



FAMILY Matters

SPRING 2005

BUILDING BRIGHTER FUTURES FOR KIDS



A Message
From the
Executive
Director

Raising the Bar

As we go to press, the Prevention Center is still glowing from the success of our recent *2005 Bright Futures Ball*. It was an amazing event from start to finish including the elegant décor and service at the Hyatt Regency Irvine, the passionate words of Erin Runnion and Dawn Kohler and the generosity of our guests during the “Bid From The Heart” presentation. When all is said and done, we raised \$140,000 to support our programs—dollars that will go a long way toward reducing current waiting lists in all child abuse prevention and parenting education programs.

I personally wish to thank our extraordinary co-chairs, Kerry Wurzelbacher and Paula Janoski. Their commitment created our most successful gala fundraiser yet and I am pleased to announce they have agreed to chair the 2006 Bright Futures Ball. I also extend my gratitude to the many dedicated volunteers—those in the limelight and those behind the scenes—whose efforts created a seamless evening of joy and glamour. And to all of our gracious Bright Futures Ball guests,

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A Putt in Time Saves Nine

Actually, more than nine. Playing in the second annual “*Jessica Erstad Not-So-Serious Women’s 9-Hole Golf Classic*” will help save thousands of Orange County children from the trauma of child abuse and neglect.

Join event chairwoman Jessica Erstad—wife of Los Angeles Angel Darin Erstad—and the Prevention Center for an afternoon of giggles, girlfriends and giving to a good cause.

Monday, June 20, 2005
Dove Canyon Country Club
Tee-off time: 3:00 pm



This light-hearted, ladies-only event provides an opportunity to learn about the successful work of the Prevention Center and to support the fight against child abuse in Orange County. This event was so successful last year that we have doubled the playing field... this year, we are holding two simultaneous 9-hole tournaments. Games begin at 3:00 pm (drinks and games at every hole!), followed by cocktails, dinner, awards presentation and live and silent auctions.

Tickets: \$150 per golfer
Purchase online at www.BrightFutures4Kids.org or call (714) 543-4333.

We expect another sell-out for this very popular event, so register early!



Making Promises

Something exciting is in the air... *Project Promise*, the Prevention Center’s new initiative that allows supporters to “sponsor a newborn” in the Bridges For Newborns program. Sponsors and individuals

in the community who care about children make monthly contributions that support newborn babies and their families. For just \$25 per month—or \$300 per year—donors have the satisfaction of knowing they are giving a new baby the promise of a fresh start and hope for a future bright with possibility.

Continued on last page

Raising the Bar

Continued from front page

know that you truly are making a difference in the lives of our children.

The conclusion of this fabulous event brings us to the beginning of a wonderful new Prevention Center initiative...

Project Promise.

I don't think I have ever been as excited about the possibilities for Orange County children as I am with this campaign. Project Promise is dedicated to the infants in our "Bridges For Newborns" program, ensuring that they are cared for in the best possible way from the moment they arrive in this world. By making monthly payments to "sponsor a newborn," donors are literally making a promise to these children that they do indeed have a chance for a bright future.

Please take the time to read more about this compelling new program and consider what you are personally, willing to promise to these vulnerable, deserving children.

To participate in Project Promise, please contact Tim Bauer, Vice President of Development, at tbauer@brightfutures4kids.org or (714) 955-6501.

With gratitude,

Kathy McCarrell

*Congress Woman Loretta Sanchez;
Kathy McCarrell, Executive Director CAPC;
Sister Sidney Yeaman of St. Joseph Health
Care Foundation; Erin Runnion, Founder
of Joyful Child Foundation; Sister Sharon
Becker, St. Joseph Health Care Foundation.*

Bright Futures Ball Raises \$140,000

The generosity of more than 350 guests truly "lit up" the night on March 12, 2005 at the **2005 Bright Futures Ball**, an event of the Child Abuse Prevention Center and Angels Care, a fund of the McCormick Tribune Foundation.

Prevention Center supporters and community leaders gathered at the Hyatt Regency Irvine for cocktails, dinner, dancing, and live and silent auctions, raising \$140,000 to fight child abuse and making this year's event—themed "**Bright Lights, Bright Futures**"—the most successful to date.

As part of the festivities, the Prevention Center honored Erin Runnion, mother of Samantha Runnion and founder of The Joyful Child Foundation, with its inaugural "**Bright Futures Award**" for her work preventing violence against children and raising awareness about child safety. The Prevention Center also presented its annual "**Champion of Children Award**," recognizing the exemplary contributions of an organization or individual in bettering the lives of children, to the Sisters of Saint Joseph Healthcare Foundation. Ms Sidney Yeaman and Sister Sharon Becker accepted on behalf of the Foundation.

The highlight of the evening came when Prevention Center Board member Dawn Kohler joined Erin Runnion in presenting a "Bid From The Heart" appeal to break the generational cycle of child abuse. Guests rallied and raised enough money in 10 minutes to provide Prevention Center services and support to 200 children and their families for a full year.

Equally important to the success of the event and to the Prevention Center is the support of Major Gala Sponsors, including our \$10,000 event sponsor Wells Fargo Bank. Also contributing were Jan and Ken Jewell; Siemens AG; Tom and Mimi Keyes; and the Newport Harbor Exchange Club.

Our special thanks go to our event chairs, Kerry Wurzelbacher and Paula Janoski.



*Paula Janoski; Sue O'Shea; Ed Inal;
Kathy McCarrell; Abril Turner*



*Julie Faurot,
Stephen DiFranco,
Dawn Kohler*

Invitation to Innovation

The Orange County Child Abuse Prevention Center's annual *KidCare Campaign* brings out the creativity – and the generosity – in people, and this year was no exception.

The annual KidCare Campaign brings together teams of participants who compete in hosting creative events and promotions in order to raise the most money in an eight-week period. The funds directly support the Prevention Center's innovative and successful child abuse prevention programs, providing critically-needed parenting education and resources to parents who have nowhere else to turn.

From sports arena box parties to martini mixers, to personal chef gourmet dinners by candlelight...the 2004 KidCare Campaign events were bigger and better than ever. So were the results. Supported by leading businesses such as Broadcom Corporation, Housing Capital Corporation and Wells Fargo Bank, this year's KidCare participants enticed friends, colleagues and family to contribute **\$158,000**...the most ever in the campaign's six-year history – and they had fun doing it.

Prevention Center Board member and campaign co-chair Ken Bassman led the way, organizing VIP "suite nights" for basketball games at Staples Center and charging his friends to attend. Other KidCare team members hosted dinner parties at their homes, and our big-hearted friends Dr. Charles Reames and Tom Spieker of Broadcom raised a record \$40,000.

"I am awed by the commitment and generosity of the Orange County businesses and community members who support



Ed Inal, President, CAPC Board of Directors; Ken Bassman, KidCare Campaign Co-Chair; Kathy McCarrell, Executive Director, CAPC; Sandra Magallon, Former CAPC client; Dan Klein, KidCare Campaign Co-Chair

the Prevention Center's programs," said Board member and KidCare Campaign co-chair Dan Klein of Lavey Roofing.

"Their efforts enable the Center to expand the reach of its services and get to families in trouble before it's too late. The message that all of us involved in the campaign are trying to send is that child abuse is **not** acceptable here."

The 2004 KidCare Campaign also was supported by the 2004 Los Angeles Times Family Fund's "Donor Advised Giving Program," which provides a 50 percent match on contributed funds up to \$50,000. Additional campaign participants included Beech Street Corporation, First American Title Co., Lavey Roofing Services, Paula E. Meyer & Associates, Siemens AG, Bassman-Blaine & Associates, Western Digital, the Newport Harbor Exchange Club, Experian, The Irvine Company and many others.



VIP Bright Future Honorees

Ms. Tina Borgatta,
Orange Coast Magazine

Mr. and Mrs. Joseph Broderick

Ms. Michelle Chiou

The Colton Company

Mr. Ken Curfman

Disneyland Resort

Ms. Jessica Erstad

Exchange Club of Newport Harbor

Mr. Kent French

Insuring the Children/Mr. Frank Robitaille

Irvine Health Foundation



Mr. Thomas Keyes

PacifiCare Foundation

Pacific Life Foundation

The Ueberroth Family Foundation

Western Digital Corporation

CAPC Donor Honor Roll July-December 2004

\$50,000 and up

Disneyland Resort
United Way of Orange County
Weingard Foundation

\$20,000 and up

Abar Foundation
Exchange Club of Newport Harbor
Orange County Friends of CAST
Ueberroth Family Foundation

\$10,000 and up

Angels Care
The HealthCare Foundation
for Orange County
Mighty Ducks Care
PacifiCare

\$5,000 and up

Anaheim Arena
Management LLC
Michelle Chiou
Croul Family Foundation,
Jack Croul

Earth Computer Technologies
IN-N-OUT Burger
RGT Capital Management, Inc.
Samueli Family Foundation
Union Bank of California
United Way of OC
Washington Mutual
Wells Fargo
Western Digital

\$2,000 and up

The Allergan Foundation
Beech Street Corporation
Jessica Erstad
First American Title Co.
Lavey Roofing Services, Inc.
Kristen Lockwood
The Moreno Family Foundation
National Children's Alliance
Donna Orgeron
Frank Robitaille
The Serena Brook Fund
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Kerry Wurzelbacher
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Michelle Manley
Evan Marriott
Nikki Nguyen
Nostrum, Inc.
Lisa Roquemore
Cindy Weiss
AXA Foundation

\$1,000 and up

Angels Baseball
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Shahrokh Ayvazi
Keith Banning
BP Foundation, Inc.
Beth and Joseph Broderick
Mary Ann S. Brough
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Brett Moody
Gary Moore
Jimmy Moore
Stacy Murphy
Kriss Murphy
Trang Nguyen
Norm Reeves Honda
Mackey O'Donnell
Frederick Petri
Siemens Fire Safety
St. Peters By-The-Sea,
Presbyterian
Stellar Solutions Foundation
Suzuki Motor Corporation
Nima Taghavi
Lee Tokuda
Treasures, Inc.
Ultimate Sold
Ruthanne Walker

Business Advisory Board Takes Flight

We have lift-off! The Child Abuse Prevention Center's **Business Advisory Board**, which launched late last year, has taken flight and is rapidly gaining momentum.

The Business Advisory Board is a cadre of Orange County professionals committed to the mission of the Prevention Center and to the 13,000 children served each year. Designed to provide an avenue for busy people to support the Prevention Center, the Business Advisory Board offers members an opportunity to make a tangible difference in the life of a child **without** the time commitment of full Board membership.

The Prevention Center's Business Advisory Board is comprised of corporate executives, individual philanthropists, media representatives and former Prevention Center Board members, who meet on a quarterly basis to connect with other Orange County business leaders and hear Prevention Center updates. Memberships are granted and renewed on an annual basis, with members committed to contributing minimum yearly membership dues of \$1,000.

In addition to the opportunity to build quality professional relationships, member benefits include recognition at Prevention Center events, on our web site, in local business publications and in the community, as well as quarterly progress reports on the achievements of the Prevention Center and Business Advisory Board.

By sharing professional insights and experience, members support the Prevention Center by helping to expand programs and **reduce current waiting lists**, allowing the organization to reach more children and keep more families together.

Simple, yet the impact is profound.



Kathy McCarrell, CAPC; Rick Smetanka, Haskell & White; Rachel Sagan, Freedom Communications; Frank Robitaille, Armstrong Robitaille

"For busy, successful people who care about children and families, the Business Advisory Board is an ideal outlet," said Ed Inal of Western Digital, the group's inaugural chairperson.

Founding members of the Prevention Center's Business Advisory Board include: **Ken Gertz**, Ultimate New Home Sales and Marketing; **Dale Haggerty**, Carizzo Investment LLC; **George Kaye**, Washington Mutual; **Bob Lake**, Mesa Energy Systems; **Ray McMabon, Esq.**, Law Offices of Bonnie Bridges; **Rick Smetanka**, Haskell & White; and **Jan Sturla**, County of Orange, Department of Child Support Services.

Our thanks to Board member **Paula E. Meyer, Esq.**, for hosting our Business Advisory Board meetings at the beautiful Center Club.

To join the Business Advisory Board or for additional information, please contact Tim Bauer, Vice President of Development, at (714) 955-6501 or TBauer@BrightFutures4Kids.org.

CASEWORKER SPOTLIGHT

Q&A with the Professionals of Tender Care Parenting



Ruth Martinez - Casework Specialist,
Marta Ortega - Program Supervisor,
Margarita Cruz - Casework Specialist,
Maria Ortiz - Casework Specialist

Not pictured in photo,
Monica Hernandez - Casework Specialist

One of the Child Abuse Prevention Center's busiest programs, **Tender Care Parenting** serves more than 560 children and their parents each year. Tender Care Parenting offers families with young children one full year of intensive, in-home parenting education and support. Services are available in both English and Spanish, and are provided free of charge to families throughout Orange County.

Recently, we spoke with Tender Care Parenting staff members, who shared their insights about the program, the families they help and what keeps them motivated.

Prevention Center (PC): Tell us about the families that Tender Care Parenting serves.

Marta Ortega, program supervisor: *They tend to be high-risk families or those with complications, such as children with autism, developmental delays or medical conditions, or where there is drug abuse, domestic violence or emotional issues. It's more of a crisis management aspect, which accounts for the longer period of support.*

(PC): How does Tender Care Parenting assist these families?

Marta: *Our social workers visit families once a week and provide everything from parenting education and child development assistance, to nursing assessments and health and community referrals, to crisis intervention.*

Margarita Cruz, social worker: *Every case is different and unique. Some only want to become familiar with the stages of child development, but most need or want more. A lot of the families we serve have kids with high-risk medical needs. One of my clients has a four-year-old with Rett Syndrome (a neurological disorder). I advocated for them to start physical therapy and go to a special ed preschool.*

PC: Advocate. What does that mean?

Maria Ortiz, social worker: *It's when you speak up for a client when they can't speak up for themselves, or they don't know how.*

Margarita: *With the Rett's, I spoke to the doctor about physical therapy and got the ball rolling. I arranged a meeting at the school district to discuss the child, etc.*

Marta: *Maria advocated for one of her families to improve their living conditions. She called the landlord and finally convinced him to fix up the place.*

PC: That must bring you a tremendous amount of satisfaction, seeing families get what they need through your initiative. How else does the job bring you satisfaction?

Monica Hernandez, social worker: *I love seeing how the parents' interaction with their kids improves. It's also rewarding when they thank you...and when the kids run to you when you arrive!*

Margarita: *For me, it's working as a team to solve problems. It's such a benefit to the family, having the support. If they feel comfortable with you, they open up and accept assistance.*

Monica: *It's true. Families need to gain confidence in the social worker. It's about building a relationship with them.*

Ruth Martinez, social worker: *That's what I like about it – getting to know my clients on a personal level. What never ceases to amaze me is that this program is voluntary, yet families stay for the full year. They are extremely motivated and committed.*

PC: What other benefits have you seen in being with families for a whole year?

Maria: *I've worked in both the short-term and the long-term Tender Care Parenting programs. What I enjoy most is the long-term program, where I get to roll up my sleeves and work with them, and watch them move slowly into stability. For instance, one of my clients has a daughter who was born without eyes. Can you imagine how traumatic that must be? The mother was so depressed. Because of the extensive time we've had together, the mother's outlook has completely changed. I linked her with a child development center that provided information and resources. Now she understands that her daughter can have a happy, productive life.*

Monica: *One of my families has a mother who was extremely impatient and became angry very easily. Now she's interested in all sorts of things and actually looks at the videos and handouts I bring. Her husband says she's a lot more patient with the children.*

Ruth: *I took over families from another caseworker, but because they're with us for a year, I have a chance to get in and work with them, not just wrap up and close the case.*

PC: It sounds like the work you do can be mentally and emotionally taxing.

Maria: *We call each other with questions all the time, and just to say "hi" and check in.*

Marta: *I'm impressed with the cohesiveness of the team – they really support each other. For example, Ruth is new, and they've really helped her to acclimate to the program and the families. They'll see families late at night to accommodate work schedules. Maria once called me with a question on a Friday night at 8:30 p.m., and she had just left a client's home. They're all very dedicated and flexible.*

Margarita: *I love our team! I have great families and great co-workers. It's a wonderful place to work.*

Making Promises *Continued from front page*

In addition to a small token of appreciation for joining the Project Promise family, sponsors will receive updates about the progress and successes of the Bridges For Newborns program, as well as information about how funds raised are being used. Each year, Project Promise donors will be invited to a very special "thank you" event, where they will meet families served in the program and hear first-hand how Bridges For Newborns is turning lives around.

As the Prevention Center enters year three of the pioneering Bridges For Newborns program, demand is soaring. This program is a beautiful example of how hospitals can work closely with the Prevention Center for the benefit of our children. This innovative program supports parents with weekly home visits for up to 18 months; ensuring they acquire the additional skills needed to properly care for their baby, thereby reducing the likelihood of child abuse. The Prevention Center's professional social workers provide personalized, in-home education about Basic Infant Care, Child Development, Child Safety and Access to Resources.

Bridges For Newborns was a lifesaver for Nicole, a 26-year-old single mother in Santa Ana. She entered the Bridges For Newborns program one year ago upon the birth of her daughter, Glory. Nicole already had her hands full with son Angel (now two

years old), who had just been diagnosed as autistic and mildly developmentally delayed.

"It was so hard, I was overwhelmed and completely worn out," said Nicole, who is slightly developmentally delayed herself. "The social worker came in and taught me how to take care of my kids. She helped me make neurologist appointments for my son, took us to the first appointment, and signed him up for physical and occupational therapy at the Regional Center of Orange County. Now Angel's learning how to make eye contact, feed himself and drink out of a cup. I am thrilled, and feel much more confident that my kids are getting the parenting they deserve."

Just a few of the families supported by Bridges For Newborns include:

- ♥ A mother of five children, including a newborn, whose husband was recently diagnosed with terminal cancer.
- ♥ A 25-year-old single male in the process of adopting his two toddler nephews who were abandoned by their mother.

Watch your mailbox for *your* opportunity to start a newborn's life with Promise!



TO BEGIN SPONSORING A NEWBORN IMMEDIATELY, PLEASE CONTACT TIM BAUER, VICE PRESIDENT OF DEVELOPMENT, AT TBAUER@BRIGHTFUTURES4KIDS.ORG OR (714) 955-6501.



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EVENT CALENDAR

- ♥ *Business Advisory Board Meeting*
April 19, 2005 • The Center Club
- ♥ *Jessica Erstad Not-So-Serious Women's Golf Classic*
June 20, 2005 • Dove Canyon Country Club
- ♥ *Business Advisory Board Meeting*
July 21, 2005 • The Center Club
- ♥ *Golf Classic*
August 22, 2005 • El Niguel Country Club

RETURN SERVICE REQUESTED