Abuse Prevention Month.
- Ø Champion of Children Awards to recognize local community members who advocate for children and families.
- Ø Pinwheel art displays and coloring contests at local public schools.
- Ø Parades, community walks and health fairs.
- Ø Family social events such as Easter egg hunts, ice cream socials and movie nights.
- Ø Community trainings and workshops.
- Ø Families were provided with informational materials and resource bags through various avenues.
- Ø Newspaper, billboards, and social media messaging was used to spread awareness of child abuse prevention.

Annual Partners in Prevention Team Leader Meeting

This year, TEAM for WV Children hosted the Annual PIP Team Leader Meeting on May 14-16, 2024 at Oglebay Resort. The agenda included several guest speakers as well as ample time for teams to reconnect, welcome new team leaders into the network and share with each other.

Meeting evaluations were completed by 52 attendees, with more than 96% of participants rating the meeting as “Excellent” or “Very Good”. More than 94% stated they gained valuable knowledge or skills from the meeting. They specifically noted that the Knowledge Sharing Sessions, breakouts, and networking were found to be most useful by participants.

Parent Leadership and Involvement Efforts:

Partners in Prevention teams involve parents, grandparents, foster/kinship parents, and other caregivers in many ways. While most PIP team members are parents themselves, the teams also include parents that do not represent a partnering agency. They want to hear from individuals with a current perspective on issues that face today’s children and families. Parent feedback is critical to planning strategies that are relevant and effective in the local community. Parents help identify needs in the community, assist in outlining goals and objectives to meet those needs, and help promote activities through outreach within the community. Many teams report that families who previously benefited from PIP activities come back to serve their community and enjoy helping other families in need when they’re in a better position to do so. Several teams have also begun including local teens to inform youth-centered initiatives.

Based on PIP reports in 2024, parent involvement has taken the following forms:

- Attend PIP team meetings (including all types of family roles and structures)
- Determine the most effective method of contact, frequency of communication, and location of events
- Lend insight into the most needed resources and services
- Help promote activities and recruit other families in the community who may need assistance
- Lead event-specific committees to coordinate volunteers, donations, and program implementation
- Provide valuable feedback that contributes to program improvement

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Innovation Grants

In fiscal year 2024, Prevent Child Abuse WV announced the availability of three new Innovation Grants, in addition to the renewal of three Innovation Grant projects from fiscal year 2023. This grant opportunity was offered specifically to the WV Partners in Prevention Network. These funds supported larger-scale projects exceeding the annual Partners in Prevention mini-grants activities. Innovation Grants of \$25,000 each were awarded to six Partners in Prevention teams this year.

Good Beginnings Mini-Grants

This year, Prevent Child Abuse WV offered Good Beginnings Mini-grants to support community-based child abuse and neglect prevention activities. The goal of the mini-grants was to support one-time projects that serve as a catalyst for additional community-based prevention efforts throughout the state. Funding eligibility for Good Beginnings Mini-grants was not limited to Partners in Prevention teams; any community-based organization, public or private non-profit, faith-based organization or government agency was eligible to apply. The guiding principle for these funds was that everyone has a role in preventing child abuse and success depends upon having as many organizations, agencies, community groups and individuals working together as possible.

Our Babies: Safe and Sound

Our Babies: Safe & Sound (OBSS) is a statewide campaign and initiative that provides training and materials to promote safe infant sleep and prevent shaken baby syndrome / Abusive Head Trauma. We are incredibly pleased that based on data compiled by the West Virginia Fatality and Mortality Review Team, which was released on Dec. 31, 2023, there has been a significant decrease in sleep-related infant deaths since the Our Babies: Safe and Sound Campaign was launched. The *West Virginia Fatality and Mortality Review Team Annual Report 2023* included a review of infant deaths in WV for the years of 2018, 2019, and 2020. The report concludes that there were 23 preventable sleep-related deaths in 2020. While this number remains high, **we are pleased there has been a significant 39% decrease in sleep-related infant deaths since the Our Babies: Safe and Sound Campaign was launched** when annual numbers were 35-36 deaths per year.

Circle of Parents

TEAM for WV Children officially launched Circle of Parents in West Virginia in September 2012. Circle of Parents is a national network of parent-led self-help groups where parents and caregivers share ideas, celebrate successes, and address parenting challenges.

Child Abuse Prevention Training Coordination

In addition to training conducted by Partners in Prevention Teams, TEAM for WV Children / Prevent Child Abuse WV also offers a variety of community-based child abuse prevention workshops. Training efforts including Connections Matter, Mandated Reporter Training, Darkness to Light Child Sexual Abuse Prevention Training, Strengthening Families, and LEAN on Me WV. The following is a summary of work related to these initiatives.

Connections Matter West Virginia

Developed by Prevent Child Abuse Iowa, Connections Matter® is a community-based initiative that explores how the connections we make in life profoundly impact our brain's ability to grow and our

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own individual abilities to cope and thrive. Through Connections Matter workshops and trainings, we educate the public on the intersecting topics of Adverse Childhood Experiences (ACEs), trauma, brain development, and resilience. We utilize an evidence-informed program, along with real-world and concrete examples, to demonstrate how ACEs adversely affect brain development and health outcomes – and how caring connections serve as a primary buffer in the negative effects of trauma. Connections Matter ultimately strives to promote the building of more resilient, compassionate, and trauma-informed communities – thus allowing all children and individuals to succeed. With this contract's support, we completed a Train-the-Trainer Workshop for 22 new Connections Matter facilitators on Aug. 30, 2023. During the past fiscal year, Connections Matter facilitators conducted workshops training 208 people who completed post-training surveys. 730 people have been trained since Connections Matter was launched.

Making a Difference: Mandate to Report, Responsibility to Prevent Training

- We fielded Mandated Reporter inquiries from the TEAM website and connected Mandated Reporter trainers with those needing training via email/phone.
- We completed a major revision to our Mandated Reporter training content in collaboration with DoHS CPS representatives, Centralized Intake, and current mandated reporter trainers.
- Additional resources incorporated into the updated curriculum include assessing for bias when making a report, discerning neglect from poverty, strategies to connect families to supports when a CPS report is not warranted, and how to make a report in a way that mitigates harm to the family when a report is necessary.
- We convened two Train the Trainer workshops on June 11 and June 18.
- 37 facilitators were trained and certified in the updated Making a Difference Curriculum.
- Each facilitator committed to train at least 50 people over the next year.
- We also began the process of receiving STARS and other CEU credits for the updated Mandated Reporter training.

LEAN on Me West Virginia

LEAN on Me West Virginia is our newest initiative and is funded with support from Sisters of Saint Joseph Health and Wellness Foundation. LEAN on Me WV is built upon the understanding that parenting can be hard and imperfect. People want to help, but don't always know how, and often end up making an unnecessary report to the CPS hotline. Often, the family needs support, not a report to CPS. LEAN on Me WV educates those who work with children or families on how to support families through Listening, Empathy, Affirmation, and Non-judgment.

During the past year, we have:

- Conducted a LEAN on Me Train the Trainer workshop on Jan. 24 with 11 additional LEAN on Me Facilitators trained in addition to PCAWV staff with each committing to train at least 75 people.
- LEAN on Me was presented to 829 people during the past Fiscal Year.

Darkness to Light: Stewards of Children (child sexual abuse prevention training)

- Purchased scholarship registration codes from Darkness to Light for training certification on their new updated, *Stewards of Children*, child sexual abuse training.
- We provided 22 scholarships for facilitators to be certified.
- Each facilitator receiving a scholarship makes a commitment to train at least 75 people.

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Strengthening Families West Virginia

As described previously, PCAWV uses the Strengthening Families Protective Factors Framework to guide its efforts. One such effort is offering community Strengthening Families training on “Bringing the Protective Factors to Life” using a curriculum developed by the Children’s Trust Fund Alliance. LaCrisha Rose, who works with TEAM on a contract basis and leads Circle of Parents for West Virginia, is also a member of the CTF Alliance national trainers team and leads our Strengthening Families WV training efforts.

WV Children’s Trust Fund Development Campaign

Our DHHR contract also supports the Children’s Trust Fund Development Campaign to increase awareness and contributions to the WV Children’s Trust Fund (WVCTF). CTF dollars are NOT used to support the Development Campaign.

During the past year, we worked with a local communications firm, 84 Agency, to develop and implement the campaign, which included social media outreach, development of materials for local presentations by PIP teams, and statewide radio ad placement.

From early February through mid-April 2024, 84 Agency ran a social media campaign to promote the West Virginia Children’s Trust Fund. This campaign aimed to educate and remind West Virginians to donate a portion of their tax return to the West Virginia Children's Trust Fund when filing taxes and to encourage donations directly online via <https://wvctf.org/>.

To maximize impact, 84 Agency targeted West Virginian’s social media accounts with West Virginia Children's Trust Fund messaging and lookalike audiences to expand reach. Broadcast radio was implemented in the state's more populous areas, and a toolkit was crafted for Partners in Prevention Teams and other community partners to help share unified messaging throughout the state. Part of the campaign effort was focused on updating the WVCTF Community Resources Toolkit and PowerPoint Presentation that 84 Agency crafted in 2023 to help lead education efforts and shine a light on the programs funded by the West Virginia Children’s Trust Fund. The refresh included a series of customizable templates that could be changed based on the program or PIP team presenting the slideshow. The Community Resources Toolkit was shared with all PIP team leaders on February 27th in conjunction with sharing Child Abuse Prevention Month resources.

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**TEAM for West Virginia Children
BOARD OF DIRECTORS**

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Martha Woodward, Community Volunteer

Each Board member is elected to serve a three-year term. Each officer is elected to serve a one-year term.

During this year, the Board of Directors held meetings on July 25, 2023; September 12, 2023; October 13, 2023; November 14, 2023; January 9, 2024; January 12, 2024; March 12, 2024; May 14, 2024; and June 18, 2024.

Board meetings were held at 4:00pm virtually and in-person.

The TEAM's Annual Meeting was held on November 30, 2023 at 5:00pm virtually.

**TEAM for West Virginia Children
CHIEF ADMINISTRATIVE PERSONNEL**

Laurie McKeown, Executive Director
Florence Tabor, Office Manager
Connie Kinsey, Administrative Assistant
Michelle Rollyson, *WV Infant/Toddler Mental Health Association Administrative Coordinator*
Kim Runyon Wilds, *Western Regional CASA Coordinator*
Jim McKay, *Prevent Child Abuse West Virginia Coordinator*
Jen Freeman, *Healthy Families Mountain State Coordinator*
Samantha McCoy, *Partners in Community Outreach Coordinator*

Financial Information

7/1/23-6/30/24

ASSETS		Public Support & Other Revenue	
		Contributions	\$ 41,523
Current Assets		Federal & State grants	\$ 3,668,088
Cash and Cash Equivalents	\$ 441,714	Other Grants	\$ 279,424
Accounts Receivable	\$ 1,413	Total Support	\$ 3,989,035
Grants Receivable	\$ 635,635		
Other Receivables	\$ -	Revenue	
Prepaid Expenses	\$ 7,692	Fees for services	\$ -
Workers Compensation Deposit	\$ -	Interest and dividends	\$ 8,364
Total Current Assets	\$ 1,086,454	Rental Income	\$ 510
		Fundraising events	\$ 38,925
Furniture, Fixtures, and Office Equipment	\$ 15,599	Other Income	\$ 275,729
Less: Accumulated Depreciation	\$ (15,599)	In-kind revenue	\$ 183,672
ROU Lease Assets	\$ 95,911	Total Revenue	\$ 507,200
TOTAL ASSETS	\$ 1,182,365		
		Total Net Assets Released from Restriction	\$ 2,994
LIABILITIES AND NET ASSETS		TOTAL SUPPORT & REVENUE	\$ 4,499,229
Current Liabilities		EXPENSES	
Accounts Payable	\$ 173,942		
Accrued payroll liabilities	\$ -	Program Services :	
Accrued vacation	\$ 97,343	Advocacy	\$ 732,473
Deferred revenues	\$ 198,026	Family support	\$ 1,724,942
Line of credit	\$ -	Education	\$ 1,109,504
Short Term Lease Liability	\$ 77,304	State system	\$ 340,228
Total Liabilities	\$ 546,615	Total Program Services	\$ 3,907,147
Long Term Liabilities		Support Services :	
Long Term Lease Liability	\$ 18,608	Management and General	\$ 302,892
		Fundraising	\$ 26,400
Net Assets			\$ 329,292
Without Donor Restrictions	\$ 520,899		
With Donor Restrictions	\$ 96,243	TOTAL EXPENSE	\$ 4,236,439
Total Net Assets	\$ 617,142		
		Increase (Decrease) in Net Assets without Donor Retrictions	\$ 262,790
TOTAL LIABILITIES & NET ASSETS	\$ 1,182,365		
		Changes in Net Assets with Donor Restrictions	
		Designated Funds-NIP	\$ 28,000
		Net Assets Released from Restriction	\$ (2,994)
		Increase (Decrease) in Net Assets with Donor Restrictions	\$ 25,006
		Increase (Decrease) in Net Assets	\$ 287,796
		Net assets at Beginning of Year, Restated	\$ 329,346
		Net Assets at End of Year, Restated	\$ 617,142