

# FY2019 Annual Report

July 1, 2018 – June 30, 2019



Dear Friends,

Our 2019 fiscal year represented the achievement of numerous long- and short-term goals, all while responding to more Helpline contacts than in any previous 12-month period.

As this report details, Stop It Now! has been successful at expanding the Helpline, increasing our donor base, funding special projects, presenting our findings to the professional and general communities, providing resources, collaborating with other professionals to increase media awareness, and providing training and consultation to diverse agencies. We still face the barriers to prevention funding and thus to complete financial viability.

**You make our work possible**, and we are incredibly grateful for your support! Thanks to you, our resources reach more than 1 million people each year. Your donations keep our Helpline running. Your attendance at our trainings keeps children safe from sexual abuse and gets adults the help they need to not harm children. Thank you, as always, for standing with us – and for standing up to protect children.

Thank you,

A handwritten signature in black ink, appearing to read "Jenny Coleman".

Jenny Coleman, LMHC  
Director, Stop It Now!



## Helpline Draws Record Calls

We served more Helpline contacts than ever before in our 2019 fiscal year, totaling 1,934 people. This is an 11% increase from our 2018 fiscal year. As ever, we provided individualized support via phone, email, chat, social media or letter, maintaining our same staffing coverage and schedule for live calls and chat. In all, we heard from 39 states and 38 countries.

*Don't miss our special Helpline Report and journal article! Published in early FY20, these publications showcase the impact of our free, confidential services while highlighting trends in child sexual abuse over decades. View both and learn more at [stopitnow.org/helpline](http://stopitnow.org/helpline)*

## Hosted Circles of Safety Trainings

We hosted two of our own **Circles of Safety trainings**, including Train the Trainer sessions. FY19 represented our first attempt at hosting these trainings on our own, whereas previously we were hosted by other organizations or conferences. Held in December 2018 and May 2019, the trainings drew local and national organizations, and promising evaluations. We expect to see additional training opportunities through trainees' networks. See our upcoming trainings – or schedule one of your own – on our website.



## Thought-leadership Nationwide

In October, Jenny presented at the Connecting for Children's Justice Conference hosted by the Children's Advocacy Centers of Tennessee. In the same month, she also delivered the keynote address at the Justice and Hope Conference in Longview, Washington!

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“ Thank you so very much for your excellent advice and resources! With the swirl of emotions that accompanies these challenging situations, it's hard as a parent to think objectively about things. I am very grateful for the help Stop It Now! provides. ”

– Mother concerned about warning signs of sexual abuse in her family

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## Advocacy for Vital Policies

As experts in the U.S. national landscape of prevention, we see it as our role to contribute to conversations in the public that bring awareness to sexual abuse by challenging the barriers that impede attitudes and beliefs that promote prevention.

In October, we attended the annual National Coalition to Prevent Child Sexual Abuse (NCPSCA) meeting in Washington, D.C. Together with other members; we lobbied legislators on Capitol Hill to support funding for child sexual abuse prevention research and to reauthorize the Child Abuse Prevention and Treatment Act (CAPTA).

As a result of expert advocacy, congress included \$1 million in an appropriations bill funding child sexual abuse prevention research. We will continue advocating for nation-wide legislation to protect children.

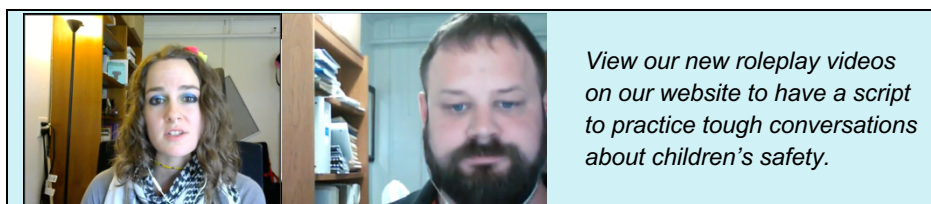
### Webinars Reach New Audiences

We continued our popular quarterly webinar series, “Dear Helpline...” in which we expand on questions and discuss the larger issues that impact safety and sexual behaviors. Topics this year included responding to a young person who touched a child, acting when nothing has happened yet, and responding to a child who says their teacher is “creepy.” Through live and recorded viewings, webinars reached more than 700 people. View recordings on our website.



### Roleplay Videos Help Adults Practice Tough Conversations

Our staff began recording and sharing videos of roleplay conversations to use as prevention tools. These long-requested resources equip family members and other caring adults to have difficult conversations about things like safety plans, boundary violations and following up with adults whose behavior is concerning. In the year ahead, we anticipate incorporating more of these scripted conversations into our webinars and as standalone videos.



### Media Outreach

As a national expert, we earned interviews and media mentions from several national outlets. In June, we were interviewed by *The New York Times* "On YouTube's Digital Playground, an Open Gate for Pedophiles" by Max Fisher and Amanda Taub. In May, NBC News reached out to us for a commentary on abuse in youth sports, "Child abusers groom victims and their families. That's why this new Olympic abuse prevention policy is so flawed." We also published a commentary about child sexual abuse in faith communities.

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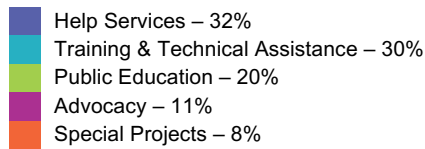
“ *The Helpline really helped me when I was thinking about taking my own life.* ”

– *Young man worried that he had behaved harmfully as a youth*

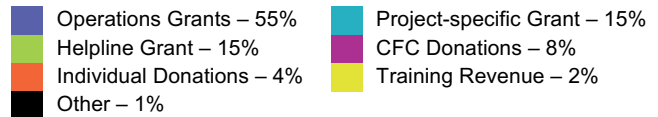
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## Funding

Expenses: \$327,218



Revenue: \$327,218



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“ If I had known that the Helpline existed, I might not be in prison today. I didn’t know where to turn for help before I hurt a kid. ”

– Man convicted of sexually abusing children

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*Thank you for your continued support of Stop It Now! and the families who count on us!*

