



CHANGE *the*
conversation.

Preventing and Healing Child Sexual Abuse.

GROWTH & IMPACT

A N N U A L R E P O R T 2 0 2 3

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

IMPACT IN PREVENTION EDUCATION

Turn the Talk



When Chelsea, Change the Conversation's Education Specialist, enters a health classroom, she's met with a myriad of reactions—moments of silence, the glister 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



4,149

middle and high school students attended *Turn the Talk* in the 2022-2023 school year



152

Turn the Talk classroom sessions in the 2022-2023 school year



19

unique school partners

IMPACT IN THERAPEUTIC CARE

Counseling Assistance Program

→ The average age of disclosing child sexual abuse is **52 years.**

(Sprober et al., 2014)

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

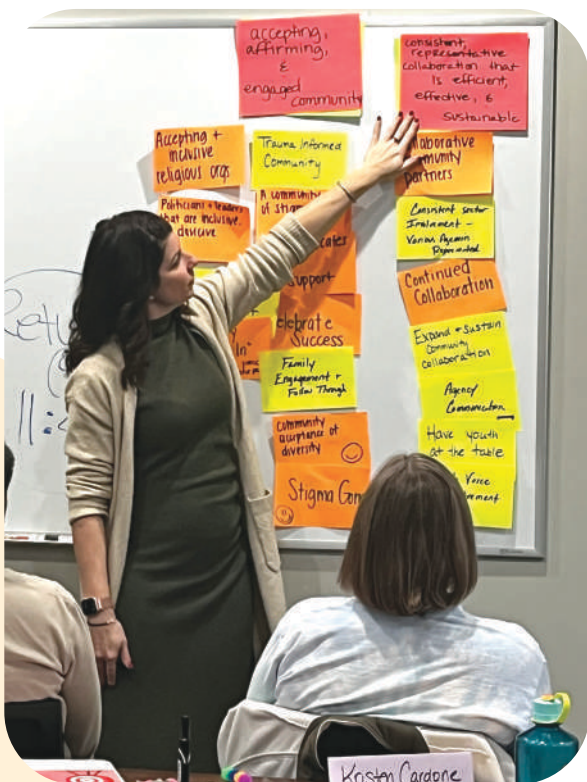
IMPACT IN TRAINING

Addressing Community Needs

"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).

- ▶ 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)



Amie Myrick, LCPC

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

"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."

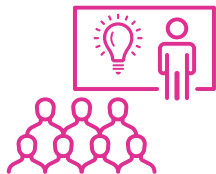
—Middle School Director

IMPACT & INNOVATION

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.

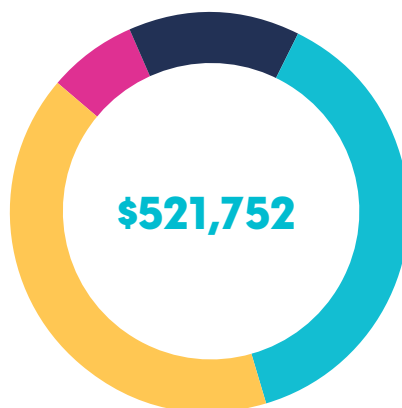
TOTAL INCOME

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

TOTAL EXPENSES

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

Total Income*



Total Expenses**



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.

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
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Alexander Zajac

Corporate Partners

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Allison Howard
Hazel Jimenez
Debra Johnson
Yolanda Johnson
Neil Kardos
Gerry Keefe
Karlys Kline
So Ko
Stephen Kontos
Dena Korsgard
Timothy Kraft
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Gerald Long
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Sherif Mahmoud
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Jim Nuxoll
Christine Nylen
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Natalie Parcell
Nancy Paternotte
Brooks Paternotte
Nathan Phares
Michael Pick

Pamela & Robert Piro
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Elaine Spector
Nicholas Steier
Samantha Sullivan
Rob & Bonnie Swanson
Joan Tarasevich
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The O'Connor Family Charitable Fund
Wyatt To & Melanie Towe
Abigail Troy
Steven Underwood
Dave Vanable
Scarleht Velasquez
Amber & Benn Wagman
Joshua Watkins
Michael Woodward
Christine & Bo Wright
David Zuckerman



[Online gifts welcome here.](#)

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



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Preventing and Healing Child Sexual Abuse.

Mailing Address: P.O. Box 158 Stevenson MD 21153

Web: changetheconversation.org

Email: hello@cthec.org



 **SCAN ME**