



Champions  
For Children

FAMILY  
EDUCATION • SUPPORT • RESOURCES



2024 Impact Report

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## ABOUT US

Hillsborough and Pinellas Counties are among the highest in Florida for the most reported and **confirmed cases of child abuse and neglect**. Since 1977, Champions for Children has served the Tampa Bay area and envisions a world free from child abuse and neglect. We are the leading agency dedicated exclusively to prevention through providing family education, support, and resources through our nationally accredited services.

Learn more about how we build strong families for thriving children at [cfctb.org/about](https://cfctb.org/about).

# FROM OUR LEADERSHIP

Dear Friends,

This year has marked a significant turning point in our mission to support and uplift families throughout our community. As we continue to strive for excellence in serving our families, we recognize that their needs are becoming more complex, requiring a more comprehensive approach to care and support.

Recent research from the Center for Disease Control and Prevention has highlighted the alarming prevalence of maternal suicide, revealing that up to 20% of maternal deaths are due to suicide. This makes maternal suicide more common than deaths caused by postpartum hemorrhage or hypertensive disorders. These findings are a stark reminder of the critical importance of mental health support for mothers and families, which has motivated us to intensify our efforts in this area.

**In total, you helped us serve 33,367 children, parents, and other caregivers this year.**

To address these multifaceted challenges, we have leaned heavily into our partnerships with other community organizations. This year we've deepened our collaboration with the CDC of Tampa to provide comprehensive career and workforce development, joined forces with Bay Area Legal Services to ensure that families have access to essential legal resources. Our partnership with Tampa Family Health Center has allowed us to launch the DULCE (Developmental Understanding and Legal Collaboration for Everyone) program, integrating health, legal, and developmental support for families. Through our partnership with the Early Learning Coalition, we are reaching more professionals to offer ongoing professional development that promotes strong relationships and collaboration between families and professionals, enhancing support and interventions. We're also proud to have expanded our Kids on the Block (KOTB) program in collaboration with Hillsborough County Public Schools, to reach more students through interactive and engaging storytelling, that empowers children with knowledge and tools to protect themselves.

We are deeply grateful for your continued support, which allows us to build these partnerships and expand our impact. Together, we are making a tangible difference in the lives of children and families across our community.

Thank you for standing with us as we navigate these challenges and seize new opportunities to serve our families better.

With heartfelt gratitude,



*Bonnie Saks MD*

**Bonnie Saks, MD**  
Chair  
Board of Directors

*Amy Haile*

**Amy Haile, DrPH**  
Chief Executive Officer  
Champions for Children



# THE NEED IS GREAT



The need to reach children in the Tampa Bay area is great.



# 126,000

Children in our area are under the age of 5.

*The stats tell a dim story in the Tampa Bay area.*

# 88

Hotline calls are made *each day* to report cases of child abuse and neglect.

# 52%

Of these calls are for children 5 years and younger.

# 3,800

Children are currently in the child welfare system.

Your partnership brings hope through prevention. Together we are working to change the story by bringing hope to families through education, support, and resources.

Together, we are building a brighter future.

\*Data is from the Department of Children and Families and based on our Hillsborough and Pinellas service areas.



# OUR APPROACH

We use **evidence-based approaches** in providing children and families with the most effective and caring service. We do this by offering **research-informed family education programming**.

## ACEs

Adverse Childhood Experiences can have **physical, mental,** and **emotional** impact well into adulthood.

Abuse



Neglect

Household Challenges



## PCES

Positive Childhood Experiences are **crucial** for **children's thriving, lifelong health, and wellbeing**. They **positively impact child development**, even amidst adversity.

Relationships



Environment



Engagement



Emotional Growth



## Building Blocks of Hope

The Four Building Blocks of HOPE is an accessible way of talking about the **key types of positive childhood experiences** that promote health and well-being.

# OUR IMPACT



Here is a snapshot of our impact over the past year:

## Family Education & Individualized Support

Our classes, groups, and individualized supports are rooted in science and **designed to help parents develop skills to raise healthy, thriving children.**

### Parent-Child Educational Programs

Our in-home services and educational playgroups utilize **research-informed activities to help parents build strong, healthy attachments** with their infants and toddlers while learning together.

Champions' 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

Kids on the Block, our in-school educational puppet shows, **teach children to safely recognize and report abuse, neglect, bullying, and other personal safety issues.**



**33,367**

individuals served



children and adults served via family education and individualized support

**1,964**



**1,000**

individuals received breastfeeding support



**1,953**

individuals served through in-home services



**27,375**

children, parents, and professionals reached via community education

**4,028**



individual participants in parent-child educational programs

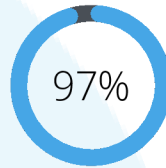


# POSITIVE OUTCOMES

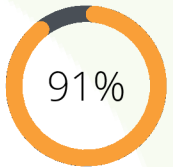
Our programs help families develop **healthy parent-child attachments**, **reduce their sources of stress**, and **strengthen their core life skills** so their children can **feel safe, loved, and supported** to reach their full potential. Here are just a few ways families benefited after participating in one or more of our programs this year:



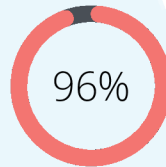
95% parents supported their child's healthy development



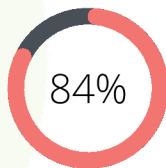
97% participants were satisfied with quality of services



91% parents increased parenting skills



96% parents increased confidence



84% participants connected to other participants

## Individuals Served Through Provided Services:

Developmental Checkups - 1163    Warm Line - 256    Playgroups - 1768



Scan the QR Code to watch William share his story!

# WILLIAM'S JOURNEY



*When William, a single father, made the decision to join a Champions for Children's program, he began a journey that would transform his life and that of his daughter's.*

William says that through his participation with Champions, he overcame deep-rooted issues and became the father he always wanted to be. He says Champions for Children was there every step of the way.

Of his experience, William says, "When my journey into parenthood began, I was met with a mix of excitement and uncertainty. The sheer responsibility of nurturing a new life can be overwhelming. That's when I found solace in our parenting class. The shared experiences and wealth of knowledge exchanged within those sessions were invaluable. It wasn't just a class; it was a community that understood the challenges and joys of parenting."

William knew he had to see himself in a different light to change things for himself and his daughter. Of Champions, William says, **"They are there for me. I wouldn't be the person I am or the father I am without the help from them."**





*When Anna's son was born, breastfeeding wasn't as straightforward as it had been with her first child.*

Anna recounts that her son had a tongue tie and for her, feeding was painful. **Despite experience with previous resources, new challenges felt overwhelming.**

Anna turned to the Baby Café services of CFC's ABC program. There, she found the guidance she needed from our dedicated team of Board-Certified Lactation Consultants and Certified Lactation Counselors.

**"The calm encouragement that I received from [the lactation consultants] validated my deep desire to continue breastfeeding and motivated me to find solutions,"** Anna says.

For her, Baby Café was not just a place for breastfeeding support—it was a lifeline that connected her with the resources and community she needed to thrive as a mother.

**"If I hadn't worked with Baby Café, I may not have continued breastfeeding with [my son],"** she reflects. Now, a year and a half later, they are still breastfeeding successfully, and their bond is stronger than ever.

# A 30-YEAR LEGACY



*On a spring day at Robles Elementary, third graders eagerly gather to meet the life-sized puppets from **Kids on the Block (KOTB)**.*

This day was special, as it marked a **30-year partnership of KTOB with the Hillsborough County Public Schools** which began at Robles. In the room, special guests fondly reflected on the program's impact through the years.

Through engaging puppetry, Champions for Children's **KOTB program has been educating Hillsborough County students about personal safety since 1994** and has reached **610,246 children**.

KOTB teaches third graders to recognize, report, and seek help when facing child abuse or neglect, while fourth graders learn to address bullying, stereotyping, and prejudice.

Last year, **KOTB reached more than 10,000 students across Hillsborough County**, with 92% demonstrating increased knowledge on abuse prevention. Students also wrote over 3,500 letters to the puppets, sharing their personal stories.

As Cynthia Xenick, KOTB's first puppeteer, reflects, **"I think we've done a remarkable job in the community, and I hope it goes on for another 30 years. I'm very blessed to have been able to do this,"** says Xenick.



Scan the code to read the whole story online.

## ABC Program

A community resource providing education and breastfeeding support to families who are expecting a child or recently welcomed a new child into their life.

## FRANC

A dedicated hub for initiatives, activities, and services that are specifically focused on fatherhood, including “Nurturing Dads” classes, community events, and more.

## Healthy Families

A home visiting program that offers information on a child’s growth and 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.

## Layla's House

A parent-child together learning and resource center in Sulphur Springs offering playgroups, workshops, developmental checkups, community activities, and support for expecting parents and families with children birth to 5 years old.

## Baby Bungalow

A parent-child together learning and resource center in South and West Tampa offering playgroups, workshops, developmental checkups, community activities, and support for expecting parents and families with children birth to 5 years old.

## Kids on the Block

A troupe of educational puppets that perform personal safety education shows about Child Abuse Prevention and Bullying & Stereotyping Prevention with elementary students.

## Great we Grow

A parent-child together learning and resource center serving Town-n-Country and Pinellas County offering playgroups, workshops, developmental checkups, community activities, and support in English and Spanish for families with children birth to 5 years old.



Community awareness efforts 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.

## DULCE

DULCE is a compassionate, family-centered program designed to support infants from birth to one year of age by addressing their health and family needs within the pediatric care setting.

## Family Learning Center

A resource helping parents who are in treatment for substance abuse at Cove Behavioral Health to ensure that a happy, healthy family life is a core part of recovery. We offer parenting education to include new mom support groups, visitation playgroups, reflective groups, childcare, and child development seminars.

## Positive Parenting & Partnership

Tailored classes, workshops, and case management services designed to positively impact parenting skills, healthy relationships among co-parents, marriage and couple stability, financial health, and parenting confidence.

## Parents as Teachers

A home visiting program that uses the most current research to promote healthy child development, school readiness, and family well-being for families with children prenatal through kindergarten.

# WHAT'S NEW AND EXCITING



With your partnership, we have accomplished so much. Together, we have improved ways to build stronger families with thriving children in our community.

*Here are some highlights of what we accomplished together.*

## 1 We adopted DULCE, an innovative approach based in the pediatric care setting.

We serve Tampa Family Health Center's Pediatric Center, offering DULCE services exclusively at the Osborne location. DULCE provides support to their parents, all during the precious and critical first year of life.

DULCE is sponsored by Champions for Children and the State of Florida Department of Children and Families. This program is a program of the Center for the Study of Social Policy. We are also grateful for our partnerships with Tampa Family Health Centers and Bay Area Legal. Visit our DULCE program [cfctb.org/dulce](https://cfctb.org/dulce).

## 2 We expanded our Pinellas locations! We expanded our Pinellas locations! We are now offering playgroups and developmental screenings at the Kimberly Home, a pregnancy resource center in Clearwater.

## 3 We celebrated the 30th birthday of Kids on the Block! While the national program was established in 1977, KOTB has had presence in Hillsborough County since 1994. The program been providing personal safety education through puppetry for 30 years!





# MAKE A DIFFERENCE YEAR-ROUND

BE A CHAMPION: VOLUNTEER, DONATE, PARTICIPATE

## Child Abuse Prevention Month



Join us for activities during this April campaign, including our **Light the Way Soiree**, as we shine a light on the path toward prevention. Opportunities to become a Light the Way Ambassador are available.

## Annual Inshore Fishing Classic



Each year, in the fall, we invite anglers to engage in a **friendly catch-and-release competition** with prizes, opportunity drawings, and our Captain's Party!

## Holiday Tree



During October and November, join us for our **annual Holiday Tree toy drive** to bring cheer to the children and families we serve.

## End of Year Campaign



The end of the year offers one final opportunity to support families and children in our area. **Your year-end giving makes a tremendous impact!**

## Other Ways Your Support Shines



- Host drives for toys, books, and newborn care items.
- Serve on our volunteer Community Council.
- Be a Child Abuse Prevention Campaign ambassador.
- Host a fundraiser for Champions.
- Become a company partner.



# YOUR GENEROSITY

WE ARE GENEROUSLY SUPPORTED BY OUR MAJOR FUNDING PARTNERS



# Additional Support \$1,140,900

received via major gifts, foundation grants, annual funds, and other private individual and corporate contributions.

# \$285,665

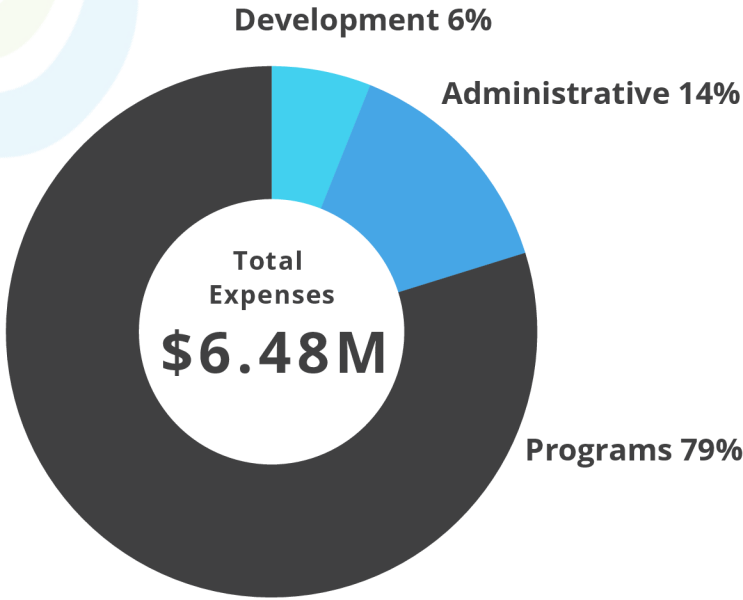
received via fundraising events and signature campaigns, including the Child Abuse Prevention Month Campaign, Inshore Fishing Classic, and the Year-End Appeal.

*All figures represented in this report reflect 2023 data.  
To view our 2023 Audited Financial Statements, visit  
[cfctb.org/about/certifications-financials](http://cfctb.org/about/certifications-financials)*

# ... AT WORK



## ANNUAL OPERATING RESULTS: \$6,478,582



# 917

books distributed to families and children through our Talk Read Sing initiative

# 552

children from 274 families received holiday gifts through our 2023 holiday toy drive, with the help of 101 sponsors!

# 73,050

diapers distributed to families in need through our partnership with the **Junior League of Tampa** and generous contributions from the community.

# THANK YOU TO OUR GENEROUS DONORS!

## \$50,000+

Broadrick Family Foundation  
Conn Memorial Foundation, Inc.  
Cornelia and Richard Corbett  
Tampa Bay Lightning Foundation  
The Spurlino Foundation  
The William Stamps Farish Fund  
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## \$25,000+

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John and Betty Zehring  
Peter Maltese Charitable Fund and Linda P.  
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## \$10,000+

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The Mabel & Ellsworth Simmons  
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## \$5,000+

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Family of Joe and Terrell Clark  
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The Progressive Insurance Foundation  
Trenam Law  
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## \$2,500+

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*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 2023 or 2024 to-date calendar year (listing as of September 2024). Without you, so much of our work to strengthen families would not be possible. Thank you!*

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## \$1,000+

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# ...TO LEADING THE WAY

Since 2004, Champions for Children has demonstrated its commitment to achieving the highest level of service and impact to our community. We are leading the way and our accolades demonstrate that.



## CONNECT WITH US



**Champions for Children**



@cfctampabay

**Learn more at [cfctb.org](https://cfctb.org)**

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