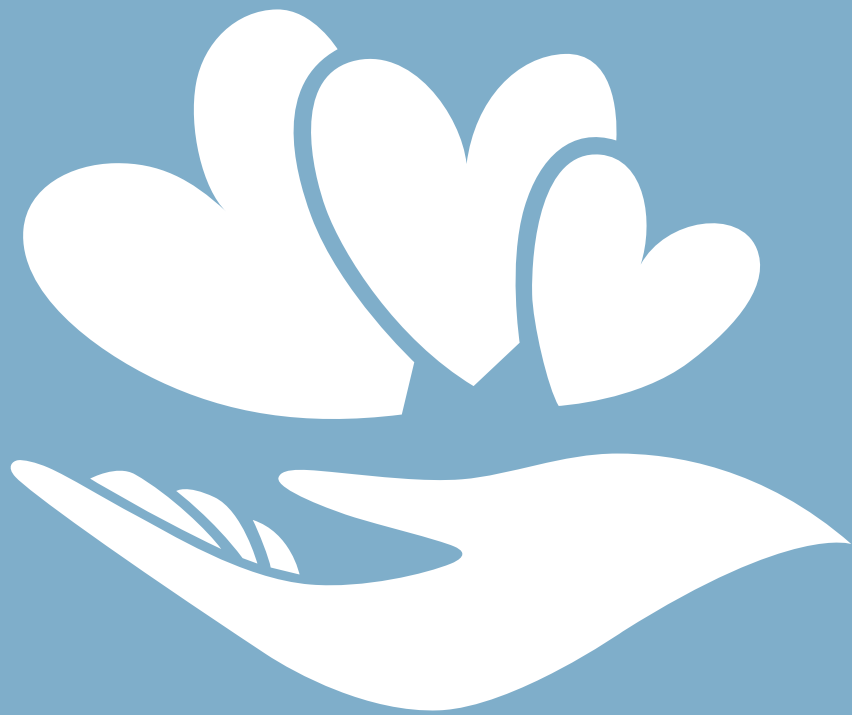


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Quarterly

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/'karita:s/ (noun) love of humankind, charity

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Volume 3 Issue 4

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Miller

FAMILY PHILANTHROPY

In July of 2008, I was visiting with Larry Miller in his hospital bed.

He said to me, "Jay, let me share something with you that I shared with the family last night." That is when I heard for the first time the slogan he coined: "Go about doing good until there is too much good in the world."



Jay K. Francis
Executive Vice President
Miller Family Philanthropy

He then said, "Jay, I need your help to make sure the company and family rally around this as our theme."

I said "OK," not exactly sure how I could help. Little did I know then that five years later, I would be asked to oversee all the philanthropy for the company and the Miller family.

I was familiar with Larry H. Miller Charities that Larry started back in 1995 so we could have a focused and unified giving effort in the company and which allowed employees to also donate from their paychecks and give back to the communities where they lived. But I have learned so much more about giving and giving back and how important it is for us as individuals, as employees and as business entities to give back. Let me share a few things I have learned:

1. I have learned that giving back and sharing needs to be part of a company's business plan — not because of the return or what we get back, but because it is the right thing to do. Gail Miller has said to our leaders and managers, "The communities where we do business should be better because we are there." From a business perspective, this has two meanings: 1. We should provide goods and services that enhance what people are looking for and what they need, and 2. We should be actively engaged in giving back to the community and making it a better and stronger place to live, work and play.

2. Giving back does not always have to be money. Many times, a community just needs some helping hands to improve a park, build a fence, feed the homeless, read to school kids, visit the elderly and so on. For a company, large or small, to do a "Day of Caring" or a "Day of Service" can be one of the best things you can do for your employees. They will quickly recognize that life is good, and they will bond and develop relationships both internally and in the community.

3. Philanthropy is hard work. It's easy to give away money, but to do it the right way is hard work — meetings, visits, interviews and then presentations. Philanthropy is more than just giving a check. It's about learning where the needs are and learning how you can help and then, when possible, making a contribution to help the work move on. Many times, by meeting and getting to know the workings of a charitable nonprofit organization, you are able to offer additional needed resources besides a cash donation.

3. Relationships are important and the right relationships will help you make your donations and your giving go even further. Many times, good relationships will help you make the right decisions and joining together is where $1+1=3$. It really works!

4. Partnerships. In the early years at the Utah Jazz, I learned that a good partnership with radio and TV stations could help me sell a lot of tickets and that having a partnership with season ticketholders could help create more community ownership than us trying to do it alone. The same is true with philanthropy. To do something the right way, there are times when you need to bring others to the table and make more from less.

5. A planned, coordinated effort from multiple entities, including leaders from nonprofit, government, community, corporate and philanthropy, will help more people with less money. In the work of helping others and trying to do things better, I have learned that when multiple groups and committed individuals come together to make change, they are able to accomplish so much more that any one of them could do alone. In some circles, this is called "Collective Impact." Call it what you want, but it really works.

We all have opportunities to give back. As company or corporate leaders, we can give and provide opportunities for others to give or serve and, as individuals and families, we can serve in our community. When we do serve and give back, everyone wins. We are better people, someone benefits from our donation or service and the community is a better place.



eliminating racism
empowering women
ywca
utah

Today's YWCA core programs are focused on three main areas: safety, opportunity and advocacy

The YWCA first opened its doors in Utah in 1906. And, while a lot has changed since then, the mission and goal of the organization has stayed the same.

“We exist to meet the needs of women,” said Amberlie Phillips, chief development officer for YWCA Utah. “And every generation interprets that differently. As the times change, so does the YWCA.”

For example, when the YWCA moved into its downtown Salt Lake City location in 1920, the building included a swimming pool because fitness options for women in the area were few and far between.

Today, the YWCA's core programs are focused on three main areas: safety, opportunity and advocacy.

One in three women in Utah will experience domestic violence, Phillips said, and “leaving an abusive relationship is a very difficult and complicated thing.” The YWCA operates the largest domestic violence shelter in the state, providing a safe place for women and their children to stay when they need it most. On any given night, the YWCA emergency shelter is home to 225 women and children.

“Our first priority is safety and meeting those immediate needs,” Phillips said. “One of the hallmarks of our programs is that there is no set solution. We really try to empower women to make decisions on behalf of themselves and their families.”

The goal is to move women and children out of the shelter and into a more permanent housing solution within 30 days, but the affordable housing shortage in the Salt Lake area has made that timeline difficult, Phillips said. Currently, the average stay at the shelter is closer to 45 days.

Some women are referred to the shelter by a victim advocate, a health-care provider such as an emergency room doctor or a family member. Other women, like Amina (name has been changed to protect identity) find their way to the YWCA shelter on their own.

Amina, a refugee from Sudan, arrived at the YWCA with five children; she had left two older children behind in Sudan with an abusive husband. She spoke no English. They were taken in right away.

As part of the check-in process, each of her children received a well-child exam, where it was discovered that one of her daughters had a serious heart condition that required emergency surgery. Unfortunately, the intervention came too late and Amina's daughter died of cardiac arrest a week after the family arrived at the shelter.

But, Amina remained determined to build a safe and violence-free life for herself and her children. With the help of the YWCA's economic empowerment specialist, Amina enrolled in ESL classes and had soon learned enough English to pass her citizenship test. Soon afterwards she landed a full-time job at a daycare. And while she was taking care of other people's children to support her family, her four children were safe and looked after at the YWCA's free, licensed drop-in daycare, and after-school and teen programs.

Today Amina — who loves to cook and always dreamed of opening a restaurant — is enrolled in the International Rescue Committee's SPICE Incubator program where she receives training, technical assistance and access to capital to open her own restaurant business.

And she is not the only one in

her family who is thriving. Amina's oldest child was recently awarded a full-ride scholarship to attend Westminster College.

One key thing Amina's story illustrates, according to Phillips, is the importance of community partnerships in the work the YWCA does. There are 14 community partners located on the YWCA campus, providing everything from legal services to mental health counseling to job coaching, and it's all in one place. Many of the programs on campus focus on children, Phillips said, particularly to help them process their trauma and break the cycle of violence they have experienced.

“One of the hallmarks of the YWCA is our collaborative approach,” she said.

The YWCA campus also includes 48 transitional housing units — furnished one-, two- and three bedroom apartments — where women can stay for up to two years and pay rent on a sliding scale based on their income.

“They're living independently while they work to rebuild their lives,” Phillips said.

Domestic violence is a prevalent but taboo topic in the state, Phillips said. Of the YWCA's nearly \$6.5 mil-

CONTINUED on page 4



The YWCA's mission is three-fold, and includes providing and expanding opportunities for all women and children in the state. Events include the annual Women's Leadership Summit, where participants receive training, mentorship and the opportunity to network with peers and community leaders. Photo courtesy of the YWCA.

FROM page 3

lion annual budget, almost 70 percent goes to domestic violence programs and services. But, Phillips stressed, that is not the only work the YWCA does.

The second category of YWCA programs falls under the umbrella of opportunity. Those programs include a nationally accredited early education center with classes for infants up through a private kindergarten, as well as leadership trainings for women.

Through the Real Women Run program, which includes two formal trainings a year, women of every age and background get training about running for political office, working on political campaigns and participating in other civic opportunities such as serving on boards and committees. In addition to the biannual trainings in Salt Lake City, Real Women Run also holds training events in St. George, Cedar City and Logan.

“The idea behind that is really to encourage women to get involved in the political process, to run for office or encourage others to run,” Phillips said.

For young women ages 18-35, the YWCA also hosts a year-long program called YWEmpower, which welcomes a new cohort every fall. Some participants apply directly to the program, while others are sponsored by their employer.

Nikki Perry, who works in communications and training for a financial institution in the Salt Lake area, heard about YWEmpowered from a colleague and the timing couldn’t have been more perfect. Perry was getting ready to take on a new role at work and her employer offered to sponsor her.

“I was going from an executive assistant role to leading some major initiatives and this seemed like the perfect opportunity to gain some of those leadership skills,” Perry said.

In addition to attending half-day training sessions covering topics such as establishing a personal brand, setting workplace boundaries and conflict resolution at the office, YWEmpowered participants are also matched with a mentor to offer additional guidance and support. But perhaps the most valuable part of the experience, Perry said, was meeting each month with a cohort of other emerging women leaders.

“We could hear from these experts,” Perry said, “but we could also talk among ourselves and that was the greatest benefit. Hearing that



Community leaders came together for a beautification project on the YWCA campus to kick off Domestic Violence Awareness Month. The YWCA runs the largest emergency domestic violence shelter in the state, and nearly 70 percent of the organization’s annual budget goes to supporting domestic violence programming. Photo courtesy of the YWCA.



Christina Lau Billings, who just finished a two-year term as chair of the YWCA Board of Directors, presents at last year’s annual Leader Luncheon fundraising event. Billings said she is especially proud of the YWCA’s work and programs to support and empower women and girls of color. Photo courtesy of the YWCA.



The YWEmpowered program offers leadership training and mentorship to young women and emerging leaders between the ages of 18 and 35. Each cohort stays together for one year and, after graduating from the program, many participants continue their involvement with the YWCA on the Young Women’s Council. Photo courtesy of the YWCA.

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ywca BY THE NUMBERS

Safety

- 1,044 adults and children experienced 85,379 nights and days of safety in the YWCA crisis shelter and transitional housing
- 1,160 adults in abusive relationships benefitted from an array of confidential walk-in services at the Salt Lake Area Family Justice Center
- 476 children and their mothers began to heal together through children’s programming
- Guests and residents attended 452 training and support groups

Opportunity

- 120 children learned, played and flourished in the nationally accredited early education center
- 313 individuals attended Real Women Run trainings in Salt Lake City and Logan
- More than one-third of Real Women Run participants won elections
- 150 young women attended the Young Women’s Leadership Summit

Advocacy

- Eight out of 15 priority bills in YWCA focus areas passed the Utah Legislature

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Publisher’s Note: Caritas Quarterly is an affiliated publication of The Enterprise Newspaper Group Inc.

GIVING STUDENTS A HELPFUL HAND THROUGH HANDS-ON LEARNING

Cigna applauds the outstanding efforts of Junior Achievement of Utah on behalf of students throughout the state. We're honored to work with Junior Achievement on programs including their experiential learning site, JA City, where students build such skills as critical thinking, collaboration and problem solving. Together, we're creating a stronger, healthier future.



Together, all the way.®

FROM page 4

we were all going through similar things and hearing how people in the cohort were dealing with those things was priceless.”

Perry, who graduated from the YWEmpower program in 2018, said the program gave her more confidence and opened her eyes to professional opportunities she had never considered before.

“As far as the classes, it set me down this totally different path that I never imagined for myself,” she said.

Her experience with YWEmpower also opened the door for Perry to stay involved with the YWCA itself — YWEmpower graduates can transition to the organization’s Young Women’s Council.

“It’s a way to go out and find ways to serve and get other young women involved,” Perry said.

“There’s so much there, whether you are looking to serve or network or connect. If you are looking to help or get help, this is the place to do it.”

One place the YWCA is particularly interested in focusing that help is eliminating racism and empowering all women, but especially women of color. That part of the mission in particular spoke to Christina Lau Billings, who has served on the YWCA’s board of directors for six years, including two years as board chair.

“As a woman of color in Utah, having this intersectional mission is really important to me,” said Billings, who is of Asian descent. “This is a great place for me to be a part of and I’ve found that it’s exactly what I hoped and expected.”

Billings is especially proud of a program called Woke Words, a group

where women of color between the ages of 15 and 25 come together to explore their personal experiences through reading, writing and literature.

But what makes the YWCA unique, Billings said, is a commitment to removing barriers to empowerment and success for all women. For example, Billings said that while she has never been the victim of domestic violence, she was a working mom who needed childcare for her son during the summer, and a camp at the YWCA early childhood education center saved the day.

“There are lots of things [at the YWCA] that are applicable and relevant to any woman,” Billings said. “Empowering women in all different spheres of their lives helps them fulfill their potential, whatever that is for them. It’s very far-reaching work and it’s very important.”

That work also has far-reaching and positive impacts on the larger community, which is what attracts many corporate partners to sponsor YWCA programs and donate to the organization.

Deneiva Knight recently relocated to Utah in the role of external affairs director for Comcast with the mandate to “spruce up our community partnership portfolio.” Knight wanted to focus on local organizations serving underrepresented Utahns and the YWCA was the perfect fit.

“I was really blown away by the YWCA’s goals and the programs they have to really help women crawl out of some of these tough situations,” Knight said.

Comcast was especially interested in the YWCA’s workforce development efforts and saw a prime opportunity to provide expertise in computer proficiency and digital literacy. Comcast is now in the third

year of a \$27,000 grant to the YWCA that funds a technology-focused after-school program for children living in the shelter. The grant also funds technology such as laptops for women participating in the YWCA’s economic empowerment program. The goal is to prepare women and their children for in-demand tech jobs that also offer a high degree of flexibility.

Through this grant and other initiatives supported by the Comcast Foundation, the company invested \$2.8 million in Utah communities last year, Knight said.

“The overarching theme is that, as a company, we are only as good as the community where we live and work,” she said. “We want to be a good corporate citizen.”

And, she added, preparing women for in-demand technology sector jobs is a win for a technology company always on the lookout for qualified candidates.

“We do seek to fill those positions with people who may not have seen themselves in those positions before,” Knight said.

Corporate partners, like Comcast and others, are critical to the continued success of the YWCA and its programs, said Phillips. Charitable contributions accounted for 37 percent of the organization’s \$6.3 million budget in 2018. Volunteers, many of whom come from corporate partners, are also key to the YWCA. Every year, the YWCA receives enough volunteer hours to equal approximately 35 full-time employees.

“We are very fortunate to have many corporate sponsors who help the YWCA in many ways,” Phillips said.

Ongoing, sustainable funding is always a top priority for the YWCA and is a main focus of the organization’s third mission area: advocacy. The YWCA has the only full-time policy position dedicated to issues impacting women and children in the state. The YWCA’s policy team tracks legislation and policies that impact women’s health and safety; racial justice and civil rights; and economic empowerment and advancement, which includes issues such as the gender wage gap and the availability of affordable and reliable childcare.

“We are dedicated to raising our voice about issues that matter,” Phillips said.

Part of that advocacy is also raising their voice to inform the community at large about many of the issues and challenges facing women in the state with the hope that the more people know, the more they will want to get involved in supporting and advancing the YWCA’s mission.

“The YWCA is a really special place,” Phillips said. “The work we do here really benefits everyone in our community, and in society.”

ywca
utah

Leadership Team

Anne Burkholder
Chief Executive Officer

Lorie Dudley
Chief Financial Officer

Erin Jemison
Director of Public Policy

Keri E. Jones-Fonnesbeck
Chief Operating Officer

Amberlie Phillips
Chief Development Officer

Devon Musson Rose
Chief Domestic Violence Services Officer

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John &

Catherine Putnam Netto

Dinesh Patel

Thomas &

Mary Schubach McCarthy



The YWCA provides services for children, including a nationally-accredited early childhood education center and counseling for children processing trauma. On any given night, 225 women and children are living at the YWCA’s emergency shelter. Photo courtesy of the YWCA.

SAFETY OPPORTUNITY ADVOCACY

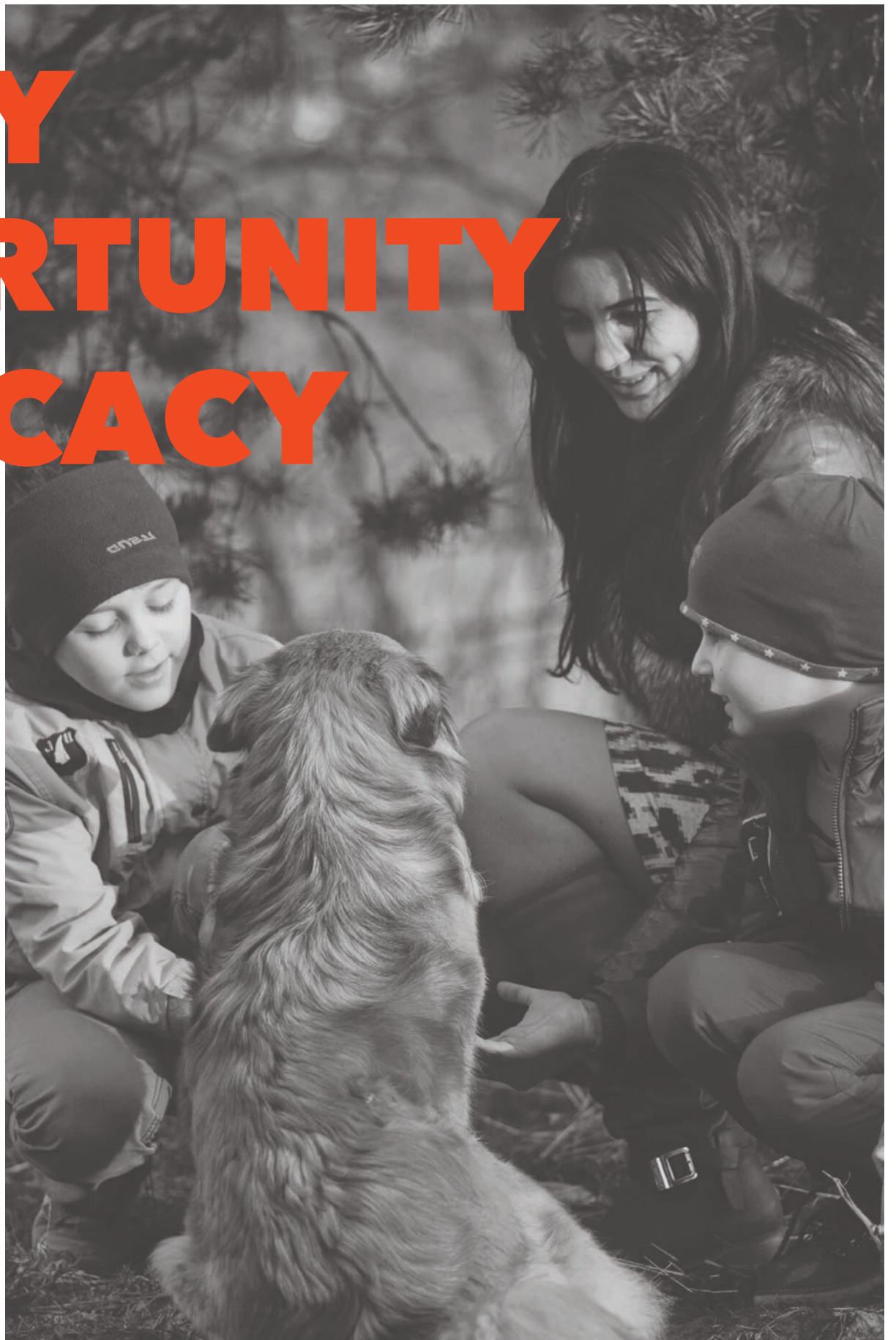
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OPERATION[®] warm | more than a coat

There's a lot that kids are missing when they can't go to school because they don't have a proper winter coat

Operation Warm is solving that problem for 6,500 students in the Salt Lake School District

For children living in poverty, school is more than a place to learn. School might also be the only place those children can get a meal, access healthcare or be under the supervision of adults. So, when kids can't make it to school because they don't have proper winter coats, they are missing out on more than class time — they are missing out on the resources and support they need to stay healthy and safe.

Operation Warm, a nationwide nonprofit that just opened a western region headquartered in Salt Lake City, aims to address this problem with a simple mission: Get new, warm coats to kids in need.

The fact that the coats are new is critical, said Michael Andrews, manager of Operation Warm's western region.

"The population we work with — they almost always get hand-me-downs," Andrews said. "They never get to go to the store and say, 'I want that coat.' A new coat is important for



FedEx recently sponsored a Warm Schools event at Parkview Elementary in downtown Salt Lake City. At Warm Schools events, volunteers from the corporate sponsor help children choose a brand-new winter coat. At Parkview Elementary, 225 coats were distributed to students between pre-K and fifth grade. "There was such excitement at the event," said Erin Andrews, principal at Parkview Elementary. "Each child gets an adult to themselves and get to pick a coat and it's all about what they want. My students were stoked. They wanted to wear their coats back to the classroom and keep them on during class. The teachers had to pry the coats off their bodies." The pictures accompanying this story are from this event and were furnished by Warm Schools.

the hope and confidence it provides. But also, because, frankly, these kids deserve a new coat."

Operation Warm manufactures all its own coats and distributes them to kids in need through three different programs.

The first, called Warm Schools,

works directly with Title I schools to identify and reach students in need. In Utah, Operation Warm is currently focused in 16 Title I schools in the Salt Lake City School District, Andrews said. By partnering with those schools, Operation Warm will reach 6,500 students in need.

Erin Andrews is the principal at Parkview Elementary, a Title I school located in the heart of Salt Lake City. Ninety percent of students at Parkview receive free or reduced

CONTINUED next page



FROM previous page

lunch. Many are refugees or live with families who are transient or otherwise displaced from permanent, stable housing. When the weather turns cold, Andrews said, most students come to



Michael Andrews
Western Region Director
Operation Warm

school in sweat-shirts or layered t-shirts. Very few of them, she said, have winter coats of any kind. So, Andrews applied for her school to be part of Operation Warm.

Once a school is approved for Warm Schools, Operation Warm

identifies a corporate sponsor to purchase and distribute the coats during a “pep rally with a purpose.” At the Parkview Elementary event, 225 coats were distributed to students in pre-K through fifth grade.

“There was such excitement at the event,” Erin Andrews said. “Each child gets an adult to themselves and get to pick a coat and it’s all about what they want. My students were stoked. They wanted to wear their coats back to the classroom and keep them on during class. The teachers had to pry the coats off their bodies.”

Having a new coat gives kids a sense of accountability and ownership, but the Warm Schools events are about more than the coats themselves.

“They get to experience a sense of community and value,” Erin Andrews said. “Something that we really emphasize here is that you matter and this reinforces that. We have high expectations of our students and we are going to do everything we can to help them meet those expectations.”

The Warm Schools event also gives Title I schools access to corporate sponsors and donors that can help them meet additional needs. And it gives students access to mentors and examples that might be scarce otherwise. The corporate sponsor for Parkview Elementary’s Warm Schools

event was FedEx.

“Parents do their best and give everything they can, but corporate sponsors make a big difference for small neighborhood schools like ours,” Erin Andrews said. “It gives us the grassroots power to empower students to be those thinkers and problem-solvers and whatever else we need them to be in the future.”

The second program Operation Warm operates is called A Warm Welcome to the Library. Operation Warm partners with local libraries to reach families in need. During these events, each child receives a coat and a free book, families receive a warm meal, and kids and parents have a chance to sign up for a library card.



Dr. Lexi Cunningham, superintendent of the Salt Lake City School District, watches as children at Parkview Elementary receive winter coats from Operation Warm. The district has 16 Title I schools where children in need will receive coats.

Operation Warm recently held an event at the Ruth Vine Tyler Library in Midvale that was attended by 500 students and their families.

David Bird, manager of the Ruth Vine Tyler Library, said he appreciated

the opportunity to serve children and families in the community and also appreciated the chance to introduce them to the library and the services offered there. Library staff signed up 55 new library card holders at the Midvale event.

“I had a chance to tell the kids this is a place they are welcome to be, and we were also letting the parents know this is a place their kids can come,” Bird said.

The event also gave the kids and families a chance for a positive interaction with other community resources such as law enforcement. For example, one of the volunteers at the Midvale event was a police officer who came in uniform to hand out coats and food.

“Eighty percent of the kids our library serves speak Spanish in the home. That does create a lot of barriers and, lately, a lot of political fear,” Bird said. “For a police officer to smile at them and try on a coat with them, that positive interaction is a great kind of community repair.”

And, while a new coat meets immediate physical needs for kids, an introduction to community leaders and resources will have a lasting positive impact for at-risk kids.

“They now have access to all these resources we are trying so desperately to get to them,” he said. “If they come in and use the library, that will change their life.”

The third program Operation Warm runs is called Community Heroes. That program offers an easy way for churches, service organizations and smaller companies to contribute to the Operation Warm mission.

Through these three programs, Operation Warm will distribute a total of 450,000 brand-new coats to children across North America. And that doesn’t even meet the full need. Last year, according to Michael Andrews, Operation Warm had 80,000 requests for coats they couldn’t fill.

Does Operation Warm Help Kids?

88%

of students feel better about themselves after choosing an Operation Warm coat

8 of 10

students feel safer after receiving their Operation Warm coat

94%

of students say they are less likely to miss school because of their brand-new winter coat

75%

of the students Operation Warm serves wait at a bus stop or walk to school

99%

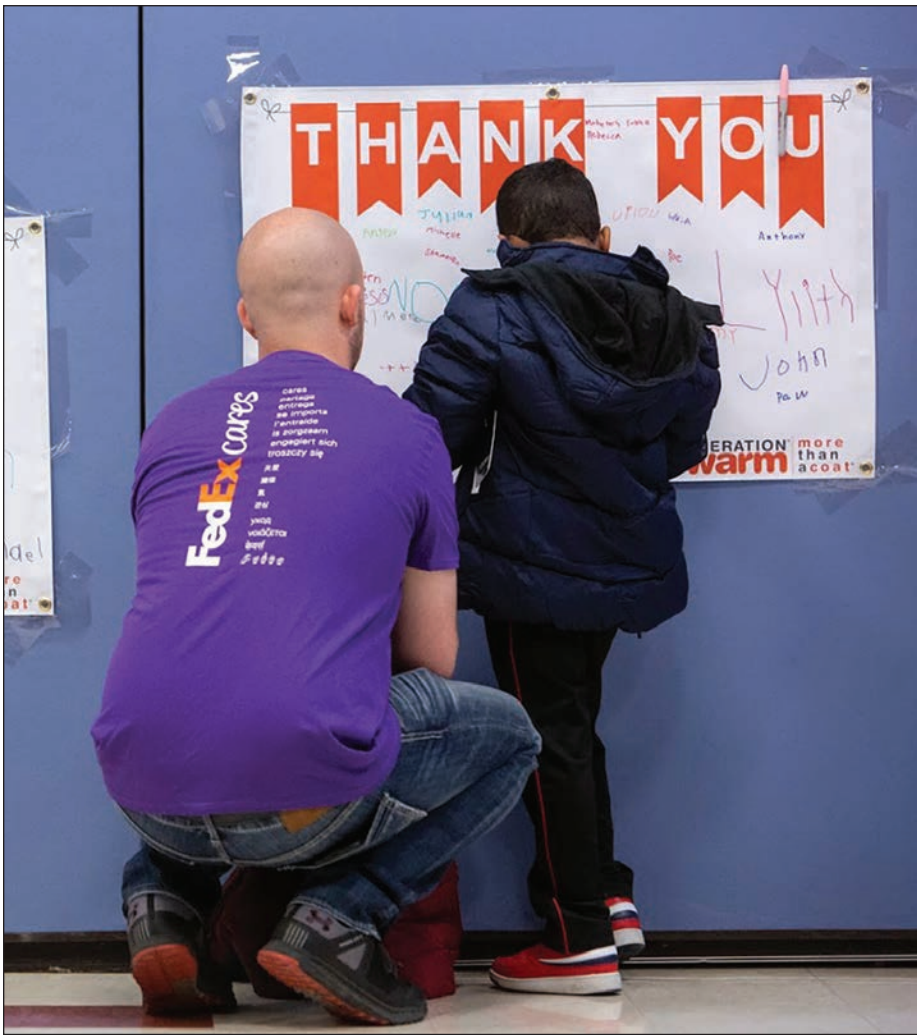
of parents say that receiving an Operation Warm coat will allow them to use their resources to buy other necessities for their family

92%

of beneficiaries agree that children with adequate winter clothing are more likely to play outside during the winter months

CONTINUED on page 10





At each school where Operation Warm distributes winter coats to needy students, local volunteers stay with each child through the process from choosing a coat, making sure it fits and affixing his or her name to "thank you" posters. At Parkview Elementary, local employees of Fedex volunteered their time.

FROM page 9

"I don't think people are aware of the depth of the need," he said. "But I don't blame that on them. People have busy lives."

One main focus of the new western region of Operation Warm is to raise awareness, both of the problem the organization addresses and of the program itself. The new Salt Lake hub opened almost six months ago with an initial operating budget of \$25 million and a program efficiency of 95 percent. That means for every dollar donated, 95 cents goes directly to Operation Warm programs, Andrews said. He is hoping to use the program in Salt Lake specifically to create a template that can be replicated across

the region. Part of that effort is a new website, www.operation-warm.org/utahkids, where individuals and companies can make donations that stay in the state.

And the more money the program raises, the more kids the program can help. There are 16 million children living in poverty across the U.S., and 39 out of 50 states in the U.S. have average winter temperatures below 40 degrees. In short, there are a lot of kids who need warm winter coats and the physical and emotional safety they provide.

"We do one thing and we do it very well and it's very impactful," Michael Andrews said. "It's more than a coat. These are people's lives, people's well-being."

Local Sponsors of Operation Warm

Granger Elementary School PTA
 Sorenson Legacy Foundation
 Salt Lake County Mayor's Office
 Walmart Salt Lake Store No. 3589
 AFL-CIO Utah
 Professional Firefighters of Utah
 Molina Healthcare
 Mountain America Credit Union

Where is the need?

Title I Schools in the Salt Lake City School District

Backman

451 Total Enrollment
 418 Free and Reduced Lunch
 305 English Language Learners

Bennion

213 Total Enrollment
 213 Free and Reduced Lunch
 78 English Language Learners

Edison

438 Total Enrollment
 438 Free and Reduced Lunch
 301 English Language Learners

Escalante

434 Total Enrollment
 390 Free and Reduced Lunch
 233 English Language Learners

Franklin

390 Total Enrollment
 367 Free and Reduced Lunch
 200 English Language Learners

Liberty

397 Total Enrollment
 397 Free and Reduced Lunch
 210 English Language Learners

Mary W. Jackson

446 Total Enrollment
 385 Free and Reduced Lunch
 236 English Language Learners

Meadowlark

424 Total Enrollment
 424 Free and Reduced Lunch
 297 English Language Learners

Mountain View

560 Total Enrollment
 490 Free and Reduced Lunch
 354 English Language Learners

Newman

387 Total Enrollment
 277 Free and Reduced Lunch
 131 English Language Learners

North Star

546 Total Enrollment
 454 Free and Reduced Lunch
 294 English Language Learners

Parkview

310 Total Enrollment
 275 Free and Reduced Lunch
 176 English Language Learners

Riley

312 Total Enrollment
 312 Free and Reduced Lunch
 196 English Language Learners

Rose Park

353 Total Enrollment
 317 Free and Reduced Lunch
 214 English Language Learners

Washington

291 Total Enrollment
 208 Free and Reduced Lunch
 63 English Language Learners

Whittier

444 Total Enrollment
 346 Free and Reduced Lunch
 181 English Language Learners



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Make the Promise to Protect.



PCAU is focused solely on preventing child abuse and neglect

'Really, our mission is in our name. We want to prevent child abuse in Utah'

It started out as a regular day in school for sisters Jenna, a sixth-grader, and Olivia, a third-grader (names have been changed), but it didn't end that way.

On this particular day, a representative from Prevent Child Abuse Utah (PCAU) came to present in both girls' classes. At first, Olivia said, it was boring and she set her head down on her desk and closed her eyes. But when the PCAU educator started describing sexual abuse, Olivia opened her eyes and sat up — because what the educator was describing was happening to her.

In her own classroom, Jenna was having the same experience.

"Mostly what caught my attention was that it was a crime, that something like that wasn't normal," Jenna recounted in a video recorded by PCAU. "Because for me it was normal — and it happened a lot. So, it was completely new to me that something like this didn't happen to everybody and it wasn't just in everybody's home."

Empowered by what she had learned from the PCAU presentation, Olivia confided in some friends that she was being sexually abused by her father. The sisters then reported the abuse to their mother, who had been completely unaware. She reported her husband to the police; he was convicted and is now serving a 15-year prison sentence.



Prevent Child Abuse Utah educators visit schools around the state to provide students with age-appropriate information about all forms of child abuse and neglect. The goal of the presentations is to help children recognize, resist and report child abuse. Photo courtesy of Prevent Child Abuse Utah.

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In the Classroom

In fiscal year 2018, Prevent Child Abuse Utah educators made face-to-face contact with nearly 85,000 students around the state, as well as more than 6,000 teachers and other school faculty members. PCAU also offers online courses for kids, parents and teachers covering topics including preventing bullying and the signs of healthy relationships. Photo courtesy of Prevent Child Abuse Utah.

DID YOU KNOW?

PCAU Facts and Figures

In Utah, **boys and girls** are sexually abused equally. Statistics indicate that **54%** of reported child sex abuse victims are girls and **46%** are boys.

1 in 10 Utah children will be sexually abused before they turn **18**.

It is *estimated* that **only 1 in 10** victims of abuse will report the abuse.

Child sexual abuse costs *Utah taxpayers* approximately **\$1 billion annually**, or just over \$2.7 million a day.

90% of the time a child will be abused by someone in their circle of trust, **not a stranger**.

In 1999, Utah's "**Duty to Report**" law went into effect, requiring *all citizens* age 18 and older to report suspected child abuse or neglect.

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While the PCAU program helped Jenna and Olivia understand that what was happening to them was not normal or acceptable, child abuse does happen everywhere, in every demographic and socioeconomic level, said Laurieann Thorpe, executive director of Prevent Child Abuse Utah.

According to data collected by the Utah Department of Child and Family Services (DCFS), in fiscal year 2018, the total number of victims of child abuse in Utah was 10,639. And that number only accounts for reported cases. One in 10 Utah children will be sexually abused before they turn 18, but it is estimated that only 1 in 10 victims of abuse ever make a report. Eighty-eight percent of adults who were victims of abuse as children say they never reported the abuse.

PCAU, the only organization in the state focused solely on child abuse and neglect, is out to change those numbers.

"Really, our mission is in our name," Thorpe said. "We want to prevent child abuse in Utah."

PCAU operates with 21 full-time employees and a budget of just over \$1 million. Half of the money comes from federal and state grants, Thorpe said, and the other half comes from corporate and individual donors, as well as foundations. That money goes to support education and public awareness campaigns. Education is key to PCAU's prevention mission and the organization provides that education in several different ways.

The first is age-appropriate education for children through their school, like the program Jenna and Olivia participated in. The school-based child abuse prevention program is presented over two days for 30-60 minutes each day, and covers all aspects of child abuse, including sexual, physical and mental abuse, as well as neglect. The key, Thorpe said, is presenting the information in a way that kids of all

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different ages can understand it — and act on it if they need to.

Other programs PCAU brings to schools include bullying prevention, Internet safety and how to recognize the signs of unhealthy relationships. PCAU also offers online courses for both secondary students and adults working with children. PCAU educators also make in-person presentations to educate adults who serve children, such as teachers, coaches, church leaders and even medical professionals about how to handle and report suspected abuse, as well as how to handle reports of abuse that might be made to them.

In fiscal year 2018, PCAU made face-to-face contact with 84,303 students and 6,350 faculty members statewide. In addition, 30,019 people accessed PCAU's online courses.

PCAU also offers a program for parents, called Parents as Teachers, which is available both to parents who are in circumstances that increase the risk of abuse — such as living in poverty — and to parents who just want a little extra help and guidance to care for and nurture their kids. Parents can be referred to the program or can request a home educator on their own.

“We can go in and teach some really solid parenting skills,” Thorpe said. “We like to say parenting doesn't come with a manual, but we are one.”

Julie Trickett, who lives in a small community north of Salt Lake City, first heard about Parents as Teachers through a United Way-sponsored play group she attended with her young son. There was no history of abuse in her family, Trickett said, but she was looking for some extra support.

“My son was born very premature and I had help the whole way and that was very comforting,” she said.

Her home educator helped her understand the different developmental milestones her son should be reaching, and brought enrichment activities into her home to help reinforce those milestones. The home educator also helped with managing family dynamics — Trickett's daughter was 10 years old when her son was born — and managing expectations for everyone.

“Compared to my daughter, having my son was a totally different experience,” Trickett said. “I felt more exhausted with my son and I felt more stressed with my son. The extra support is really nice and validating.”

And, while Trickett's family is financially stable and free from abuse, they live in one of the more needy communities in the state, she said, and she can see from her own experience what an even bigger benefit PCAU could be to families that struggle.

“There are lots of families in our area that need financial support and housing support and I think when families need that kind of support, children take a back seat and parenting takes a back seat,” Trickett said. “Not because it's not important but because food is more important and warmth is more important.”

One thing Trickett has learned from the Parents as Teachers program is that even when parents are under stress, small moments with your children can be opportunities for nurturing and bonding — singing a nursery rhyme while you are driving in the car with your child, for example, or playing a game while you wait in line at the grocery store.

“Those small interactions impact the child and impact the family,” she said. “And the parents' role impacts how the child succeeds. Parents can

start to realize, ‘I can do this. This is within my reach’ and that has a positive impact on the community as a whole.”

Preventing child abuse has an economic benefit for the community. PCAU reports that child sexual abuse costs Utah taxpayers approximately \$1 billion annually. But strengthening families and preventing child abuse has social and emotional benefits for communities as well, Thorpe said. And PCAU is working to enhance those benefits as much as possible.

One new initiative the organization is working on is a “seal of approval” and “Promise to Protect” for corporate partners. Companies would sign the Promise to Protect and commit to providing education to their employees about preventing child abuse, as well as enacting policies such as family leave that help remove abuse risk factors.

“When family stressors go down, parents are better able to parent the way they want to,” Thorpe said.

Companies with those family-friendly policies in place would receive the PCAU seal of approval. Other ways corporate partners can get involved include hosting PCAU educator for “lunch and learn” events or sponsoring a school to receive the PCAU child abuse prevention program.

PCAU is also hoping to expand its education programming to every adult, not just those who work in schools. The organization would also like to expand the Parents as Teachers program, which is currently only available in Weber County. The goal is for every adult to eventually understand how to recognize and report abuse.

“So not just if you work with children,” Thorpe said, “but if you know any children, what should you be doing to prevent child abuse?”



In Utah, one in 10 children will be victims of sexual abuse before they turn 18. The mission of Prevent Child Abuse Utah is to reduce that number through education, awareness and intervention for families at a higher risk of abuse. Eventually, the organization hopes to expand their prevention curriculum with information for all adults, not just parents or those who work with children. Photo courtesy Prevent Child Abuse Utah.



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