



CHANGE*the
conversation.*

Preventing and Healing Child Sexual Abuse.

Engaging Communities Building Partnerships



A N N U A L R E P O R T 2 0 2 4



In 2024, Change the Conversation, (CTC), worked through a year-long strategic planning process to reassess our organizational values, look at the challenges ahead, and expand our vision of what Change the Conversation can be.

These key strategies and commitments will continue to strengthen our organization and mission, and guide our time, energy and resources to meet the needs in our community over the next few years.

Thank you for your interest and support of our work.

Katie Cashman, Executive Director
Norm Long, President, Board of Directors

We at Change the Conversation are committed to:

Increasing knowledge of child sexual abuse

Students who attend *Turn the Talk* prevention education both share a lot, and learn a lot—including how to keep themselves safe in-person and online, and how to help advocate for their peers in need.



"I learned how easy it is for someone to be tracking me. Like why doesn't everyone know about this?"

– middle school student



Fostering diverse and collaborative partnerships

Our work is challenging and complex. We could not do this work alone or in a silo and we rely on many partners in the community to expand the success of our programming and realize our mission.



"I'm honored to partner with Change the Conversation. By educating children, parents, and community members about the signs of sexual abuse we can prevent abuse from occurring or prevent abuse from continuing."

– Lindsey Carpenter, Special Victims Unit, State's Attorney's Office, Frederick County MD



Enhancing access to quality services

Our Counseling Assistance Program ensures care is provided by qualified licensed clinicians who have the expertise and experience to provide quality trauma-informed services specifically for those who have experienced child sexual abuse.



"I have never gotten this far with another therapist. I have never made these kinds of connections or made this kind of progress. I am so grateful for this care."

– client



Establishing ourselves as the recognized and trusted resource for prevention and healing.

Through our programs and partnerships, Change the Conversation is transforming itself into a powerful professional community resource akin to nonprofits much larger in size.



"Change the Conversation is working tirelessly to build and maintain community trust – ensuring that survivors, families, educators, and policymakers see the organization as a safe, reliable, and compassionate source of help and information."

– Mavalynne Orozco-Urdaneta, Board Member



Our Vision

Change the Conversation envisions a world where every person understands the innumerable impacts of child sexual abuse and is compelled to eliminate it.

2024 Highlights

By the Numbers

10,758 ▶ students attending in-person prevention education (2023-2024 school year)

1,614 ▶ counseling sessions for those impacted by child sexual abuse

995 ▶ unique email newsletter subscribers

121 ▶ donors (individual, corporate, and foundations)

106 ▶ individuals receiving therapeutic services

41 ▶ community-based trainings



1 Mission

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

Partners in Compassion

Betsy told us she is “not a ‘research’ person.” She and her husband Frank are, however, incredibly compassionate, helpful, community-minded people whose insights, lived experience, and partnership with us are invaluable to changing the conversation on child sexual abuse.



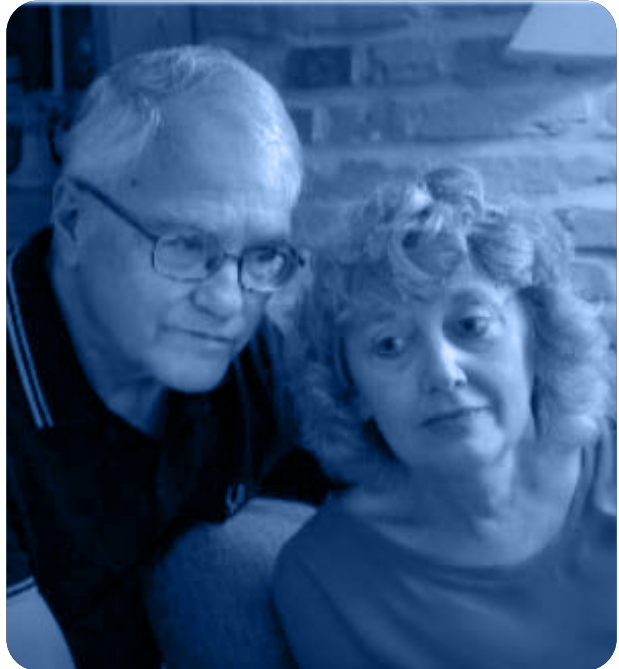
"As survivors, it was incredible to watch the brilliant unfolding of a tool that can help survivors deal with triggers in the media. It was a privilege to be able to help shape this tool and know it will be of help to others."

– Betsy & Frank Schindler



The quality and success of this guide would not be possible without the involvement of survivors, loved ones of survivors, and the professionals who work with survivors.

Betsy and Frank were part of a talented and diverse group who helped develop *A Survivor Guide to Mastering the Media* in the spring of 2024.



Program Stats



Turn the Talk



10,758

middle & high school students attended *Turn the Talk* in the 2023-2024 school year



390

Turn the Talk classroom sessions in the 2023-2024 school year



23

unique school partners

Counseling Assistance Program



1,614

professional counseling sessions funded



106

clients (7 to 78 years of age) received care



51

partner clinicians who specialize in trauma-informed care, specifically in child sexual abuse, from 30 practices across MD, PA, and WV



\$199,029

allocated for therapeutic sessions (up from \$124,534 in 2023) plus \$28,325 of in-kind care provided by partner clinicians

Community Training



41

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



10

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



703

participants attending professional development and community trainings

Partners in Prevention

Cory's related work with Internet Crimes Against Children (ICAC) is varied, challenging and fast-changing.



“Working in investigations for Carroll County, it was a breath of fresh air knowing that CTC’s Turn the Talk program is in the schools teaching our kids about internet safety and more secure ways to use the social media apps on their phones. The presentations are age appropriate, and taught by compassionate, committed educators, like Chelsea, in a format that is interactive, encourages discussion and provides useful tools for the kids to take with them.”

– Cory Vandegrift, Detective Corporal Carroll County Sheriff's Office



Our partnership with Cory's office and the other School Resource Officers expands students' community of support to help keep them safe, and also help them mitigate barriers to child sexual abuse disclosure.



Turn the Talk is CTC's evidence-inspired, innovative educational program that provides students with a safe space, and the knowledge, tools, and resources to make healthy decisions and help prevent child sexual abuse.



Financials

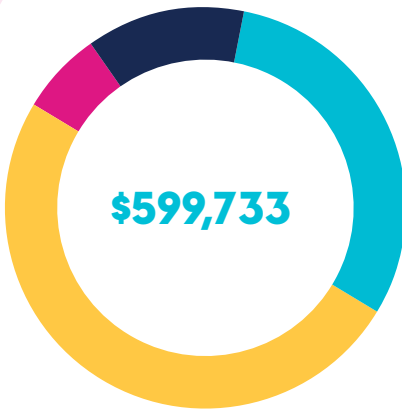
TOTAL INCOME

■ 14%	Individual Donors	\$44,860
■ 33%	Major Donors	\$198,000
■ 54%	Grants Awarded	\$322,727
■ 7%	Events, Training & Interest Income	\$34,146

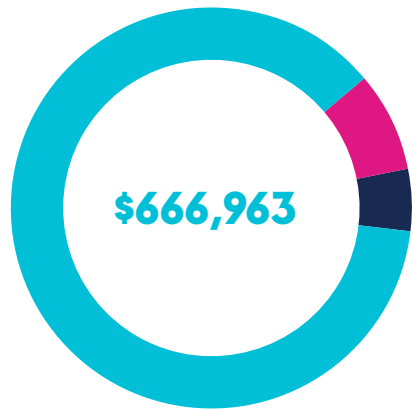
TOTAL EXPENSES

■ 87%	Programs	\$579,120
■ 8%	Mgt & General	\$51,555
■ 5%	Fundraising	\$36,288

Total Income*



Total Expenses**



Income and Expenses listed here are unaudited financial statements.

*Income includes grants awarded in 2024.

**Expenses include the spending of grant funding received in 2023.

Partners in Training

Our Conversations for Change Training Program has expanded to include a variety of trainings targeted specifically to meet the needs of the communities we serve including students, educators, parents, clinical and mental health providers, and those impacted by child sexual abuse.



“Partnering with Change the Conversation has been an immensely rewarding experience. The opportunity to contribute to the education of mental health professionals, ensuring they understand both the therapeutic and legal complexities of working with childhood sexual abuse survivors, is one that I deeply value. The work these providers do is vital. By helping them recognize and understand the challenges they may face, I support them in maintaining the high ethical and professional standards essential for delivering effective, compassionate care.”

– Kathleen R. Kerner, Esquire Jenner Law



Our partnership with Jenner Law helps to enhance the quality of training by providing a comprehensive overview of ethical guidelines, legal considerations, and best practices to ensure the highest standards of care are provided to those impacted by abuse.



We are grateful to our many partners for their generous support of our work, vision, and mission. Thank you.

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We have made every effort to ensure the accuracy of our list. If any errors have occurred, please accept our apology.

Online gifts welcome here.





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