



MICHIGAN CHILDREN'S TRUST FUND

2022 STATE PLAN

Who We Are

Children's Trust Fund

Michigan's Chapter of Prevent Child Abuse America

Our Mission: Children's Trust Fund (CTF) will facilitate, fund, and support the prevention of child abuse and neglect through over 100 programs serving Michigan's 83 counties!

Our Vision: Michigan's children enjoy safe, happy & healthy childhoods through strong families!

Our Belief: The prevention of child abuse and neglect is possible through inspiring hope and providing evidence-based programs with each community across Michigan!

Our Strategic Goals for 2022:

1. Expand diverse and sustainable funding
2. Strengthen marketing/branding as voice of prevention across Michigan through a total rebrand
3. Provide/develop training to support Local Councils as their community's expert in child abuse prevention

Our Impact



MORE THAN 1 IN 5

Kids in Michigan have experienced two or more adverse childhood experiences or traumatic events impacting their long-term well-being. (*mipp.org*)



24,403

Children in Michigan were confirmed as abused or neglected in 2020. (*MDHHS*)



A report of child abuse is made every
10 SECONDS

in the United States.

(*American Society for the Positive Care of Children and Child Help*)



Of Michigan adults reported at least one adverse experience as a child. (*Michigan ACE Initiative*)

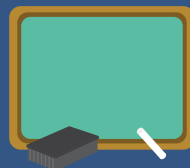
OUR WORK

Children Trust Michigan donors make it possible for organizations on the front lines to protect children from abuse and neglect and provide families with the resources they need. Your support funds education and programs to organizations across the state that are helping children reach their full potential by working toward ensuring they grow up in a safe, nurturing environment.



\$2.3M

Distributed for prevention programming across all 83 counties in the state annually.



5,173

Individuals educated through child abuse and neglect training sessions in 2021.



7,596

adults educated through 4,543 shaken baby sessions.



EVERY \$1 SPENT

on child abuse prevention will save \$9 in future costs such as juvenile detention, foster care, substance abuse treatment, etc. (*Child Welfare Information Gateway*)



61,000

Pinwheels provided annually at events to raise awareness of the importance of every child's right to a safe and happy childhood.

Additional programs that are supported:

- Growing community awareness
- Home visitation
- Fatherhood initiatives
- Child sexual abuse prevention
- Parent support and education
- Family resource centers

Local Councils

Overview

The primary purpose of our Local Councils (LCs) is the development and facilitation of collaborative community prevention programs serving 83 counties. Local Councils ensure that every county has a “prevention presence” by collaborating with community partners and other Local Councils throughout the year to provide high quality primary prevention programs (prior to any abuse or neglect being identified) based upon defined local needs. According to the CDC, approaches to primary prevention of child abuse and neglect include:

- Parenting skill and family relationship approaches
- Early childhood home visitation
- Family friendly work policies
- Public engagement and education campaign
- Behavioral parent training programs
- Treatment to lessen harms of abuse and neglect exposure

Local Councils engage in these activities and others which are in support of and based on the Protective Factors Framework, which is built from research-based concepts that prevent child abuse and neglect. Local councils also play a role in the process of facilitating Direct Service programs to meet the needs of communities statewide.

Local Council programming examples:

- Facilitating parenting skills and behavior programs based on proven research
- Providing statewide mandated reporter training sessions to the professional community
- Ensuring a community event presence to distribute information
- Leading community education for child abuse and neglect prevention
- Providing baby pantry support by providing baby clothes, diapers, formula and parenting education materials
- Teaching school based anti-bullying programs
- Writing newspaper articles to raise public awareness
- Distributing public service announcements to all local media to raise public awareness
- Coordinating community wide car seat safety inspections

Local Councils

2022 Plan

- Investigate needs assessment template options and opportunities.
- Evaluate and restructure the current local council tier system and explore options to increase effectiveness, efficiencies and satisfaction.
- Host a monthly Local Council workgroup meeting.
- Bi-annually, alternate statewide regional meetings and site visits.
- Sponsor an annual training during Child Abuse and Neglect Conference focused on local council's expressed training needs.
- Grow Michigan's Child Abuse Prevention (CAP) Month activities.
- Provide training and materials to promote Safe Sleep practices.
- Provide training and technical assistance to Local Councils on mission critical and current primary prevention topics including; Adverse Childhood Experiences (ACEs), the Strengthening Families program and others which ensure there is primary prevention expertise and leadership throughout the state.
- Michigan's CTF will collaborate with state, federal and private entities to improve the capacity to deliver high quality prevention services.
- Michigan's CTF will review programming data to advance Local Council continuous quality improvement endeavors.

CTF Local Councils

Alcona
CANPAC

Alger/Marquette
Alger Marquette Community Action Board

Allegan
Safe Harbor Children's Advocacy Center

Alpena/Presque Isle
Alpena CAN Team, Inc.

Antrim
United Way of Northwest Michigan

Arenac
Arenac County Child Protection Council

Baraga/Houghton/Keweenaw
Superior CAP Council

Barry
Family Support Center of Barry County

Bay
CAN Council - Bay

Benzie
Benzie County Cares for Kids

Berrien
Berrien County Council for Children

Branch
Branch County Council for CAN

Calhoun
Bronson Health Foundation

Cass
Cass County Youth Council

Charlevoix/Emmet
Child Abuse Prevention and Education Council

Cheboygan
Cheboygan County Child Advocacy Council

Chippewa
Eastern UP ISD

Clare
Clare County Youth Council

Clinton
Clinton County Council for the Prevention of Child Abuse and Neglect

Crawford/Roscommon
Crawford/Roscommon Child Protection Council

Delta
Community Foundation of the Upper Peninsula

Dickinson/Iron
Dickinson/Iron ISD

Eaton
Eaton RESA/Prevention Program Services

Genesee/Shiawassee
Voices for Children Advocacy Center

Gladwin
Gladwin County CAN Council

Gogebic
DOVE, Inc.

Grand Traverse/Kalkaska/Leelanau
Traverse Bay Children's Advocacy Center

Gratiot
Gratiot County Child Advocacy Association

Hillsdale
Hillsdale Child Abuse Prevention & Awareness

Huron
CAN Council - Huron

Ingham
Child and Family Charities

Ionia
Ionia County Council for Prevention of CAN

Iosco
Iosco County Child Protection Council

Isabella
Isabella County Child Advocacy Center

Jackson
Council for the Prevention of Child Abuse and Neglect

Kalamazoo
Kalamazoo County CAN Council

Kent
Family Futures

Lake
Lake County Council for Prevention of CAN

CTF Local Councils

Lapeer

Child Advocacy Center of Lapeer County

Lenawee

Lenawee County Child Abuse & Neglect Council

Luce

Luce County Child Protection Council

Mackinac

Mackinac County Child Protection Roundtable

Macomb

Care House

Manistee

Lakeshore Children's Advocacy Center

Mason/Oceana

Catholic Charities of West Michigan

Mecosta

Mecosta County Children's Council

Menominee

Menominee County ISD/Child Protection Council

Midland

Safe & Sound Child Advocacy Center

Monroe

Child Advocacy Network of Monroe County

Montcalm

We Care for Kids Council

Montmorency/Oscoda

Montmorency/Oscoda County Child Protection Council

Muskegon

Child Abuse Council of Muskegon County

Newaygo

Newaygo County Council for the Prevention of Child Abuse

Oakland

CARE House of Oakland County

Ogemaw

Ogemaw County Child Protection Council

Ontonagon

Ontonagon County Child Protection Council

Osceola

Osceola Children's Council

Otsego

Otsego County Child Welfare Alliance

Ottawa

The Arbor Circle Corporation

Saginaw

CAN Council – Saginaw

Sanilac

Sanilac County Child Abuse Prevention Council

Schoolcraft

LMAS District Health Department

St. Clair

St. Clair County CAN Council, Inc.

St. Joseph

St. Joseph Council for Prevention of CAN

Tuscola

The Child Advocacy Center of Tuscola County

Van Buren

Van Buren Council for Prevention of CAN

Washtenaw

Washtenaw Area Council for Children

Wayne

Child's Hope

The Children's Center of Wayne County

Wexford/Missaukee

Wexford/Missaukee Child Protection Council

Direct Service Grantees

Overview

CTF Direct Services grant program exists to fund secondary child abuse and neglect prevention efforts in communities throughout Michigan. This funding is awarded through a competitive bid process and is focused on families with risk factors or challenges that, if left unattended, could impact positive parenting and a child's personal safety. Our purpose in providing these grants to communities is that each grantee will work collaboratively with other services and funding sources to build a framework of protection and support for all children and families. When this is done comprehensively, the incidences of child abuse and neglect are reduced. Direct Service Programming In making grants for Direct Services, CTF requires effective and efficient use of the grant funds through evidence-based/evidence informed programming. This is accomplished both through planning and implementation at the local level as well as the technical assistance and support provided by CTF.

The following are examples of how these values are put into practice:

- Prospective direct service grantees develop their proposals based on locally determined priorities through needs assessments. Our Local Councils review and endorse all proposals prior to submission to ensure that proposals are aligning with community needs.
- All CTF Direct Service grantees are required to coordinate and collaborate with local council and partnering agencies on a continual basis to create a “network of services” for their children and families.
- CTF plans and manages a monthly workgroup meeting with all Direct Service grantees. The purpose is to provide a forum for sharing information and ideas; exploring strategies to strengthen practices and programs; and discussing technical assistance and training needs.
- Grant activities are monitored on an on-going basis – both quantitatively and qualitatively - to assure service level benchmarks are reached and intended outcomes are addressed.
- A client assessment tool is required to be used by all DS grantees to ensure the delivered programming met the needs of clients in the community.

2022 Plan

- Award a new series of CTF direct service grants through a competitive bid process in fiscal year 2022. CTF will assure that funded evidence-based services are designed to serve the at-risk families – the focus of these funds.
- Train all Direct Service Grantees in strengthening families within first quarter of grant.
- Provide training, orientation and technical assistance to Direct Service Grantees on a variety of topics including: evaluation, data collection, and year-end reporting.
- Host the Direct Services Work Group on a bi-monthly basis. Topics of interest will be solicited from grantees. The discussions will help guide the technical assistance and support to be provided by CTF.
- Explore national partnerships to provide leadership in programming to prevent child maltreatment. Examples of possible new programs are the Fatherhood Initiative and National Family Resource Network.

2022 Direct Service Grantees

Alcona

Child & Family Services of Northeast Michigan

Alger/Marquette

Great Lakes Center for Youth Development

Berrien

Berrien County Health Department

Clare/Gladwin

Northern Michigan Mobile Child Advocacy Center

Genesee

Genesee ISD

Motherly Intercession

Houghton/Keweenaw/Baraga

Keweenaw Family Resource Center

Jackson

Family Services & Children's Aid

Kalamazoo

Catholic Family Services

Kent

Arbor Circle

Lenawee

Lenawee ISD

Mason/Oceana

Catholic Charities West Michigan

Muskegon

Arbor Circle

Oakland

Oakland Family Services

Ottawa

Bethany Christian Services of Michigan

Saginaw

CAN Council Great Lakes Bay Region

Sanilac

Sanilac ISD

St. Clair

St. Clair RESA

Washtenaw

SOS Community Services

Wayne

Methodist Children's Home Society

SOS Community Services

Ruth Ellis Center Inc.

Wexford/Missaukee

Cadillac Area OASIS

Fund Development

With the designation from the Governor since 1982, Children's Trust Fund supports statewide child abuse and prevention services through our unique public-private partnership. In addition to federal funding, the CTF cultivates private dollars by fostering private fund development; collaborating with community-based prevention organizations; and pursuing grant opportunities. Our unique position enables us to match allocated federal dollars (CBCAP) with critical individual and corporate donations; state program dollars; tax campaign donations (Tax Checkoff); license plate purchases (License Plates); charitable fundraising efforts (Auction and Heirloom Birth Certificates); and interest from the trust account. Below are the key components of our Resource Development Plans:

Annual Auction

The Pam Posthumus Signature Auction Event is held annually and features live and silent auction items, including premier trips around the world. The event builds awareness of the CTF mission and raises much-needed monies to carry out the important work of preventing child abuse. The legislative bi-partisan Auction Advisory Committee is co-chaired by Michigan senators, representatives, CTF Board chair and key stakeholders. The hybrid (virtual and in-person) event draws more than 700 guests, including state policymakers, lobbyists, corporate and business leaders, and community members.

Community Based Child Abuse Prevention (CBCAP)

Michigan's Children's Trust Fund is the Governor's designated organization to receive federal funds designed to be used for child abuse prevention programming throughout the state. These critical dollars are the foundation of the work being done in the 83 counties of Michigan.

Tax Check-Off

One of the ways Michigan residents can easily donate to Children's Trust Fund (CTF) is the ability for individuals to contribute while filing their annual state income tax. Individuals can note their intention to contribute on the MI-1040 tax form, and then designating the CTF as their charity of choice by completing tax form 4642. All contributions through the income tax campaign are transferred to CTF to support child maltreatment prevention efforts throughout Michigan.

License Plate

More than 7,500 citizens in our great state proudly display the Children's Trust Fund's (CTF) specialty license plate. The plate features the CTF logo and helps raise awareness and money for statewide programs. The specialty license plate can be ordered when renewing an automobile license plate through a Michigan Secretary of State branch office or online.

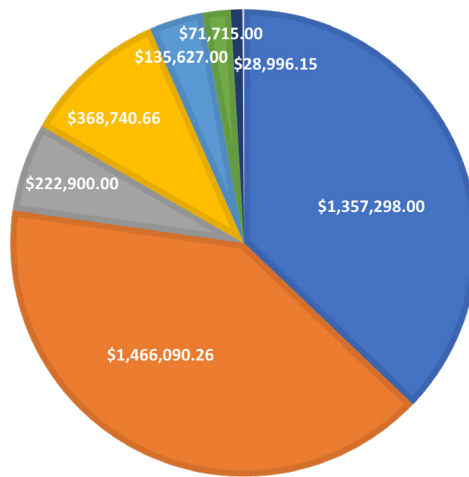
Heirloom Birth Certificate

In honor of former Lt. Governor Dick Posthumus' wife, Pam Posthumus, who lost her battle to cancer after a full life of children's advocacy, we have a Heirloom Birth Certificate. While not an official birth record, the keepsake showcases the child's name, date and place of birth, and names of the parents. The cost of this heirloom is \$40 with \$20 of each sale helping to support CTF's child abuse prevention programming statewide.

Financials

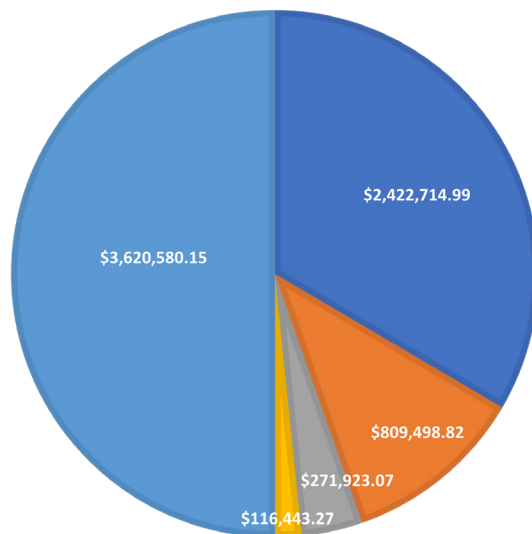
TOTAL REVENUE: 3,649,730.89

- Trust Investments
- Auction
- Fund Development
- Grants
- Income Tax Check Off
- Fundraising Sales
- State General Fund
- License Plate Revenue
- Heirloom Birth Certificate



TOTAL EXPENDITURES: 3,620,580.15

- Grants/Allocations
- Board & Administration
- Fund Development
- Program Support



Thank You

to these organizations for their support in 2020-2021!

Accenture

AFT Michigan

Akkad Holdings

Art & Soul of Oakland County

Auto-Owners Insurance Company

Blue Cross Blue Shield of Michigan

Capitol Fundraising Associates

Central Indiana Community

Foundation, Inc.

Cinnaire

CNSI

Consumers Energy

Crossroads Digital Outdoor

Deloitte LLP

Delta Air Lines

Delta Dental of Michigan

Desk Drawer Fund

DFM Solutions

DTE Energy

DTE Energy Foundation

Duperon Corporation

Emil Rummel Agency

Expeditors, Detroit

Government Consultant

Services, Inc.

GüD Marketing

ITC Holdings Corporation

J&B Medical

Jackson

Jackson Pediatric Associates

John James For Senate

Kappa Delta Sorority -

Alpha Alpha Chapter

Kappa Delta Sorority -

Gamma Omicron Chapter

Karoub Associates

Kelley Cawthorne

Khoury Johnson Leavitt

Klein Brothers, LLC

Kunz, Leigh & Associates

LaFargeHolcim

Life Insurance Association

of Michigan

Loomis, Ewert, Parsley,

Davis & Gotting, P.C.

M3 Group

MA Engineering

MAXIMUS

Thank You

to these organizations for their support in 2020-2021!

Meijer

Meridian Health

Michigan Association of Health Plans

Michigan Building and Construction
Trades Council

Michigan Chamber of Commerce

Michigan Council of Maternal
and Child Health

Michigan Credit Union League

Michigan Education Association

Michigan Farm Bureau Family
of Companies

Michigan Health and Hospital
Association

Michigan House Democratic Caucus

Michigan House Republican Caucus

Michigan League For Public Policy

Michigan Manufacturers Association

Michigan Senate Democratic Caucus

Michigan Senate Republican Caucus

Michigan State Housing
Development Authority

Middle Cities Education Association

Midwest Strategy Group, LLC

MiSDU/Informatix Inc.

Muchmore Harrington Smalley
& Associates

Operating Engineers 324

Plastipak Holdings Inc.

Public Affairs Associates

Public Policy Associates, Inc.

Quicken Loans

Saginaw Chippewa Indian Tribe

Sand Products Corp.

Sara Rentz Designs

Secchia Family Charitable Trust

Signal Restoration Services

SpartanNash

The Louis Lauren Lana Foundation

The Singh Family Foundation

Trinity Health

Trott Foundation

Truscott Rossman

UAW International Union

United Way of Southeastern Michigan

United Wholesale Mortgage, LLC

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The Honorable Lynn Afendoulis

David Akerly

The Honorable Thomas Albert

Rebecca Bahar-Cook

Benjamin and Jessica Bain

The Honorable Andrew Beeler

Dan Behrens

Kathy Berkowitz

Tammy Bernier

Kurt Berryman

David Bertram

Rabbi Amy Bigman

Gloria Boersma

Travis and Michelle Boggs

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Rodney and Katora Cole

The Honorable Maura Corrigan

Doug and Anne Cruce

Kenneth and Christine Cymbalski

Frank D'Angelo

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Jean Doss

Tiffany Dowling

Willie Dubas

Rachael Eubanks

Megan Fleming

Michael Foley and Ann Routt

Sean and Dawn Gehle

Olivia Ghislain

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Ambassador Ronald Weiser

and Eileen Weiser

The Honorable Jason Wentworth

Richard Wiener

Lori Wortz

Emily Yeager

Amy Zaagman

David Zyble

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to our 2020-2021 auction item donors for your support!

A State of Copper

AugiDog Art

Rebecca Bahar-Cook

Gabe Basso

Bavarian Inn Lodge &

Conference Center

Bay de Noc Quilt Guild & Welcome

Newborns Program of Delta County

Bay Harbor Golf Club

Bestmaze Corn Maze

The Honorable Bob Bezotte

Blue Cross Blue Shield of Michigan

Boyne Resorts and

One Thirty Eight Cocktail Lounge

The Honorable Tommy Brann

Brookshire Inn & Golf Club

Burgdorf's Winery

Capital City Sports Auction

Capital Genealogy

The Honorable Brenda Carter

Chamberlain's Auction Gallery

Annette Clark

Crawford-Roscommon County

Child Protection Council

Cugino's Restaurant

Cutco

Dave Dishaw

DeLuca's Restaurant

Detroit Marriott at the

Renaissance Center

Douglas J Aveda Institute

DTE Energy

Dusty's Cellar

Eagle Monk Pub and Brewery

Eastwood Towne Center

Family Support Center of Barry County

Fine Wine Source

FireKeepers Casino Hotel

Flint Institute of Art

Todd Flood

Michael Foley and Ann Routt

Gary Shrewsbury Photography

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Grand Hotel

Grand Traverse Resort and Spa

Grand Valley State University

Suzanne & Alan Greenberg

Matthex X. Hauser

Heirloom Hospitality

The Honorable Curtis Hertel, Jr.

Sharif Hussein and Pascale Eid

Christopher and Kelle Ilitch

Infinity and Ovation Yacht Charters

Inn at Bay Harbor

Island House Hotel

Jackson

Kalamazoo County Child Abuse &
Neglect Prevention Council

Kelley Cawthorne

Kellogg Hotel & Conference Center

Lansing Brewing Company

Lavender Hill Farm

Dan and Amy Loepp

Loretta Kuhn

LACASA Center

Maddie LeFevre

Mackinac Bridge Authority

Mackinac Island Carriage Tours

Mackinac State Historic Parks

Magic Clouds Balloon Corporation

Marketing Resource Group, LLC

Mart Dock

Massage Bliss

Meadow Brook Theatre

Meijer

Meraki Art Market

Mert's Meats of Okemos

Michigan Beer & Wine Wholesalers
Association

Michigan Department of Corrections

Michigan Department of Health &
Human Services Executive Team

Michigan House Democratic Caucus

Michigan House Republican Caucus

Michigan Railroads Association

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Michigan Senate Democratic Caucus

Michigan Senate Republican Caucus

Michigan State Police

Michigan State University, Government
Relations and Athletics

Mid-Michigan Children's Museum

MotorCity Casino Hotel

The Honorable Mike Mueller

Muchmore Harrington Smalley
& Associates

Randy Narowitz

Northern Michigan University

Nottingham Equestrian Center

October Moon

Old Nation Brewing Company

Peacock Road Family Farm

Pet Portraits by Starr Hansen

Potter Park Zoological Association

The Honorable John Proos

Linda Ritchie

River House Inn

Rock Bottom Designs

Janet Robertson and Julius Giglio

Peter Ruddell

Tina Rudoni, Thirty-One

Saginaw Chippewa Indian

Tribe of Michigan

Saginaw Valley State University

Elizabeth Schwartz

Sedona Taphouse

Shepler's Mackinac Island Ferry

Shinola Detroit, LLC

Ryan Smith

Spikes Keg O Nails

Star Line Mackinac Island

Hydro-Jet Ferry

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State Room Restaurant

Stiggs Brewery & Kitchen

Alan Stokes

Richard Stokes

Tapper's

TEAM Schostak Family Restaurants

The Crest Resort

The English Inn

The Inn at St. Johns

The Purple Rose

Tullymore Golf Resort

Two Rare Design

University of Michigan

Van Andel Arena - ASM Global

The Honorable Hank Vaupel

Ken Wachsberger, The Book Coach

Wayne State University

The Honorable Pauline Wendzel

Wharton Center

Wheatfield Valley Golf Club

The Honorable Gretchen Whitmer

Taylor Williams

Williamston Theatre

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Children's Trust Fund

Michigan's chapter of  **Prevent Child Abuse**
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