“Every child deserves to feel safe at home and to be successful in life.”

2019-2020 Impact Report
Message from the Board President

Dear Friends,

As our community addresses the complexity of a pandemic and social justice issues, we at Champions for Children thank you for your loyalty and continued support. In these challenging times, our work is more important than ever. In this report, you will see the positive impact we had in 2019 and the innovative efforts we made in 2020 to meet the evolving needs of families and children in Hillsborough County.

Every child deserves to feel safe at home and to be successful in life. Prevention of child abuse and neglect before it happens is the fundamental goal of our work. In 2019, our programs served 41,785 individuals including 25,486 students who attended Kids on the Block programs on prevention of child abuse and bullying.

We know family education is the best prevention and early learning is one critical tool that promotes parent-child attachment and healthy child development, both of which are key factors in protecting against abuse and neglect. In October, we officially launched our Talk Read Sing Community Campaign. Many parents do not realize that talking, reading, singing and playing with babies from birth is a simple but powerful way to develop an infant's brain. With more than 17,000 babies born each year in Hillsborough County, this message is of paramount importance.

In 2020, when the coronavirus pandemic arrived, Champions adapted quickly to support our families. The pandemic, like natural disasters, worsens conditions for families experiencing domestic and financial stress and increases the risk for child abuse and neglect. Champions was able to provide most of our programs virtually and found that families participated at an increased rate. We also were able to create two impactful online video lessons featuring our Kids on the Block puppets: “Keeping Children Healthy During COVID-19” and “How to Talk to Your Child About Race Issues.”

Champions for Children was established over 40 years ago. Our proven track record and your continued funding and commitment of time and energy will be the basis of us moving forward. We thank you for your generosity and we look forward to working with you on current challenges and new opportunities that will emerge. When children develop to their highest potential, our entire community benefits from better economic, civic and health outcomes. By working together, we will build stronger families with thriving children.

Kay Annis Wilson
President, Board of Directors
July 20, 2020

Champions Response to COVID-19

The COVID-19 pandemic changed the world as we knew it, and with it came heightened stress and risk factors for the families we serve. Social isolation, limited access to resources, financial strain, and other types of domestic stress – even in the short-term – can have long-lasting impacts on children and families.

Throughout this crisis, we were here to help families stay strong and healthy to avoid negative outcomes.

Here’s how...

Quickly moved classes, workshops, playgroups and home visits to a “virtual” format, with an overall increase in participation from families.

Called all of our families to check up on them and offer services to help during the crisis.

Distributed over 59,000 diapers, 4,600 wipes and 470 creams to over 500 families in need through our weekly diaper “drive-thrus.”

Launched the Parent Warm Line to offer free parenting support for families in need.

Provided families with tablets and WiFi hotspots to enable them to participate in our (and other) programs during the pandemic.

Offered families the opportunity to stay safely connected in person via appointment-only small group playdates.
Every year in Hillsborough County, more children are removed from their homes due to child abuse and neglect than in any other county in Florida. **Champions for Children’s** mission is to build stronger families in the Tampa Bay region through our child abuse prevention and family education programs.

Learn more about the issues we address and our approach to strengthening families at [www.cfctb.org](http://www.cfctb.org).

### Our Services

#### Family Education and Individualized Support

Classes, groups, and individualized supports rooted in science and designed to help parents develop skills to raise healthy, thriving children.

#### Parent-Child Educational Programs

Home visiting services and educational playgroups that utilize research-informed activities to help parents build strong, healthy attachments with their infants and toddlers while learning together.

Developmental screenings for children help parents learn about their child’s progress, what to do when there are concerns, and how best to support them as they grow.

#### Community Education

In-school educational puppet shows teaching children to safely recognize and report abuse, neglect, bullying and other personal safety issues.

Public awareness activities designed to educate our community about issues affecting children and families and the opportunities to address them.

### Our Programs

**A Breastfeeding and Childbirth (ABC) Program** - Comprehensive prenatal education and breastfeeding support services led by certified professionals for families who are expecting or have recently welcomed a child into their lives.

**Baby Bungalow** - A parent-child together learning and resource center with a series of educational playgroups and developmental screenings available in locations throughout Hillsborough County. Specific offerings are tailored to the developmental stages of participating children.

**Family Learning Center** - Parenting classes, new mom support groups, visitation playgroups, reflective groups, and child development seminars for mothers undergoing treatment for substance abuse at DACCO Behavioral Health. FLC also serves as an Eckerd Early Head Start and School Readiness Provider, enrolling children from newborn to 3 years old.

**Fatherhood Resource and Networking Community (FRANC)** - Offers fathers and fathers-to-be Nurturing Dads Program, Boot Camp for New Dads, and opportunities to connect with other dads.

**Growing up Great** - A parent-child together learning and resource center with workshops promoting strong attachment and healthy childhood development, offered bilingually in English and Spanish in a community-based setting in the Town 'n' Country area.

**Healthy Families** - Home visiting program that offers parents information on their child's development; healthy ways of dealing with everyday stress; help setting and achieving personal and family goals; positive parenting and discipline skills; and connections to community services.

**Kids on the Block** - Educational puppetry performances that teach Hillsborough County third and fourth graders how to safely recognize and report child abuse, neglect, and bullying when it happens to them or to their peers.

**Layla's House** - A parent-child together learning and resource center in the heart of Tampa's Sulphur Springs Community, with services tailored toward parents of children aged birth to 5 years old, as well as expectant mothers.

**Parents as Teachers** - Home visiting program that uses the most current research to promote healthy development and school readiness for children and families, prenatal through kindergarten.

**Positive Parenting & Partnerships (P3)** - Tailored interventions designed to positively impact parenting skills; healthy relationships among co-parents; marriage and couple stability; financial health; and parenting confidence.

**Talk Read Sing Tampa Bay** - Community awareness campaign focused on educating Tampa Bay residents, especially parents, about the importance of developing a child’s brain by talking, reading, and singing beginning at birth. Tampa has been designated as the 27th *Talking Is Teaching: TALK READ SING Community* in the United States, with Champions serving as the anchor agency.
**By the Numbers**

**41,785** Individuals Served in 2019

11,658 children and adults served via family education and individualized support.

4,641 individuals participated in parent-child educational programs.

25,661 community members benefited from community education, including elementary students who attended child abuse and bullying prevention puppet shows and members of the local business, philanthropic, and social service sectors who attended Talk Read Sing events.

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**Positive Outcomes**

Our programs help families develop healthy parent-child attachments, reduce their sources of stress, and strengthen their core life skills so their children can feel safe, loved, and supported to reach their full potential.

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Parents support their child's healthy development</td>
<td>93%</td>
</tr>
<tr>
<td>Parents report increased social supports</td>
<td>90%</td>
</tr>
<tr>
<td>Parents increase parenting skills</td>
<td>88%</td>
</tr>
<tr>
<td>Parents increase their confidence in knowledge of health and safety topics</td>
<td>94%</td>
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99% Program participants are satisfied with our services.
Your Generosity & Caring...

All figures represented in this report reflect 2019 data.

- Corporations - 13%
- Individuals - 24%
- Foundations - 63%

Percentage of total philanthropic dollars received in 2019

- 82% of unique donors are private individuals

...at Work!

- 2,360 toys were collected and distributed for 1,290 of our participant children during the 2019 Holiday Store toy drive, with the help of 180 volunteers.

- More than 59,000 diapers collected and distributed to families in need through our partnership with the Junior League of Tampa and generous contributions from members of the community.

Expenses: $6,733,143

- Development 4%
- Administrative 13%

83% of funds go directly to program services.

$753,612 received via annual appeals, major gifts, and private foundation grants.

$227,636 received via fundraising events, including the Dream Keepers Ball and the Champions Luncheon.

Corporations - 13%

Individuals - 24%

Foundations - 63%
Real Families

Ana, a third grader, attended a Kids on the Block puppet show at her elementary school focused on child abuse prevention. During the performance, our trained puppeteers used life-sized puppets and kid-friendly messages to explain how to safely recognize, report, and get help when child abuse happens to you or someone you know. Ana learned about the four forms of abuse - physical, sexual, verbal, and emotional - and realized that she had been a victim of child sexual abuse by a family member for quite some time. She buckled up enough courage to inform her guidance counselor, who acted promptly and informed the local authority. After being removed from the abusive situation, Ana told the adults who helped her that the Kids on the Block puppet show and its “No, Go, and Tell” safety message was the reason she came forward. Upon hearing her story, our puppets wrote Ana a letter to tell her how brave she was. Today, Ana is in a safe living situation where she is getting support to overcome her traumatic experiences.

Real Impact

Ava found out about the playgroups at our Growing up Great program when she attended a Community Event being hosted by the Town ‘n’ Country library. Ava was worried about aspects of her son’s development such as why he wasn’t speaking as much as his peers. When Ava began attending the playgroups, these concerns were a source of great stress for her, and placed a strain on her relationship with her son. With the help of our staff, she realized that she was having expectations outside of her son’s developmental capabilities for his age. Through the playgroups, she learned about appropriate expectations for her son’s development and how to calmly and confidently handle possible future concerns. Because of her positive experience in the playgroups, Ava also enrolled in a parent education workshop through Champions’ P3 program to help her strengthen her relationship with her older son. Now, Ava is not only more confident in parenting both of her sons - she knows where to go for no-cost support when challenges arise!
When Lola began Baby University at Layla's House, she was pregnant and already overwhelmed with stress from her home life. The workshop helped her boost her parenting skills and coping strategies so she could start motherhood off on the right foot. Then, right around when her son was born, she lost her housing. Layla's House staff helped her navigate housing options until she was able to move in with her partner's family.

Lola then joined our Baby & Me educational playgroup to learn more about her baby’s development and find social support among other moms. Unfortunately, her housing soon fell through again, but we were able to provide her a hotel voucher while she secured a safer situation. Still, Lola took the long bus ride from the hotel to attend groups and, in between, proudly shared photos of her child’s progress with our staff. Lola’s life has never been easy and her ongoing housing instability continues to make it difficult. However, with warm and professional wraparound support from Layla’s House, she has remained a consistent, loving, and attached mother for her baby, ensuring him a bright future even as we work with her to overcome her many economic challenges.

Vishul enrolled in Champions’ Nurturing Dads class because he was separated by the courts from his family. Before Vishul began coming to the Nurturing Dads class, he thought good parenting meant being very strict, tough, and discipline focused. At first, he was an unengaged attendant - missing sessions and not participating. So, our instructor reached out to him for a one-on-one conversation to see how we could better support him and help him find value in the class. The personal outreach helped him open up, and from then on he was highly engaged.

Through Nurturing Dads, Vishul learned alternative strategies for parenting his children through love, even in stressful or upsetting situations. Vishul is glad he got to participate in this program because it taught him how to replace tough discipline focused methods with talking through issues and being more affectionate. He believes his relationships with both his partner and his children have changed for the better because of Nurturing Dads, and today he is happily reunited with his family.
Every year, in addition to pursuing excellence in our ongoing programs, Champions strives for new and improved ways to build stronger families with thriving children in our community. Here are just a few examples of what was “new” this year:

- Launched the Talk Read Sing Community Campaign and website to promote the power of talking, reading, and singing to babies from the moment of birth. TalkReadSingTampaBay.org
- Strengthened our commitment to trauma-informed care through new trainings for all Champions staff.
- Introduced new Kids on the Block performances to reach younger audiences.
- Expanded our footprint in Town ‘n’ Country with our new bilingual parent-child learning and resource center.
- Began offering case management services at Layla’s House as an extra layer of support to help families navigate community resources.
- Successfully introduced “virtual” programming and our Parent Warm Line phone support, making it easier than ever for families to access our programs.

From our Supporters

We are so proud of the excellent work of Champions for Children. They stepped up and provided the leadership needed to launch Talk Read Sing in our community, an innovative national effort to help young parents understand that learning starts from day one, not 5 years later when Kindergarten starts. By focusing on the earliest years, Champions does a world of good for our community helping children feel close and protected - and become successful students in our schools. CFC is a Champion for the whole community because you help parents become great first teachers.

Robert and Karen Buesing

Caspers Company has been a proud supporter of Champions for Children since their inception in 1977. The ultimate goal in all we do is to generate happiness in the lives of those we are privileged to touch. What a perfect fit to partner with an organization that rebuilds, educates, and transforms families with empowering tools to build a happy family environment. When children are safe and loved and parents are prepared and encouraged, the net result is a better world for all of us.

Caspers Company

We are proud to support Champions for Children and the Layla's House program, which nurtures children and their families in Sulphur Springs from prenatal to Kindergarten. Services like Baby University for expecting families, Learn With Me in two different languages, and special supports and activities for dads ensure that the children and families who are part of Layla's House have hope in life and a bright, successful future.

Maria and Tawfik Chami

Highlights

Champions
2019-2020

Launched the Talk Read Sing Community Campaign and website to promote the power of talking, reading, and singing to babies from the moment of birth. TalkReadSingTampaBay.org
Thanks to our Generous Supporters

Champions for Children is deeply grateful to the following private individuals, corporations, and philanthropic foundations for their generous support. The listings below reflect the highest level of giving within either the 2019 or 2020 to-date calendar year (listing as of 7/1/2020). Without you, so much of our work to strengthen families would not be possible. Thank you!

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- Moira J. Burke
- Conn Memorial Foundation, Inc.
- Cornelia and Richard Corbett

$10,000+
- Florida Blue Foundation
- Liz and David Kennedy
- The Lowry Murphey Family Foundation
- The Mabel & Ellsworth Simmons Charitable Foundation, Inc.
- PNC Financial Services Group, Inc.
- Hobbs Foundation

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- Altrusa International of Tampa
- Brown & Brown of Florida, Inc.
- Caspers Company
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- Terrell and Joe Clark
- Florida Medical Clinic Foundation of Caring
- Anne and John Gormly
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- Yaser A. Alhassani
- Allstate Giving Campaign
- America’s Charities
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Champions for Children strives to provide the highest level of service to the Tampa community, which is why we have been accredited by the Council on Accreditation (COA) since 2004.

We also work to communicate our use of funds and the results of our work fully and accurately, earning the agency a Platinum Seal of Transparency from GuideStar.

Connect with us! Learn more about our programs and mission, stay up-to-date on upcoming events, subscribe to our newsletter and more at www.cfctb.org

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