

2019 ANNUAL REPORT



Dear CARE Center supporters and friends,

2019 started with excitement and promise as we officially launched our capital campaign at The CARE Center. As we all know, our plans took a backseat to the devastation of COVID-19. If 2020 has taught us anything, it is **gratitude** for our friends, family, and supporters just like you. It is important to celebrate our successes and even challenges. Some notable highlights from the last year include:

- Welcoming Oklahoma First Lady Sarah Stitt to the CARE family as an honorary board member.
- ROAR, our child-based education program earning national recognition, receiving the FBI Director's Community Leadership Award.
- Receiving an endorsement by Erin Merryn of Erin's Law for ROAR as ROAR continues significant growth, educating more than **27,000 children** on body safety and empowerment since the program's inception in 2017.
- Launching our Young Professionals Board with 22 members.
- Being named Edmond North's 2019 BALTO beneficiary with the funds serving as the catalyst for our capital campaign. We broke ground on our long-anticipated expansion project this summer and look forward to its completion in Winter 2021.
- Expanding our trauma-informed mental health services with a **59% increase** in referrals in just one year.

- Continuing efforts to become the most inclusive and culturally sensitive agency possible through new partnerships with local and national LGBTQ2S+ organizations.
- Increasing our commitment to diversity and inclusion with diversification of staff including more bilingual representation, integrating and translating materials, and establishing a working committee charged with examining our organization from the inside-out.

The work we do is extremely difficult, but child abuse happens and our services are critical to aid in the investigations and to bring healing to so many children and families. Child abuse happens, and our services are critical to aid in the investigations and to bring healing to so many children and families.

We will remain unrelenting in our efforts to serve innocent victims and steadfast in our vision of ending child abuse through education. Alongside a devoted staff and the incredible leadership of our Board of Directors and Advisory Board, I will continue the fight against child abuse in Oklahoma County.

On behalf of the **14,697** brave children served in 2019, thank you for your support. Be bold and stay with us on this journey because together, we can end child abuse.

Stacy McNeiland

A handwritten signature in black ink that reads "Stacy McNeiland". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

**Chief Executive Officer
& Founder of ROAR**

STAFF

STACY MCNEILAND
Chief Executive Officer
& Founder of ROAR

TRACI MARSHALL
Vice President of Operations

SHELBY LYNCH
Director of Education

CAMDEN MEANS
Director of Development
& Communications

REBECCA CRAIG
Case Manager

ABIGAIL TREADWAY
Volunteer Coordinator/
Education Coordinator

AUDREY PERNELL
Family Advocate

CALLIE JOY RIDLEY
Communications Coordinator

DANIELA FLORES
Bilingual Forensic Interviewer

DANIELLE DRAPER
Forensic Interviewer

HANNAH GRIFFIS
Mental Health Coordinator

KAYLA THORNTON
Family Advocate

MARIA ESCOBAR
Bilingual Forensic Interviewer

PRISCILA GURNEY
Bilingual Education Coordinator

SANDRA DELOERA
Bilingual Forensic Interviewer

SHEALA HENDERSON
Client Relations Specialist

ADVISORY BOARD

DAVID PRATER
District Attorney,
Oklahoma County

JUSTIN BROWN
Director, Department of
Human Services

DR. RYAN BROWN
Board Certified Child
Abuse Pediatrician,
OU Children's Hospital

SARAH RAHHAL
Chief Executive Officer,
Sunbeam Family Services

WADE GOURLEY
Chief, Oklahoma City Police

BOARD OF DIRECTORS

SARAH STITT
Honorary Board Member
First Lady of Oklahoma

AARON CURRY
President
Catalyst Financial Group

DENISE CRAMER
Vice President
Bank of Oklahoma Private Wealth

RACHAEL WEBER
Treasurer
Carl E. Gungoll Exploration

SUSAN DAMRON
ESQ. Secretary
Self Employed

JONICE CLINE
Governance Chair
Chesapeake Energy

ADAM BROOKS
Candor Public Relations &
Communications

DEREK BRIGGS
Quail Creek Bank

GINA BUENDIA
Community Volunteer

KRISTEN MURPHY
Community Volunteer

LEZEL CUNNINGHAM-SAFI,
MBA, JD
Gilchrist Aviation Law

TREBOR WORTHEN
Worthen Industries

TREY WELLS
State Farm

EXPENSES

Program	Administration	Fundraising	TOTAL
\$1,288,392	\$160,477	\$112,631	\$1,561,500

INCOME

Capital Campaign	Donations & Other	State & Federal Grants	Special Events (Net)	TOTAL
\$1,455,539	\$373,371	\$812,426	\$240,370	\$2,881,706.00



care
center
CHILD ABUSE RESPONSE & EVALUATION

TOGETHER, WE CAN END CHILD ABUSE IN OKLAHOMA COUNTY.

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.

**2019
TOTAL
IMPACT**

18,612
INDIVIDUALS SERVED IN 2019



PREVENTION EDUCATION

To support our vision of ending child abuse, The CARE Center offers prevention education training and resources for the community.

FOR CHILDREN

ROAR teaches children 4-8 how to protect themselves from abuse. A cartoon lion named Rex takes children on a journey to find their ROAR:

- Remember, privates are private.
- Okay to say no.
- Always talk about secrets.
- Raise 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

**2,011
ADULTS**

**12,809
CHILDREN**

VICTIM SERVICES

The CARE Center is Oklahoma County's child advocacy center working alongside a multidisciplinary team of investigative, medical, and mental health professionals to provide wrap-around services for children who have experienced alleged abuse.



FORENSIC INTERVIEWS

At the referral of one of our 20 law enforcement jurisdictions or DHS, we conduct nonleading, child-friendly forensic interviews for the purpose of gathering information for use in the investigations. The audio- and video-recorded interviews reduce the number of times a child must share his or her abuse story and therefore tremendously reduces further trauma to that child.



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 over 25 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 with partners for off-site, long-term counseling.



MEDICAL EXAMS

In collaboration with our partners at OU Children's Hospital, we provide medical and wellness exams for children. 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

1,904 ADULTS

1,888 CHILDREN