



**Stacy McNeiland, CARE CENTER CEO**

If I could sum up 2018 in one word, it would be **“growth.”** In my five years with the organization we have made incredible strides serving Oklahoma County children and families, and we are well-positioned for continued growth in the near future. Some notable highlights this year include:

- In four years, we've seen a **42% increase** in the number of forensic interviews performed, much in part thanks to our strong relationships with DHS and law enforcement.
- We made the investment to hire a trauma-informed mental health coordinator who will assist with the immediate mental or emotional needs of children and caregivers as well as coordinate long-term counseling referrals.
- With the program only in its second year, we saw an **80% increase** in children trained in ROAR, our abuse prevention curriculum designed for children ages 4 to 8. We also began licensing the ROAR program to agencies across the country, and locally, we responded to a continued request by schools and families to translate the program into Spanish.
- The CARE Center purchased a property to the west of our main building for the purpose of expansion. Shortly thereafter, we were named the 2019 beneficiary of Edmond North High School's BALTO Week. These significant funds will anchor our expansion efforts, and we look forward to sharing more on this major project.
- Today, we are much more diversified financially than we were in prior years, and we continue to seek stronger financial health. Our annual gala, Brave Ball, saw a **77% increase** in net revenue year over year, and our fall luncheon, Stand Up For Kids, saw a **106% increase** in net revenue year over year.

Our work can be extremely challenging, but there are many successes to celebrate this year. First and foremost, it's a privilege to do this work alongside a deeply committed staff. When you consider that **1 in 3 girls and 1 in 5 boys in Oklahoma County will be abused before their 18th birthday**, you can understand why we remain relentless in our efforts.

I'm also extremely grateful for the leadership and support of our Board of Directors and Advisory Board. Along with our generous donors and volunteers, we are a stronger organization, and our growth is preparing us to serve Oklahoma County better than ever. I sincerely appreciate your support of The CARE Center and ask that you stay with us on this journey.

**We need YOU in our fight to end child abuse.**

## INCOME

Donations & Other \$239,550	State & Federal Grants \$903,404	Special Events (Net) \$265,117	<b>TOTAL</b> <b>\$1,408,071</b>
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## EXPENSES

Program \$1,216,372	Administration \$157,533	Fundraising \$53,481	<b>TOTAL</b> <b>\$1,427,386</b>
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### STAFF

<b>STACY MCNEILAND</b> Chief Executive Officer	<b>MEAGAN HOMSEY</b> Medical Coordinator
<b>TRACI SCHWARTZ</b> Vice President of Operations	<b>KAYLA THORNTON</b> Family Advocate
<b>CARLY SINGER</b> Director of Development	<b>AUDREY PERNELL</b> Family Advocate
<b>MALLORY HULSEY</b> Director of Case Management	<b>MARIA ESCOBAR</b> Bilingual Forensic Interviewer
<b>SHELBY LYNCH</b> Education Manager	<b>REBECCA CRAIG</b> Forensic Interviewer
<b>KATHRYN CHRISTENSEN</b> Education Coordinator	<b>CHEYENNE JOHNSTON</b> Forensic Interviewer
<b>KAYLAH BEEBE</b> Volunteer Coordinator	<b>DANIELLE DRAPER</b> Forensic Interviewer
<b>CAMDEN MEANS</b> Communications Coordinator	<b>ABIGAIL TREADWAY</b> Client Relations Specialist
<b>HANNAH GRIFFIS</b> Mental Health Coordinator	

### ADVISORY BOARD

<b>DR. RYAN BROWN</b> Board Certified Child Abuse Pediatrician, OU Children's Hospital
<b>WILLIAM CITY</b> Chief, Oklahoma City Police Department
<b>CALVIN KELLEY</b> Deputy Director, Department of Human Services
<b>DAVID PRATER</b> District Attorney, Oklahoma County
<b>SARAH RAHHAL</b> Chief Operating Officer, NorthCare

### BOARD OF DIRECTORS

<b>SCOTT STEMMONS</b> President United Data Technologies	<b>HEATHER LISLE</b> Oklahoma State Department of Education
<b>AARON CURRY</b> Vice President Catalyst Financial Group	<b>MELISSA MARSHALL</b> Mill Creek
<b>SUSAN DAMRON</b> Secretary Oklahoma Bar Association	<b>ANDY MEANS</b> Means Land Services, LLC
<b>DEREK BRIGGS</b> Treasurer Quail Creek Bank	<b>JONICE MEZIERE</b> Chesapeake Energy
<b>GINA BUENDIA</b> Development Chair Peaceful Family Solutions	<b>BECKY ROTEN</b> Community Volunteer
<b>ADAM BROOKS</b> Candor Community Relations	<b>TOBEY SIMPSON</b> First Liberty Bank
<b>ALLYSON L. CARSON</b> Leadership Oklahoma	<b>JULIA JERNIGAN SMITH</b> Oklahoma Behavioral Health Association
<b>DENISE CRAMER</b> Bank of Oklahoma Private Wealth	<b>RACHAEL WEBER</b> Carl E. Gungoll Exploration
	<b>TERESA WILLIAMS</b> INTEGRIS



**care**  
center  
CHILD ABUSE RESPONSE & EVALUATION

The CARE Center is committed to preventing child abuse through education and helping children find their voice and heal after abuse.

### OUR MISSION

Every child has a future; we educate.  
Every child has a voice; we listen.

### OUR VISION

To end child abuse  
in Oklahoma County.

## PREVENTION EDUCATION

Through our education programs, we give adults and children the tools they need to identify and prevent child abuse.

### FOR CHILDREN

ROAR is The CARE Center's child-based education program that teaches children ages 4-8 how to protect themselves from abuse. A cartoon lion named Rex takes children on a journey to find their ROAR:



- R**emember, privates are private.
- O**kay to say no.
- A**lways talk about secrets.
- R**aise your voice and tell someone.

### FOR ADULTS

Recognizing and Reporting Child Abuse and Neglect teaches adults the signs, symptoms, and effects of abuse as well as how to properly respond to and report suspected child abuse.

## EDUCATED

1,756 ADULTS  
5,541 CHILDREN

IN OKLAHOMA COUNTY,

**1** in **3** girls AND **1** in **5** boys  
are abused before their 18th birthday.



**90%** of the time children are abused by someone they know, love, and trust.

## TOTAL IMPACT

**3,790**

ADULTS SERVED

**7,527**

CHILDREN SERVED



## VICTIM SERVICES



### FORENSIC INTERVIEWS

A forensic interview is conducted at the referral of law enforcement or DHS during an abuse investigation. The audio- and video-recorded interview is conducted in a non-leading, child-friendly manner for the purpose of gathering information from the child for use in a legal setting. The interview also reduces the number of times a child must share his or her abuse story.



### FAMILY ADVOCACY

Our specialized family advocates meet one-on-one with non-offending caregivers during the child's forensic interview. This is an opportunity for the caregiver to ask questions, receive resources on abuse prevention and next steps, and discuss additional needs of the family. Our advocates assist families in a variety of ways, including resource referrals to area agencies.



### MENTAL HEALTH SERVICES

Emotional support from trusted adults is critical for children as they overcome abuse and move toward long-term healing. Our trauma-informed mental health coordinator assists with immediate mental or emotional needs of children, conducts observational assessments, educates caregivers on the impacts of trauma, and arranges referrals for off-site, long-term counseling.



### MEDICAL EXAMS

A child may receive a medical exam from our pediatric sexual assault nurse examiner. For physical abuse or more complex cases, we are partnered with OU Children's Hospital. These exams serve to evaluate and treat any medical conditions as a result of abuse and/or neglect, ensure the well-being of the child, and collect evidence for the abuse investigation.

## SERVED

2,034 ADULTS

1,986 CHILDREN

TOGETHER, WE CAN END CHILD ABUSE IN OKLAHOMA COUNTY.