2023: GROWTH & IMPACT

By the Numbers

4,149 students attending in-person prevention education (2022-2023 school year)

1,041 unique email newsletter subscribers

983 counseling sessions to those impacted by child sexual abuse

139 donors

54 individuals receiving therapeutic services

22 community-based trainings

1 Mission
To engage all communities in the prevention of and healing from child sexual abuse.

We talk about child sexual abuse every day to inform and empower others—parents, teachers, students, care providers, and those impacted by abuse—to discuss a problem that is so hidden, yet so prevalent. The fact is that child abuse, while pervasive, is preventable.

An estimated 1 in 10 children experience child sexual abuse before their 18th birthday.
(US Dept of Health & Human Services, 2022)

Over the last several years, Change the Conversation (CTC) has transformed itself into a powerful professional community resource akin to nonprofits much larger in size. Implementing our comprehensive strategic plan, CTC has achieved impressive results in three short years, as this report illustrates.

Our programs have grown exponentially, but these stats are truly significant because each number represents a person, and each person has a story.

We are incredibly grateful to our Board of Directors, staff, community partners, and especially to you—our grantors, donors and supporters—for providing us with the valuable resources that allow us to do this much needed and urgent work.

Together, we are changing the conversation.
Thank you.

Katie Cashman
Executive Director, Change the Conversation
Norm Long
Board President, Change the Conversation
When Chelsea, Change the Conversation’s Education Specialist, enters a health classroom, she’s met with a myriad of reactions—moments of silence, the glisten of tears, or just the regular bustle of teenage energy. But regardless of the setting, she’s armed and ready to Turn the Talk.

More than just a program, Turn the Talk is a commitment to carve out a safe-haven for students—equipping them with the knowledge, tools, and resources to make informed decisions and to understand and help prevent child sexual abuse.

While Chelsea is undoubtedly a beacon in this work, the real champions are the students—those brave souls who advocate for their peers, ensuring that victims of abuse find the solace and care they rightfully deserve.

- Expanded curriculum to grades 6 and 7 in Carroll County, Baltimore City, and private schools
- Solidified new partnerships across public and private sectors, and with advocates for students with disabilities

“If Change the Conversation can help bring awareness to children, parents, adult caregivers, coaches, religious organizations—and we can help prevent one child from abuse, then our work is worth it.”

—Michael Fitz-Patrick, Board Member
Many people who have experienced child sexual abuse don’t have the resources to access the care they need to help address their trauma. Change the Conversation’s Counseling Assistance Program provides those resources, removing financial barriers so those impacted can get the care they need when they need it.

983 professional counseling sessions funded

54 clients (ages 14 to 76 years of age) received care

25 partner clinicians who specialize in trauma-informed care, specifically in child sexual abuse

14 therapeutic practices throughout Maryland, Pennsylvania, and West Virginia

$124,534 allocated for therapeutic sessions (up from $18,582 in 2022)

$12,460 of in-kind care provided by partner clinicians

“To have this financial care from Change the Conversation makes me feel comforted, reassured,--[knowing] that the universe cares--it has helped me on my healing journey.”

– Recipient of Counseling Assistance Services

The average age of disclosing child sexual abuse is 52 years. (Sprober et al., 2014)
Reports of online enticement of children rose by 97.5%, while online sexual exploitation rose by 28% from 2019-2020.
(National Center for Missing and Exploited Children, 2021)

“I just want to keep my kids safe when they’re online,” is probably the most frequent comment we see in Zoom chats for our internet safety training, says Amie Myrick, Change the Conversation’s Trainer and Licensed Clinical Professional Counselor (LCPC).

**IMPACT IN TRAINING**

**Addressing Community Needs**

“I want to tell you how excellent Amie’s presentation was for parents tonight. Its clarity, tone, usefulness, groundedness in reality and humor was just top notch. I’m incredibly grateful for your services to both our faculty and parents, and I hope we can call on you all again in the future.”

—Middle School Director

22 online and in-person trainings for parents, professionals and community groups including

19 professional development trainings offering CEUs for education professionals, mandated reporters and other community-based groups with

850 participants attending professional development and community trainings

Amie Myrick, LCPC
**Foundation & Grant Awards**

$210,000 awarded to CTC for prevention education, training, and counseling assistance from

- 7 private foundation and public sector grants including
- 1 highly competitive federally-funded Victims of Crime Act (VOCA) grant award totaling $85,000

In response to increased media coverage in 2023, CTC applied for and received the Victims of Crime Act (VOCA) grant to develop an innovative user-friendly resource that supports and validates those impacted from Sexual Abuse by Religious and Institutional Authorities.

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**Total Income***

$521,752

- 14% Individual Donors $72,580
- 38% Major Donors 200,000
- 41% Grants Awarded $211,140
- 7% Events, Training & Interest Income $38,032

**Total Expenses**

$508,043

- 70% Programs $355,630
- 15% Mgt & General $76,206
- 15% Fundraising $76,206

Income and Expenses listed here are unaudited financial statements.

*Income includes grants awarded in 2023.

** Mgt & General Expenses were considerably higher in 2023 because of design and marketing costs associated with the agency’s rebranding.

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**WHY I GIVE**

It is my pleasure to make a gift. I have experienced firsthand the impact that this organization is making – my neighbor came to a Change the Conversation (CTC) information event and knew where to turn when her stepson had concerns about a teacher.

The scariest thing is that this teacher was one of many kids’ favorites. This is a stark reminder that child sexual abuse doesn’t come with a warning sign.

CTC is an invaluable resource in our community, and I am grateful you do this difficult, but necessary work. Thank you.

-- Brooks Paternotte, former Board Member, Change the Conversation, and current Executive Director, Irvine Nature Center
We are grateful to our many partners for their generous support of our work, vision, and mission.

**Foundation & Government Grant Partners**
- Ausherman Family Foundation
- Baltimore County Government
- The Governor's Office of Crime Control and Prevention
- The Harry & Jeanette Weinberg Foundation
- The John J. Leidy Foundation
- The Kahlert Foundation
- United Way of Central Maryland
- Neighborhood Grant
- Walmart Foundation

**Major Donors**
- Anonymous
- Ausherman Family Foundation
- Harrity & Harrity, LLP
- Jeffrey & Johanna Bathurst
- The Robert & Pamela Piro Giving Foundation
- James Weixel
- Alexander Zajac

**Corporate Partners**
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- Bank of America Employee Giving
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- C.V. Carlson Company
- Cornerstone Assembly of God
- Hot & Cold Corporation
- John S. Connor Global Logistics
- Julie Ellen Landau Attorney at Law
- Thacher & Rye

**Individual Donors**
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- Rachel Allen
- Anonymous
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- Stephanie & Jeremy Holder
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- Hazel Jimenez
- Debra Johnson
- Yolanda Johnson
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- Gerry Keefe
- Karlys Kline
- So Ko
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- Jim Nuxoll
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- Mavalynne Orozco-Urdaneta
- Elizabeth Pakenas
- Natalie Parcell
- Nancy Paternotte
- Brooks Paternotte
- Nathan Phares
- Michael Pick
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- Samantha Sullivan
- Rob & Bonnie Swanson
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- The Fitz-Patrick Family Foundation
- The O’Connor Family Charitable Fund
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- Abigail Troy
- Steven Underwood
- Dave Vanable
- Scarleht Velasquez
- Amber & Benn Wagman
- Joshua Watkins
- Michael Woodward
- Christine & Bo Wright
- David Zuckerman

**VISION:** Change the Conversation envisions a world where we all understand the innumerable impacts of child sexual abuse and are compelled to eliminate it.