



children's TRUST

STAND TOGETHER against child abuse



2021-2022

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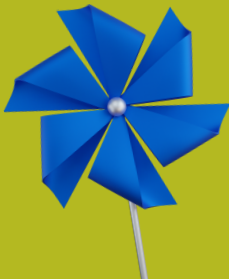
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*From Our Executive Director*

# WHERE WE ARE NOW



Dear Friends,

A world where children live without fear and trauma is a moral imperative, and is critical to the well-being of our communities. Child abuse takes many forms including physical, emotional, verbal, sexual, neglect exploitation, and more. When we think of child abuse, we normally think of physical abuse, but the most frequent form of abuse is neglect. Nationally, more children end up in foster care, or die from neglect every year, than any other form of child abuse. Currently, Roanoke City has the highest number of children in foster care in the Commonwealth of Virginia.

The question is why? At Children's Trust our staff has observed the following reasons: substance abuse, economics, and high cost of rent (sharing homes/apartments with virtual strangers to help pay rent), job loss, COVID, virtual education of children and an increase in domestic violence. I'm sure there are many other reasons, but this is what has been observed over the past year with the children that have been seen in our Children's Advocacy Centers, or have been assigned a CASA once they have been placed in foster care.

There are no easy answers and we all must work together to prevent abuse. That is the mission of Children's Trust: **To prevent and reduce the occurrence and trauma of child abuse and neglect.**

Last year we hosted our first annual Save Jane event on the Roanoke City Market to raise awareness of the prevalence of reported child abuse in all the communities we serve. For more than 18 hours we read the names of over 15,000 Jane/John Does, their age and community. It is emotional work, but I think we can all agree that every child needs to be heard and deserves a safe, happy and healthy life.

I ask you to join us this year by making a donation, volunteer at a Save Jane event, or become a CASA. It may sound cliché, but you can make a difference in a child's life.

Warm regards,  
**Christina Ballard**  
Executive Director





## *Mission Statement*

Our mission is to prevent and reduce the occurrence and trauma of child abuse and neglect.



Since 1979, Children's Trust has served the children and families of Virginia. We combine needed public education outreach, effective advocacy, and a strong network of support. We are dedicated to:

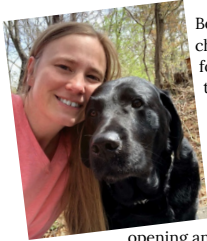
- Promoting awareness about child abuse
- Providing family support education
- Providing a child-friendly environment for the investigation of abuse
- Advocating for the best interests of abused and neglected children



# IN LOVING MEMORY

## Beth Eisenzimmer

Children's Advocacy Center Program Director  
1975-2022



Beth was a fearless advocate for children. She was with Children's Trust for 12 years, and in this time she worked tirelessly to build one of the strongest Family Advocacy programs for our Children's Advocacy Center (CAC) in the state of Virginia.

Beth provided education, training and guidance to new staff and assisted in opening and staffing three additional CAC's—not to mention she was the handler (mom) to Elvis our agency facility dog. She was an organized, ferocious note taker which helped ensure there was a constant advocate with the victim and their non-offending caretaker throughout the entire case.

In April 2021, Beth received the Attorney General Unsung Hero Award for her work on behalf of victims of crime. She was one of eleven individuals honored, and just one of two from the Roanoke and New River Valley region.

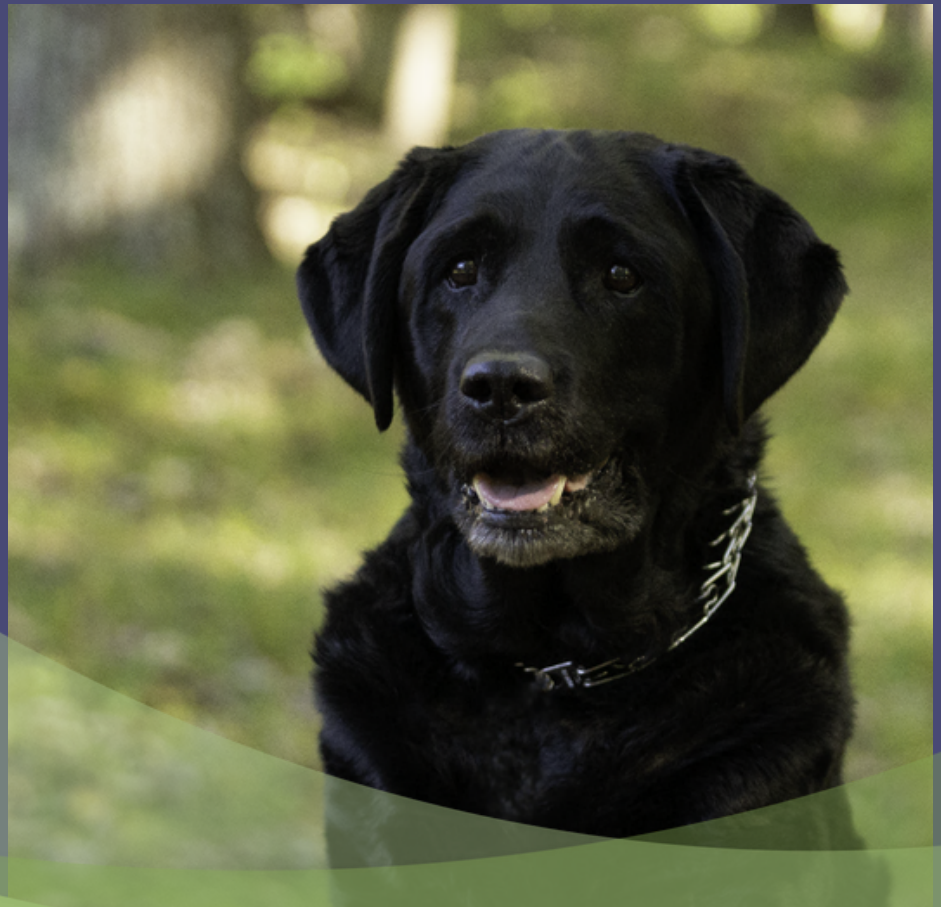
Sadly, Beth became ill and needed to take a long term medical leave, but was determined to return to Children's Trust and continue her work as a Family Advocate. For her, it was personal.

She had introduced the concept of the Save Jane event to bring awareness to an overwhelming number of reported cases of child abuse. Even though Beth was on medical leave and in recovery she insisted on being our #1 volunteer for the event. On the actual day of the event she participated for 12 straight hours—personally wanting to ensure every "Jane" and "John Doe" name was uttered and recognized.

In January 2022, Beth had returned to work when the CAC Program Director position became open. She was hands down the best candidate due to her experience and mission-driven passion for the work. She threw herself into the position, and looked forward to honing her leadership skills. After only a few short months on the job her health declined. She tearfully had to resign a career she believed in with all her heart.

Two days before she passed away, I sent Beth a text and asked her if she would help with this year's Save Jane event. I know she would have said yes.

Written by Christina Ballard,  
Children's Trust Executive Director

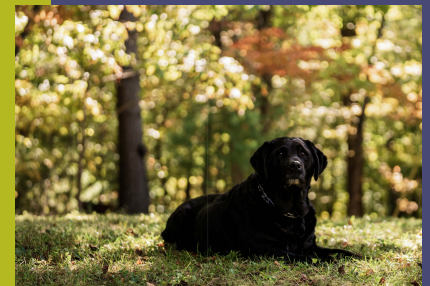


*Job Well Done, Elvis!*

## OUR FIRST TRAINED FACILITY DOG

In November 2014, Children's Trust received Elvis, our first trained Facility Dog. His job was to work with alleged child abuse victims while they are visiting our Children's Advocacy Center (CAC) for forensic interviews. Despite his own health challenges, Elvis continued to serve as a valuable member of the CAC team and enjoyed his work, and interacting in a supportive role with children visiting the Center. The comfort he provided children during a very vulnerable time was immeasurable.

Elvis has retired from service, but will always remain a part of the Children's Trust team. Job well done, Elvis!

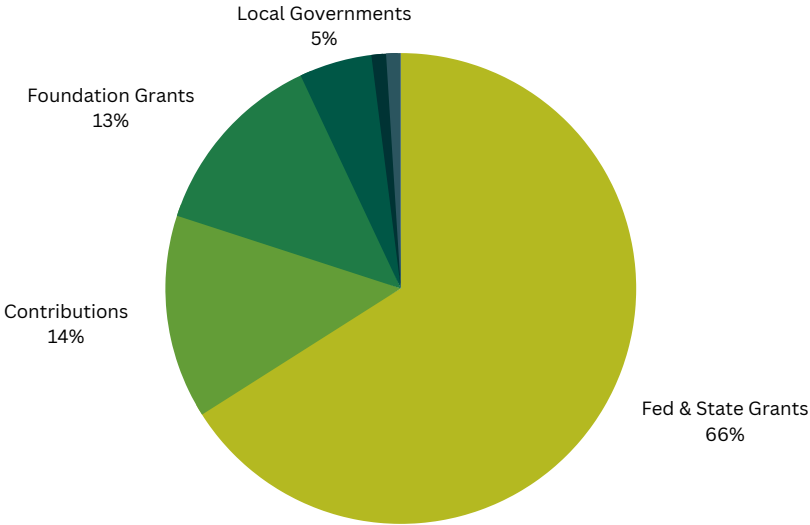


Photos courtesy Susan Campbell Hill  
UnleashedDogPetPhotography@gmail.com

2021-2022

# NUMBERS & STATISTICS

Together we raised \$1.4M to serve our community as of June 30, 2022. We were able to provide child abuse prevention, intervention and advocacy to children and families across Southwest and Central Virginia.



2021-2022

# BUDGET, REVENUE & EXPENSES\*

Budget: \$1,431,564.87  
Revenue: \$1,426,701.98  
Expenses: \$1,417,694.73

*\*From unaudited financial statements.*

- Federal & State Grants 66%
- Contributions 14%
- Foundation Grants 13%
- Local Governments 5%
- Special Events 1%
- Other 1%



## ONE AGENCY, FIVE PROGRAMS

Children's Trust was formed as the result of a joint commitment from the Children's Advocacy Center (CAC) and Court Appointed Special Advocates (CASA) to better serve children and families in the Roanoke Valley.

We are one agency with FIVE comprehensive programs: **Children First, Healthy Families Roanoke Valley, Roanoke Valley Trauma Informed Community Network, Children's Advocacy Center, and CASA: Court Appointed Special Advocates.**

Children's Trust is grateful for the financial support given to us to help with our mission to prevent and reduce the occurrence and trauma of child abuse and neglect. The need for funding increases every year.

## PREVENTION – INTERVENTION – ADVOCACY

Children's Trust combines needed public education outreach, effective advocacy, and a strong network of support for Roanoke children and families and is dedicated to coordinating services that will improve the community by promoting awareness about child abuse, providing family support through education, providing a child-friendly environment for the investigation of abuse, and advocating for the best interests of abused and neglected children.

Children's Trust has dedicated years of service to preventing abuse against Virginia's children and advocating on behalf of those who have been mistreated.



2021-2022

# OUR 5 PROGRAMS

Children's Trust combines needed public education outreach, effective advocacy, and a strong network of support for children and families in Virginia through our 5 signature programs.

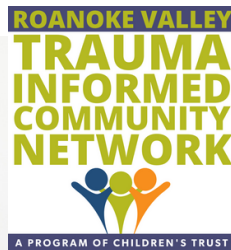


This fiscal year **Children First** offered the Speak Up Be Safe (SUBS) program, our child abuse prevention program, to children in local schools. Children First also continued to provide the Stewards of Children (SOC) program for adults who work with children.



Children First FY2022:

- # of Children receiving SUBS FY22: **5760**, (FY21: 1892)
- # of Adults receiving SOC FY22: **155**, (FY21: 229)



CHILDREN'S TRUST



Our national home-based, evidence-based family support, coaching and child abuse prevention program, **Healthy Families Roanoke Valley** continued to show an increase in need.

The number of home visits increased to 349 in FY22 (up from 314). We saw 27 new families in FY22 (24 in FY21). **Healthy Families referrals increased to 97** (from just 59 in FY21). The needs of the region continue to grow.

This fiscal year, the **Roanoke Valley Trauma Informed Community Network** (TICN) hosted the following activities:

- A network meeting on sexual abuse and trauma.
- "Trauma Basics" training for a number of agencies and the community. **There were 547 attendees who participated in the Trauma Basics Training.**
- "Resilience" Documentary screening.
- Community Awareness Committee and Education Committee meetings.
- Provided "Sky Wellness" course for community partners.
- Meet with community partners to translate "Trauma Basics" into Spanish.
- TICN began work on an Exclusionary Practices Survey for youth providers.

They continued to expand their reach within the community by making significant contacts in Healthcare, Law Enforcement, and the Spanish-speaking community. TICN trained approximately 100 community members in "Trauma Basics" and strengthened our partnership with the Roanoke Prevention Alliance and Resiliency Collective by working together during Resiliency week.

This fiscal year the **Children's Advocacy Center** continued to see increased referrals for Forensic Interviews and Family Advocacy. Forensic Interviews were provided to 597 children and our Family Advocates served 448 non-offending caregivers. **In FY 22, the CAC expanded our service area.** We now serve 25 jurisdictions through 14 Multidisciplinary Teams out of our centers in Roanoke, Bedford, Christiansburg and Carroll County.



*"It is a very serious situation. I felt safe and heard.  
I know my daughter is safe and heard."*

-Actual Children's Advocacy Center Parent



Celebrating our Fall 2021  
CASA Volunteers along with  
Roanoke County Juvenile and  
Domestic Relations District  
Court Judge Leisa Ciaffone.



CASA of Children's Trust continues to provide numerous services and hours to children within the court systems. During 2021-2022:

- We had **48 CASA volunteers** serving the children of the Roanoke Valley.
- **148 children** experiencing abuse and neglect were served by our CASA volunteers.
- Our volunteers provided **13,275 individual advocacy services** that totaled **3423 case hours**.



2021-2022

# WHAT WE'VE BEEN UP TO

We understand the importance of communities working together to strengthen families to prevent child abuse and neglect. Through these collaborations, Children's Trust can continue to provide prevention services, help protect children and produce thriving families. In 2021-2022, we were able to bring the signature event, Save Jane, to Downtown Roanoke. In April we pulled the community together to celebrate National Child Abuse Prevention Month in April. We hosted volunteer training for our CASA volunteers.



On October 7, 2021 at 8:00 a.m., Children's Trust began reading the names of the 15,277 children reported as abused in the 22 jurisdictions served by Children's Trust in 2020. The event happened on the Historic Roanoke City Market.

**It took over over 18 hours to read all the names.  
Over 100 people volunteered to read names with us.**

To protect the children, they were identified as "Jane or John Doe" along with their ages and the jurisdictions in which they reside. Our service area covers the largest area in Virginia and includes: City of Roanoke, City of Salem, Roanoke County, Botetourt County, Town of Vinton, Town of Bedford, Bedford County, Craig County, Town of New Castle, Amherst, Appomattox, Campbell County, Lynchburg, Grayson and Carroll Counties, City of Galax, Montgomery County, Christiansburg, Town of Blacksburg, Radford, Pulaski County, Town of Pulaski, Town of Hillsville, Town of Dublin.

On Friday, April 21, 2023 we will once again come together and read the names of "Jane" and "John," representing this year's reported child abuse and neglect cases in our service area.







The team from **Children's Advocacy Center New River Valley** attending many events throughout the year to bring awareness and information to the community. Here they are at the **Galax Department of Social Services** Child Abuse Prevention and Awareness event in April.



Celebrating our Spring 2022 **CASA Volunteers** along with **Roanoke City Juvenile and Domestic Relations District Court Judge Heather Ferguson**.



On Friday, April 1, 2022 we kicked off **National Child Abuse Prevention Month** by planting over 3000 pinwheels in the gardens of the Virginia Western Community Arboretum.

The pinwheels remained the entire month symbolizing the national symbol for child abuse prevention. Why? Because by its very nature, the pinwheel connotes playfulness, joy, and childhood. It has come to serve as a physical reminder of the great childhoods we want for all children.





Our pursuit of serving the most children and families by providing public education outreach, effective advocacy, and a strong network of support is made possible by the contributions of many.

Thank you to our generous supporters who made donations and annual gifts between July 1, 2021-June 30, 2022.

#### **1979 Society ~ \$10,000 +**

American Rescue Plan Act  
Bedford Community Health Foundation  
Bobby Blankenship  
Carilion Children's  
Community Foundation Serving Western Virginia  
Family & Children's Trust Fund of Virginia  
Kevin & Patricia McMahon  
Kathryn B McQuade Foundation  
City of Roanoke  
The Roanoke Jewish Federation  
The Edgar A Thurman Charitable Foundation for Children  
Virginia Department of Criminal Justice Services  
Virginia Department of Social Services

#### **Mission Partners ~ \$5000-9999**

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Roanoke County  
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United Way of Roanoke Valley

#### **Children's Trust Guardians ~ \$2500-4999**

The Community Foundation of the New River Valley  
Will & Karli Griffith  
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Twin County Community Foundation

#### **Children's Trust Partners ~ \$1000-2499**

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#### **Children's Trust Stewards ~ \$500-999**

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children's TRUST

STAND TOGETHER against child abuse

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