

**THE KEMPE FOUNDATION
AND
THE KEMPE CENTER
FOR THE PREVENTION AND TREATMENT OF
CHILD ABUSE AND NEGLECT**



FY2010 KEMPE METRICS REPORT

Activities and Outcomes Report

July 1, 2009 – June 30, 2010

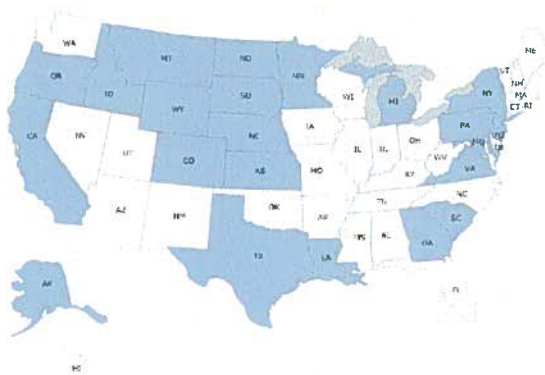
The purpose of The Kempe Metrics Project (KMP) is to gather standardized data for analyzing and reporting the annual activities and outcomes of The Kempe Center and Foundation. The benefits from collecting and disseminating essential Kempe benchmark data include: enhanced planning, outcome reporting,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

In its third year, additional metrics have been incorporated into the KMP to better document the scale and scope of the important work of the entire Kempe organization. New elements for the fiscal year 2010 (FY10) report include: additional selected programs' outcomes (as available) and more information about those who are trained by Kempe. Future reports will be expanded to include overviews as well as details of partnerships, measures of longitudinal research of the programs' effectiveness with their participants, measures of advocacy and policy achievement, and the leverage effect of donated dollars.

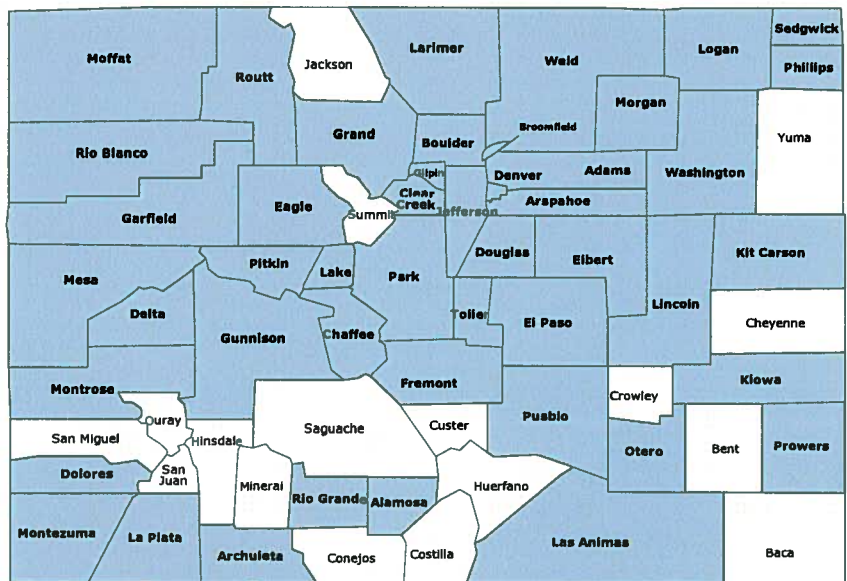
THE KEMPE CENTER

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

The Kempe Center's traditional metrics have been numbers and demographics of children served and professionals trained, and number of training hours provided. The Center reports these data to document achievement of its mission to provide and improve direct clinical services, improve clinical service delivery systems and provide training, education and consultation programs to prevent and treat child abuse and neglect in Colorado and nationally. In FY10, six programs of the Center provided direct services for **796** children in **40** Colorado counties and trained/educated/presented to **6,336** professionals in **26** Colorado counties, **21** additional states and two other countries – England and Australia.



FY10 States Served by Kempe (in blue)



FY10 Colorado Counties Served by Kempe (in blue)

DIRECT SERVICES FOR CHILDREN

The Kempe Center provided direct services to **796 children** in FY10 via six programs, an **increase of 13.5%**, when compared with seven program serving 701 children in FY09. Services included: mental health therapy, a mentoring curriculum, case consultation, injury assessments, comprehensive mental health assessments, preschool classroom therapy, and other treatment. Most Kempe direct service programs saw an increase in number of children served over the prior year as child abuse cases in Colorado have increased over that period. For example, the **Child Protection Team treated 494 children – more than a 22% increase** from 404 in FY09. Child abuse has been the leading cause of all trauma deaths at The Children’s Hospital every year since 2003.

Program	# Children Served FY10 ¹	# Children Served FY09 ¹
Child Protection Team	494	404
Training/Education/Consultation	124	96
Child Trauma Program	31	16
Fostering Healthy Futures	71	85
Therapeutic Preschool	20	27
Under Sixes Program	56	61
Postpartum Depression ²	N/A	12
Total	796	701

¹This includes all children who received services from Kempe.

It does not include other family members

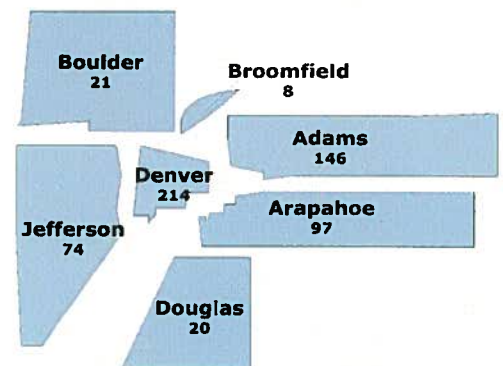
²This program was discontinued in FY10.

Racial/Ethnic Background	# FY10 Children	% FY10 Children ¹
African-American	59	9.6%
Latino/Hispanic	193	31.4%
Native American	3	0.5%
Asian	4	0.7%
Caucasian	308	50.0%
Multi-racial	30	4.9%
Other	18	3.0%
Unknown	181	
Total	796	100.0%

¹ This is a subset of 615 children reported by race/ethnicity by three Kempe programs. The race/ethnicity of 181 children served was not reported.

Geographic distribution of the children served did not have a significant proportional change within the Denver metropolitan area counties.

Residence of Children Served	Children Served FY10		Children Served FY09	
	%	#	%	#
Metro Denver Area Total	73%	580	76%	537
Denver City/County	27%	214	28%	198
Arapahoe County	12%	97	17%	120
Adams County	18%	146	15%	102
Boulder County	3%	21	2%	17
Broomfield County	1%	8	1%	6
Douglas County	3%	20	3%	21
Jefferson County	9%	74	10%	73
Other Colorado Counties	19%	155	20%	137
12 Other States	8%	61	4%	27
Totals	100%	796	100%	701



FY10 Number of Children Served in Seven Denver Metro Counties

Of 615 children reported by gender, there were 258 males (42%) and 357 girls (58%).

Children's income status is reported by eligibility for Medicaid, by their foster care status and/or participation through child welfare agencies.

Kempe also helped adults with significant counseling or support. Most of these adults were caregivers (biological parents, grandparents, foster parents, other kinship, significant others) of children being treated by Kempe. The range of ongoing contacts included providing counseling, modeling effective parenting skills, communication strategies, referral of services, etc.

Program	Low Income/ % Medicaid/ Uninsured
CPT	45%
CTP	50%+
FHF	100%
J-ASPIRE	50%+
USP	50%+
TPP	100%

TRAININGS, PRESENTATIONS AND CONSULTATIONS

Kempe was involved with training and educating **6,336** individuals in FY10 with over **22,288** "people training hours" provided. These were direct contact presentations at workshops, university classes, job sites, community locations, and national and international conferences.

Trainings and Presentations			
Program	# Staff Hours ¹	# Attendees ²	# "People Training Hours" ³
Child Protection Team	102	2200	4099
Early Childhood Trauma Center	232	1807	8995
Fostering Healthy Futures	71	194	1,237
Perpetration Prevention	160	92	3680
Therapeutic Preschool	46	1049	2419
Training/Education/Consultation	54	486	1702
Under Sixes Program	135	142	893
Totals	623	6,336	22,288

Types of Attendees	# Served
Medical / Nursing	1894
Therapy Specialists	1225
Social Services	1125
Legal	843
School/Educators	257
Other	926
Unknown/Missing	63
Total	6,336

¹ Total hours of training time committed by program staff

² Total attendees by program

³ Total "people" hours of training by program

(i.e., 20 people x a 2 hour training session = 40 "people training hours")

FY10 Location of Trainings	Attendees	
	#	%
Metro Denver	2,909	48.8%
Other CO Counties	446	7.5%
Other States or Countries	2,609	43.7%
Totals	5,964	100%

Kempe's programs provided thousands of hours of valuable career training to medical and graduate students. As examples: Kempe's Fostering Healthy Futures (FHF) trained 16 Master level graduate student interns from local universities in the program's mentoring component; one clinical psychology PhD candidate worked in FHF as a Kempe Center Berger Fellow; two Harris Fellow clinical psychology students worked in the Preschool; and another Berger Fellow physician specialized in advanced clinical training in child abuse with the Child Protection Team. Annual surveys of FHF program mentors from past years indicated that their Kempe training met or exceeded their expectations and has helped them to pursue their careers in child welfare or related positions.

Kempe's collaborations with at least **816** 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 their caregivers.

Kempe responded to **647** calls and emails in FY10 to help and refer parents, neighbors, teachers and professionals with their urgent needs and questions regarding child abuse and neglect.

Types of Professionals	# Served
Therapy Specialists	350
Legal	149
Social Services	144
Medical Staff	98
Other	33
Total	816

FY10 Collaborations/ Consultations	Professionals	
	#	%
Metro Denver	301	36.9%
Other CO Counties	97	11.9%
Other States/Countries	285	34.9%
Missing Locations	133	16.3%
Totals	816	100%

Telephone Calls and E-mails	FY10
July	54
August	44
September	53
October	35
November	56
December	57
January	42
February	59
March	77
April	69
May	57
June	44
Total Calls and E-mail	647

FY10 CENTER PROGRAMS' SIGNIFICANT HIGHLIGHTS AND OUTCOMES

Kempe's Child Protection Team (CPT) organized its second annual Pediatric Child Abuse Education Day at the Annual Trauma Conference at The Children's Hospital on December 10 and 11, 2009. There were **316** attendees; 45 MDs, 211 Registered Nurses, 30 EMT/paramedics and 30 other professionals representing 13 states. Evaluations were excellent overall and comments reflected the acquisition of new knowledge by learners and plans to incorporate this into their evidence based practice.

The Team's expertise helped in expanding and redefining the Shaken Baby Syndrome Awareness and Prevention Campaign in collaboration with The Children's Hospital and Kohl's. The program now includes a web-based call to action to "Give Your Word" to never shake a baby and a research project to test efficacy of a nurse driven education program.

Kempe's Fostering Healthy Futures (FHF) program is a research-based program that uses comprehensive assessments, mentoring, and therapeutic skills groups to help pre-adolescent children in foster and kinship care learn healthy life skills. Youth who enter the program are randomized to one of two groups – an Assessment-Only or Intervention Group - according to a research protocol known as a randomized controlled trial. During the 2009-10 academic year, FHF staff: (a) completed **80** new baseline interviews with youth and caregivers participants, (b) wrote **80** screening reports that summarized youths' functioning at baseline, (c) enrolled a ninth cohort of **32** children in the intensive intervention, (d) surveyed **178** teachers of participating youth, (e) completed **58** 6-month post-intervention interviews with youth and caregivers who participated in FHF during the 2008-9 school year, (f) completed **48** 18-month follow-up interviews with youth and caregivers who participated during the 2007-8 school year and (g) provided over **10,000** hours of training to **32** graduate student interns.

FHF met all of the program's stated targets for the 2009-10 Intervention Group: (1) **84%** of the youth were performing in the average or above average range in academic subjects; (2) **100%** of the youth were involved in at least one extracurricular activity, hobby, organization or sports team; (3) **78%** of Intervention children were liked by a majority of their classmates (according to their teachers' reports); and (4) **92.5%** of the children did not receive any suspensions from school.

FHF program analyses from the first five years, with data from 156 children who were randomly assigned to Intervention and Assessment Groups, provide evidence that FHF is making a positive impact on children's lives, particularly in reducing mental health symptoms and mental health services. When compared with youth in the Assessment Group, youth in the Intervention Group reported: greater athletic competence, better support from biological parents, greater commitment to prosocial peers, fewer symptoms of anxiety, post-traumatic stress, and dissociation, and greater life satisfaction. Intervention youth also reported that they were less likely to receive mental health services (perhaps because they had fewer mental health symptoms). Teachers also reported that youth who participated in the intensive Intervention Group were less likely to repeat a grade in school.

Kempe's Therapeutic Preschool Program met all of its goals for FY10 as it served **20** children (**4** girls and **16** boys) who are typically unable to function in a regular preschool or child care setting and are in danger of losing their home placement, either with biological parents or foster families who cannot manage their behavior. Of the children enrolled, **11** completed treatment and were discharged, **6** remained enrolled at the end of the fiscal year and **3** left unexpectedly against medical advice. All were low-income and/or Medicaid eligible. Children were from the Denver Metro area (**75%** Denver, **20%** Arapahoe County, **5%** Adams County); **70%** of the children referred were Department of Human Services involved, and in **25%** the caseworker was involved in making the referral. The Preschool provided **2,041** treatment days and **1,445** therapy sessions for the children and their families during the fiscal year. Specific goals achieved were:

1. **93%** of the children who completed treatment moved directly into an educational setting such as regular preschools, developmental preschools, Head Start programs, or elementary schools after graduation.

2. Children's Global Assessment Scale (CGAS) is a measure of children's global functioning level that is scored from 1 to 100. A statistically significant improvement in CGAF scores was found for all 14 children as a group ($t=3.91$, $p<.01$). There was an **average increase of 14 points** in CGAF scores with a range from 0- to 29-point increase in CGAF scores.

CGAF scores	Mean	Median	Range
Intake	31	29.5	15 – 50
Discharge	45	45	34 – 58

3. The Wechsler Preschool and Primary Scale of Intelligence-Third Edition was administered for assessing the cognitive functioning of children. A comparison of intake and then discharge scores showed increases in the mean scores of the discharged children in the subtests of Full-Scale Intelligence Quotient, Verbal Intelligence Quotient, and Performance Intelligence Quotient.
4. The Bracken Basic Concept Scale-Revised was used to assess the basic concept development of children enrolled. A comparison of intake and then discharge scores showed increases in the mean scores of the discharged children in the subtests of Total Test Composite and School Readiness Composite and that the mean score remained constant in Self-/Social Awareness

Kempe's Child Trauma Program, part of the National Child Traumatic Stress Network, is conducting an evaluation of pre-post changes in parents' communication behaviors in the use of evidence-based interventions. The staff provides direct services to children and families as well as conducts trainings in the following evidence-based interventions:

- Trauma-Focused Cognitive Behavioral Therapy (TF-CBT)
- Parent-Child Interaction Therapy (PCIT)
- Child Parent Psychotherapy (CPP)
- Alternatives for Families: Cognitive Behavioral Therapy (AF-CBT)
- A Family Focused Emotion Communication Training Program (AFFECT)

Kempe's Child Protection Team and Training, Education and Consultation Program's State and Regional Team have collaborated on presentations and publications for attorneys specializing in representation of child welfare issues. The Kempe CPT's fellow in Child Abuse Pediatrics completed work on an extensive law review article which was accepted by one of the top ten rated law review publications specializing in medical-legal issues. The importance of the article is that it addresses a growing effort by some in the legal system to create confusion over the very solid science of the diagnosis abusive head injuries. This scholarly review article will be a great reference guide to the professionals involved in the civil and criminal justice systems on this very important topic.



KEMPE CENTER FY10 AWARDS AND HONORS

The Kempe Center

- ✓ University of Colorado Denver 2010 Diversity and Excellence Grant

Child Protection Team

- ✓ **Andrew Sirotnak, MD, FAAP, Antonia Chiesa, MD, and Kathryn Wells, MD, FAAP, all passed the initial American Board of Pediatrics Child Abuse Pediatrics Board Examination**

Andrew Sirotnak, MD, FAAP

- ✓ President of The Children's Hospital Medical Staff
- ✓ Member of The Children's Hospital Board of Directors
- ✓ Member of The Children's Hospital Foundation Board of Trustees
- ✓ Serves on American Board of Pediatrics, Child Abuse Subboard
- ✓ 5280 Denver Magazine's Best Doc in Child Abuse Pediatrics

Antonia Chiesa, MD

- ✓ Serves on the State of Colorado's Child Fatality Review Committee
- ✓ Serves on Child Injury Prevention Program, Colorado Department of Public Health & Environment

Cindy Tanner, CHA, PA

- ✓ Awarded the Barbara Ann Quarantillo Senior Instructor Award with Distinction from University of Colorado Denver, School of Medicine

Sandeep Narang, MD, JD

- ✓ Child Abuse Pediatrics Fellow, Dr. Narang, was appointed as Assistant Professor of Pediatrics with the Child Abuse and Neglect Team at the University of Texas Health Science Center at San Antonio.

Child Trauma Program

Monica Fitzgerald, PhD

- ✓ Board Member for Evidence Based Child Welfare Service Planning of American Society for the Abuse of Children
- ✓ National Child Traumatic Stress Network: Member of Evaluation Steering Committee and Learning Collaborative Faculty Member

Fostering Healthy Futures

- ✓ **Fostering Healthy Futures was announced as a Finalist for the El Pomar Foundation's Award of Excellence in Youth Development**

Heather N. Taussig, PhD

- ✓ Serves as the Kempe representative on the Youth Mentoring Collaborative, a group of 15 metropolitan Denver mentoring agencies and resource partners

Perpetration Prevention Program

Gail Ryan, MA

- ✓ Received Brandt F. Steele Award from The Kempe Center
- ✓ Received 1st Gary Burguin Award from the Colorado Sex Offender Management Board

Training, Education and Consultation

Donald C. Bross JD, PhD

- ✓ Served on Colorado Multiple Institutional Review Board (COMIRB) panel
Board Member, North Metro Children's Advocacy Center

FY10 KEMPE CENTER STAFF PUBLICATIONS

Program	Author(s)	Publication Name	Title of Work
Child Protection Team	Chiesa A, Duhaime AC	<i>Pediatric Clinics of North America</i>	Abusive Head Trauma -- Chapter
	Sirotnak A, Chiesa A	<i>Current Pediatric Diagnosis and Treatment</i>	Child Abuse and Neglect -- 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
	Chiesa A, Narang S, Fountain J, Gralla J, Giblin L, Sirotnak A	<i>Second International Conference on Pediatric Abusive Head Trauma: Medical, Forensic, and Scientific Advances and Prevention Programs</i>	Cervical Spine/Spinal Cord Injury in Child Physical Abuse Patients, 0-3 years: An 8 Year Retrospective Review from The Children's Hospital -- Abstract Presentation
	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 Provided medical content and editing during creation of video
	Narang, S	<i>Journal of Health Law and Policy- Accepted for publication</i>	A Daubert Analysis of Abusive Head Trauma/Shaken Baby Syndrome
Child Trauma Program	Lang, Ford, & Fitzgerald	<i>Psychotherapy</i>	An Algorithm for Determining Use of Trauma-Focused Cognitive Behavioral Therapy
	Nugent, Saunders, Williams, Hanson, Smith & Fitzgerald	<i>Journal of Traumatic Stress</i>	Abuse and Parental Characteristics, Attributions of Blame, and Psychological Adjustment in Adult Survivors of Child Sexual Abuse
	Zinzow, Seth, Jackson, Furr & Fitzgerald	<i>Journal of Child Sexual Abuse</i>	Posttraumatic stress symptom trajectories in children living in families reported for family violence
	Zeman, Cassano, Suveg, & Shipman	<i>Journal of Child and Family Studies</i>	Initial Validation of the Worry Management Scale
Fostering Healthy Futures	Combs, M D, & DePrince, A P	<i>In R. Lanius and E. Vermetten (Eds.) The Hidden Epidemic: The Impact of Early Life Trauma on Health and Disease. Cambridge: Cambridge University Press</i>	Memory and trauma: Examining disruptions in implicit, explicit, and autobiographical memory
	Garrido, E F, Taussig, H N, Culhane, S E, & Raviv, T	<i>Journal of Early Adolescence</i>	Attention Problems Mediate the Association between Physical Abuse Severity and Aggressive Behavior in a Sample of Maltreated Early Adolescents
	Garrido, E F, Taussig, H N, Culhane, S E, & Raviv, T	<i>Violence and Victims</i>	Does Community Violence Exposure Predict Trauma Symptoms in a Sample of Maltreated Youth in Foster Care?
	Raviv, T, Taussig, H N, Culhane, S E, & Garrido, E F	<i>Child Abuse and Neglect</i>	Cumulative Risk Exposure and Mental Health Symptoms Among Maltreated Youths Placed in Out-of-Home Care
	Combs, M D, & DePrince, A P	<i>In R. Lanius and E. Vermetten (Eds.) The Hidden Epidemic: The Impact of Early Life Trauma on Health and Disease. Cambridge: Cambridge University Press</i>	Memory and trauma: Examining disruptions in implicit, explicit, and autobiographical memory
	Garrido, E F, Taussig, H N, Culhane, S E, & Raviv, T	<i>Journal of Early Adolescence</i>	Attention Problems Mediate the Association between Physical Abuse Severity and Aggressive Behavior in a Sample of Maltreated Early Adolescents
	Garrido, E F, Taussig, H N, Culhane, S E, & Raviv, T	<i>Violence and Victims</i>	Does Community Violence Exposure Predict Trauma Symptoms in a Sample of Maltreated Youth in Foster Care?
	Raviv, T, Taussig, H N, Culhane, S E, & Garrido, E F	<i>Child Abuse and Neglect</i>	Cumulative Risk Exposure and Mental Health Symptoms Among Maltreated Youths Placed in Out-of-Home Care
	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
	Culhane, S E, & Taussig, H N	<i>Social Work Research</i>	The structure of problem behavior in a sample of maltreated youth
Perpetration Prevention Program	Ryan, G, Leversee, T & Lane, S	<i>Juvenile Sexual Offending: Causes, Consequences & Correction/Third Edition</i>	Revision and Update of 550 page textbook.
Training, Education and Consultation	Bross, D	<i>Involuntary Therapy: A Good Idea?</i>	Standing at the Forefront: Effective Advocacy in Today's World
	Bross, D & Krugman, R	<i>Child Maltreatment Law and Policy as a Foundation for Child Advocacy</i>	Pediatric Clinics of North America
	Silver, A, Gotlin, R, Bross, D, Kempe, R, Krugman, R & Glicklen, A	<i>Foundations of Pediatrics</i>	Advances in Pediatrics
	Baird, D	<i>Colorado Courts</i>	Colorado Court Improvement Plan
	Baird, D	<i>Colorado Courts</i>	Tool Kit for Foster Parents

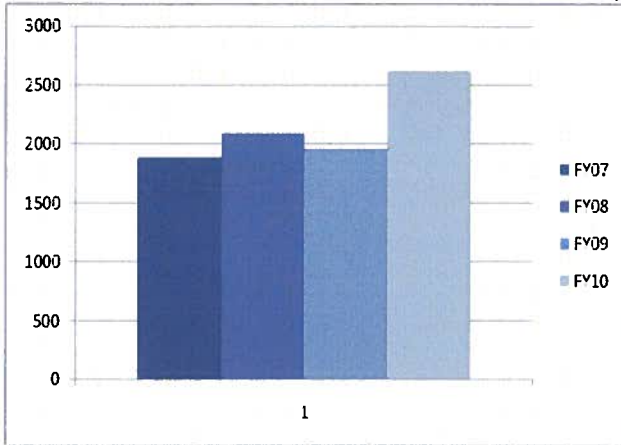
THE KEMPE FOUNDATION

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.

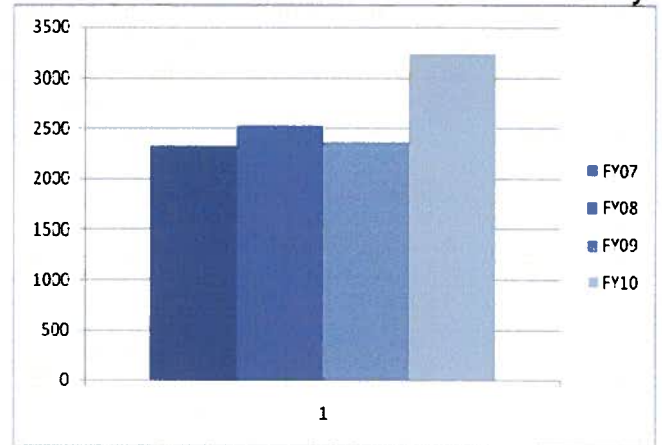
RESOURCES

In FY10, Kempe raised **\$2,888,650** for annual operations while having expenses of **\$2,848,924** resulting in meeting its budget target. In addition, "In-Kind" donations were received for a value of **\$36,039** for enrichment materials, supplies and activities in support of Kempe's children and caregivers. Volunteers' commitment provided **2,603 hours of service** of remarkable value to Kempe's efforts last year (equivalent of **\$54,283**).

In FY10, Kempe had **2,619** donors (individuals, foundations, corporations or government agencies) which contributed to or awarded grants or contracts on **3,234** occasions to support our programs and activities. The increases over previous years are attributed to more diversification in the type of fundraising events, more on-line donations attributed to social network sites, and Kempe's revisions to its website to be more user-friendly.



FY10: Total Number of Donors Increased by 34%



FY10: Total Number of Gifts Increased by 37%

The Kempe Foundation owns the first two floors of The Gary Pavilion at The Children's Hospital 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 and The National Association of Counsel for Children. Kempe Foundation and Center staffs have benefitted from the immediate access to these colleagues and have provided their knowledge and skills in several collaborative efforts.

Kempe's Consultation and Distance Learning Education Center

Kempe's Learning Center became operational in The Gary Pavilion during FY10. Its purpose is to increase the dissemination of research and best practices through trainings, conferencing, and consulting with Interactive real-time technologies The Learning Center uses broadband technology, digitalized imagery, interactive video-conferencing, simultaneous multi-screen viewing, and other elements to deliver training, analyze research, and provide consultation services. State-of-the-art components in six conference, training, therapy and interview rooms ranging in size and purpose can accommodate from 2 to 50 people. Kempe's training programs will now have the opportunity to increase their outreach to off-site participants as well as to participate in national and international conferences and to dialogue with other world renowned professionals.

Kempe's partner in the acquisition of the equipment for the Center was Adams County as they obtained funding from Colorado's Department of Local Affairs Energy and Mineral Impact Assistance Program on behalf of Kempe as well as contributed their own funds. Other counties which also financially supported the implementation of the Center were Jefferson, Logan, Mesa, Prowers and Weld.

PUBLIC AWARENESS

Earned Media

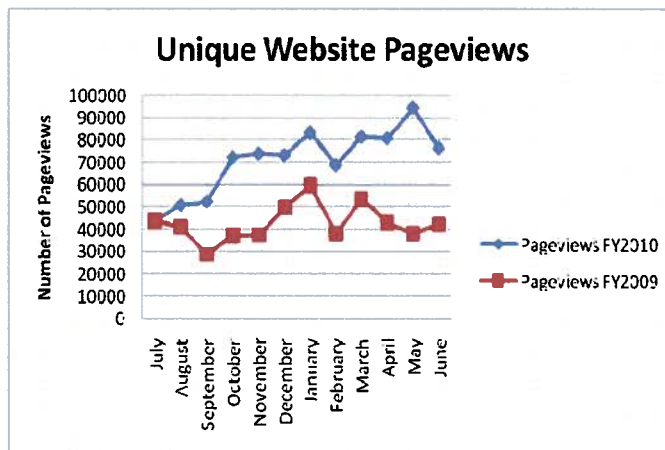
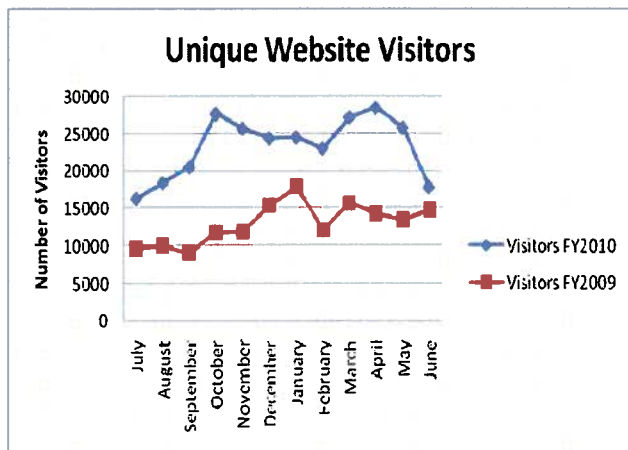
Over 40 stories featured The Kempe Foundation in newspapers, magazines, radio, and television newscasts. Kempe's public service announcements and news stories appeared on all five Metro Denver television stations (KUSA, KCNC, KMGH, KWGN, and KDVR) as well as on Comcast channels and Altitude. Throughout the year, Kempe appeared in the *Denver Post*, *The Villager*, *Aurora Sentinel*, *Denver Business Journal*, *5280*, *Denver Magazine*, *Colorado Expression*, *ColoradoView*, *Blacktie Colorado*, and a variety of online magazines and blogs.

Kempe's television broadcast partner during Child Abuse Prevention Month, KMGH 7 (ABC network affiliate) ran five different public service announcements (PSAs) 834 times during the month of April. Azteca America (ABC Spanish-language affiliate) and Comcast also broadcast PSAs for Kempe during April. Kempe's radio public service announcements ran on radio stations throughout the state.

Kempe's second year of its Superheroes Campaign added five new local celebrities to its awareness materials and PSAs; Rod Smith (Former Denver Broncos Player, Katie Layman (Miss Colorado), John-Michael Liles (Colorado Avalanche Player), Angela Cook (Denver Fire Department Division Chief) and Katherine Ridenhour (Aurora Fire Department Battalion Chief). Posters of these Superheroes were displayed in U.S. Bank locations in the Denver metro, area and on outdoor billboards in Denver, Colorado Springs and Pueblo.

Website and Social Media

Unique visitors and page views increased in FY10 over the previous year, which means that not only did www.kempe.org receive more web traffic, but also that individuals spent more time on the site and looked at more pages on the site. During the same period, Kempe's blog and YouTube Channel had over 13,300 unique story and video views. Kempe's Facebook and Twitter accounts have nearly 4,000 followers, up from 1,477 at the end of FY09.



In FY10, Kempe created or improved the following social media sites:

- Facebook Fan Page
- Facebook Cause Page
- Twitter
- Blog
- YouTube Channel

Kempe's communications with its donors and others who requested to be added to information lists also consisted of the FY2009 Annual Report, three issues of Kempe Chronicles newsletter in print and electronic distribution, E-blasts for updates, print and electronic invitations to events, three different fundraising appeals and phone calls to first-time donors and major gift donors.

Other public awareness efforts included:

- ✓ April's Gala "Kempe Takes Manhattan" was sold out with over **625** attendees.
- ✓ Other fundraising events reached thousands of individuals in the community. They included: Salt on the Rim, IP5280's Climbing for Kids, Spooktacular, "Precious" Film Premiere, Alliance Ferrari Party, Story Hour Lite, and Cherry Creek Sneak.
- ✓ Outreach at community and workplace giving fairs reached approximately **970** individuals.
- ✓ **500** Anschutz Medical Campus employees received complimentary blueberry bagels and beverages on April 1 for staff appreciation at the beginning of Child Abuse Prevention Month.
- ✓ **2,500** Kempe keychain wristbands were distributed in the community.
- ✓ Partnerships with Vuka, King Soopers, and US Bank provided Kempe exposure in the community at Red Rocks concerts, stores and banks.

Survey Results

In the fall of 2008, Kempe conducted a community survey to compare with previous surveys to measure name awareness with Kempe. In June 2010, Kempe's pro-bono advertising agency, Vladimir Jones, conducted a follow up survey to see if name recognition and issue awareness had increased. The recognition of The Kempe Center's name increased from 29% to 37% and of The Kempe Foundation increased from 31% to 35%. Of those taking the survey, 97% stated that the issue of child abuse prevention is "important," with 71% believing that prevention is "extremely important."

ADVOCACY AND PUBLIC POLICY

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 15 child abuse-related bills during the past session. Kempe's distribution of April's Child Abuse Prevention Month information was helpful to legislators and their staffs as they communicated with their constituents.

Large blue ribbons were displayed on the Colorado State Capitol, Denver's City and County Building, Pepsi Center, KMGH 7 Building and The Gary Pavilion at The Children's Hospital during Child Abuse Prevention Month in April.

Videos produced by Kempe have been posted on www.kempe.org and linked to other agencies and organizations.



3,000 Kempe car magnets were distributed in the community