

ANNUAL REPORT: FISCAL YEAR 2016

CASA for Children



"The question is not whether we can afford to invest in every child; it is whether we can afford not to."

- Marian Wright Edelman

American activist for the rights of children

MESSAGE FROM THE EXECUTIVE DIRECTOR

Fiscal Year 2016 was an important one for CASA. We advocated for 106 children by recruiting, training, and supervising 49 volunteers. In turn, our volunteers spent 5,068.3 hours and traveled 44,824 miles to champion the best interest of these children.

We also began preparations to achieve an ambitious goal over the next five years: **To grow our organization three times in size so we can serve 300 children every year**, which is our estimation of the total number of children who will need a CASA volunteer by 2021.

The clarity of this strategic goal was possible thanks to our skilled Board of Directors, to whom I must thank for their hard work, dedication, and strong will to do what is necessary to enable us to advocate for our children.

Last year was my first complete fiscal year as Executive Director, and I am proud and grateful that it was also a financially successful year. This was possible because we could rely on the many donors and grantors who support CASA's mission, to whom we are grateful.

Now, most importantly, I need to thank the communities and the Juvenile and Domestic Relations judges of the areas we serve. CASA is a judge-driven program. We are lucky and grateful to have JDR judges who support CASA's work. CASA is also a volunteer-staffed agency, and it is thanks to the community members' awareness, interests, and commitment against child abuse and neglect that we have advocates to give abused and neglected children a voice.

There is still much work to do, and we are excited to accomplish it. We believe in the effectiveness of the CASA advocacy model and are working hard toward our goal of having a volunteer advocate for each of the 300 abused and neglected children who need one every year in our area. **Thank you all for making FY2016 a year of solid accomplishments.**



Juan Pablo Molina, Executive Director

ANNUAL REPORT CARD: 2015-16



ROCKINGHAM COUNTY

22
volunteers

39
children served

Includes Harrisonburg

AUGUSTA COUNTY

21
volunteers

52
children served

Includes Staunton and Waynesboro

ROCKBRIDGE COUNTY

7
volunteers

9
children served

Includes Lexington and Buena Vista

Every day, children in our area are abused and neglected by their parents or caregivers. To heal and thrive, these children need support from the child welfare system and our community. CASA is part of the solution.

Appointed by judges, trained CASA volunteers become the voice for children under the courts' protection, advocating for their best interest in the courtroom and community. For many abused children, their CASA volunteer will be the one constant adult presence in their lives.

IT ADDS UP

49
advocates

106
children served

5,068
case hours

44,824
miles driven

FY2016 PROGRAM HIGHLIGHTS

Many events made the past fiscal year a special one. Overall, the CASA family grew in size, the way we do business improved, and we took strong steps toward meaningful and ambitious goals.

Here are some highlights:

Our Board of Directors **initiated a strategic plan** that establishes ambitious goals and sets us on the path to serve 300 children annually by 2021. Accomplishing these goals will require an increase in staffing, enhanced program development, improved operational efficiencies, and additional fundraising activities.

Our operational team **took on marketing for special events, increased its capacity for financial management and budgeting**, and expanded support to our program of advocacy through case management.

Our Advocate Managers **increased their child advocacy coordination** and developed more collaborative partnerships with various child welfare institutions. In addition to pre-service training sessions in Fall 2015 and Spring 2016 that resulted in two new classes of volunteers, they also **developed a program of continuing education** for our volunteer advocates. These provided 17 in-service seminars, including an all-day workshop exploring the impact of abuse and neglect on the development of attachment between children and their caregivers. It was led by Dr. Robert Marvin, Professor and Director of the Mary Ainsworth Attachment Clinic at UVA.



Our first awareness and fundraising event for the Lexington and Rockbridge area - led by **Rosanne Facciolo** - raised more than \$15,000.



CASA Rocks -- our first rock concert in Staunton -- was a success. The crowd enjoyed rock n' roll music with **The Findells** and **Nathan Moore** while supporting CASA's mission.

PROGRAM HIGHLIGHTS

We continued to develop our workforce by **creating an internship program** that engaged interns from Mary Baldwin University, James Madison University, Blue Ridge Community College, and University of Phoenix.

In addition to a more robust program, we **overhauled our use of technology** by incorporating several new tools that improve our daily operations. We now have cloud storage and an intranet that will capture daily operating procedures as well as policy.

As part of our effort to ensure a strong presence in Harrisonburg and Rockingham County, we **opened a field office** at the Institute of Innovation in Health and Human Services at James Madison University. The office allows CASA to have a formal and consistent presence in Harrisonburg, and has been the site for training and continuing education seminars.

The Eta Rho Chapter of James Madison University's Kappa Alpha Theta sorority continues to be one of our major sources of financial support, and among the strongest of 135 chapters nationwide. The Thetas **contributed nearly \$16,000** during Fiscal Year 2016 from the proceeds of numerous fundraisers, including their highly popular Fall Fest and a spring dodgeball tournament. **For their work, they were recognized as one of the top 15 collegiate chapters by Kappa Alpha Theta National** in June, earning the coveted Gold status. They also took second-place honors for Excellence in Administration.



LOOKING FORWARD



With Fiscal Year 2017 underway, we are charting course for even more success as we grow to meet the goal of serving three times as many abused and neglected children. In August, we brought back the **SuperHero 5K at Gypsy Hill Park** in Staunton. Marketing Manager Angela Crawford and her team did a fantastic job, with more than 68 runners and 24 one-mile Fun Run participants.

Energized from a successful Fiscal Year 2016, the CASA for Children team began Fiscal Year 2017 with big plans and the enthusiasm to implement them. The five-year strategic goal that drives us every day is to grow our agency to the capacity that equips us to serve 300 abused and neglected children each year.

Work toward that goal began this year by opening a new position at CASA, **development manager**. We hired **Jenelle Watson** for that position in September. Jenelle is already working to increase the community's investment in CASA by improving our annual campaign and developing **Friends of CASA** groups, among many other initiatives.

There are significant developments that we have already started: We will be opening a part-time position of **Advocate Manager in Harrisonburg**, and we will be implementing a special project with the **Leadership Class** of the **Harrisonburg Chamber of Commerce**.

"To give a child a CASA volunteer is to give them a voice. To give them a voice is to give them hope, and to give them hope is to give them the world. I believe that with all my heart."

-- **"Ben,"** former foster child

IN MEMORY: DAVID ELDON HERR

1942-2016

EDUCATOR, ADVOCATE, FRIEND



DAVID E. HERR SWORN IN AS
A COURT APPOINTED
SPECIAL ADVOCATE:

11/23/2004

CHILDREN SERVED:

10

CASE HOURS:

250

MILES DRIVEN:

1,625

To say that Dave Herr was passionate about people would be an understatement.

As an educator, Dave poured his heart into his students at James Madison University, preparing them for lives of exemplary service in the classroom and beyond. For many years, he conducted summer camps for institutionalized adolescents and children throughout Virginia. He began the Friends of Rachel Club at JMU, the first at the college level, and was a youth league coach.

As a Court Appointed Special Advocate, Dave gave selflessly to ensure that abused and neglected children did not slip through the cracks of the child welfare system. He gave 10 of these children something they did not have -- a voice.

Dave did not do it alone, however. His wife, Sherry, also served as an advocate, joining the CASA team in 1997. Together, the Herrs made a lasting mark on the lives of 29 children, devoting 850 hours and driving more than 11,158 miles. Their impact will be felt by our community for generations.

Leaving a legacy

Dave Herr's impact on CASA for Children was quite profound. By designating CASA as a recipient of memorial gifts, his family has ensured Dave's legacy will continue. As of Nov. 4, 2016, CASA for Children had received 24 donations to the Herr Memorial Fund, totaling more than \$1,400. These gifts will continue to provide advocacy services for abused and neglected children.

BOARD OF DIRECTORS

CASA for Children is governed by a volunteer Board of Directors comprised of business and civic leaders throughout our service area. They lend their expertise in various fields including law, development, human resources, finance and business management to CASA.

David Grimm	Quinton Callahan	Susanna Forren	Kent Iberg
Seth Bokelman	Heather Sutton	Benjamin Vucic	Heather Walker

STAFF

The CASA staff is formed of individuals who see children in need and feel compelled to help. Their jobs fuel the entire CASA system and ensure that our volunteers have what they need as champions for the children for whom they advocate.

Juan Pablo Molina Executive Director	Mary Kivlighan Advocate Manager:	Trina Welsheimer Advocate Manager	Angela Crawford Administration & Marketing Manager
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ADVOCATES

It is the CASA volunteer who advocates to ensure that a child who cannot live safely with his natural parents will be protected and given secure passage through and out of foster care.

Lindsay Alexander	Susan Facknitz	Tammi Hellwig	Janet D. Lemmer	Jan Rhodes
Marion Bittinger	Allison Fagan	Kathy Henderson	Brian Lux	Dick Shearer
Jerry Bryant	Lindlay Ford	Tammy Henning	Antonio Martinez	Brittani Smith
Lacy Carter	Carolyn Frank	Louise Hostetter	Wanda May	Kim Snyder
Karen Chamblee	Lisa Frazier	Dwight Houff	Jim McAuley	Avery Starliper
Heather Cole	Rob Frazier	Andrea Howdyshell	Miriam Miller	Cathy Sterrett
Kay Dean	Kathleen Gass	Ashley Howe	Ann Murray	Mary Sutton
Jeanie Dunham	Mike Grinder	Allison Kaye	Rob Myers	Melinda Timmons
Lexi Eaton	Pam Grinder	Anne Lear	Linda Pancake	Beverly Wise
Stefanie Eye	Kathleen Guenther		Karen Ress	Judith Wright

WE ARE GRATEFUL

FOR THE INDIVIDUALS AND BUSINESSES WHOSE GENEROSITY MAKE OUR WORK POSSIBLE.

CASA is generously supported by 206 individual donors, foundations, United Ways, businesses and churches. We would not exist without the financial support of organizations like these:

Amazon Smile

Cadence Inc. Community Giving Program

Clocktower/Tic Toc Inc.

Corner Stone Bank

Covenant Presbyterian Church

DuPont Community Credit Union

E.C. Wareheim Foundation

Frame and Design

Gerhart Family Fund

Hamilton-Robbins LTD

Hollister Inc.

Houff Foundation

Kappa Alpha Theta Sorority -- James Madison University

Kiwanis Club of Staunton

Kroger

Maury River Friends Meeting, RSF

Menefee Financial Services

Moose Lodge #2172

Old Dominion Insurance Agency Inc.

Rockingham County Medical Association

Shenandoah Valley Kiwanis Club

Sigma Nu Fraternity -- James Madison University

Skill Set Partners

R Blevins

Strider Sports

SunTrust Bank

The Community Foundation of the Central Blue Ridge

The Hershey Company

The Law Office of Donald Jackson Ellis PLLC

The Palmer & June Peterson Family Charitable Trust

Third Presbyterian Church, Staunton

Timber Ridge Auto Center

Tuesday Club of Augusta County

United Way of Greater Augusta

United Way of Greater Milwaukee

United Way of Harrisonburg and Rockingham County

United Way of Roanoke Valley

United Way of Rockbridge

V.K. Properties

Victims of Crime Act

Waynesboro Moose Family Center #1309

Wells Fargo Community Support Campaign

Youth Philanthropy Council, CFCBR

FINANCIALS

Functional Expense: \$219,003

CASA for Children is funded through public, private, and foundation support. In 2016, 71.3% of funding received was directed to program services.

