



# The Giving Common

An Initiative of the Boston Foundation

[www.thegivingcommon.org](http://www.thegivingcommon.org)

Massachusetts Children's Alliance, Inc.



## General Information

14 Beacon Street, Suite 504  
Boston, MA 02108  
(617) 573-9800

**Website**

[www.machildrensalliance.org](http://www.machildrensalliance.org)

**Organization Contact**

Thomas King [tking@machildrensalliance.org](mailto:tking@machildrensalliance.org)

**Year of Incorporation**

1996

# Statements & Search Criteria

## **Mission Statement**

The Massachusetts Children's Alliance (MACA) ensures that children and their families have access to comprehensive, specialized and culturally competent services of a Children's Advocacy Center (CAC).

## **Background Statement**

The Massachusetts Children's Alliance (MACA) received State Chapter membership with the National Children's Alliance (NCA) in October 1996 and, prior to that, had been meeting informally since 1995 to improve the response to child sexual and physical abuse across Massachusetts. MACA attained Accredited Chapter status in January 2010 with NCA. Our membership now includes ten NCA Accredited member Children's Advocacy Centers (CACs) and one Associate member. Each of the eleven CACs in Massachusetts represents one of the State's eleven judicial districts of which nine serve one state county each, while two judicial districts serve multiple counties. Incorporated as a 501(c)(3) nonprofit organization on July 28, 2004, MACA has developed a strong Board of Directors comprised of leaders in the field of child maltreatment and family violence from various disciplines and backgrounds representing the public and private sectors across the state.

## **Impact Statement**

MACA promotes an environment where children are free from sexual, physical, and emotional abuse and neglect, and where all children are treated with dignity and respect. Until that world is actualized, we will work to ensure every child in the state affected by sexual violence has access to the high quality services of a CAC. Last year, MACA administered \$325,000 in federal and state dollars to its membership, providing critical funds for staffing, equipment and services. Our annual statewide conference drew 300 child abuse professionals from across the state for a day-long training on cutting-edge topics from national and local experts. Prosecutors, police officers, child protection workers, medical and mental health professionals attended interdisciplinary panels and workshops that covered a host of critical issues including commercial sexual exploitation, secondary trauma and advanced investigative techniques. Our conference exemplifies the public and private partnerships of our work with sponsorships from businesses and local coalitions. Another highlight was our "One with Courage" child abuse awareness campaign. With the simple question, "Are you the One?" the campaign challenged communities and individuals to take an active role and stand up for children. For the coming year, we look forward to expanding our awareness campaign, building on our legislative advocacy efforts and continuing our technical assistance to all of our centers so that every child, no matter where in the state, has access to a high quality CAC. We will be vigorously seeking additional investors in our work knowing that our success is measured in terms of access to services for child victims of sexual assault. These services are critical to their abilities to heal, recover and flourish after the most horrible events.

## **Needs Statement**

The Massachusetts Children's Alliance is at an exciting stage of its development. With over 5 years of significant accomplishments, we strive to expand our private sector representation on our Board of Directors to include individuals with finance, marketing and/or fundraising expertise. Our strategic planning work, coupled with the success of our child abuse awareness and training initiatives highlights the need for additional resources to include dedicated fund development and legislative affairs positions. Our goal is to secure \$200,000 in additional private funds to subsidize these two staff positions and enhance our child abuse awareness campaign and current training to professionals responding to child sexual assault cases.

**CEO/Executive Director Statement**

Recent incidents at Penn State and other trusted institutions have revealed that no one, and no institution, is safe from abuse so long as shame and silence prevail. The statistics are sobering; an estimated 1 out of 4 girls and 1 out of 6 boys will be sexually abused before their eighteenth birthday. Only 1 in 10 will tell.

In 2014 over 315,000 children received services at CACs nationwide; in Massachusetts, our member CACs served over 5,700. While we cannot stop abuse, through prevention education and coordinated services we can make a significant impact on children who suffer the horrors of abuse.

**Board Chair Statement**

I am a founding member of this organization and have seen it grow in its depth and breadth over the years in remarkable ways. For an organization that is still young it has earned an exceptional reputation within professional circles, the non-profit arena, and with its public sector partners as an organization that does an enormous amount with a small infrastructure and low overhead. While it remains a challenge to continue to grow and diversify its donor base to meet the ever-evolving needs of child victims of abuse and violence, MACA stands as a model for its counterpart organizations in other states thanks to the outstanding leadership and vision of its Executive Director, Board and members. MACA has emerged as a leader in the field, supporting the development and best practices of the Children's Advocacy Centers (CACs) in MA, and also serving as the public voice for victims of child abuse and the importance of a coordinated community response. Recent national news underscores the critical importance of the unique early interventions of CACs, the promotion of innovative and effective child abuse prevention efforts, and policy and legislative advocacy on the state and federal levels. Since its establishment MACA has emerged to take center stage in these various arenas.

**Service Categories**

Children's and Youth Services

Alliances & Advocacy

Child Abuse Prevention

**Geographic Areas Served**

Please review online profile for full list of selected areas served.

# Programs

## **"One with Courage" child abuse awareness campaign**

<b>Description</b>	Recent incidents at Penn State have revealed that no one, and no institution, is safe from abuse so long as shame and silence prevail. With the simple question, "Are you the One?" the campaign challenges communities to take an active role in protecting children.
<b>Budget</b>	25000
<b>Category</b>	Crime & Legal, General/Other Citizen Crime Reporting
<b>Population Served</b>	Children and Youth (0 - 19 years), Victims,
<b>Program Short Term Success</b>	Within the first six months of the "One with Courage" campaign, suspected abuse reports to the Department of Children and Families will increase by 10% in the targeted regions.
<b>Program Long term Success</b>	Communities will actively engage in conversations about protecting children and the active roles that adults must take to ensure children are safe from sexual violence.
<b>Program Success Monitored By</b>	An advisory committee comprised of representatives from the Board and MACA membership will oversee work plan and coordinate with the Department of Children and Families to monitor reports of suspected abuse. Project lead: Executive Director
<b>Examples of Program Success</b>	After our first pilot of "One with Courage," we received over 25 contacts within 4 months from individuals offering to help with our work. In our 6 year history, we have only received a hand full of similar offers. We also received contact from adult survivors of childhood sexual abuse emphasizing the importance of the campaign and offering assistance.

## **Legislative advocacy**

<b>Description</b>	MACA is charged by its membership to represent their work at the State House and on Capitol Hill. In the last few years we have successfully articulated the victim focused, empirically supported, and cost effective response of Children's Advocacy Centers. Through challenging fiscal times our message has secured critical government funding for core CAC services.
<b>Budget</b>	15000.00
<b>Category</b>	Human Services, General/Other Children & Youth Services
<b>Population Served</b>	Children and Youth (0 - 19 years), Victims,
<b>Program Short Term Success</b>	Every state legislator received informational folders on the services provided by MACA and the state's CACs during this most recent legislative session. In the most recent state budget, funding for CACs was level funded. On the federal level, MACA secured the support of the entire congressional delegation to support funding in the Victims of Child Abuse act; funding which the President had omitted from his budget.
<b>Program Long term Success</b>	All state and federal government officials will understand the critical investigative response and service provision offered to child victims of sexual abuse through Children's Advocacy Centers (CACs)
<b>Program Success Monitored By</b>	Legislative work is guided by the legislative committee of the Board and through a pro-bono relationship with ML Strategies of Boston.
<b>Examples of Program Success</b>	MACA, in partnership with the Boston Area Rape Crisis Center, and other service providers, restored a proposed 1 million dollar cut to services to sexual assault victims which would have greatly affected funding to Children's Advocacy Centers

## Grant administration, training and technical assistance

<b>Description</b>	MACA administers state and federal funds to the state's 11 CACs to support salaries, equipment, and service provision. Through these grants MACA ensures that CACs fund the core services to child victims including sound victim focused multidisciplinary investigative response and coordination of necessary mental health and medical services. Through a grant application process MACA not only administers funding, but has the ability to design an individual technical assistance plan. For centers holding associate membership status with the National Children's Alliance (NCA), MACA works to ensure accreditation within a 5 year period. For those CACs accredited by the NCA, MACA encourages service delivery expansion. MACA also offers a statewide day long conference for child abuse professionals affording access to cutting edge information and networking.
<b>Budget</b>	85000
<b>Category</b>	Human Services, General/Other Children & Youth Services
<b>Population Served</b>	Victims, Children and Youth (0 - 19 years),
<b>Program Short Term Success</b>	MACA has administered over 2 million dollars to CACs since we began the grants program in 2006. Our goal is to have two associate member CACs achieved accredited NCA membership by 2014.
<b>Program Long term Success</b>	Our goal is to have a comprehensive and consistent child friendly, victim focused service delivery response throughout Massachusetts with all CACs accredited by NCA. We envision a system in which all child abuse professionals are properly trained in the latest empirically supported practice.
<b>Program Success Monitored By</b>	The Executive Director, working with the Board, Program Coordinator and contracted accounting staff, oversees the grant administration process and ensures that grantee's initiatives are sound programmatically and fiscally responsible. Our training and technical assistance work is also overseen by the Executive Director. Our Conference Planning Committee whose membership consists of representatives from the CACs and Board, informs content for our annual conference and works closely with the Executive Director to ensure a successful event.
<b>Examples of Program Success</b>	Three of our CACs have achieved accredited NCA membership in the last five years. Our second annual conference drew a statewide audience of 175 child abuse professionals with private funding via sponsorships supporting our efforts.

## Program Comments

### CEO Comments

Why support MACA? Because it just makes sense.

- In 2014, nationwide, over 315,000 children received services at a child advocacy center; 5,700

right here in Massachusetts

- When a CAC is utilized, there is an increased likelihood of sound evidence collection, coordinated medical care and mental health referrals.
- Better support for the child and family results in better long-term outcomes for the child and family.
- Stronger evidence collection results in a higher likelihood of apprehending the perpetrator.
- MACA supports CACs with training, advocacy, and resources, strengthening each center and ensuring children are receiving the best possible care.

# Management

## CEO/Executive Director

<b>Executive Director</b>	Mr. Thomas King
<b>Term Start</b>	Apr 2006
<b>Email</b>	tking@machildrensalliance.org

### **Experience**

Thomas M. King, MSW, is currently the Executive Director of the Massachusetts Children's Alliance (MACA), the membership organization for the 11 Children's Advocacy Centers in the state. He is an appointed member of the Governor's Council to Address Sexual and Domestic Violence. In 2010, he received the "SANE Spirit Award" for his role in a successful advocacy campaign after a mid-year budget cut. Before returning to Massachusetts, Tom was the Assistant Director of Forensic Services for the Connecticut Department of Mental Health and Addiction Services (DMHAS), overseeing statewide programming for individuals with psychiatric disabilities involved in the criminal justice system. Prior to this post, Tom was the Child Forensic Interviewer for the Hampden County District Attorney's Office in Springfield, MA. A graduate of the College of the Holy Cross as well as the Smith College School for Social Work, Tom has over fifteen years in the mental health field working with children in a variety of settings.

## Staff Information

<b>Full Time Staff</b>	2
<b>Part Time Staff</b>	1
<b>Volunteers</b>	2
<b>Contractors</b>	6
<b>Retention Rate</b>	100%

## Staff Demographics - Ethnicity

<b>African American/Black</b>	0
<b>Asian American/Pacific Islander</b>	1
<b>Caucasian</b>	9
<b>Hispanic/Latino</b>	0
<b>Native American/American Indian</b>	0
<b>Other</b>	0

## Staff Demographics - Gender

<b>Male</b>	3
<b>Female</b>	7
<b>Unspecified</b>	0



## Formal Evaluations

<b>CEO Formal Evaluation</b>	Yes
<b>CEO/Executive Formal Evaluation Frequency</b>	Annually
<b>Senior Management Formal Evaluation</b>	N/A
<b>Senior Management Formal Evaluation Frequency</b>	N/A
<b>NonManagement Formal Evaluation</b>	Yes
<b>Non Management Formal Evaluation Frequency</b>	Annually

## Plans & Policies

<b>Organization has a Fundraising Plan?</b>	Under Development
<b>Organization has a Strategic Plan?</b>	Yes
<b>Years Strategic Plan Considers</b>	8
<b>Date Strategic Plan Adopted</b>	Aug 2005
<b>Does your organization have a Business Continuity of Operations Plan?</b>	No
<b>Management Succession Plan?</b>	Under Development
<b>Organization Policy and Procedures</b>	Yes
<b>Nondiscrimination Policy</b>	Yes
<b>Whistleblower Policy</b>	Yes
<b>Document Destruction Policy</b>	Yes
<b>Directors and Officers Insurance Policy</b>	Yes
<b>Is your organization licensed by the Government?</b>	No
<b>Registration</b>	Yes
<b>Permit?</b>	Yes

## External Assessments and Accreditations

<u>Assessment/Accreditation</u>	<u>Year</u>
National Children's Alliance - Accreditation	2010

## Affiliations

<u>Affiliation</u>	<u>Year</u>
National Children's Alliance - Full Member	1996

# Board & Governance

## Board Chair

<b>Board Chair</b>	Ms Nancy Allen Scannell
<b>Company Affiliation</b>	MSPCC
<b>Term</b>	Dec 2013 to Dec 2016
<b>Email</b>	nscannell@MSPCC.ORG

## Board CoChair

<b>Board CoChair</b>	Ms Jennifer Saniuk
<b>Company Affiliation</b>	Ropes and Gray, LLP
<b>Term</b>	Dec 2013 to Dec 2017
<b>Email</b>	jennifer.sanuik@ropesgray.com

## Board Members

<u>Name</u>	<u>Affiliation</u>	<u>Status</u>
Nancy Allen Scannell	Mass. Society for the Prevention of Cruelty to Children	Voting
Michael Caljouw	Blue Cross Blue Shield of MA	Voting
Jane Chevalier	Northwestern District Attorney's office	Voting
Pi Downsborough	Mass State Police	Voting
Maureen Ferris	Children's Trust Massachusetts	Voting
Marilee Kenney Hunt	MKH Consulting	
Alice Newton	Mass General Hospital	Voting
Jan Rose	McDermott, Quilty & Miller, LLP	Voting
Jennifer Saniuk	Ropes & Gray, LLP	Voting
Jeff Seyler	American Lung Association	Voting

## Board Demographics - Ethnicity

<b>African American/Black</b>	0
<b>Asian American/Pacific Islander</b>	0
<b>Caucasian</b>	12
<b>Hispanic/Latino</b>	0
<b>Native American/American Indian</b>	0
<b>Other</b>	0 0

## Board Demographics - Gender

<b>Male</b>	2
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<b>Female</b>	9
<b>Unspecified</b>	0

### Board Information

<b>Board Term Lengths</b>	3
<b>Board Term Limits</b>	3
<b>Number of Full Board Meetings Annually</b>	4
<b>Board Meeting Attendance %</b>	81%
<b>Written Board Selection Criteria?</b>	Yes
<b>Written Conflict of Interest Policy?</b>	Yes
<b>Percentage Making Monetary Contributions</b>	100%
<b>Percentage Making In-Kind Contributions</b>	80%
<b>Constituency Includes Client Representation</b>	Yes

### Standing Committees

Board Governance

Development / Fund Development / Fund Raising / Grant Writing / Major Gifts

Executive

Legislative

### Comments

#### **CEO Comments**

The wonderfully dynamic group serving on the Board of Directors currently offers nonprofit management and programmatic expertise. We would like to expand our Board with individuals from the private sector who embrace our mission and possess expertise in the following areas: financial, marketing and/or fundraising.

# Financials

## Fiscal Year

<b>Fiscal Year Start</b>	July 01, 2015
<b>Fiscal Year End</b>	June 30, 2016
<b>Projected Revenue</b>	\$737,000.00
<b>Projected Expenses</b>	\$725,000.00
<b>Endowment?</b>	No
<b>Spending Policy</b>	Income Only
<b>Credit Line?</b>	No
<b>Reserve Fund?</b>	Yes
<b>Months Reserve Fund Covers</b>	2

## Detailed Financials

### Revenue and Expenses

<b>Fiscal Year</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>
<b>Total Revenue</b>	\$573,543	\$551,091	\$583,504
<b>Total Expenses</b>	\$564,531	\$557,938	\$600,061

### Revenue Sources

<b>Fiscal Year</b>	<b>2014</b>	<b>2013</b>	<b>2012</b>
<b>Foundation and Corporation Contributions</b>	--	--	--
<b>Government Contributions</b>	\$458,660	\$460,660	\$474,560
<b>Federal</b>	--	--	--
<b>State</b>	\$458,660	\$460,660	--
<b>Local</b>	--	--	--
<b>Unspecified</b>	--	--	\$474,560
<b>Individual Contributions</b>	\$6,678	\$12,112	\$9,252
<b>Indirect Public Support</b>	--	--	--
<b>Earned Revenue</b>	\$28,950	\$11,865	--
<b>Investment Income, Net of Losses</b>	--	--	--
<b>Membership Dues</b>	--	--	--
<b>Special Events</b>	\$13,255	\$4,454	\$4,562
<b>Revenue In-Kind</b>	--	--	--
<b>Other</b>	\$66,000	\$62,000	\$95,130

### Expense Allocation

Fiscal Year	2014	2013	2012
Program Expense	\$511,201	\$514,349	\$532,413
Administration Expense	\$49,344	\$33,970	\$58,571
Fundraising Expense	\$3,986	\$9,619	\$9,077
Payments to Affiliates	--	--	--
Total Revenue/Total Expenses	1.02	0.99	0.97
Program Expense/Total Expenses	91%	92%	89%
Fundraising Expense/Contributed Revenue	1%	2%	2%

### Assets and Liabilities

Fiscal Year	2014	2013	2012
Total Assets	\$112,643	\$125,455	\$122,229
Current Assets	\$112,643	\$125,455	\$122,229
Long-Term Liabilities	\$0	\$0	\$0
Current Liabilities	\$24,631	\$46,455	\$36,382
Total Net Assets	\$88,012	\$79,000	\$85,847

### Short Term Solvency

Fiscal Year	2014	2013	2012
Current Ratio: Current Assets/Current Liabilities	4.57	2.70	3.36

### Long Term Solvency

Fiscal Year	2014	2013	2012
Long-Term Liabilities/Total Assets	0%	0%	0%

### Top Funding Sources

Fiscal Year	2014	2013	2012
Top Funding Source & Dollar Amount	--	--	--
Second Highest Funding Source & Dollar Amount	--	--	--
Third Highest Funding Source & Dollar Amount	--	--	--

### Capital Campaign

Currently in a Capital Campaign?	No
Capital Campaign Anticipated in Next 5 Years?	No

### Comments

#### Foundation Staff Comments

Financial summary data in charts and graphs are per the organization's IRS 990s. Contributions from foundations and corporations are listed under individuals when the breakout was not available. The amount listed in other is from related organizations.