BUILDING BRIGHTER FUTURES FOR AMERICA’S ABUSED AND NEGLECTED CHILDREN

THE NATIONAL COURT APPOINTED SPECIAL ADVOCATE ASSOCIATION

2015 Building Blocks for Success

BUILDING BRIGHTER FUTURES FOR AMERICA’S ABUSED AND NEGLECTED CHILDREN
IT’S FOR THE CHILDREN

THIS IS WHY WE DO WHAT WE DO. CELEBRATING THE EXTRAORDINARY WORK AND COMMITMENT OF CASA/GAL VOLUNTEERS AND STAFF, NATIONAL CASA STAFF, AND OUR SUPPORTERS. IT TAKES A NETWORK.
MISSION
National Court Appointed Special Advocate Association, together with its state and local member programs, supports and promotes court-appointed volunteer advocacy so every abused or neglected child in the United States can be safe, have a permanent home and the opportunity to thrive.

VISION
A world where every abused or neglected child is given the opportunity to thrive in a safe and loving home.

PURPOSE
Every abused or neglected child needs a caring, consistent adult to advocate for his or her well-being.

COLLABORATIVE IMPACT

THOUGHT LEADERSHIP

OPERATIONAL EXCELLENCE

INNOVATIVE-INTEGRATED FUNDRAISING

BRAND AND ISSUE AWARENESS

Strong Support for the Programs

Effective Partnerships with State Organizations

Planning, Research and Analysis

Platform for Financial Sustainability

Governance Effectiveness
Dear Supporters:

In the following pages, you will read about the progress to operationalize the National Court Appointed Special Advocate Association (National CASA) Strategic Framework, which maps a transformative path to equip the Association and its member network to better serve children. Our vision is to create a world where every child who has experienced abuse or neglect is given the opportunity to thrive in a safe and loving home.

This 2015 annual report reflects the extraordinary work, commitment and leadership by CASA/GAL volunteers and staff at all levels of National CASA and its member network. It also reflects the progress we have made together to advance the critical building blocks for success we developed and defined in our strategic framework more than a year ago.

The foundation from which National CASA operates to fulfill its mission is inextricably linked to the success of the CASA/GAL member network, made up of 943 state and local member programs that cover 49 states. Together in 2015, the network supported nearly 77,000 volunteers who were screened, trained and appointed by a judge of the court to serve more than 250,000 abused or neglected children.

Our work is becoming more daunting each day, further complicated by human trafficking that is targeting foster youth and an accelerating opioid epidemic pushing the number of children in foster care higher. An estimated 452,000 children in 2015 were without a compassionate volunteer advocate to guide them through a complex child welfare system. This is not acceptable. Our work is far from done.

Our established framework is strengthening the work we do. Together with our state and local member programs we aspire to recruit, train and pair 200,000-plus needed volunteers with America’s most vulnerable children going it alone in the foster care or court system.

We are honored to do this meaningful work alongside you every day and to reach for the common goal of serving every child who needs our best interest advocacy. Thank you for your tireless commitment—from volunteerism to funding our work—and all you do in support of building a brighter future for America’s abused and neglected children.

William Collins  
Chair, Board of Trustees  
National CASA

Tara Perry  
Chief Executive Officer  
National CASA
BUILDING BLOCKS FOR SUCCESS IN 2015

Advancing a Culture of Collaboration

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Raising Mission Awareness

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Fueling Quality Service Delivery

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Advancing a Culture of Collaboration

OUR NETWORK – OUR CORE

Our 943 state organizations and local member programs supported volunteers who face an ever-changing complex child welfare system that varies from state to state and county to county. But because all CASA/GAL volunteers advocate for the best interests of children who have been abused or neglected, there are many things that we can learn from each other to build our capacity as a nationwide network so we can serve every child before the court who has experienced abuse or neglect.

Creating a culture of collaboration is a cornerstone of National CASA’s vision for the future. To align our work at the national level, National CASA created the Rural, Suburban, Tribal, Urban and State Leadership Councils to engage its membership, connect network leaders operating in similar environments, and draw from the expertise of professionals working with the volunteers and children on the ground.

National CASA also formed new committees on marketing and communications, legal and advocacy issues, performance measurement, training curriculum and national conference planning.

In all, more than 120 program staff are members of the various councils and committees. Together these nationally representative groups work to leverage existing knowledge, identify new resources for the network and promote best practices.
Advancing a Culture of Collaboration

CELEBRATING MILESTONES WITH KAPPA ALPHA THETA

National CASA’s partnership with Kappa Alpha Theta reached several historic milestones this year. In 2015, we celebrated our 25th partnership anniversary, and the combined contributions of Theta groups surpassed $1 million.

Each year, the women of Kappa Alpha Theta find new and exciting ways to stand and speak up for abused and neglected children. Through a social media campaign that lasted 25 hours, Thetas across the county set out to raise $25,000 in celebration of the 25-year-old partnership. Exceeding their campaign goal, Kappa Alpha Theta Foundation presented National CASA with a check for $28,000 at its annual conference.
AKERMAN, LLP, EMERGES AS A SECTOR LEADER

Through disciplined outreach and coordination with member partners in the network, 2015 ushered in a historic model partnership for National CASA. As a lasting contribution to at-risk youth nationwide, Akerman LLP, a top 100 U.S. law firm serving clients and communities across the Americas, intensified its philanthropic and pro bono legal efforts in 2015 with a $1 million pledge to National CASA.

This pledge to National CASA is part of the firm’s continuing commitment to promote volunteer and pro bono advocacy for abused and neglected children in the foster care system and builds upon the momentum of the firm’s annual Give Back Campaign that launched in 2014. Throughout 2015, more than 1,200 Akerman employees across the country participated in the Give Back Campaign, with hundreds pledging more than 22,000 volunteer and pro bono hours and contributing more than $200,000.

CONNECTING IN D.C.

In 2015, National CASA opened a new D.C. office location with expertise from the grant administration, legal, marketing and communications fields. The new D.C. based team will work to leverage funding opportunities and increase national awareness and understanding of the CASA mission.
Raising Mission Awareness

Building a strong brand requires a strong coordinated voice. For National CASA, that means orchestrating a choir of more than 80,000 CASA/GAL volunteers and staff across the country. The prevailing message or call to action is...Volunteer!

In 2015, the collective efforts of the network generated more than 8,000 news articles that reached more than 6 billion people in more than 1,900 news outlets.*

Some particularly important media attention increased the network’s visibility and drove the general public to CASA/GAL program websites across the country in record numbers.

GOOD ADVICE

With a worldwide readership of more than 110 million, Dear Abby has a devoted following. The most widely syndicated columnist in the world and a true household name, Abigail Van Buren recommended that one of her readers experiencing an empty nest become a CASA/GAL volunteer.

A PROFILE TO INSPIRE

Each issue of Good Housekeeping magazine includes a section called “Real Life,” which features a hero story about a woman who is making a difference in her community. One woman’s support for CASA programs in New Jersey caught the magazine’s attention.

* Does not include all broadcast
THE CASA SOLUTION

In “Baby Doe,” a feature story in The New Yorker, Jill Lepore described many of the social, financial, political, legal, and bureaucratic problems that make child abuse and neglect such a vexing national challenge. In a letter to The New Yorker’s editors, National CASA Board Trustee, and CASA of Jackson County, MO, Executive Director Martha Gershun educated the magazine’s nearly five million readers about the hope that CASA and GAL volunteers bring to children who have experienced abuse or neglect. “There are interventions that have proved effective, such as the nine hundred and forty-nine Court Appointed Special Advocates agencies throughout the country, which train lay volunteers and pair each one with a child or a sibling group in the child-welfare system,” she wrote. Read her letter to The New Yorker.

CALL FOR VOLUNTEERS

With average regular viewership of nearly 4 million, Dr. Phil McGraw and his wife, Robin McGraw, stepped forward and shined the spotlight on National CASA and its member network on The Dr. Phil Show. As spokespeople for National CASA since 2008, they champion the work of the CASA/GAL network through their television show and website. Their promotional efforts generated record numbers of volunteer inquiries and informed millions of people about the work of CASA/GAL programs.
Fueling Quality Service Delivery

PERFORMANCE MEASUREMENT INITIATIVE RAMPS UP

What makes the biggest difference for children who have experienced abuse or neglect? What makes volunteers most effective? What can we learn from our programs that have the strongest outcomes? National CASA’s member programs work with more than 250,000 children before the court annually, giving our nationwide network an opportunity to track outcomes, analyze the data and share best practices for working with children who have been abused or neglected.

To drive this major initiative forward, a Performance Measurement and Evaluation staff team was hired in 2015 to set National CASA on the road to becoming an evidence-based program and best-practice generator.

National CASA convened leaders across the network through the Performance Measurement Committee to help National CASA develop national, state and local program logic models to demonstrate the results of best interest advocacy and measure progress across National CASA’s network. The committee, composed of program experts from all regions of the country, has also been instrumental in peer reviewing existing evidence-based studies within the member network and recommending tools and techniques to measure the effectiveness of CASA/GAL volunteers and the programs that support them.

PRE-SERVICE CURRICULUM UPDATE IN WORKS

Through the generous support of the Hearst Foundations, National CASA began updating its pre-service curriculum, the 30-hour training required of all CASA/GAL volunteers before taking a case. The experts on National CASA’s Curriculum Development Committee undertook the critical work of making sure the curriculum prepares CASA/GAL volunteers to meet the real-world needs of today’s abused and neglected children.

When completed, the updated curriculum will have undergone an extensive review process by national experts on child development, trauma and working with children. The curriculum is set to be piloted in 2016 with a number of local programs. Feedback and lessons learned will be incorporated into the final version, scheduled to fully launch in 2017.
CULTIVATING AND NURTURING EXCELLENCE

Each year, National CASA recognizes excellence among child advocates, program directors, judges, board members and CASA/GAL programs excelling in diversity efforts and other promising practices.

Their commitment to excellence in child advocacy is an inspiration to all.

2015 Awards of Excellence Winners

**National CASA Promising Practice Spotlight Award**
- Family Finding Program, CASA of Travis County, TX

**National CASA Promising Practice Spotlight Award**
- Diligent Recruitment Program, CASA of Collin County, TX

**National CASA Inclusion Award**
- Child Advocates of San Antonio, TX

**National CASA Judge of the Year**
- Judge Darlene Byrne, Austin, TX

**National CASA Board Member of the Year**
- Emma Lou Brent, CASA of South Central Missouri

**Kappa Alpha Theta National CASA/GAL Program Director of the Year**
- Paige Greene, Richland County CASA, South Carolina

**National CASA G.F. Bettineski Child Advocate of the Year Award**
- Samuel Herod, CASA of Los Angeles, CA

Visit the online version of our annual report to watch videos of our Awards of Excellence winners at [www.casaforchildren.org/annualreport2016](http://www.casaforchildren.org/annualreport2016).
2015 Results

PROGRAMS, VOLUNTEERS AND KIDS

943
CASA/GAL programs recruited, trained and supported needed volunteers

76,756
CASA/GAL volunteers helped change children’s lives—every day
\( \underline{=} 5,000 \text{ volunteers} \)

22,115
new volunteers were trained in 2015

92,000+
new children were served and

100,000+
children’s cases were closed

250,323
abused and neglected children had a caring CASA/GAL advocate watching out for their best interests
\( \underline{=} 5,000 \text{ kids} \)

7,080,895
CASA/GAL volunteers contributed more than

hours (more than 800 years!) of total service
SUPPORT AND TECHNICAL ASSISTANCE

72 in-person trainings and 74 webinars were facilitated by skilled National CASA trainers on topics including increasing diversity, working with older youth and training volunteers, educating 5,505 total participants.

526 CASA/GAL programs worked with National CASA to hold 526 “Flex-Learning” volunteer training sessions, which combined online and in-person sessions to meet the needs of more than 8,000 busy volunteers.

1,004 CASA/GAL program staff, volunteers, judges, board members and others increased their advocacy skills at the 2015 National CASA/GAL Conference through 75 workshops.

81,610 people were Facebook fans and Twitter followers of National CASA by year’s end.

THERE IS STILL WORK TO DO...

452,000+ children are waiting for a volunteer empowered to find them a safe, loving home. 

= 5,000 kids
2015 Income

- **TOTAL INCOME:** $10,823,105
  - 42% OJJDP grants program
  - 28% OJJDP mentoring program
  - 2% Membership dues
  - 19% Other contributions and income
  - 14% Conference fees
  - 5% Foundations

85.8% of funding received by National CASA Association was directed to services and support for CASA/GAL programs. General/Administrative and Fundraising costs decreased from 14.4% in 2014 to 14.2% in 2015.

2015 Expenses

- **TOTAL EXPENSES:** $10,015,227
  - 51% Grant disbursements
  - 14% Fundraising
  - 12% Network and public outreach
  - 2% Network training and technical assistance
  - 21% General and administrative
2015 Sponsors and Donors

CORPORATE PARTNERS

$500,000
Jewelers for Children
Akerman, LLP

$100,000 to $499,999
Toy Industry Foundation

$25,000 to $99,999
Fred and Mabel R. Parks Foundation
Kappa Alpha Theta Foundation

$10,000 to $24,999
Adam Liff
Britt Banks
Donald (Don) Gimbel
Greg Maurer
Kappa Alpha Theta Fraternity
Kappa Alpha Theta – Delta Omicron Chapter
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Tara Perry
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$5,000 to $9,999
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Renee Bilson
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Elevator Speech, Inc.
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Kappa Alpha Theta – Iota Chapter
Macon Brock
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Nadya Scott
Peg Rudden
Ronald Fischer

$1,000 to $2,499
Allan Curran
Allison L. Burrus
Amy and Frank Linde Family Foundation
Apex Foundation
Audrey Crane
Ayco Charitable Foundation
Bar Lipp Foundation
Best Lawyers
Beth Bollentine
Brad Ray
Chi Omega Fraternity XI
Kappa Chapter
Citibank
D. Grimm, Inc.
Daniel Ostrower
Darrell Sales
David Brady
David W. Goodman
Dennis Tyberend
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Interstate Management Company
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Johnny Langsdon
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Kappa Alpha Theta – Beta Delta Chapter
Kappa Alpha Theta – Beta Omega
Kappa Alpha Theta – Beta Tau
Kappa Alpha Theta – Delta Chapter
Kappa Alpha Theta – Epsilon Omega
Kappa Alpha Theta – Epsilon Omicron Chapter
Kappa Alpha Theta – Eta Omicron Chapter
Kappa Alpha Theta – Gamma Chapter
Kappa Alpha Theta – Iota Chapter
Kappa Alpha Theta – Zeta Lambda
Kappa Alpha Theta – Zeta Tau
Kappa Alpha Theta – Zeta Theta
Kay Parr
Kitty Higgins-Fudge
Kristine C. Coniglio
Laura Seitel
Mary H. Wysochansky
Michael Choy
Mike Domek
Nancy Morris
Neil Dickson
North Stars Gymnastics
Rebecca Grear
Robin Long
Ron Mangum
S Zech
Sandy Kepler
Scott Smith
Selma Attirde
Sonia Valladares
Susan Leeds
The Zimmer Family Foundation
Tim Williams
Vance Patterson
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Wade White
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