



our *momentum*
begins with you

2017 annual report

■ Enthusiasm is the
energy and *force*
that builds literal
momentum of
the human soul
and mind.

Bryant McGill

Dear Friends,

With resounding momentum and enthusiasm, I proudly share that 2017 was a game changer for Children's Bureau. You might wonder how a 113-year old nonprofit continues to evolve and be relevant. The answer is in our people—volunteer leaders, employees, donors and supporters—who are deeply committed to strengthening children, families and communities. You encourage us to think differently, and, this year, we did so in a remarkable way. While others strive to be bigger or offer more services, Children's Bureau is focused on IMPACT and how we can effectively change more children's lives and to also go beyond by broadly changing the systems and policies that impact their lives and our work to help them.

We started by looking at where it all began, our vision and mission, and revitalized these statements to guide us into a new era. We also set thoughtful priorities that boldly direct us for now and the future. We're committed to continuing our work in providing quality prevention programs. We're enhancing our advocacy voice to push government to invest more in prevention. We're growing Children's Bureau's infrastructure so we can realize our full potential. And, we remain committed to the Magnolia Community Initiative (MCI), and now going further by sharing our learning to help other communities nationally and beyond.

We will not give up on the vulnerable families who need our help. Like you, they want to see their children grow and succeed. Together, we can make this happen. After all, our momentum begins with you.

With deep appreciation,



Alex Morales
President & CEO

After 30 years of service to the well-being of children and families, Children's Bureau's President & CEO Alex Morales announced his retirement scheduled for January in 2018. Morales' visionary leadership has guided the nonprofit to pioneer efforts in the child abuse

prevention and treatment arena that has impacted thousands of vulnerable children and families both locally and nationwide. While Alex will be deeply missed, he is leaving a strong legacy upon which Children's Bureau can continue to build for generations to come.

"It has been so rewarding to travel on Children's Bureau's magical journey of changing children's lives for the better. I am eternally grateful to have been part of its rich legacy. It wouldn't have happened without **YOU!**"





Let's Celebrate

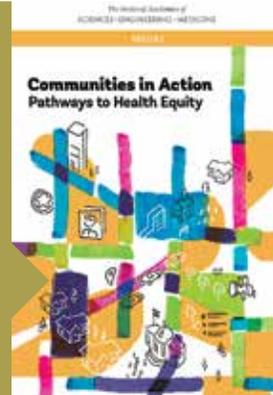
With \$2 billion of public funding spent annually to treat social ills that plague the innocent and those suffering, Children's Bureau, now more than ever, is committed to providing innovative child abuse prevention solutions. In 2017, our tireless work continued to be recognized by industry experts and shared with others seeking effective ways to help families succeed at the very beginning of their journey. Your investment in Children's Bureau helped us to keep going and achieve these noteworthy milestones.



Team all4kids peer-to-peer fundraising increased by 82 percent over last year.



Magnolia Community Initiative was recognized by the National Academy of Medicine in its *Communities in Action: Pathways to Health Equity* report as one of nine examples of community-based solutions that address health inequities.



Children's Bureau remained the largest nonprofit provider of adoptions for children in the foster care system in Los Angeles County.



Thanks to a three-year grant from the Los Angeles Department of Public Health, Children's Bureau provided families with nutrition and health information specifically focused on obesity and healthy choices.



Union Bank opened a location at Magnolia Place Family Center offering families convenient access to banking options and financial information.



black infant health

The Los Angeles Department of Public Health partnered with us to improve African American infant mortality rates in the Antelope Valley area.



First-time funders included Jones Day Foundation, QueensCare Charitable Division, Reissa Foundation, Specialty Family Foundation, The Albertsons Companies Foundation/ The Vons Foundation, The Ballmer Group, The Louis L. Borick Foundation, Winebaum Family Foundation.



Our mental health program expanded to Santa Clarita, serving the much-needed communities between Santa Clarita and Palmdale.

LEADERSHIP *California*

Children's Bureau 2013-2016 Board Chair Julia Stewart received the 2016 Community Leader Award by Leadership California.



A multi-year grant from Accelerate Change Together Anaheim, a collaborative funding managed by the Orange County Community Foundation, allowed us to focus on building a better future for that city's youth.



The Ballmer Group is honored to support Children's Bureau as it works to **improve the lives of Los Angeles's most vulnerable children**. We believe that Children's Bureau's approach to preventing child abuse – by addressing it within the context of both the **family** and **the community** – is helping more children and families achieve **safety, stability, and hope**.

Nina Revoyr
Executive Director – Los Angeles, The Ballmer Group

Young Professionals Los Angeles and Orange County reached over 100 members representing 50 companies.

For the 22nd year, nine media companies donated outdoor advertising space valued at more than \$1.3 million.

Be the reason he's loved.

Foster or Adopt a Child
all4kids.org

Sponsored by AECOM



Movement with *Impact*

In 2016, more than 215,000 reports of child abuse and neglect were reported in Los Angeles and Orange Counties and over 33% of these children were under five years old. Ninety-two percent of the families Children's Bureau serves are low income, increasing these children's chances of suffering abuse and neglect. Children's Bureau takes great pride in helping these families to thrive through quality programs and services with proven impact. Here are some of this year's bright spots made possible thanks to your support:

132

fathers in Orange County gained skills, knowledge and improved family bonding through Dads Matter

46%

of parents surveyed in our Family Enrichment Program reported they or other family members read or shared a book with their child at least 5 days in a typical week, a trend that continues to improve

100%

of parents surveyed at family resource centers said they would recommend Children's Bureau to other families

5,290

home visits to 747 at-risk families with young children in Orange County in need of parent education and services

3,564

families guided on child development and bonding through NuParent

600+

low-income children improved school readiness skills and received developmental and health screenings

500+

parents strengthened social connections, improved understanding of developmental milestones and learned about health and nutrition, giving their children a strong academic start

192

resource parents supported

107

adoptions finalized

303

foster children placed with loving homes

30,000

families strengthened using FAF Software in the United States and Canada

90,000+

hours of mental health therapy and counseling helped 3,514 children and their families

“I was feeling overwhelmed with my new baby and toddler. Children’s Bureau’s home visiting counselor helped me create a routine, offered tips for easy naptimes and taught me the importance of playtime, even for a few minutes. This was just the **support** I needed and now I have the **strength** and **skills** to better manage my children in a **positive** way.”

— Maria, parent in Orange County



A Dream Realized – Meet *Marta*

Marta is a married mother of three children (now ages 21, 15 and 7) and recently became a grandmother. She discovered Children’s Bureau in 2010 thanks to a flyer inviting families to join the library program. It was perfect timing as she was looking for something to do with her second child, Christopher, who was age seven at the time. The two had so much fun that Marta continued to find new ways to get involved at Children’s Bureau. She has participated in the Family Enrichment Community Program, Magnolia Place Preschool, Neighborhood Circle and Choose Health LA and Champions for Change healthy lifestyle programs. She’s also attended family events and activities such as Big Sunday, Taekwondo classes and more.



“Thanks to Children’s Bureau, I’ve learned a lot about *empathy, understanding* my children and the importance of getting them involved in activities. I’m also more aware of what my *community* has to offer.”

Furthermore, Marta says that Children’s Bureau helped her to fulfill a lifelong dream of becoming a teacher to children birth to five years old. Through the Family Enrichment Community Program, Marta is now a volunteer facilitator who leads a Mega Kids group, helping other parents navigate the world of raising young children. She is also a data management assistant for the Magnolia Community Initiative.

Marta also says her children have benefited from Children’s Bureau in many ways. Natalia was prepared for kindergarten and easily makes friends, has empathy for her peers and loves school while Christopher has continued his love of arts and crafts. Jasmine, now the mother of her own infant, is involved with the Family Enrichment Community Program, furthering her bond and knowledge in parenting.

“Children’s Bureau has opened many doors for me and my family. I have nothing but gratitude and respect for this organization and the wonderful people I’ve met and worked with along the way,” Marta said.

Marta enjoys giving back to the community as a way of thanking Children’s Bureau and all it does to help families. She also wants other parents to know that they are not alone and encourages them to visit Children’s Bureau for support and help.

“I have gained so much knowledge and know that my life would be different if I had not found Children’s Bureau. It’s like my second home. I love it here,” Marta said with a big smile.





Thoughtful *Leadership*

At the core of Children's Bureau's success are the business and community leaders who guide the organization thoughtfully and strategically. We are grateful to each of these dynamic and caring people who choose to be a part of the story to prevent child abuse.

100%

of Children's Bureau's directors and trustees made a personal financial contribution to the organization

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Children's bureau



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2016/17

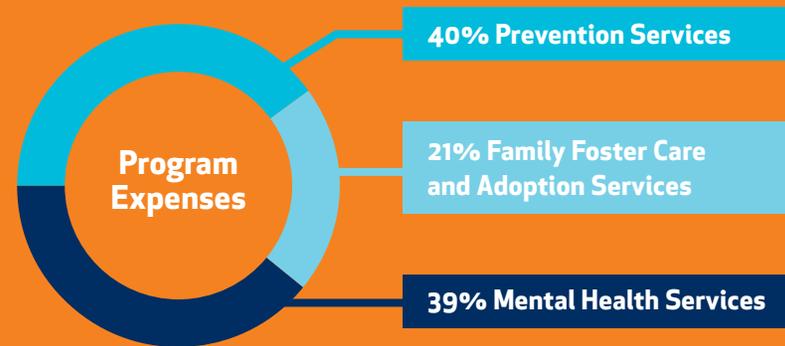
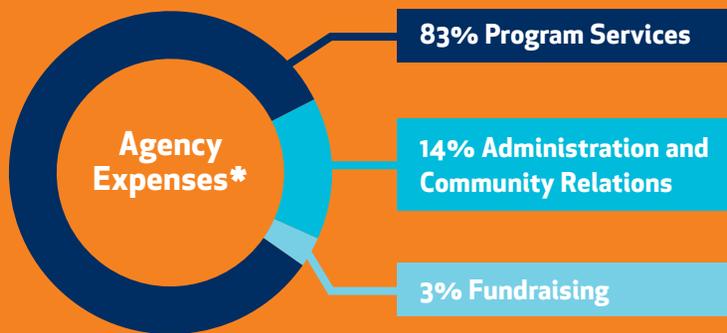
Revenue

Other		
Private Charitable Support	\$ 4,711,342	
Contributions In-Kind*	1,357,184	
Government Grants & Contracts	26,442,604	
Total Program Support		\$ 32,511,130
Other Revenue		
Rental Income	\$ 270,995	
Investment Income	1,278,234	
Other Income	385,460	
Total Other Revenue		\$ 1,934,689
Total Revenue		\$34,445,819

*Donated outdoor awareness campaign and legal services

Expenses

Programs and Services		
Prevention	\$10,894,804	
Mental Health	10,525,299	
Family Foster Care & Adoption	5,633,239	
Total Programs and Services Expenses		\$27,053,342
Support Services		
Administration and Community Relations	\$4,585,598	
Fundraising	916,964	
Total Support Services Expenses		\$ 5,502,562
Total Expenses		\$32,555,904
Change in Net Assets		\$ 1,889,915



Children's Bureau audited financial statements are available upon request by calling 213.342.0134.

An ROI Like No Other

For every dollar spent on prevention, \$4 to \$9 is saved in future public spending.

The impact is real. We know that parents who participate in our prevention programs:

- Gain confidence in themselves and their ability to parent;
- Develop strong social connections and relationships with others in their community;
- Build their network of support and increase each other's potential to be a positive force in their families and in their neighborhoods.

Your *Trust* Matters

Children's Bureau is grateful to YOU for supporting our mission and trusting us to be good stewards of your generosity. YOU are the force that keeps us going and the reason we are able to continue offering our best to families in need. This honor roll reflects gifts of \$1,000 or more during the 2016/2017 fiscal year. For a current list of donors, please visit our website at all4kids.org.

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Children's Bureau in one word.
Watch this video and be inspired.**

<https://www.youtube.com/ChildrensBureauSoCal>



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“Children’s Bureau is very personal to me as I grew up just five miles from Magnolia Place. My family was poor economically but we were rich in family love. While this place wasn’t here at the time, there were others who provided me with similar things that Children’s Bureau does now, most importantly offering **support, encouragement** to stay in school and to be curious about the world. I promised myself that one day I would try to return the **kindness** and **compassion** given to me. I thank Children’s Bureau for allowing me to fulfill that promise and for giving me the **opportunity** to spark that same ray of light in a child or parent.”

— **Raquel Castro, 30-year Children’s Bureau volunteer, donor, President’s Invitational Executive Golf Committee member and 2017 recipient of the Spirit of Giving Award**



Raquel Castro (center) with her husband, David (left) and son, David Edward (right).

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Left to right (from the top): Betty Hollingsworth, Earle Crandall and Noreen Whitmore; Rusty Hill with his children; Amanda and Chris Lovrien; Christie Ly, Manav Kumar, Matt Clark, Cori McGinn and Tascha Gal; Barbara Eidson

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Left to right: **Celebrity Chefs & Wine Tasting** – Sarah Geana and Julia Stewart; **Team all4kids** – Annabelle Williams, Mike Reynolds and Lily Li; **President's Invitational Golf Tournament** – Jim Marasco, Casey Winters and Steve Moore; **Young Professionals** – Eugene Bang (Los Angeles) and Jaclyn Stahl (Orange County); **The Angelic Auxiliary Carnival at the Pier** – Jennifer Slator, Amy De Monet, Kathy Outcalt, Trisha McClung and Allison Massey; **The League for Children** – Lara Ladd and Holly Hicks; **Children's Bureau Summer Soirée** – Lori Irving and Kevin Prewett; **Vice Chairmen's Golf Event** – Jake Bobek and Jim Beaubien



"In supporting Children's Bureau, I am able to help build a better and *safer* world for children and their families, so that future generations may have the *opportunities* that they deserve."

— Annabelle Williams, Member, Young Professionals & Team all4kids

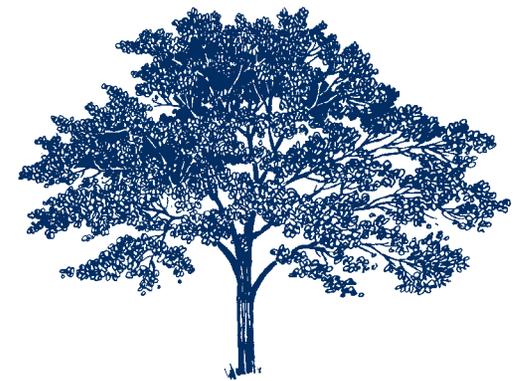
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