



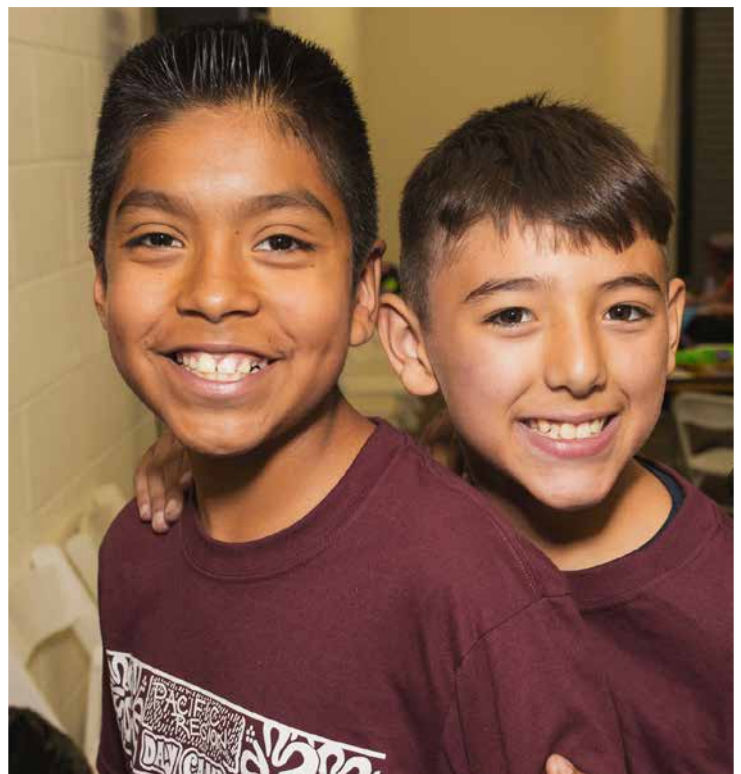
THE NATIONAL COURT  
APPOINTED SPECIAL  
ADVOCATE ASSOCIATION

2015



Building Blocks  
for Success

BUILDING BRIGHTER FUTURES  
FOR AMERICA'S ABUSED AND  
NEGLECTED CHILDREN







## IT'S FOR THE CHILDREN

THIS IS WHY WE DO WHAT WE DO. CELEBRATING THE EXTRAORDINARY WORK AND COMMITMENT OF CASA/GAL VOLUNTEERS AND STAFF, NATIONAL CASA STAFF, AND OUR SUPPORTERS. IT TAKES A NETWORK.



# Strategic Framework

**PAGE 2**

# Welcome Letter

**PAGE 3**

# Building Blocks for Success

**PAGES 4 – 11**

# CONTENTS

# Financials

**PAGE 14**

# Supporters

**PAGE 15**

# Year in Review

**PAGES 12 – 13**

# Leadership

**PAGE 16**



# The National CASA Association

## **STRATEGIC FRAMEWORK**

### **MISSION**

National Court Appointed Special Advocate Association, together with its state and local member programs, supports and promotes court-appointed volunteer advocacy so every abused or neglected child in the United States can be safe, have a permanent home and the opportunity to thrive.

### **VISION**

A world where every abused or neglected child is given the opportunity to thrive in a safe and loving home.

### **PURPOSE**

Every abused or neglected child needs a caring, consistent adult to advocate for his or her well-being.

**COLLABORATIVE  
IMPACT**

**THOUGHT  
LEADERSHIP**

**OPERATIONAL  
EXCELLENCE**

**INNOVATIVE-INTEGRATED  
FUNDRAISING**

**BRAND AND ISSUE  
AWARENESS**

Strong Support for the Programs

Effective Partnerships with State Organizations

Planning, Research and Analysis

Platform for Financial Sustainability

Governance Effectiveness

## Dear Supporters:

In the following pages, you will read about the progress to operationalize the National Court Appointed Special Advocate Association (National CASA) Strategic Framework, which maps a transformative path to equip the Association and its member network to better serve children. Our vision is to create a world where every child who has experienced abuse or neglect is given the opportunity to thrive in a safe and loving home.

This 2015 annual report reflects the extraordinary work, commitment and leadership by CASA/GAL volunteers and staff at all levels of National CASA and its member network. It also reflects the progress we have made together to advance the critical building blocks for success we developed and defined in our strategic framework more than a year ago.

The foundation from which National CASA operates to fulfill its mission is inextricably linked to the success of the CASA/GAL member network, made up of 943 state and local member programs that cover 49 states. Together in 2015, the network supported nearly 77,000 volunteers who were screened, trained and appointed by a judge of the court to serve more than 250,000 abused or neglected children.

Our work is becoming more daunting each day, further complicated by human trafficking that is targeting foster youth and an accelerating opioid epidemic pushing the number of children in foster care higher. An estimated 452,000 children in 2015 were without a compassionate volunteer advocate to guide them through a complex child welfare system. This is not acceptable. Our work is far from done.

Our established framework is strengthening the work we do. Together with our state and local member programs we aspire to recruit, train and pair 200,000-plus needed volunteers with America's most vulnerable children going it alone in the foster care or court system.

We are honored to do this meaningful work alongside you every day and to reach for the common goal of serving every child who needs our best interest advocacy. Thank you for your tireless commitment—from volunteerism to funding our work—and all you do in support of building a brighter future for America's abused and neglected children.



**William Collins**  
*Chair, Board of Trustees*  
*National CASA*



**Tara Perry**  
*Chief Executive Officer*  
*National CASA*



# BUILDING BLOCKS FOR SUCCESS IN 2015

Advancing a Culture  
of Collaboration

**PAGES 5 – 7**



Raising Mission  
Awareness

**PAGES 8 – 9**

Fueling Quality  
Service Delivery

**PAGES 10 – 11**



# Advancing a Culture of Collaboration

## OUR NETWORK – OUR CORE

Our 943 state organizations and local member programs supported volunteers who face an ever-changing complex child welfare system that varies from state to state and county to county. But because all CASA/GAL volunteers advocate for the best interests of children who have been abused or neglected, there are many things that we can learn from each other to build our capacity as a nationwide network so we can serve every child before the court who has experienced abuse or neglect.

Creating a culture of collaboration is a cornerstone of National CASA's vision for the future. To align our work at the national level, National CASA created the Rural, Suburban, Tribal, Urban and State Leadership Councils to engage its membership, connect network leaders operating in similar environments, and draw from the expertise of professionals working with the volunteers and children on the ground.

National CASA also formed new committees on marketing and communications, legal and advocacy issues, performance measurement, training curriculum and national conference planning.

In all, more than 120 program staff are members of the various councils and committees. Together these nationally representative groups work to leverage existing knowledge, identify new resources for the network and promote best practices.





## **CELEBRATING MILESTONES WITH KAPPA ALPHA THETA**

National CASA's partnership with Kappa Alpha Theta reached several historic milestones this year. In 2015, we celebrated our 25th partnership anniversary, and the combined contributions of Theta groups surpassed \$1 million.

Each year, the women of Kappa Alpha Theta find new and exciting ways to stand and speak up for abused and neglected children. Through a social media campaign that lasted 25 hours, Thetas across the county set out to raise \$25,000 in celebration of the 25-year-old partnership. Exceeding their campaign goal, Kappa Alpha Theta Foundation presented National CASA with a check for \$28,000 at its annual conference.



**KAPPA ALPHA THETA**  
LEADING WOMEN



## AKERMAN, LLP, EMERGES AS A SECTOR LEADER

Through disciplined outreach and coordination with member partners in the network, 2015 ushered in a historic model partnership for National CASA. As a lasting contribution to at-risk youth nationwide, Akerman LLP, a top 100 U.S. law firm serving clients and communities across the Americas, intensified its philanthropic and pro bono legal efforts in 2015 with a \$1 million pledge to National CASA.

This pledge to National CASA is part of the firm's continuing commitment to promote volunteer and pro bono advocacy for abused and neglected children in the foster care system and builds upon the momentum of the firm's annual Give Back Campaign that launched in 2014. Throughout 2015, more than 1,200 Akerman employees across the country participated in the Give Back Campaign, with hundreds pledging more than 22,000 volunteer and pro bono hours and contributing more than \$200,000.



Visit the online version of our annual report to watch a video featuring our partnership with Akerman at [www.casaforchildren.org/annualreport2016](http://www.casaforchildren.org/annualreport2016).



## CONNECTING IN D.C.

In 2015, National CASA opened a new D.C. office location with expertise from the grant administration, legal, marketing and communications fields. The new D.C. based team will work to leverage funding opportunities and increase national awareness and understanding of the CASA mission.

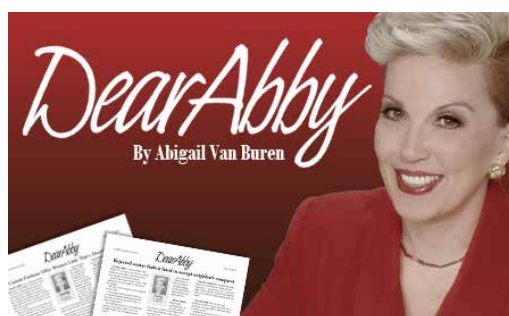


# Raising Mission Awareness

Building a strong brand requires a strong coordinated voice. For National CASA, that means orchestrating a choir of more than 80,000 CASA/GAL volunteers and staff across the country. The prevailing message or call to action is...*Volunteer!*

In 2015, the collective efforts of the network generated more than 8,000 news articles that reached more than 6 billion people in more than 1,900 news outlets.\*

Some particularly important media attention increased the network's visibility and drove the general public to CASA/GAL program websites across the country in record numbers.



## GOOD ADVICE




With a worldwide readership of more than 110 million, *Dear Abby* has a devoted following. The most widely syndicated columnist in the world and a true household name, Abigail Van Buren recommended that one of her readers experiencing an empty nest become a CASA/GAL volunteer.



## A PROFILE TO INSPIRE

Each issue of *Good Housekeeping* magazine includes a section called "Real Life," which features a hero story about a woman who is making a difference in her community. One woman's support for CASA programs in New Jersey caught the magazine's attention.

**YOU CAN MAKE A WISH COME TRUE, TOO!**  
Help support the 400,000 foster kids in the U.S.

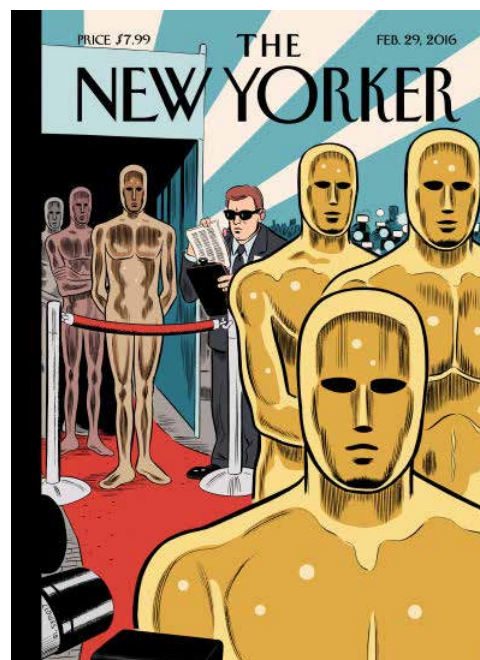
		
<b>1. Give foster teens a dream prom by donating a dress, the cost of a tux rental, or hair and makeup.</b>	<b>2. Help a youth who is aging out of care get established by donating bedding, towels, dishes and cleaning supplies.</b>	<b>3. Ease a kid's frequent moves and allow him to relocate with pride by providing a new set of luggage.</b>

**\* Ask a local CASA program what foster kids near you need most; [casaforchildren.org](http://casaforchildren.org).**

\* Does not include all broadcast

## THE CASA SOLUTION

In “Baby Doe,” a feature story in *The New Yorker*, Jill Lepore described many of the social, financial, political, legal, and bureaucratic problems that make child abuse and neglect such a vexing national challenge. In a letter to *The New Yorker*’s editors, National CASA Board Trustee, and CASA of Jackson County, MO, Executive Director Martha Gershun educated the magazine’s nearly five million readers about the hope that CASA and GAL volunteers bring to children who have experienced abuse or neglect. “There are interventions that have proved effective, such as the nine hundred and forty-nine Court Appointed Special Advocates agencies throughout the country, which train lay volunteers and pair each one with a child or a sibling group in the child-welfare system,” she wrote. Read her letter to *The New Yorker*.



## CALL FOR VOLUNTEERS

With average regular viewership of nearly 4 million, Dr. Phil McGraw and his wife, Robin McGraw, stepped forward and shined the spotlight on National CASA and its member network on *The Dr. Phil Show*. As spokespeople for National CASA since 2008, they champion the work of the CASA/GAL network through their television show and website. Their promotional efforts generated record numbers of volunteer inquiries and informed millions of people about the work of CASA/GAL programs.



Visit the online version of our annual report for links to read these press highlights in their original location at [www.casaforchildren.org/annualreport2016](http://www.casaforchildren.org/annualreport2016).





# Fueling Quality Service Delivery

## PERFORMANCE MEASUREMENT INITIATIVE RAMPS UP

What makes the biggest difference for children who have experienced abuse or neglect? What makes volunteers most effective? What can we learn from our programs that have the strongest outcomes? National CASA's member programs work with more than 250,000 children before the court annually, giving our nationwide network an opportunity to track outcomes, analyze the data and share best practices for working with children who have been abused or neglected.

To drive this major initiative forward, a Performance Measurement and Evaluation staff team was hired in 2015 to set National CASA on the road to becoming an evidence-based program and best-practice generator.

National CASA convened leaders across the network through the Performance Measurement Committee to help National CASA develop national, state and local program logic models to demonstrate the results of best interest advocacy and measure progress across National CASA's network. The committee, composed of program experts from all regions of the country, has also been instrumental in peer reviewing existing evidence-based studies within the member network and recommending tools and techniques to measure the effectiveness of CASA/GAL volunteers and the programs that support them.



## PRE-SERVICE CURRICULUM UPDATE IN WORKS

Through the generous support of the Hearst Foundations, National CASA began updating its pre-service curriculum, the 30-hour training required of all CASA/GAL volunteers before taking a case. The experts on National CASA's Curriculum Development Committee undertook the critical work of making sure the curriculum prepares CASA/GAL volunteers to meet the real-world needs of today's abused and neglected children.

When completed, the updated curriculum will have undergone an extensive review process by national experts on child development, trauma and working with children. The curriculum is set to be piloted in 2016 with a number of local programs. Feedback and lessons learned will be incorporated into the final version, scheduled to fully launch in 2017.

## CULTIVATING AND NURTURING EXCELLENCE

Each year, National CASA recognizes excellence among child advocates, program directors, judges, board members and CASA/GAL programs excelling in diversity efforts and other promising practices.

Their commitment to excellence in child advocacy is an inspiration to all.

# 2015 Awards of Excellence Winners



**National CASA  
Promising Practice  
Spotlight Award**  
Family Finding Program,  
CASA of Travis County, TX



**National CASA  
Promising Practice  
Spotlight Award**  
Diligent Recruitment  
Program, CASA of Collin  
County, TX



**National CASA  
Inclusion Award**  
Child Advocates of San  
Antonio, TX



**National CASA Judge  
of the Year**  
Judge Darlene Byrne,  
Austin, TX



**National CASA Board  
Member of the Year**  
Emma Lou Brent, CASA  
of South Central Missouri



**Kappa Alpha Theta  
National CASA/GAL  
Program Director of the Year**  
Paige Greene, Richland  
County CASA, South Carolina



**National CASA G.F.  
Bettineski Child Advocate  
of the Year Award**  
Samuel Herod, CASA of Los  
Angeles, CA



Visit the online version of our annual report to watch videos of our Awards of Excellence winners at [www.casaforchildren.org/annualreport2016](http://www.casaforchildren.org/annualreport2016).

# 2015 Results

## PROGRAMS, VOLUNTEERS AND KIDS



943

CASA/GAL programs recruited, trained and supported needed volunteers



22,115

new volunteers were trained in 2015



76,756

CASA/GAL volunteers helped change children's lives—every day

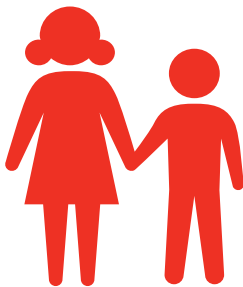
♀ = 5,000 volunteers



CASA/GAL volunteers contributed more than

7,080,895

hours (more than 800 years!) of total service



92,000+

new children were served and

100,000+

children's cases were closed



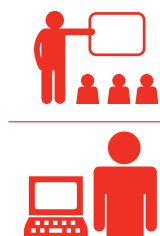
250,323

abused and neglected children had a caring CASA/GAL advocate watching out for their best interests

♂ = 5,000 kids



## SUPPORT AND TECHNICAL ASSISTANCE



72  
in-person trainings and  
74 webinars

were facilitated by skilled National CASA trainers on topics including increasing diversity, working with older youth and training volunteers, educating

5,505  
total participants



526

CASA/GAL programs worked with National CASA to hold 526 “Flex-Learning” volunteer training sessions, which combined online and in-person sessions to meet the needs of more than 8,000 busy volunteers



1,004

CASA/GAL program staff, volunteers, judges, board members and others increased their advocacy skills at the 2015 National CASA/GAL Conference through 75 workshops



81,610

people were Facebook fans and Twitter followers of National CASA by year's end



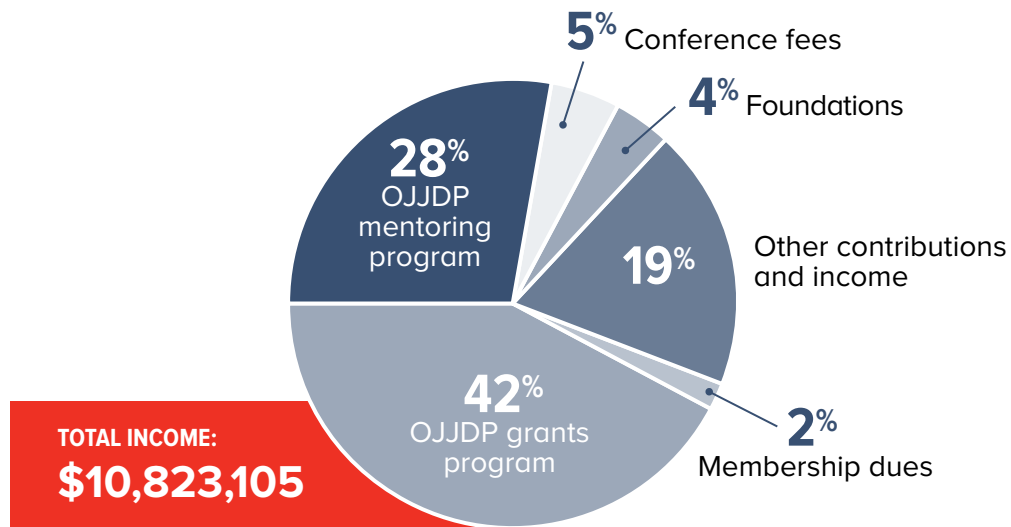
**THERE IS STILL WORK TO DO...**

452,000+

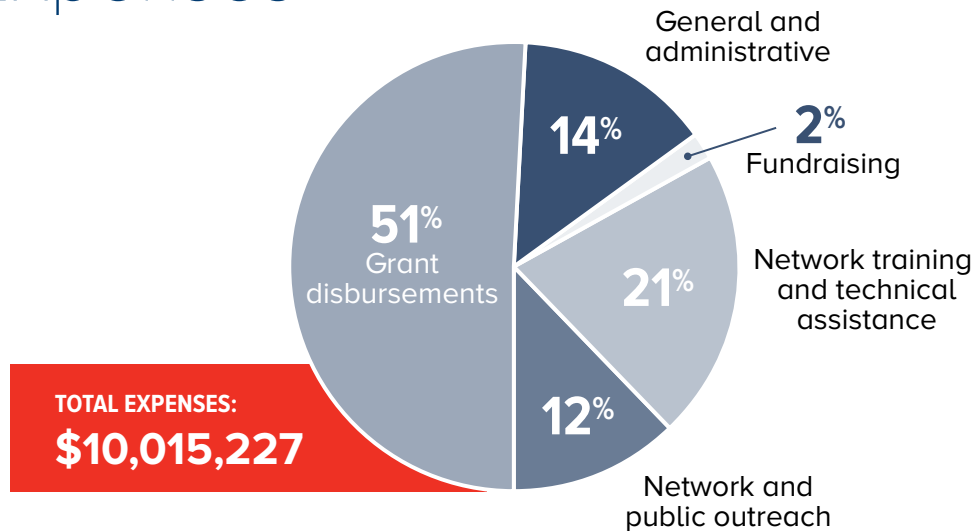
children are waiting for a volunteer empowered to find them a safe, loving home

 = 5,000 kids

## 2015 Income



## 2015 Expenses



**85.8%** of funding received by National CASA Association was directed to services and support for CASA/GAL programs. General/Administrative and Fundraising costs decreased from 14.4% in 2014 to **14.2%** in 2015.

# 2015 Sponsors and Donors

## CORPORATE PARTNERS



## INDIVIDUAL AND GROUP DONORS

### \$500,000

Jewelers for Children  
Akerman, LLP

### \$100,000 to \$499,999

Toy Industry Foundation

### \$25,000 to \$99,999

Fred and Mabel R. Parks  
Foundation  
Kappa Alpha Theta  
Foundation

### \$10,000 to \$24,999

Adam Liff  
Britt Banks  
Donald (Don) Gimbel  
Greg Maurer  
Kappa Alpha Theta Fraternity  
Kappa Alpha Theta – Delta  
Omicron Chapter  
Robert S. Zimmer  
Tara Perry  
William (Bill) Collins

### \$5,000 to \$9,999

All-State Legal Supply  
Architectural Textiles USA, Inc.  
Dora Levit Fund  
Francis Downing  
Gerald J. Hayes  
Kappa Alpha Theta –  
Eta Lambda Chapter  
Kroger  
Native Trails, Inc.  
Renee Bilson  
Richard M. Cashin  
Robert (Bob) Culak  
Tipton & Associates, LLC

### \$2,500 to \$4,000

Dawn Mallard  
Elevator Speech, Inc.  
Joe Edwards  
Kappa Alpha Theta –  
Delta Omega  
Kappa Alpha Theta –  
Iota Chapter  
Macon Brock  
Marie C. Kennedy  
Nadya Scott  
Peg Rudden  
Ronald Fischer

### \$1,000 to \$2,499

Allan Curran  
Allison L. Burrus  
Amy and Frank Linde Family  
Foundation  
Apex Foundation  
Audrey Crane  
Ayco Charitable Foundation  
Bari Lipp Foundation  
Best Lawyers  
Beth Ballentine  
Brad Ray  
Chi Omega Fraternity XI  
Kappa Chapter  
Citibank  
D. Grimm, Inc.  
Daniel Ostrower  
Darrell Sales  
David Brady  
David W. Goodman  
Dennis Tyberend  
Edwin Staples  
Francine Ter Weele  
Gayle Sander  
Gee Chuang

Interstate Management  
Company  
Jamie Beck  
Jennifer Grappone  
Jennifer Hichme  
Jerry Silbert  
Jesus Berdeja  
Martha Gershun  
John G. Peetz  
John Spurrell  
Johnny Langsdon  
Joseph Calarco  
Kappa Alpha Theta –  
Beta Delta Chapter  
Kappa Alpha Theta –  
Beta Omega  
Kappa Alpha Theta – Beta Tau  
Kappa Alpha Theta –  
Beta Upsilon  
Kappa Alpha Theta –  
Delta Chapter  
Kappa Alpha Theta –  
Epsilon Omega  
Kappa Alpha Theta –  
Epsilon Omicron Chapter  
Kappa Alpha Theta –  
Eta Omicron Chapter  
Kappa Alpha Theta –  
Gamma Chapter  
Kappa Alpha Theta –  
Iota Chapter  
Kappa Alpha Theta –  
Zeta Lambda  
Kappa Alpha Theta – Zeta Tau  
Kappa Alpha Theta –  
Zeta Theta  
Kay Parr  
Kitty Higgins-Fudge  
Kristine C. Coniglio  
Laura Seitel  
Mary H. Wysochansky

Michael Choy  
Mike Domek  
Nancy Morris  
Neil Dickson  
North Stars Gymnastics  
Rebecca Gear  
Robin Long  
Ron Mangum  
S Zech  
Sandy Kepler  
Scott Smith  
Selma Attridge  
Sonia Valladares  
Susan Leeds  
The Zimmer Family  
Foundation  
Tim Williams  
Vance Patterson  
Vicki L. Spriggs  
Wade White



## Executive Committee

### Chair

William (Bill) Collins  
Partner, Covington & Burling LLP  
New York, NY

### Treasurer

Robert (Bob) G. Culak  
Retired Vice President,  
SYSCO Corp.  
Sugar Land, TX

### Members-at-Large

Vicki Spriggs  
Chief Executive Officer,  
Texas CASA  
Austin, TX

### Vice Chair

Donald (Don) Gimbel  
Global Portfolio Manager,  
Geneva Advisors  
Livingston, MT

### Secretary

Britt Banks  
Miami Beach, FL

Michelynn (Miki) Woodard  
Principal, The Artemis Agency  
Los Angeles, CA

## Board-Elected Trustees

Renne Bilson  
CASA of Los Angeles Volunteer  
Studio City, CA

Marie Kennedy  
Principal, CCO Sweet!  
Oak Park, CA

Adam J. Liff  
Child Advocate  
Santa Baraba, CA

Greg Mauer  
Director of Public Policy,  
Facebook  
Washington, D.C.

## Member-Elected Trustees

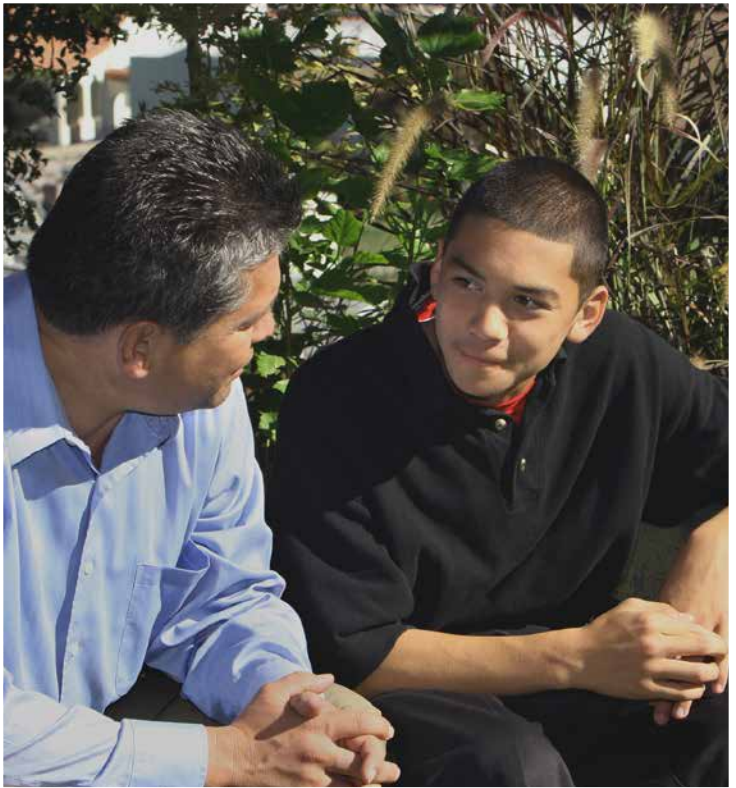
Patricia (Pat) Bresee  
Retired Juvenile Court Judge  
Atherton, CA

Ronald (Ron) Mangum  
Principal Consultant, E-Search  
Lithonia, GA

Sonia Valladares  
Director of Organizational  
Outreach and Training, State  
of Florida GAL Program  
Miami, FL

Martha Gershun  
Executive Director, Jackson  
County CASA  
Kansas City, MO

Marjorie (Peg) Rudden  
Executive Director, Advocates  
for Children  
Aurora, CO



**KEEP IN TOUCH WITH NATIONAL CASA ALL YEAR LONG.**

 [FACEBOOK.COM/CASAFORCHILDREN](https://www.facebook.com/casaforchildren)     [TWITTER.COM/NATIONALCASA](https://www.twitter.com/nationalcasa)     [YOUTUBE.COM/CASAFORCHILDREN](https://www.youtube.com/casaforchildren)





### National Court Appointed Special Advocate Association

100 West Harrison Street  
North Tower, Suite 500  
Seattle, WA 98119

PHONE: 800.628.3233

1625 Massachusetts Avenue, NW  
Suite 520  
Washington, DC 20036

ONLINE: [casforchildren.org](http://casforchildren.org)