



FY2011 Kempe Metrics Report

Activities and Outcomes Report

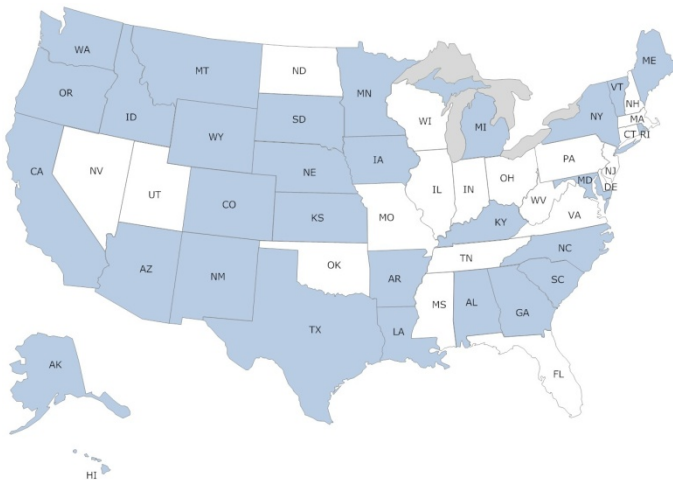
July 1, 2010 – June 30, 2011

The purpose of this report is to gather standardized data for analyzing and reporting the annual activities and outcomes of The Kempe Center and Foundation. The benefits from collecting and disseminating essential Kempe benchmark data include: enhanced planning, outcome reporting, year-over-year comparisons, fulfilling funding request and reporting requirements, increased transparency, possible efficiency gains and providing information of programmatic successes.

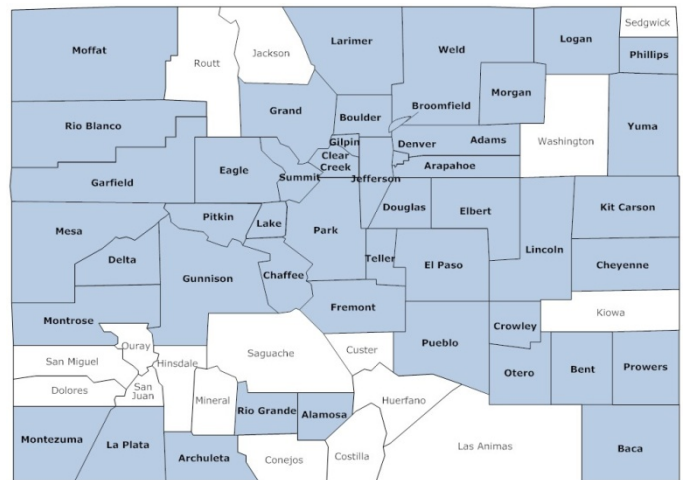
The Kempe Center

The Kempe Center's mission is to provide and improve direct and clinical services, improve clinical service delivery systems, and provide training and consultation programs to prevent and treat child abuse and neglect throughout Colorado and the nation.

In FY2011, seven programs of The Kempe Center provided direct services for **781** children, directly served **175** parents and caregivers, and trained, educated and presented to **8,298** professionals. Kempe provided direct services to children and/or trained professionals from **47** Colorado counties, **30** additional states, Washington, D.C. and **four** other countries including Canada, South Korea, Iceland and China.



FY11 States Served by Kempe (in blue)



FY11 Colorado Counties Served by Kempe (in blue)

Direct Services for Children

Direct services to children included: medical assessment and treatment, mental health therapy, a mentoring curriculum, case consultation, injury assessments, comprehensive mental health assessments, preschool classroom therapy, and other treatment. The number of professionals trained by Kempe increased over the previous fiscal year, from **6,336 in FY2010** to **8,298 in FY2011**. Kempe also helped **175** adults with significant counseling or support. Most of these adults were caregivers (biological parents, grandparents, foster parents, other kinship, significant others) of children treated at Kempe.

Program	# Children Served FY2011	# Children Served FY2010	# Children Served FY2009
Child Protection Team	496	494	404
ASPIRE Program ¹	141	-	-
Fostering Healthy Futures	80	71	85
Child Trauma Program	49	31	16
Therapeutic Preschool ²	15	20	27

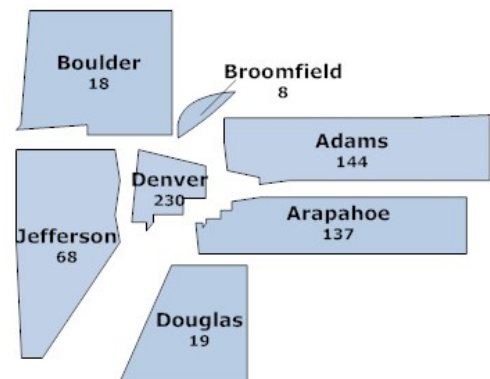
¹This program is a newer program and did not record numbers in previous fiscal years.

²This program saw fewer children in FY2011 because of a reduction in the number of insurance authorizations of children for the program in spring 2011 and officially suspended services in September 2011.

Racial/Ethnic Background	# Children FY2011	% Children FY2011 ¹
African American	121	18.5%
Latino/Hispanic	208	31.8%
Native American	7	1.1%
Asian	6	0.9%
Caucasian	231	35.3%
Multi-racial/Other	81	12.4%
Total	654	100%

¹This is a subset of 654 children reported by race ethnicity by three Kempe programs. The race/ethnicity of 127 children served was not reported.

Residence of Children Served	# Children FY2011	% Children FY11
Denver Metro Area Total	624	79.8%
Adams County	144	18.4%
Arapahoe County	137	17.5%
Boulder County	18	2.3%
Broomfield County	8	1.0%
Denver County	230	29.4%
Douglas County	19	2.4%
Jefferson County	68	8.7%
Other Colorado Counties	114	14.5%
Other States	43	5.5%
Total	781	100%



FY11 Number of Children Served in Seven Denver Metro Counties

Training, Presentations and Consultations

Kempe was involved with training and educating **8,298** individuals in FY11 with more than **39,312** “people training hours” provided. These were direct contact presentations at workshops, university classes, job sites, community locations, and national and international conferences.

Program	# Attendees ¹	# “People Training Hours” ²
Child Protection Team	1,858	100
Child Trauma Program	3,117	19,398
Fostering Healthy Futures	622	9,946
ASPIRE Program	294	415
Training, Education, Consultation	1,762	3,168
Perpetration Prevention Program	395	6,285
Therapeutic Preschool	250	-
Total	8,298	39,312

¹Total attendees by program

²Total “people” hours of training by program (i.e., 20 people x a two hour training session = 40 “people training hours”)

Kempe’s collaborations with at least **828 professionals** included consultations with other providers, meeting with caseworkers, testifying in court, serving on panels and task forces and other related work on behalf of children and caregivers.

Types of Professionals	# Served
Legal	126
Social Services	279
Therapist (ex. mental health, OT, PT, etc.)	264
Other	159
Total	828

FY11 Center Programs’ Significant Highlights and Outcomes

Kempe Child Protection Team (CPT)

CPT offers comprehensive, multidisciplinary consultation assessment, treatment, and referral services for children and adolescents who may have been physically or sexually abused or neglected. Sensitive and best practice care is provided by dedicated clinicians to help the hospital and community identify, treat, and console child abuse victims and their families. The CPT models a multidisciplinary approach to delivery of clinical services as well as training new and seasoned professionals in the medical field for their work with an extremely vulnerable population. CPT is a joint program with Children’s Hospital Colorado and the University of Colorado School of Medicine’s Department of Pediatrics.

In 2010, abuse was the 4th reason for admission to Children’s Hospital Colorado trauma program; and remained the leading cause of trauma-related death for the 8th consecutive year. The CPT treated **496 children** from 36 Colorado counties and from ten other states. Total counseling visits (not individual patients) **increased by 15 percent**, indicating a need for more therapy visits for more patients.

The CPT conducts weekly multidisciplinary “staffings” where all reported abuse cases from Children’s Hospital Colorado are reviewed. In 2010, there were 502 such cases (increased from 483 in 2009). This was the second highest total in the ten years for which CPT’s social work coordinator has collected this data.

The Child Abuse Pediatrics Fellowship welcomed Curtis Rashaan Ford, MD as first year fellow. The fellowship began its process for accreditation by the American Board of Pediatrics this past year and anticipates joining the 12 others which became accredited in 2011. Additionally, the CPT held a third annual Pediatric Child Abuse Education Day at the Annual Trauma Conference at The Children’s Hospital in November 2010.

Kempe Child Trauma Program (CTP)

The program brings evidence-based, culturally-informed mental health treatment to children who have experienced trauma and their families. CTP does this by (1) providing clinical service, (2) training professionals and caregivers, and (3) conducting community-based research on intervention development, dissemination, and implementation.

The Child Trauma Program launched the Colorado Evidence-Based Practice Training Initiative (EBTI) in 2010 to raise the standard of care for abused and traumatized children and their families throughout Colorado and nationally. Evidence-based treatments (EBTs) that are available for abused and trauma-exposed children are short-term, goal-oriented approaches and are highly effective at reducing trauma-related symptoms in children and caregivers (ex. PTSD, depression, behavioral problems), improving parenting skills, and reducing recidivism for physical abuse. The senior faculty train locally, nationally and internationally in several EBTs for trauma-exposed children, including Trauma-Focused Cognitive Behavioral Therapy (TF-CBT).

CTP trained **3,117** professionals in 13 states and three foreign countries (South Korea, Iceland and China). The TF-CBT trainings in South Korea, Iceland and China were the first of their kind in these countries. In addition to training, CTP provided direct services to 49 children and served 94 parents and caregivers.

The Aurora SafeStart Grant, awarded by the Office of Juvenile Justice and Delinquency Prevention (October 2010 to March 2015), will enable CTP to conduct the first large-scale clinical trial of A Family Focused Emotion Communication Training Program (AFFECT). AFFECT is a short-term, evidence-informed treatment module developed to complement

TF-CBT and other trauma-focused treatment for children and families. AFFECT aims to improve caregiver emotion communication skills, particularly around emotionally arousing topics, such as traumatic/difficult experiences. The grant will enable the program to provide free clinical service to more than 400 children and families (approximately 200 at Kempe) and conduct a randomized clinical trial to evaluate if AFFECT enhances mental health treatment outcomes of Trauma-Focused Cognitive Behavioral Therapy.

Kempe Fostering Healthy Futures (FHF)

This program gives pre-adolescent children a safe place to heal, grow, and learn. Through therapeutic skills groups and individual mentoring, this research-based clinical program helps abused and neglected 9- to 11-year-old children placed in foster and kinship care learn life skills that will help them deal with the challenges of adolescence and create healthy futures.

FHF provided services to 80 children who were newly enrolled in the FHF program over the past year. For the 32 children in the prevention program, FHF mentors and professionals provided more than **5,000 hours of therapeutic mentoring and skills groups** during the 9-month program. This group of children had no dropouts from the program.

FHF trained 16 graduate student interns, providing more than 9,000 hours of training. Thirteen students were from DU's Graduate School of Social Work, two students came from the International Disaster Psychology Program at DU, and one student was from the PsyD school at DU. Dr. Christie Petrenko completed her 2-year post-doctoral fellowship with FHF. One graduate student completed her master's thesis with the FHF project. Twenty students trained in research and clinical methods. An additional 606 national and international professionals were trained through conference presentations delivered in Maryland, Hawaii, Oregon, Washington, Washington DC, Georgia and Quebec.

In August 2010, Heather N. Taussig, PhD, Associate Professor, and Sara E. Culhane, PhD, JD, Research Senior Instructor published the article "Impact of a Mentoring and Skills Group Program on Mental Health Outcomes for Maltreated Children in Foster Care" in the *Archives of Pediatrics & Adolescent Medicine*, one of the *JAMA/Archives* journals. The article demonstrated that incorporating a mentoring and group skill-building intervention program for children in foster and kinship care may help improve mental health outcomes.

Kempe Access to Services for Parent Infant/Child Relationship Enhancement (ASPIRE) Program

ASPIRE treats trauma exposed children, regardless of child welfare involvement, to ensure that these children do not become abusers themselves. ASPIRE is a component of The Justice Initiative for Drug Endangered Families (JI-DEF). This highly aggressive initiative recognizes that all systems play an overlapping role in supporting children and families while keeping the community safe.

In FY2011, ASPIRE provided services to **141 children** and **81 adults** or caregivers.

The ASPIRE team currently has more than 100 active child and parent clients for whom they provide clinical assessment and ongoing prevention and therapy services. ASPIRE trained nearly 150 judicial, legal, law enforcement, probation and other professionals in Colorado. While most training has been focused on the Denver Metro area, we also provided training at the Colorado state attorney's conference. ASPIRE professionals also trained seven Kempe and TASC/Probation staff in SafeCare, which is an effective and rigorous model of child abuse prevention and the training of providers requires a week of full day didactic sessions, plus significant ongoing supervision.

In Fall 2010, the ASPIRE program director met with the Deputy Commissioner from the White House Office of Drug Control and Strategy to highlight the ASPIRE program's prevention and intervention work with children who have been maltreated or at extremely high risk for maltreatment and their families.

Kempe Training, Education and Consultation (TEC)

TEC provides consultation services, post-graduate fellowships and visiting scholars programs for current experts and up-and-coming leaders. In addition, TEC trains child protection professionals and foster parents in the community, and we respond to clinical calls and e-mails arriving at The Kempe Center. TEC also works on legal and social science research projects and implements training and education programs for those in the fields of medicine, law, social work, and mental health.

In FY2011, TEC trained **1,175** professionals in Colorado and **587** professionals in the U.S. outside of Colorado. Some of these topics and events included: Montana State Child Welfare Conference, Montana Native American Child Welfare Conference, National Association of Counsel for Children annual meeting, Colorado Judicial Institute on Parent-Child Visitation, and Colorado Children's Justice and Mental Health Conference.

This year, TEC pioneered "Updates Before Noon" videoconferencing sessions as a service to the rural counties of Colorado. Ten counties, most on the border with Kansas or Utah, participated in 23 sessions covering 15 topics as varied as Failure to Thrive, preparation for Termination Hearings, and Visitation Management in Sexual Abuse Cases. The pilot year was highly rated by participating counties and has been refunded.

TEC also provided more than 100 hours of clinical supervision for five partner county Departments of Human Services (DOLA partners).

Kempe Perpetration Prevention Program (PPP)

The Kempe PPP is the national leader in training professionals in strategies for perpetration prevention. PPP training helps others recognize and intervene in situations when juveniles are the perpetrators of sexually abusive behavior.

PPP directs sponsored the 26th National Adolescent Perpetration Network (NAPN) Conference in San Antonio, which had 300 attendees.

The PPP conducted Four Certificate Classes for Clinicians (total 30 students) and Trainer Training sessions in Colorado, Hawaii and Arkansas (total 65 trainers).

Kempe Therapeutic Preschool Program

After much evaluation, The Kempe Center determined in spring 2011 that services of The Kempe Therapeutic Preschool are no longer sustainable in its present form and as a result, suspended preschool day treatment services as of September 2011. Expanded evidence-based mental health services programs are being developed.

The preschool served 15 children and families this year in the standard preschool program. Following graduation, 90% of moved on to regular preschools, developmental preschools, Head Start programs, or elementary school. The preschool launched a new service line: The Kempe Assessment and Referral Team (KART) and assessed 6 children through this service.

Preschool director trained 250 mental health and early childhood professionals in Nebraska and Arkansas, and at a national meeting in New York.

Additional Initiatives

Rob Clyman, MD began a consulting engagement with Weld County on its "Project Launch," designed to strengthen the county's service delivery system with a major focus on implementing and expanding evidence-based programs for birth - 8 year old children.

With funding provided by the Driskill Foundation, Dr. Clyman started a new research clinic at The Kempe Center that will provide Parent Child Interaction Therapy (PCIT). PCIT has the best scientific evidence documenting prevention of subsequent physical abuse after it has already occurred. The clinic will treat children and parents, conduct research, and evaluate outcomes in partnership with the Denver Department of Human Services.

Awards and Honors

Child Protection Team

Andrew Sirotnak, MD, FAAP

- President of The Children's Hospital Medical Staff
- Member of Children's Hospital Colorado Board of Directors
- Member of The Children's Hospital Foundation Board of Trustees

- Serves on American Board of Pediatrics, Child Abuse Sub-Board
- 5280 Denver Magazine's Best Doc in Child Abuse Pediatrics

Antonia Chiesa, MD

- Governor Appointed to State of Colorado's Child Fatality Review Committee
- Serves on Child Injury Prevention Program, Colorado Department of Public Health & Environment
- 5280 Denver Magazine's Best Doc in Child Abuse Pediatrics

Training, Education and Consultation

Donald C. Bross, JD, PhD

- Ronald C. Laney Distinguished Service Award - The Ronald C. Laney Life Time Service Award is awarded on a periodic and exceptional basis by the Board of Directors of American Professional Society on the Abuse of Children to an individual who has exhibited a life time of service to others as exemplified by Ron C. Laney.
- Was appointed to the National Juvenile Justice Information Sharing Initiative Project sponsored by the Office of Juvenile Justice and Delinquency Prevention.

ASPIRE

Evelin Gomez, PhD

- Chancellor's Award for Excellence in Promoting Diversity, University of Colorado

Child Trauma Program

Monica Fitzgerald, PhD

- National Child Traumatic Stress Network, AF-CBT Expert Panel Member
- National Child Traumatic Stress Initiative (NCTSI) Evaluation Redesign/MACRO, NCTSI Evaluation Redesign Steering Committee Member
- APSAC (American Professional Society for Abuse of Children), Board Member
- Serving as clinical faculty for the National Child Traumatic Stress Network TF-CBT Learning Collaborative

Drs. Shipman and Fitzgerald were selected as National Trainers for *Trauma-Focused Cognitive Behavioral Therapy (TF-CBT)* for the California State-wide evidence-based practice initiative. The goal of this initiative is to bring the highest quality, evidence-based mental health treatment to all children and families who need it.

Fostering Healthy Futures

Heather Taussig, PhD

- University of Denver Graduate School of Social Work, Dean's Award for Exceptional Support and Commitment to Social Work Education
- California Evidence-Based Clearinghouse for Child Welfare, Topic Expert on Mentoring Youth in Foster Care
- Study Section at the National Institute of Child Health and Human Development, Appointed Standing Member
- Research faculty, Portland Summer Youth Mentoring Institute
- Invited Workshop Participant, National Institute of Justice's Workshop on Teen Dating Violence

Edward Garrido, PhD

- Appointed Assistant Professor
- Invited to contribute a chapter on adolescents' exposure to community violence for the textbook, "Mental Health Issues of Child Maltreatment"

Kempe Perpetration Prevention Program

Gail Ryan, MA

- Invited Lecture at John Hopkins University Hospital for the School of Public Health

Staff Publications

Program	Author(s)	Publication Name	Title of Work
Child Protection Team	Chiesa A, Sirotnak, A	<i>Pediatric Decision Making Textbook – 5th edition</i>	Physical Abuse Chapter
	Chiesa A, Sirotnak, A	<i>Current Pediatric Diagnosis and Treatment – Hay 20th edition</i>	Child Abuse and Neglect -- Chapter
	Sirotnak, A, Wells, K	<i>Pediatric Decision Making Textbook – 5th edition</i>	Sexual Abuse Chapter
	Sirotnak, A	<i>Child Abuse & Neglect Textbook – Jenny 1st edition</i>	Sexually Transmitted Disease Chapter
	Chiesa A, Goldyn D, Sirotnak A, Tong S, Rewers A	<i>2010 Pediatric Academic Societies' Annual Meeting</i>	Effectiveness of a Shaken Baby Syndrome (SBS) Prevention Program -- Poster
	Goldyn D, Federspiel D, Chiesa A	<i>NACHRI 2010 Creating Connections Conference</i>	Community Awareness of a Shaken Baby Syndrome Prevention Media Campaign -- Poster
	Goldyn D, Federspiel D, Chiesa A	<i>International Conference on Shaken Baby Syndrome</i>	From Public Awareness to Education: The Development of a Sustainable Hospital Bases SBS Prevention Program
	Chiesa A, TCH SBS Prevention Workgroup	<i>Educational video for The Children's Hospital Shaken Baby Syndrome Awareness and Prevention Campaign.</i>	Crying Happens – Video
	Narang, S	<i>Journal of Health Law and Policy-Accepted for publication</i>	A Daubert Analysis of Abusive Head Trauma/Shaken Baby Syndrome
	Sirotnak A	<i>American Academy of Pediatrics – CME Audio CD</i>	Is It Abuse? Fractures in Infants and Children
Child Trauma Program	Lang, J., Ford, J. Fitzgerald, M.	<i>Psychotherapy Theory, Research, Practice, and Training</i>	An Algorithm for Determining Use of Trauma-Focused Cognitive Behavioral Therapy
	Fitzgerald, M., & Cohen, J.	<i>The Handbook of Child Sexual Abuse: Prevention, Assessment and Treatment, Wiley</i>	Trauma-Focused Cognitive Behavioral Therapy
	Fitzgerald, M., & Shipman, K.	<i>Child Maltreatment: A Clinical Guide and Reference</i>	Psychological Assessment and Treatment Approaches
	Zeman, J., Cassano, M., Suveg, C., & Shipman, K	<i>Journal of Child and Family Studies</i>	Initial Validation of the Children's Worry Management Scale
Fostering Healthy Futures	Garrido, E. F., Culhane, S. E., Petrenko, C. L. M., & Taussig, H. N.	<i>American Journal of Orthopsychiatry</i>	Psychosocial consequences of caregiver transitions for maltreated youth entering foster care: The moderating impact of community violence exposure
	Garrido, E. F., Culhane, S. E., Petrenko, C. L. M., & Taussig, H. N.	<i>Journal of Family Violence</i>	Psychosocial consequences of intimate partner violence (IPV) exposure in maltreated adolescents: Assessing more than IPV occurrence
	Garrido, E. F.	<i>In P. Clements & S. Seedat (Eds.), Mental Health Issues of Child Maltreatment, Saint Louis, MO: STM Learning</i>	Community violence exposure among children and adolescents
	Taussig, H.N., Culhane, S.E., Raviv, T., Schnoll Fitzpatrick, L.E., & Wertheimer, R.W.	<i>Educational Horizons</i>	Mentoring children in foster care: Impact on graduate student mentors
	Dunn, D.M., Culhane, S.E., & Taussig, H.N.	<i>Children and Youth Services Review</i>	Children's appraisals of their experience in out-of-home care
	Taussig, H.N., & Clyman, R.B.	<i>Child Abuse & Neglect</i>	The relationship between time spent living with kin and adolescent functioning in youth with a history of out-of-home placement
	Petrenko, C. L. M., Culhane, S. E., Garrido, E. F., & Taussig, H. N.	<i>Children and Youth Services Review</i>	Do youth in out-of-home care receive recommended mental health and educational services following screening evaluations?
	Rotbart, H.A., McMillen, D., Taussig, H., & Daniels, S.R.	<i>Academic Medicine</i>	Assessing gender equity in a large academic Department of Pediatrics
	Taussig, H.N., & Culhane, S.E.	<i>Archives of Pediatrics and Adolescent Medicine</i>	Impact of a mentoring and skills group program on mental health outcomes for maltreated children in foster care
	Klein, R., Knudtson, M.D., Klein, B.E., Zinman, B., Gardiner, R., Suissa, S., Sinaiko, A.R., Donnelly, S.M., Goodyer, P., Strand, .T, Mauer, M.	<i>Diabetologia</i>	The relationship of retinal vessel diameter to changes in diabetic nephropathy structural variables in patients with type 1 diabetes
	Olds, D.L., Kitzman, H.J., Cole, R.E., Hanks, C.A., Arcoletto, K.J., Anson, E.A., Luckey, D.W., Knudtson, M.D., Henderson, C.R. Jr., Bondy, J., Stevenson, A.J.	<i>Arch Pediatr Adolesc Med</i>	Enduring effects of prenatal and infancy home visiting by nurses on maternal life course and government spending: follow-up of a randomized trial among children at age 12 years
	Kitzman, H.J., Olds, D.L., Cole, R.E., Hanks, C.A., Anson, E.A., Arcoletto, K.J.,	<i>Arch Pediatr Adolesc Med</i>	Enduring effects of prenatal and infancy home visiting by nurses on children: follow-up of a

	Luckey, D.W., Knudtson, M.D., Henderson, C.R. Jr., Holmberg, J.R.		randomized trial among children at age 12 years
	Klein, R., Knudtson, M.D., Klein, B.E., Wong, T.Y., Cotch, M.F., Barr, G.	<i>Arch Ophthalmol</i>	Emphysema, airflow limitation, and early age-related macular degeneration
	Jensen, K., Lee, K.E., Knudtson, M.D., Klein, R., Klein, B.E.	<i>Ophthalmic Surg Lasers Imaging</i>	Stability of 35-mm scanners as used in ophthalmologic research
Training, Education and Consultation	D. C. Bross, T. J. Banks	<i>Child Welfare Law and Practice, 2nd Edition</i>	Family dynamics and child maltreatment
	S. Narang, D. C. Bross	<i>Achieving Equity for Children and Families</i>	A review of the medical and legal literature on abusive head trauma
	D. Baird	<i>Colorado Court Improvement Project Curriculum</i>	Child Development
Perpetration Prevention Program	Burton, D.L., Leibowitz, G.S, Eldredge, M.A., Ryan, G., & Compton, D	<i>Journal of Aggression, Maltreatment, & Trauma</i>	The relationship of trauma to non-sexual crimes committed by adolescent sexual abusers: A new area of research
	Ryan G, Leverage T, Lane S	<i>Juvenile Sexual Offending: Causes Consequences and Correction</i>	Publication of the Third Edition of the Text book
ASPIRE	Betts, W., Little, C.	<i>Journal of Child Welfare</i>	Substance Exposed Newborns: Lessons Learned from Three CAPTA Systems Projects
Therapeutic Preschool	Frankel, K.A. & Osofsky, J.D.	<i>Keynote Address to the Arkansas Association of Infant Mental Health. Little Rock, Arkansas</i>	The Importance of an Infant Mental Health Perspective for Systems of Care for Infants and Young Children

The Kempe Foundation

The Kempe Foundation’s three-fold mission is to secure and provide resources, increase awareness and engage in advocacy for the prevention and treatment of child abuse and neglect.

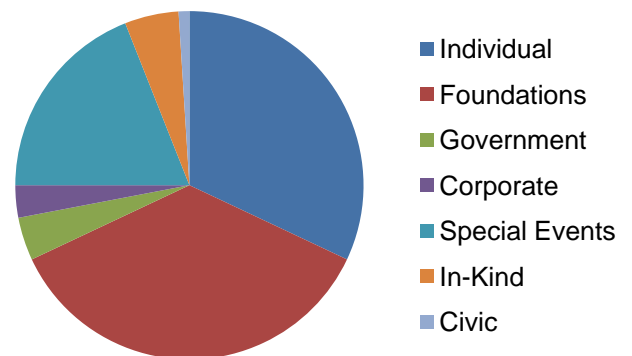
Resources

In FY2011, Kempe raised **\$2,992,964** for annual operations while having expenses of **\$3,095,367**. Included in this total, Kempe received “in-kind” donations with a value of **\$117,753** for enrichment materials, supplies and activities in support of Kempe’s children and caregivers. The total value of in-kind donations increased by more than \$81,000 when compared to FY10 in-kind donations. Volunteers’ commitment **provided 2,592.1 hours of service** of remarkable value to Kempe’s efforts last year.

In FY11, Kempe had **2,224** donors (individuals, foundations, corporations or government agencies), which contributed to or awarded grants or contracts on **3,141** occasions to support our programs and activities.

The Kempe Foundation owns the first two floors of The Gary Pavilion at Children’s Hospital Colorado on the Anschutz Medical Campus and is responsible for their management. To generate income and maximize collaboration with agencies related to the mission of prevention and treatment of child abuse and neglect, two non-profits have leased available office space on the second floor; The International Society for the Prevention of Child Abuse and Neglect (ISPCAN) and The National association of Counsel for Children (NACC). Members of Kempe Foundation and Center staff benefit from the immediate access to these colleagues and provided their knowledge and skills in several collaborative efforts.

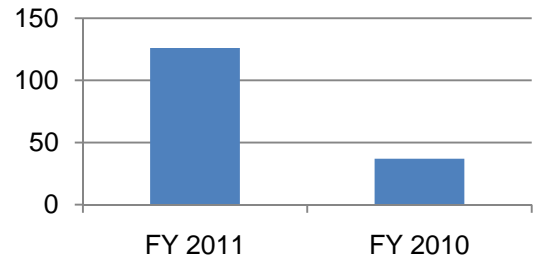
Total Revenue



Public Awareness

In FY2011, The Kempe Foundation had 126 total news stories in newspapers, magazines, radio and television newscasts. This number increased by 340% over the 37 media stories in FY2010. (These news stories do not include paid spots or public service announcements.) Kempe's public service announcements and news stories appeared on all Denver television stations (KUSA, KCNC, KMGH, KWGN, KDVR) as well as on Comcast channels and Altitude. Kempe also sent its public service announcements to the television stations in Colorado Springs and to every radio station in Colorado. Throughout the year, Kempe appeared in the *Denver Post*, *The Villager*, *Aurora Sentinel*, *Denver Business Journal*, *5280*, *Denver Magazine*, *Colorado Expression*, *Blacktie Colorado*, and a variety of online magazines and blogs. In addition, Kempe's February 2011 child abuse statistics increase story made the front page of the *Denver Post* and hit the Associated Press wires. Subsequently, nearly all Colorado newspapers, television and radio stations covered the story, which was even picked up by national media outlets including MSNBC and USA Today.

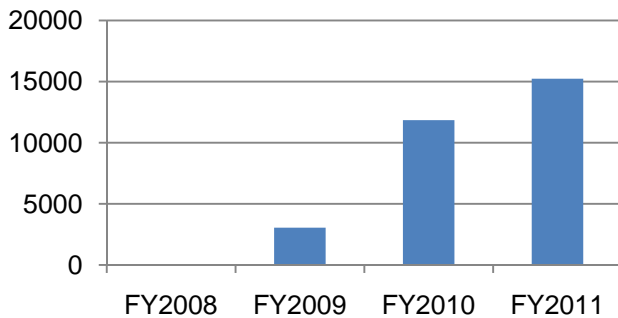
Total overall media stories



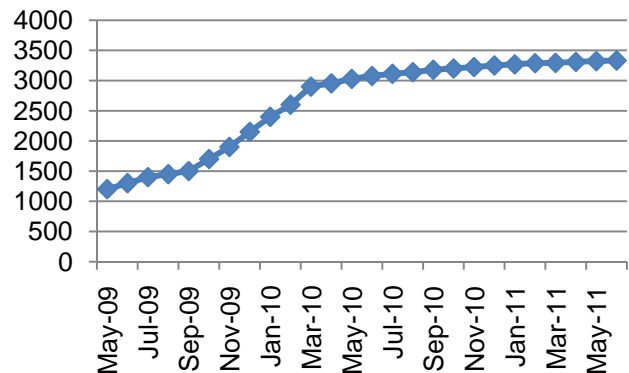
Kempe's television broadcast partner during Child Abuse Prevention Month, KMGH 7, ran six different superhero public service announcements in April. The value of the public service announcements was more than \$90,000. Azteca America also broadcast Kempe's Spanish-language PSA in April. The superheroes featured in the PSAs included: Carlos Gonzalez, Colorado Rockies; Brian Dawkins, Denver Broncos; Mary Lou Makepeace, VP of Gay & Lesbian Fund for Colorado and former Colorado Springs mayor; Dr. Evie Dennis, former superintendent of Denver Public Schools and leader for US Olympic Committee and USA Track and Field; and Patricia Barela Rivera, community leader.

The Kempe Foundation's website and social media efforts expanded and grew in FY2011. Kempe launched a redesigned website in October 2010 with easier navigation and mobi capabilities, making it viewable on smart phones. Kempe's social media presence on Facebook, Twitter, YouTube and Wordpress Blog grew exponentially during the last fiscal year. The social media and website tools, combined with e-communications allow Kempe to communicate with donors, volunteers and professionals through a variety of communication methods.

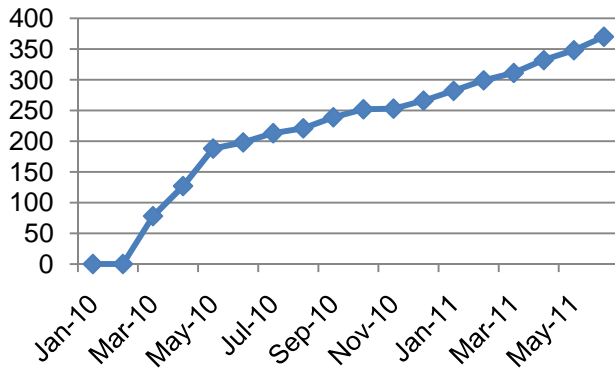
of Social Media Followers/Members



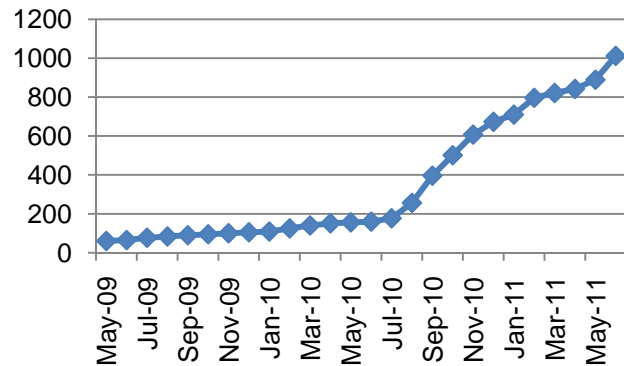
Facebook Cause Followers



Facebook Fans



Twitter Followers



Other public awareness efforts included:

- April gala “Kempe Takes Paris” with more than 500 attendees
- Second year of partnership with Cherry Creek Sneak to collect donations and pledges and communicate to nearly 10,000 race participants
- 600 Anschutz Medical Campus employees received complimentary blueberry bagels from Panera Bread at the beginning of Child Abuse Prevention Month
- Other fundraising events reached thousands of individuals in the community including: Salt on the Rim, IP5280’s Climbing for Kids, Keeping Kids on Track, Four Seasons Denver Grand Opening, Lowry Wine Walk, Saks Galleries Exhibit Opening, SPIRE Designer Within Event, and Champs Kickoff Event.
- Outreach at community and workplace giving fairs
- Thousands of blue ribbon magnets, blue ribbon pins, brochures and Kempe keychain wristbands distributed throughout the Denver Metro Area.
- Partnership with US Bank provided exposure during Child Abuse Prevention Month and multiple branch locations in Denver.

Advocacy

A key part of the Foundation’s mission is to advocate on behalf of abused and neglected children by working with state and local leaders to develop public policy that serves in the best interest of this vulnerable population. Kempe representatives helped draft legislation, testified before legislative committees and monitored child abuse-related bills during the past session. Kempe’s distribution of April is Child Abuse Prevention Month information was helpful to legislators and their staffs as they communicated with their constituents.

Kempe placed giant blue ribbons on buildings throughout the Denver Metro Area including the Capitol, City & County Building, Pepsi Center, Children’s Hospital Colorado, Buckley Air Force Base and The Gary Pavilion.

In FY2011, advocacy proclamations and resolutions included:

- Proclamation from Governor John Hickenlooper
- Proclamation from President Barack Obama
- Colorado General Assembly named April as Child Abuse Prevention Month

