



ANNUAL REPORT 2020



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A Message from the President/CEO

Dear Friends,

First and foremost, on behalf of the entire Child Advocacy Center (CAC) team, I want to express the depth of our gratitude for you and your generosity throughout 2020. We simply could not work to meet our mission to break the cycle of child abuse in our community without folks in our community like you, especially during such a tumultuous year. The children and families served by the CAC faced many known and unknown challenges inside and outside their homes in 2020. The CAC noted an increase in the severity of child abuse, domestic violence, and stressors that we would not have been able to address without your support.

Due to the generosity of our community and funders, in 2020, the CAC served **1,895 child victims of abuse and 1,340 of their caregivers -- 3,235 total people affected by child abuse**. Of the children we served, **58 were victims of human trafficking** and **14 were victims of child pornography**. Our therapists provided **3,765 therapy sessions**, our **forensic interviewers provided 179 forensic interviews** and our **advocates provided 17,488 advocacy and case management services**.

I am grateful for all of the ways our community has come together to respond to those who have experienced the trauma of child abuse throughout the past year. It is proof that COVID cannot hinder amazing things from happening. Together, we are transforming the lives of thousands of children in our community for the better.

In January 2020, funds raised through the CAC's Capital Campaign, with the help of a generous matching gift, allowed for the CAC to achieve the following growth: 1) paying off the mortgage for its main building in downtown Gainesville, 2) partnering with Quality DesignWorks and Nationwide Insurance to complete the renovation of the Center's walls, which included removing wallpaper, painting all interior walls, doors and trim, 3) partnering with Clay Electric and S. E. Williams Electric Company to enhance the quality of lighting throughout the CAC and 4) partnering with the 500 East Building Association, Master's Lawn Care and some awesome volunteers to enable new landscaping to be installed along the exterior of the building.

Our 12th annual signature fundraising event, Gainesville Gone Memphis, moved to a virtual platform, in order to keep everyone safe and prevent the spread of the virus. The event raised over \$122,000 to support operations at the CAC, which was one of the most successful fundraisers we've had since the inception of "Gainesville Gone".

In 2021, keep an eye out for some additional projects that will be underway as soon as we fulfill the remainder of our \$1.6 million campaign. We are over halfway there! Some of the upcoming projects include: 1) installation of new computers and improvement of our Information Technology System, 2) enhancement of our donor recognition area, 3) renovation of the kitchen, and 4) completion of a facelift for the exterior foyer of the building. We are also planning for reaccreditation and an exciting 13th annual signature fundraiser on October 21, 2021, Gainesville Gone New Orleans.

On behalf of the Board of Directors and the staff of the Child Advocacy Center, we thank you for your generous and unwavering support over the past year. Our hearts are full of love and appreciation as we witness such brave children and their families healing from incredible traumas due to the community of supporters and champions that make the CAC possible. I personally invite you for a tour of the CAC, whether it be in-person or virtual, so that you can have a first-hand understanding of how we've been working to meet the needs of all abused children in our community!

Gratefully,

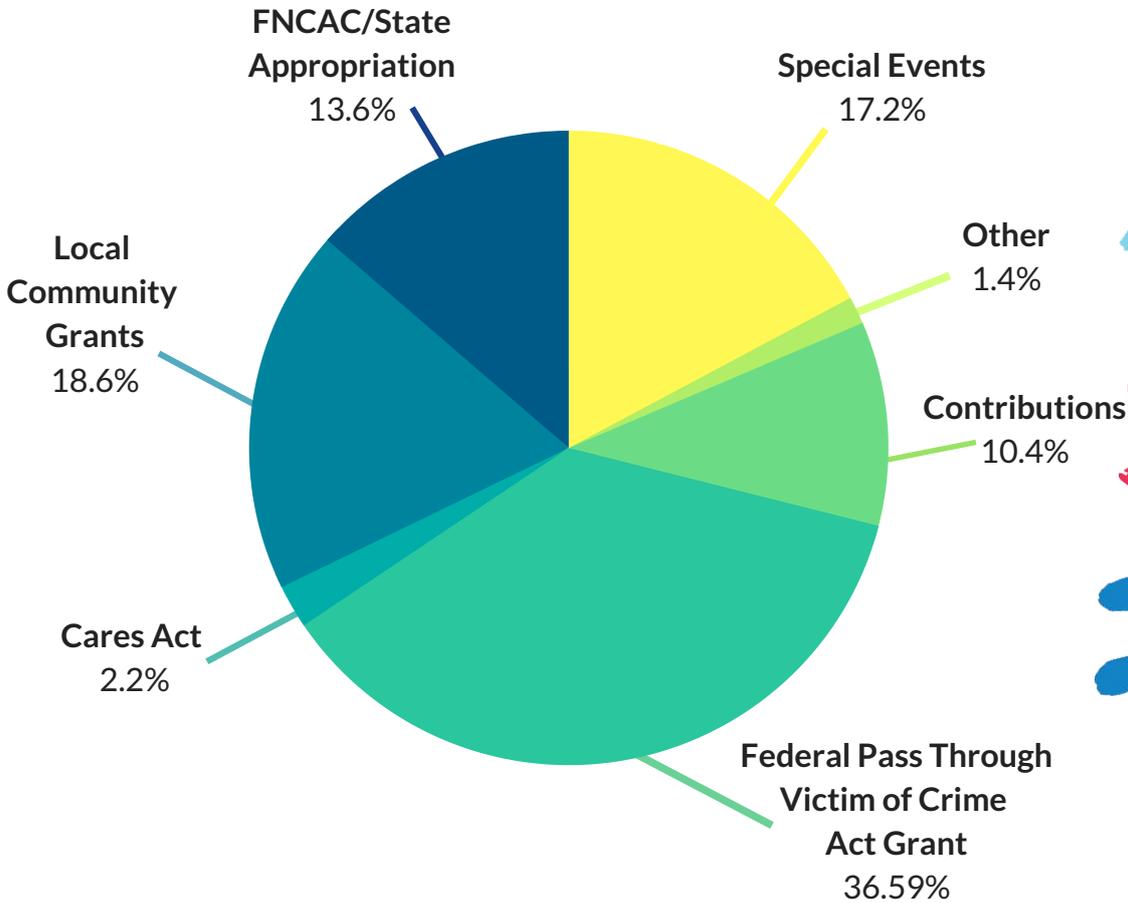


Sherry Kitchens, Ed.S., LMFT
President/CEO



DOLLARS & CENTS

Funding Sources



Expenses

Program	\$903,323.43	83.47%
Management & Fundraising	\$178,942.19	16.53%
Totals	\$1,082,265.62	100%

The Better Business Bureau Wise Giving Alliance recommends that organizations spend at least 65% of their total expenses on program activities: the CAC spends 83.47%.

The Child Advocacy Center is a registered charitable organization with the Florida Department of Agriculture & Consumer Services. A copy of the official registration and financial information may be obtained from the division of consumer services by calling 1-800-HELP-FLA (435-7352).

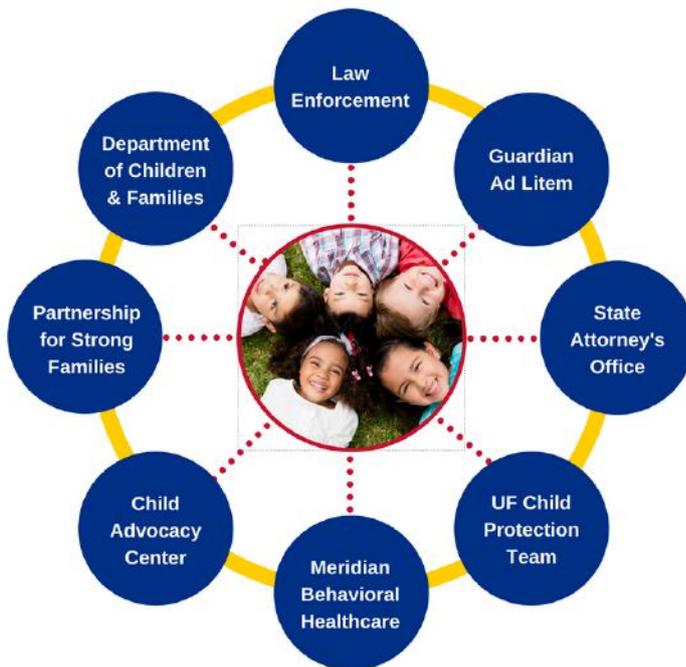
Registration does not imply endorsement, approval, or recommendation by the state. Additional financial information including the Form 990 can be found online at www.cacgainesville.org/media



MISSION

A comprehensive, child-friendly facility where professionals from law enforcement, medical, child protection and therapeutic services effectively collaborate to meet the individual needs of child victims and break the cycle of abuse.

PARTNERS



2020

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**Posthumous Dedication*

3,765 Therapy Sessions Provided

1,895 Child Victims Helped

1,340 Caregivers Helped

179 Forensic Interviews Provided

