

IMPACT REPORT

2024-2025



children's **TRUST**

STAND TOGETHER against child abuse





A MESSAGE FROM OUR EXECUTIVE DIRECTOR

As I reflect on this past year at Children's Trust, I am reminded of the strength, courage, and hope shown by the children and families we serve—and of the unwavering commitment of our partners and supporters. Our work is not easy, but it is essential. Each day, our team shows up with compassion, professionalism, and determination to ensure every child has the safety, stability, and healing they deserve.



This year brought meaningful progress across our programs—from expanding prevention education in schools to providing trauma-informed support at the CAC to empowering families through advocacy and mentoring. Behind every statistic is a child who felt heard, a caregiver who found reassurance, or a family taking a step toward healing. These moments reflect the heart of our mission and the dedication of our staff, volunteers, MDT partners, and community.

I am deeply grateful for the trust you place in us and for the shared belief that every child matters. Together, we are building safer communities, strengthening families, and creating brighter futures. Thank you for standing with us, for investing in this work, and for helping us create lasting change—one child, one family, one community at a time.

With gratitude,

Shawna Franklin
Executive Director, Children's Trust



CHILDREN'S TRUST

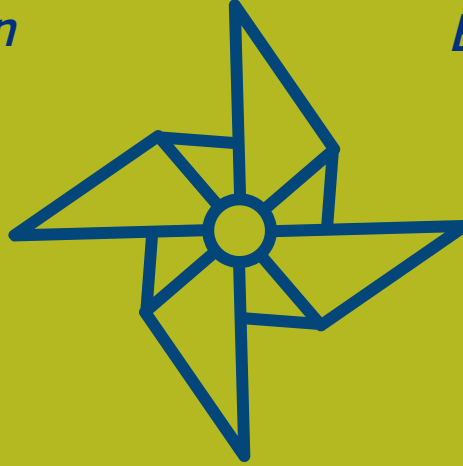
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ABOUT US

Our mission:

To prevent and reduce the occurrence and trauma of child abuse and neglect.



All five programs of Children's Trust encompass public education, prevention, outreach, advocacy, and a strong network of support for area children and families.

One agency. Five programs. All for children.

ONE AGENCY. FIVE PROGRAMS.

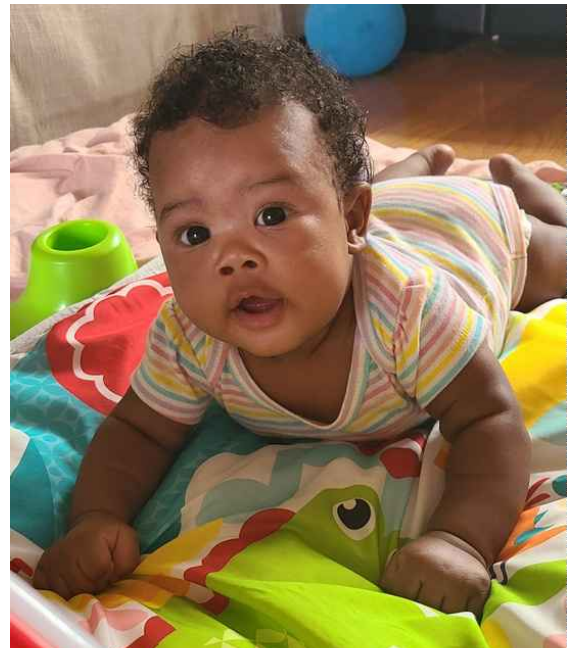


- **Children First** offers child abuse prevention classes to children in schools and training for adults who work with children.
- **Healthy Families Roanoke Valley** connects new parents with a variety of home-based, evidence-based family support to help them create stable, nurturing environments for their children.
- **Roanoke Valley Trauma Informed Community Network** connects organizations in the Roanoke Valley with resources, training, and techniques for implementing trauma-informed systems to help everyone thrive.
- **Children's Advocacy Center** is a child-friendly facility designed to reduce the trauma children often endure during the investigation and prosecution of abuse.
- **The Court Appointed Special Advocates (CASA)** program trains and supervises volunteers who advocate for the best interests of abused and neglected children, ensuring they have a safe, permanent home.

Children's Trust is dedicated to coordinating services that promote awareness about child abuse, provide family support through education, nurture a child-friendly environment for the investigation of abuse, and advocate for the best interests of abused and neglected children. Services are available to all citizens residing within 25 jurisdictions through our centers in Roanoke, Bedford, Christiansburg, and Woodlawn, Virginia.

This fiscal year **Children First** offered Speak Up Be Safe (SUBS), our child abuse prevention program, to children in local schools. **Children First** also provided Stewards of Children®, Darkness to Light's flagship program, to adults in our community.

- **4,682** children in our community received Speak Up Be Safe (SUBS) training.
- **22** adults received Stewards of Children training.
- **150** adults received child physical and sexual abuse prevention information.



Healthy Families Roanoke Valley is a national home-based, evidence-based family support and coaching program that is FREE and voluntary.

- **41** families were provided **212 home visits**.
- **55** referrals were received with **16** new families accessing services.



Healthy Families Roanoke Valley in partnership with the Envision Center and Molina Healthcare, held quarterly Community Baby Showers. This was a collaborative effort that provided new and expecting mothers the opportunity to shower their little ones with essential items.



Our **Children's Advocacy Center (CAC)** is a child-friendly facility designed to reduce the trauma children often endure during the investigation and prosecution of abuse. We have facilities in Roanoke, Bedford, and New River Valley. The CAC conducts forensic interviews and provides family advocacy. The Multidisciplinary Team (MDT) response is a core part of the work of CACs.



- **512** children received forensic interviews.
- **355** caregivers received advocacy services.



Pictured above is the CAC Bedford Office Exam Room. Children who visit the Bedford CAC are able to leave their handprints on the wall as a visual that shows they are not alone.

Our **Children's Advocacy Center** serves **25** jurisdictions through **14** Multidisciplinary Teams (MDTs) out of our centers in Roanoke, Bedford, Christiansburg and Woodlawn, Virginia.

Children's Advocacy Center Locations:

- **Roanoke Office** (541 Luck Ave Suite 230, Roanoke 24016) serves Roanoke City, Salem, Roanoke County, Botetourt, and Vinton
- **Christiansburg Office** (90 College Street, Suite C, Christiansburg VA 24073) serves Montgomery County, Christiansburg, Blacksburg, Radford, Pulaski

Children's Advocacy Center Satellite Offices:

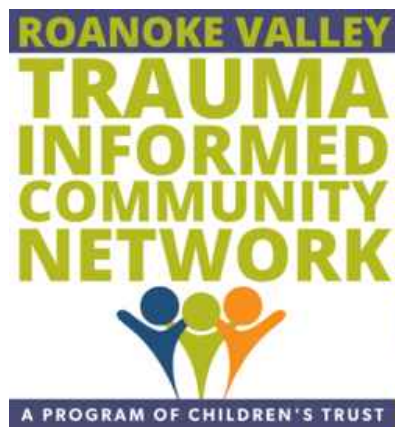
- **Bedford office** (1085 Vista Park Drive, Forest VA 24551) serves Town of Bedford, Bedford County, Amherst, Appomattox, Campbell and Lynchburg
- **Twin County Office** (813 Joy Ranch Road, Woodlawn, VA 24381) serves Grayson and Carroll Counties, City of Galax

Court Appointed Special Advocates (CASA) provides trained volunteers who are appointed by local Judges to advocate for children's best interests in court.

- **150** children comprised of **78** family groups received **3,853** hours of volunteer advocacy services.
- **45** children achieved permanency.
- Our program had **59** active volunteer advocates in **FY 25**.
- **17** new volunteer advocates were sworn in this fiscal year.



Pictured above is the Fall 2024 class with the Honorable Judge Ferguson, the Honorable Judge Rogers and CASA staff.



The **Roanoke Valley Trauma Informed Community Network (RVTICN)** seeks to connect organizations to better understand, prevent, and address Adverse Childhood Experiences (ACEs) and trauma in our community.

- **852** community members participated in trainings which included Trauma Basics, Trauma 2.0, Trauma Informed Supervision, and specific trauma related topics (domestic violence, substance use, environmental concerns)

Pictured to the right is Decca Knight, Trauma Specialist, at the "Virginia Partnership for Out of School Time" conference



APRIL

CHILD ABUSE PREVENTION MONTH



On **April 3, 2025**, over 25 community volunteers, collaborative partners, and staff planted pinwheels at Virginia Western Community College to **honor every child's voice**

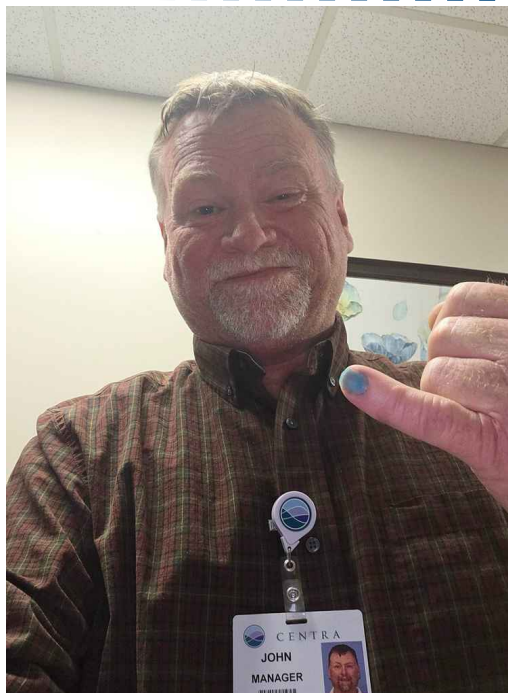


COMMUNITY CELEBRATION



On **April 27, 2024**, Children's Trust held our 3rd annual Comm**UNITY** Celebration at Goodwill Youth HQ.

Over 150 families attended, celebrated our community and local resources, and participated in a variety of fun, family focused activities.



In May, we started the Pinky Promise Campaign, which asked people to paint their pinky nail blue for the month of May to represent the 1 in 10 children who will experience abuse before their 18th birthday. A generous donor agreed to donate \$10 for each person who participated.

Thanks to the 500+ people who participated!

MAY

PINKY PROMISE



SPECIAL EVENTS

On October 25, 2024, Children's Trust held its signature event, **The Golden Halo Awards**. This esteemed event recognizes and celebrates the exceptional dedication of individuals who tirelessly champion the cause of child abuse prevention, intervention, and advocacy.



This year's award recipients pictured left to right are:

1. Health & Human Services-Meghan Veal, Senior Family Services Specialist-Congregate/Residential Foster Care Unit, City of Roanoke Department of Social Services
2. Health & Human Services-Rhonda Sabra, Forensic Nurse, Centra Health
3. Judge Trompeter CASA Award- Will Childers, Current CASA Volunteer
4. Law Enforcement- Detective Kari Myers, Roanoke County Police Department
5. Legal/Judicial-Roanoke County Commonwealth's Attorneys and Victim Witness Team: Beth Oates, Nate Griffith, Claire Pickering (not pictured are Matt Harris and Anne Jones)
6. Clarine Spetzler Guardian Angel Award- Kathy Kerkerling, Retired Pediatrician and community advocate.

2024-2025 DONORS

Acquisition Title and Settlement Agency

Anderson, Desimone & Green

Anthony F. Anderson

Christine Azevedo

Balzer & Associates

Ms. Sheila Barnhart

Mrs. Donna Batzel

Susan Beeler

Rotary Club of Blacksburg

Town of Blacksburg

Jessica Blandy

Mr. Bobby Blankenship

Dr. Andrew Bockner

Jeanne Bollendorf

Botetourt County

Dr. John Bouldin

Mr. Thomas Brock

Brown Insurance

BT's Restaurant

Carilion Children's

Centra Health, Inc.

Champs Sportsbar & Cafe

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Community Foundation Serving Western

Virginia

Cox Charities

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Carter and Kay Craigie Family Foundation

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Mrs. Anna L. Lawson

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Roanoke Valley Center for Sight

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Lisa Russell

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Salem Montessori School

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City of Salem

George J. & Effie L. Seay Foundation

Second Presbyterian Church

Dee Sheffer

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Dr. Anthony Stavola

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Ms. Helen Lee Surber

TC Tap Hou

Dr. John T. Tielking

Kendra Turman

Twin County Community Foundation

Unitarian Universalist Church of Roanoke

United Way of Roanoke Valley

Kaitlyn VanBuskirk

Ellen van Thiel

Virginia Department of Criminal Justice Services

Virginia Department of Social Services

Mrs. Carol C. White

Lori Wimbush

Dr. John Wood

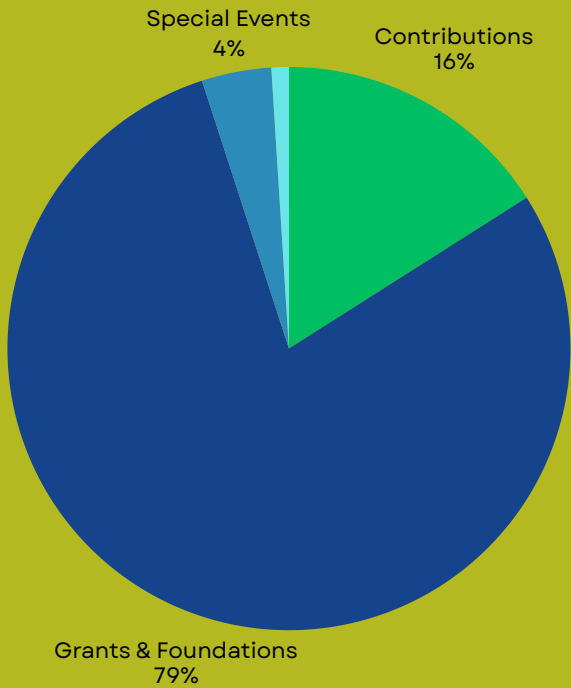
Yokohama Tire

Mimi Young





FINANCIAL SUMMARY

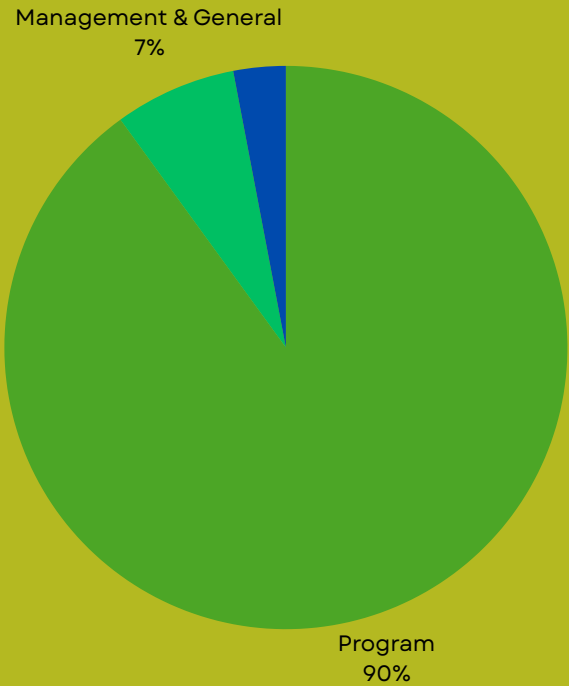


INCOME

CONTRIBUTIONS: \$233,251
GRANTS & FOUNDATIONS: \$1,138,929
SPECIAL EVENTS: \$58,991
OTHER: \$4,342
TOTAL: \$1,435,513

EXPENSES

PROGRAM: \$1,283,785
MANAGEMENT & GENERAL: \$99,698
FUNDRAISING: \$37,235
TOTAL: 1,420,728



CONTACT US:



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SUITE 110
ROANOKE, VA 24018



540-344-3579



FOLLOW US ON FACEBOOK
@ROANOKECT



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WE ARE MOVING!

EFFECTIVE 4/1/26

OUR NEW ADDRESS IS:

5115 BERNARD DR.

SUITE 110

ROANOKE, VA 24018

HIGHLIGHTS FROM SPRING 2025



Counter clockwise from top right: In April & May, Yokohama donated \$100 for every homerun made by the Salem Red Sox; In April, Roanoke Natural Foods Co-op selected CASA as the recipient of their CHANGE! for our Community Program, We were a Target Circle participant for April, May & June, Second Presbyterian selected us as the recipient of their outreach offering in April, Jersey Mike's selected us as their local charity for their March Month of Giving and Day of Giving, and Montano's held a percentage night to benefit Children's Trust on June 11. Thank you for all of the support!

