

# *give from your heart*



ANNUAL REPORT 2008

*Upon our children –  
how they are taught –  
rests the fate – or fortune –  
of tomorrow's world.*

— *BC Forbes*



*(Founded as the Child Abuse Prevention Foundation)*

*We cannot always build the future  
for our youth, but we can build our youth  
for the future.*

— *Franklin Delano Roosevelt*



*(Founded as the Child Abuse Prevention Foundation)*

## Reflecting on a Year of Change, Challenge & Hope



Without a doubt, 2008 was a year of change and challenge. Charities throughout the nation were confronted with diminished funding streams, yet inundated with additional calls for help.

In June of 2008, Newsweek Magazine issued a report entitled *The Coming Charity Crisis: How the Struggling Economy*

*Is Hurting Donations*. In September of 2008, the Chronicle of Philanthropy reports that “29% of Americans Plan to Cut Giving This Year.” In November of 2008, the Washington Post reported “It [nonprofits] is often the first to experience recession as households cut back on discretionary contributions and the last to recover.” Yet amidst this cacophony of warning bells and bad economic news, our Foundation continued to reach out, expand our donor base, and support abused and neglected children.

Despite the difficult economy and even though ticket sales were down, the *Fifth Annual Chefs and Champions for Kids* event raised a record amount with proceeds totaling more than \$137,000. San Diegans continued to show their generosity and compassion for kids with a record number of donations during the fall *Backpack Flash Drive* and December’s 2008 *Give Your Heart to Kids Holiday Drive*. More than 12,000 gifts were distributed to abused, neglected, or abandoned children throughout San Diego County. And new partnerships were being formed – with the District Attorney’s Office, United Way, and many others.

However, Promises2Kids was not to be immune to the effects of the failing economy. During December, which is traditionally one of the most important months for development and fundraising for nonprofits, we saw donations drop significantly. This began to raise concern about our ability to maintain previous levels of support for the children. As a result, the decision was made to restructure the staff, and operation expenses and personnel had to be reduced to protect the core programs that we support.

*Only a life lived for others is a life worthwhile.*

— Albert Einstein

Thankfully, 2008 was also a time of renewed hope, change and promise. After careful deliberation and planning, and with a new strategic vision, the Board of Directors and leadership at the Child Abuse Prevention Foundation decided to change the organization’s name to Promises2Kids. The new name reflects an increased awareness of child abuse and neglect in the community and was created to strengthen the movement to help hurting children in the community. Several of our generous supporters offered their assistance through pro bono work and the leadership, staff, and Board of Directors began the exciting process to rebrand the Child Abuse Prevention Foundation to Promises2Kids.

Fueled by determination and an economy which was beginning to spark a rise in the number of child abuse and neglect cases, the organization entered 2009 with a renewed vigor and effort to sustain and build programs to help abused and neglected children and youth in the community. We also welcomed Edith Glassey as the new Director of Development and Communications, and Teresa Stivers took on a new role as Program Director. Both have had many years of successful nonprofit experience. Promises2Kids has been greatly strengthened by their presence on the management team.

These difficult economic times have been a poignant reminder of the importance of the work that we do, because financial hardship is historically linked to an increase of incidences of child abuse and neglect. And despite the difficult economic times, we will be resilient because the children we support have had to be resilient in ways in which no child should have to be.

With your continued support, Promises2Kids will continue to support hurting children in our community. We will continue to be their voice, their shoulder, their tears, their laughter, and their hope. Because they are our future and they need us now more than ever.

Thank you for supporting hurting children in our community during these challenging times.

A handwritten signature in blue ink that reads "S. Golding". The signature is fluid and cursive.

Hon. Susan Golding  
CEO/President

## 2008: A Year of Programs and Partnerships

### Program Highlights and Accomplishments

Even during these troubling times, our loyal supporters and partners helped us make tremendous strides in the fight to end child abuse and neglect in our community. Just look at what was accomplished in 2008...

**THE GUARDIAN SCHOLARS PROGRAM** awarded \$190,000 in college scholarships to former foster youth working to obtain their college education. The Guardian Scholars Program is overwhelmingly successful with **80%** of Guardian Scholars graduating (nationally, only 10% of former foster youth attend college and, of this group, only 3% graduate).

In 2008, we forged a partnership with **UNITED WAY OF SAN DIEGO COUNTY** and their **STUFF THE BUS!** drive. Stuff the Bus! is an annual drive to collect items for abused, neglected and abandoned children. The idea is to stuff a bus full of these items. In 2008, we collected 1,800 stuffed animals which were delivered to children throughout San Diego County.

**THE FOSTER FUND PROGRAM (NOW CALLED THE SOMETHING SPECIAL FUND)** provided \$9,000 in financial assistance to foster youth wishing to take part in life-enriching activities such as music lessons, camp, field trips, and sports.

A new partnership was created with the **COUNTY OFFICE OF EDUCATION (COE)**. Promises2Kids now works with COE to bring the **SCHOOL SUCCESS PROGRAM** to foster youth. The program was created to provide funding for life-enhancing activities and services for children in the foster care system.

The first-ever Camp Connect Program began in 2008. **CAMP CONNECT SAN DIEGO** is a partnership between **UNITED WAY OF SAN DIEGO COUNTY**, Promises2Kids, and the **COUNTY OF SAN DIEGO**. The program provides an opportunity for siblings who have been separated in foster care to reconnect through fun activities like camp and Padres games.

Promises2Kids joined the **DISTRICT ATTORNEY'S OFFICE** and a coalition of partners to form **P.R.I.C.E. (PREVENTING RAPE BY INTOXICATION THROUGH COMMUNITY EDUCATION)**. The P.R.I.C.E. coalition works with men and women from the target age group (14 to 25) to create a message that will effectively reach their peers and alter behavior and perception about the crime of rape by intoxication.

The **BETH LENNON SYMPOSIUM** provided law enforcement, prosecutors, the **DEPARTMENT OF HEALTH AND HUMAN SERVICES** and social work personnel with specialized training in handling child abuse cases to ensure standards of best practices.

In 2008, **Mary's House**, named after the late Mary Goodall, continued to provide hope, healing and health for young women working to transition from the foster care system to adulthood, providing shelter, support programs and life skills training. Promises2Kids' Mary's House is operated by the **YMCA YOUTH AND FAMILY SERVICES**.

Through our continued partnership with **RADY CHILDREN'S HOSPITAL**, the **DEVELOPMENTAL SCREENING AND ENHANCEMENT PROGRAM (DSEP)** at the **POLINSKY CHILDREN'S CENTER** provided services for approximately 1,000 children in 2008 to help them prepare for successful entry into school.

In 2008, the Board of Directors adopted new Bylaws to ensure good governance and accountability.

And nearly **2,000 ABUSED, NEGLECTED, AND ABANDONED CHILDREN** found a warm bed, a friendly smile, love and compassion at the **POLINSKY CHILDREN'S CENTER**.

**PROMISES2KIDS CONTINUES TO SUPPORT AND PARTNER WITH LOCAL ORGANIZATIONS THAT SHARE IN OUR MISSION TO BREAK THE CYCLE OF CHILD ABUSE IN SAN DIEGO COUNTY.**

*I don't even want to think about where I might have ended up without the help of Promises2Kids.*

— "Lucy" (former Foster Youth)



# Highlights of 2008 Events

## Polinsky Center Gymnasium Grand Opening



(LtoR) CEO/President of Promises2Kids Susan Golding, Arthur Rivkin & Jeannie Polinsky Rivkin



(LtoR) Board member Lois Fong-Sakai, Founder Emeritus Renee Comeau, Benefactors Jack and Mary Goodall, Founder Emeritus Norma Hirsh and Board Member Terry Gulden

## Chefs and Champions



Bernard Guillas, Executive Chef – The Marine Room



Program Director Teresa Stivers, Event Chair Nancy Manning, CEO/President of Promises2Kids Susan Golding



Andrew Clark (CEO of Bridgepoint Education) receives award from CEO/President of Promises2Kids Susan Golding

# Highlights of 2008 Events

## Chefs and Champions



Guardian Scholar Irene Macedo



U4Rik Vodka Martinis for Chefs and Champions guests



The Junior Theatre provide entertainment at Chefs and Champions event



Bill Southwell, Capt.(Ret), receives award from CEO/President of Promises2Kids Susan Golding at Chefs and Champions event



CEO/President of Promises2Kids Susan Golding presents award to Supervisor Greg Cox



Cathi Palatella, Director of the Polinsky Children's Center, CEO/President of Promises2Kids Susan Golding and Jeannie Polinsky Rivkin

## Stuff the Bus



Doug Sawyer,  
CEO of United Way,  
CEO/President of  
Promises2Kids  
Susan Golding

## Developmental Screening & Enhancement Program



Jill Thomson works with a child in the Developmental Screening and Enhancement Program (DSEP)

## Holiday Gift Drive



Volunteers lending a helping hand

## Camp Connect



Camp Connect San Diego, a partnership with United Way of San Diego County and the County of San Diego

## The Backpack Flash Drive



The Backpack Flash Drive

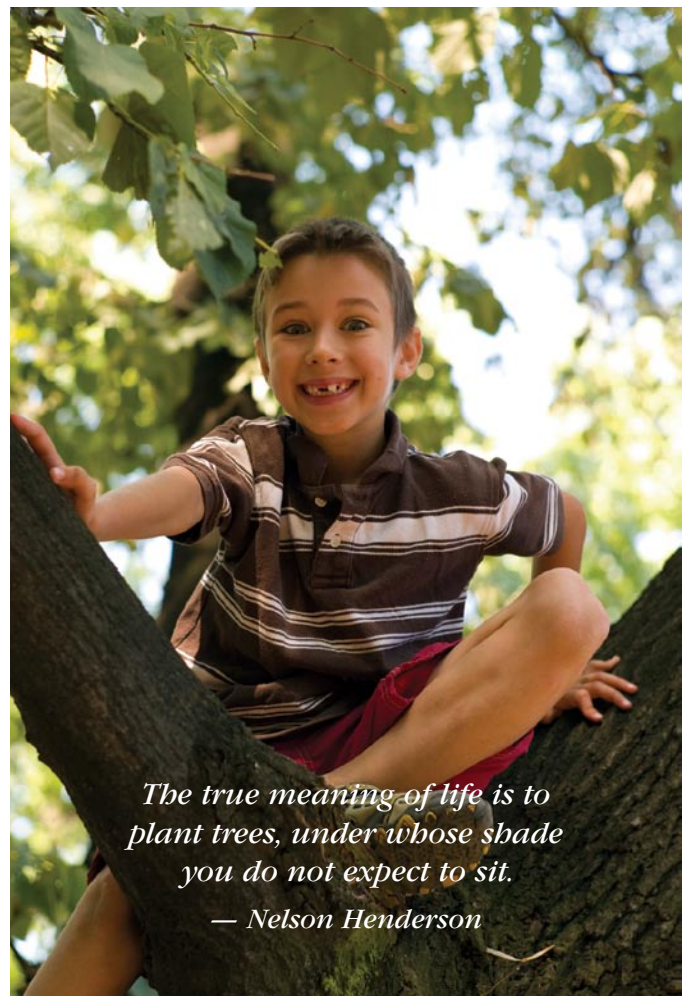
## Programs

Thanks to the continued loyalty of our supporters, the diligence and determination of our staff, and the selfless giving of time and expertise by our volunteers and Board of Directors, Promises2Kids was able to provide and support a variety of prevention, training, education, and support programs for children and youth in San Diego County.

- The Polinsky Children’s Center
  - Developmental Screening and Enhancement Program (DSEP)
  - Youth to Youth Advocate Program
  - Gymnasium Renovation Project
  - Drumming and Dance Class (Eveoke Dance and Sundiata Kata drumming)
  - PET (Helen Woodward animal-assisted therapy)
- The Guardian Scholars Program
- Mary’s House
- Foster Fund (newly named the Something Special Fund)
- Coordinated Response to Child Abuse Training (Beth Lennon Symposium)
- The Birthday Club
- Give Your Heart to Kids
- Camp Connect San Diego
- Stuff the Bus!
- School Success
- Volvo Keys to Success
- College Access Program
- P.R.I.C.E (Prevent Rape By Intoxication)
- Adoption Recruitment Program (The Heart Gallery)
- San Pasqual Academy
- Back to School Community Drive
- fosteringchange.org
- Halloween Costume Drive

### Currently In Development:

- Military Initiative
- Internet Safety Program



*The true meaning of life is to  
plant trees, under whose shade  
you do not expect to sit.*

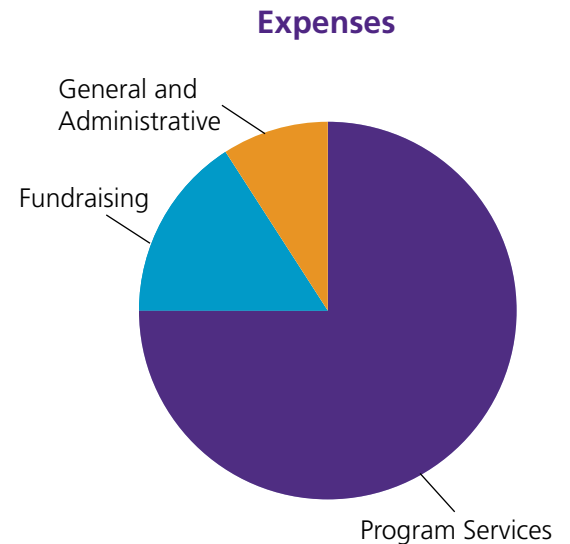
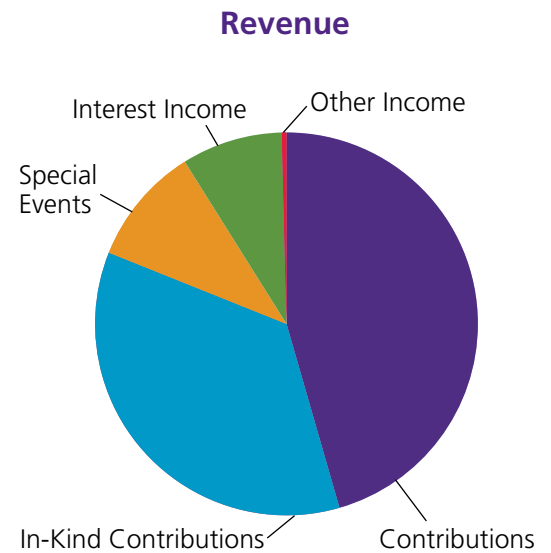
— Nelson Henderson

## Statements of Financial Position

	2008	2007
<b>ASSETS</b>		
Current Assets	2,798,048	3,033,324
Property & Equipment	423,270	428,071
Long Term Investments	1,508,235	1,778,531
Other Assets	11,117	5,000
<b>TOTAL ASSETS</b>	<b>4,740,670</b>	<b>5,244,926</b>
<b>LIABILITIES</b>		
Current Liabilities	150,770	106,193
Long-Term Liabilities	4,107	5,475
<b>TOTAL LIABILITIES</b>	<b>154,877</b>	<b>111,668</b>
<b>NET ASSETS</b>		
Unrestricted	783,170	999,393
Temporarily Restricted	3,263,868	3,595,110
Permanently Restricted	538,755	538,755
<b>TOTAL NET ASSETS</b>	<b>4,585,793</b>	<b>5,133,258</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>4,740,670</b>	<b>5,244,926</b>

## Statements of Activity

	2008	2007
<b>PUBLIC SUPPORT AND REVENUE</b>		
Contributions	905,102	870,769
In-Kind Contributions	742,443	525,417
Special Events	198,972	249,578
Interest Income	169,450	224,078
Other Income	7,779	69,492
<b>TOTAL PUBLIC SUPPORT AND REVENUE</b>	<b>2,023,746</b>	<b>1,939,334</b>
<b>EXPENSES</b>		
Program Services	1,937,775	1,482,358
Fundraising	402,523	441,577
General and Administrative	230,913	208,144
<b>TOTAL EXPENSES</b>	<b>2,571,211</b>	<b>2,132,079</b>
<b>CHANGE IN NET ASSETS</b>	<b>(547,465)</b>	<b>(192,745)</b>



## Children's Circle — Donor Honor Roll January 1, 2008 - December 31, 2008

Thank you to all of our supporters. Your generosity in 2008 helped Promises2Kids provide health, hope and healing to abused, neglected and abandoned children and youth throughout San Diego County.

### Diamond \$25,000+

Alliance Healthcare Foundation  
Pedro & Carol Cuatrecasas  
Disguise  
David Dunn  
Mary & Jack Goodall  
Hilton Hotels  
Kilroy Realty  
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KFMB TV CBS8  
Elizabeth Lennon Trust  
Jeffrey & Barbara Lubin  
Ian Mausner  
Mark Porterfield  
James Sinegal  
Derek and Sara Thomas  
United Way of San Diego

### Emerald \$10,000-24,999

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Benjamin Pierce  
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Yokozuna's Sushi Bar

### Sapphire \$5,000-9,999

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### Topaz \$2500-4,999

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San Diego Foundation  
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A.O. Reed & Company  
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San Diego Foundation  
San Diego Medical Services  
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San Diego Midcity Rotary Club  
San Diego National Bank  
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Keli Breisacher  
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Jacqueline Butler  
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Johan Carlsson  
Chris Cassidy  
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Nancy Coughlan  
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Robert & Linda Freeman  
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Charles M. Goehring  
Ramin Goshtasbi  
Stephen Grady  
Lois Graham  
Nancy Granger  
Bradley E. & Tracie J. Hager  
Heather Haltaufderheide  
Elizabeth Harshfield  
Kage Hart  
Kelly Hath  
Jerry Heavey  
Michael Henn

## Children's Circle — Donor Honor Roll *continued*

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Marina Leshinski  
Diane Lidman  
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Charles Marks  
Richard Masek  
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Steven Nagy  
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Marilyn Wilson  
Timothy Wilson  
Peter & Maria Zadorozny  
Laura Zarate  
Susan Zayas  
Beverly Zeiss  
Patrick Zondler  
Pam Zsoni

### **Bronze Level \$100-249**

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Marion Allen  
Anne Allen  
Naddie Amirkhiz  
Silvia Andrade  
Lyn Angene  
Renee Atilano  
Rita & Richard Atkinson  
Nickole Atterholm  
Cory & Dave Baker  
Rene Barbieri-Welge  
David Bark  
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Cedecares Barnett  
Ronald Barone  
Christopher & Karen Barton  
Joann Basaldua-Warden  
Sarah Battelle  
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Evelyn Bennett  
Stacy Bennett  
Mary E. Benson  
Clara Benson  
Blakely Berger  
Michael Bevis  
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Laurence & Rahleen Bloch  
Kristen Blomsterberg  
Maudie Bobbitt  
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all mistakes to do  
nothing because you  
can only do little —  
do what you can.*

— Sydney Smith

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you wish to see in the world.*

*— Mahatma Gandhi*

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*— Deepak Chopra*

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