

kidpower

ANNUAL REPORT 2010



**KIDPOWER
TEENPOWER
FULLPOWER
INTERNATIONAL**

P.O. Box 1212
SANTA CRUZ, CA 95061
1-800-467-6997

WWW.KIDPOWER.ORG

kidpower

**ANNUAL REPORT
2010**





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Note: Although our organization's full name is Kidpower Teenpower Fullpower International, throughout this report you will often see it referred to simply as "Kidpower." However, this shorter name still signifies that we serve clients of all ages.

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Welcome

In 1985, as Irene van der Zande led a group of young kids on a field trip, a man charged towards them, threatening to take one of the children. This event inspired Irene to found Kidpower.

The need to protect children is just as important today as it was all those years ago. Thanks to your commitment, generosity, and support, Kidpower continues to do remarkably well, even during these tough economic times. More and more people are realizing that confidence, understanding, and “People Safety” skills are essential tools for everyday living. In this, our inaugural annual report, we are pleased to share examples of Kidpower’s success in responding to this need.

Kidpower has much to be honored, pleased, and thankful for this year. We teach skills that enable people to communicate effectively, build healthy relationships, and advocate strongly—skills that empower people so they can protect themselves from most bullying, abuse, and other dangers. With these tools, both adults and children are better equipped to manage stress and change and to cope with life’s challenges with determination and hope.

We are also a very high-impact organization, sharing the knowledge we’ve gained over the past two

decades with individuals, schools, and organizations around the world through our educational resources. Thus, the “multiplier effect” of what we do goes far beyond our current statistics, as people multiply the impact of what they’ve gained from us by sharing Kidpower ideas and skills with others in their lives: families, friends, colleagues, students, and clients. As an organization, our commitment is to “serve locally, share globally.”

This year, we are especially proud of the new resources Kidpower has created for the personal safety and violence prevention field. Our Kidpower Safety Signs are helping build bridges of common understanding and safety skills, and the School Research Study showed outstanding benefits to children learning our skills.

During difficult economic times, financial stresses create additional emotional pressure that increases the need for the skills that Kidpower teaches. Unfortunately, these are also the times when donations to nonprofits are at their lowest. However, Kidpower looks towards the future. We are always looking for ways to stretch our dollars and garner support so that we can continue to provide services affordably.

The effort we have put forth this year is paying off. After over a year of planning and development, we just received word that Verizon is awarding a \$90,000 grant to Kidpower to create new resources for teaching domestic violence prevention skills, especially for first responders such as police officers. This is a great success and certainly a step in the right direction, but we need a team of supporters. As we grow, your help is more important than ever. Your gifts of time, money, expertise, and contacts will ensure that Kidpower is a lasting resource for today—and for generations to come.



Kidpower is like a patchwork quilt created from gifts of time and money from thousands of people over the years. Each person’s contribution has shaped a square of our quilt, enabling us to provide more services for more people, especially those most in need. Our thanks to all of our supporters, and we invite everyone to get involved in building Kidpower for the future. Together, we can further Kidpower’s vision of building cultures of caring, respect, and safety for everyone, everywhere.

Many thanks,

Janice Flynn
President, Board of Directors

Irene van der Zande
Executive Director



“Kidpower has made a profound contribution to the personal safety field—perhaps the most profound, because the primary beneficiaries are children, and what they learn carries forward through adulthood. The teaching is particularly valuable to children in disadvantaged circumstances, as well as people with disabilities and survivors of violence in its many forms. Kidpower is really human power, put to its very best use.”

Gravin de Becker, violence prediction expert and best-selling author of *The Gift of Fear* and *Protecting the Gift*



THE NEED FOR KIDPOWER

WE KNOW WHAT THE OBVIOUS THREATS TO PERSONAL SAFETY LOOK LIKE.

We’ve seen the faces or read the stories of the jogger who fought off an attacker, the mid-level manager who filed a sexual harassment lawsuit, the distraught father pleading for the return of his abducted son, the heartbroken mother whose daughter was abused by a family friend she thought she could trust.

But there are many kinds of personal danger we don’t often hear about. And these devastating problems—bullying, intimidation, interpersonal confrontations—are more common than we realize.

Let’s take just one group served by Kidpower: school children.

A 2010 study by the U.S. Department of Education revealed that nearly one out of every three middle- and high-school students had been bullied at school.¹

In a 2009 survey of youth in grades 9–12 conducted by the U.S. Centers for Disease Control and Prevention, 32% of the students had been in at least one physical fight in the preceding year.²

A third of those altercations took place on school property. Although fights were more prevalent among boys, nearly a quarter of girls had also been in a fight.

In the same CDC study, 5% of the students said they had avoided school on one or more days in the preceding month because they felt unsafe either at school or on their way to or from school.

A 2009 study performed for the CDC and the U.S. Department of Justice found that more than 60% of the children surveyed had been exposed to violence within the past year, either directly or indirectly.³

The statistics are similar for seniors those with physical, mental, or developmental disabilities; the lesbian/gay/bisexual/transgender (LGBT) community; and other people of all ages. In fact, it’s clear that all of us need to know how to protect ourselves and those we care about, now and throughout our lives. We need “People Safety” skills to help us stay emotionally and physically safe anywhere, any time.



THE KIDPOWER APPROACH: FUN, NOT FEAR

KIDPOWER'S MISSION IS TO TEACH PEOPLE OF ALL AGES AND ABILITIES HOW TO USE THEIR OWN POWER TO STAY SAFE, ACT WISELY, AND BELIEVE IN THEMSELVES.

Our vision is to work together to create cultures of caring, respect, and safety for everyone, everywhere. How do we do that?

With as much joy and empowerment as possible! In our work with people of all ages, we:

- Lead age-appropriate role-plays with skill, kindness, and humor.
- Create opportunities to “learn by doing” while having fun and laughing.
- Teach people how to be both respectful *and* powerful in asking for what they want.
- Focus on positive, practical solutions that people can use to stop or get away from trouble as quickly as possible.
- Use upbeat language that is skill-based, not fear-based. To give just one example, we teach “stranger safety,” not “stranger danger.”

The “People Safety” skills Kidpower teaches prepare individuals to stay emotionally and physically safe.

Whether it's a child throwing negative comments into an imaginary trash can or a senior practicing physical self-defense skills with a padded instructor, Kidpower offers a wide range of internal, spoken, and physical tools to deal with all levels of problems.

Kidpower's Positive Practice Teaching Method creates role-plays that address individuals' specific concerns. We adapt the role-plays for each learner's abilities and break the skills down into achievable steps. The Positive Practice Teaching Method is powerful because it gives people the opportunity to rehearse safety skills in situations relevant to their lives. We are committed to this success-based approach, which differentiates Kidpower from other personal defense and violence prevention programs.



“My niece, who’s developmentally disabled, had a difficult situation at work with a man pressing himself on her in a sexual way. She felt powerless to stop him and had not told anyone what was happening. Then she did a one-hour individual session with a Kidpower instructor. She left feeling like she had been born again. She knew how to stop unwanted advances, and was better able to ask for help when she needed it.”

Ellen Bass
Co-author, *The Courage to Heal*
and *Free Your Mind*



Between one and two million Americans age 65 or older have been injured, exploited, or otherwise mistreated by someone on whom they depended for care or protection.

National Center on Elder Abuse

WHO WE SERVE

Kidpower was founded in 1989 in response to a frightening situation involving young children, and school-age kids continue to be our primary focus. By teaching People Safety techniques to young people, Kidpower gives them skills they can use to protect themselves and the people they care about throughout their lives.

As we saw the powerful results of the Kidpower approach in children, we also realized its potential for people of all ages and abilities. So we extended our services to other people for whom personal safety is a major issue—and indeed to everyone, because anyone can encounter an upsetting, intimidating, or even dangerous situation at any moment.

To reflect our expanding mission, in 1993 we renamed the organization Kidpower Teenpower Fullpower International (although we often still use “Kidpower” as a convenient short name). The California central office and our national and international affiliates have now served more than 1.2 million children, teens, and adults through our workshops and through the educational resources available on our website.

Here are some of the ways we help all people take charge of their personal safety.

Children. Kids face challenging situations every day at home, at school, online, and in their communities. Sometimes adults are aware of these issues. Often they are not. Kidpower teaches children positive, practical, and effective ways to think, move, and speak to stay safe in personal safety situations.

Teens. The teenage years bring new challenges for young people. This is the time when young people are forming a sense of their own sexuality, so they may need to address issues that range from setting boundaries with romantic partners to confronting anti-gay harassment. And because of their increasing independence, teens and preteens face an especially high risk of violence and assault. Teenpower focuses on providing upbeat and practical guidance to deal with situations in a way that makes sense to teens.

People with special needs. Children, teens, or adults with disabilities or other special needs are much more likely to face bullying, abuse, or assault. We have successfully taught self-protection skills to thousands of people with such difficult life challenges as developmental delays; loss of vision, hearing, or mobility; prejudice based on race, religion, economic status, sexual orientation, or other factors; or personal struggles with domestic violence, homelessness, substance abuse, or childhood sexual abuse.

Adults from the general public. In our lifetimes, we face a higher risk of dealing with a violent assault than of being in a serious car accident. The good news is that learning to protect ourselves is much less complicated than learning to drive a car. Women and men in our



Fullpower workshops learn skills to deal with common safety situations in a straightforward, practical way. Despite the seriousness of the issues addressed, our upbeat approach empowers students.

Seniors. As we get older, we sometimes find that life changes can affect our sense of safety and quality of life. What we once took for granted in terms of physical and emotional capabilities may change, and we need new ways to feel safe while continuing to live life to its fullest. Seniorpower helps older adults protect their boundaries and avoid being targeted as a victim.

“While recovering from my stroke, I felt helpless. As a man, I had never known what it was like to be so vulnerable. Seniorpower showed me that even though my body doesn’t work as well as it used to, I can still be powerful and protect myself.”

Workshop participant



FISCAL YEAR 2010 HIGHLIGHTS

DESPITE CHALLENGING ECONOMIC CONDITIONS, KIDPOWER SERVED MORE PEOPLE THAN EVER IN FY2010.

Some 6,700 children, 1,900 parents, 650 teens, and 450 adults participated in our programs in California. We also trained more than 550 professionals in Kidpower techniques to help them serve clients of all ages. That adds up to more than 10,000 people in California alone last year. Please see the “Kidpower Around the World” section for information on our national and international affiliates.

WORKSHOPS

In addition to serving individuals and families through our public workshops, Kidpower worked with over 100 different groups to offer personal safety workshops in both Northern and Southern California. Those groups included school districts, individual schools, and organizations supporting people with disabilities, those affected by domestic violence, and homeless families.

We continue to adapt the Kidpower curriculum for a wide range of people with special needs, which we define very broadly to include people with developmental and physical disabilities; survivors of assault, child abuse, domestic violence, or a hate crime; and those who are struggling with personal issues such as homelessness, poverty, or substance abuse. In California, we estimate that 25% of children and teens and 35% of adults who participated in Kidpower classes in FY2010 had such special needs.

With the graying of America, more people than ever must learn how to protect themselves from those who would prey on the frail. We use role-playing to teach verbal and physical skills that are relevant to the needs of elderly people. Approximately 10% of the adults we served in California in FY2010 were seniors.

NEW RESOURCES

Kidpower also creates materials that benefit thousands of people beyond those who attend our workshops. In FY2010, Kidpower:

- Released a new version of *Kidpower Safety Comics* for parents of children aged 9 to 13. This entertaining and useful comic book shows adults how to discuss and practice skills with their children. It fills the gap between our books about younger children and teens. This book has already been distributed to over 1,000 families.
- Inaugurated Kidpower TV, a series of videos that teach safety skills to young children through short puppet shows. The videos are available on our website and our YouTube channel.
- Developed the Kidpower International Safety Signs (see next page for more).
- Contributed a chapter to *Courageous Parents, Confident Kids*, a parenting book that has already reached more than 30,000 people. Our chapter, "Kidpower: Skills for Safety, Skills for Independence," brings our method of teaching skills to a broader audience.

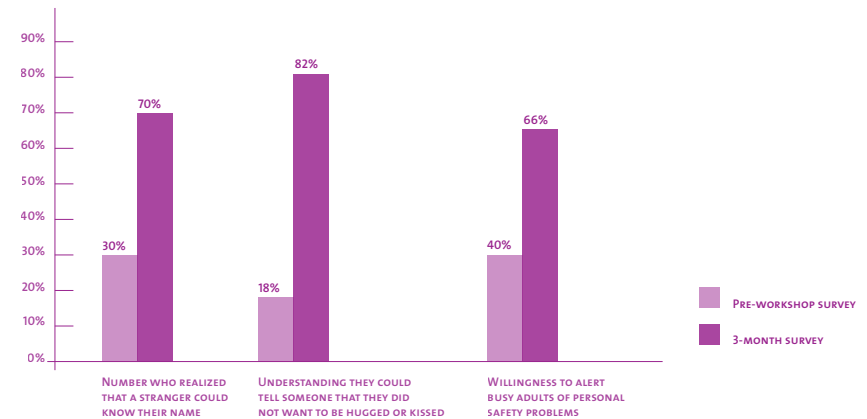
- Published *The Relationship Safety Handbook*, a resource both for individuals who want to learn more about how to build safe relationships and for professionals who work with teens and adults at risk of interpersonal violence. Staff members serving more than 800 people in shelters, domestic violence prevention programs, and programs for at-risk teens have been using this book and incorporating its skills into their programs.
- Distributed the article "Kidpower Skills for Health Care Providers" to more than 9,000 e-newsletter subscribers, health clinics globally, and 500 members of the Northern California Academy of Pediatricians. The article is available on the Kidpower website.

KIDPOWER IMPACT STUDY

Kidpower consistently receives exceptional evaluations from parents and teachers, but we are always seeking to validate the effectiveness of our programs. Our latest research project, *A Study of Kidpower's Everyday Safety Skills School Program*, demonstrated how effective Kidpower is in teaching children important personal safety behaviors.⁴

The study involved 238 third-grade students (8- and 9-year-olds) in public schools in Watsonville, Soquel, Santa Cruz, and Scotts Valley, California. Some participants were in the "treatment group," while others were in a closely matched comparison group that did not receive Kidpower training until after the study.

The children in the treatment group received a condensed two-hour program conducted by a Kidpower instructor, followed by 10 weekly reinforcement lessons taught by their classroom teacher. This structure was an important aspect of the study, because it evaluated the effectiveness of a classroom teacher using our Kidpower Teaching Kit without having attended a formal Kidpower training.



School Program Study Representative Results

Before the workshop, immediately after, and three months later, questions were asked to assess the children's knowledge of how to take charge of their safety with peers, adults they know, and strangers. The comparison group completed the initial survey plus another one three months after the treatment group's workshop.

As the accompanying chart indicates, even this limited Kidpower curriculum significantly increased personal safety awareness among third-graders. Please visit the Kidpower website to view the full study.

INTERNATIONAL SAFETY SIGNS

Children, teens, and adults with disabilities continue to be an important focus of Kidpower's efforts. We have been serving people with special needs and their families since Kidpower began in 1989. That's why we created our Bridges to People Safety initiative, which includes a number of projects to develop specialized Kidpower tools for people who have developmental delays, physical disabilities, or other life challenges.



"I was struck by how confident the students became because of this work, how much fun they had in learning it, and how well the whole learning experience was managed."

Harold Johnson, PhD
Director, O.U.R. Children's Safety Project



STOP POWER



HEART POWER



TRASH CAN POWER





“I’ve studied martial arts and self defense for over 35 years and have never been so excited. The Kidpower Training Manual is absolutely brilliant. This is exactly the information I have been searching for.”

James Shang
Principal Instructor, Shang Taekwondo
Queensland, Australia

In FY2009, we received a three-year, \$60,000 grant from the Special Hope Foundation to create a Bridges to People Safety program for individuals with limited speech abilities. With this grant, we are developing, testing, and distributing new materials for educators, other professionals, and family members who want to teach Kidpower skills to individuals who speak very little (or not at all) due to developmental delays and other disabilities.

As part of this initiative, in FY2010 we created the Kidpower International Safety Signs, which show simple gestures and drawings representing important personal safety concepts. The signs were designed to help teachers, family members, and other caregivers teach People Safety skills and concepts to individuals who have difficulty speaking. However, toddlers and preschoolers also enjoy using them.

In fact, we are finding the Safety Signs useful for anyone who wants an easy way to remember key People Safety ideas and skills. We’ve already distributed the Kidpower Safety Signs to more than 1,000 people.

KIDPOWER ON THE INTERNET

Kidpower is enthusiastically using social media to educate people of all ages about personal power techniques, and we expanded those efforts in FY2010.

Twitter. Our Twitter feed (which began this past year) and Facebook page allow us to keep people informed about the latest Kidpower events as well as other resources that can help keep kids safe. One of the earliest Facebook responses we received was from a woman whose son had been bullied; even though she did not live near a Kidpower training site, she found our advice invaluable for helping her son.

YouTube. The Kidpower YouTube channel brings our educational videos to the attention of a worldwide audience. In FY2010 we inaugurated two video podcasts, both of which are available on our website and our YouTube channel. “Musings with Irene” features Kidpower Executive Director Irene van der Zande and guests sharing stories about Kidpower and offering tips on teaching People Safety skills. “Kidpower TV” uses puppets to teach safety skills directly to children. We currently have 15 videos on the site, and more than 5,000 people have viewed them.

E-newsletter. Also in FY2010, we increased the frequency of our electronic newsletter from monthly to weekly. The e-newsletter provides practical, informative articles; real-life success stories; and much more. As of September 2010, it had 9,500 subscribers.

Website. Thanks to a service grant from the Taproot Foundation, an experienced team of pro bono marketing consultants revamped the Kidpower website in early 2010. Our new website offers a wealth of resources for families and professionals, including many downloadable materials. For example, we provide our *Kidpower Coloring Books*, which show children using various People Safety skills, as free downloadable files in English, Spanish, and German, with more languages becoming available soon.

TRAINING AND DEVELOPMENT

Kidpower and Fullpower Comprehensive Program Trainings provide an in-depth immersion into how we teach. These programs are part of the process of preparing people to become workshop instructors. This year, 12 new candidates graduated from our instructor programs. Even when candidates do not complete Kidpower instructor certification, they use the training in their personal and professional lives and almost always become strong Kidpower advocates.



We provide ongoing in-service training to our long-distance centers via e-mail, telephone, and Skype conversations. For example, this year we used Skype to conduct a special training for Kidpower India instructors to help them teach children with visual impairments.

COLLABORATIONS AND PARTNERSHIPS

This past year, Kidpower served on the national committee of the Observe, Understand, and Respond (O.U.R.) Children’s Safety Project. Spearheaded by Hands & Voices, an advocacy organization that supports families with children who are deaf or hard of hearing, O.U.R. Children is an abuse and neglect prevention program. Kidpower provided articles for its members and consultation on how to teach People Safety skills to children and how to educate families about abuse and neglect.

We also developed a partnership with Contra Costa Interfaith Housing. That group’s Garden Park Apartments provide housing for 27 formerly homeless families, each with a primary caregiver who has a physical or mental health disability. Kidpower lessons are being used every week by volunteers at Garden Park’s Homework Club to help increase the safety and confidence of these very vulnerable children.



KIDPOWER'S GLOBAL REACH

WE ARE PROUD THAT PARENTS AND PROFESSIONALS ALIKE HAVE BEEN SO IMPRESSED WITH THE KIDPOWER APPROACH THAT THEY HAVE CREATED KIDPOWER CENTERS ACROSS THE COUNTRY AND AROUND THE WORLD.

Although each of our centers operates autonomously, they all receive extensive support from the central office in the form of trainings, printable materials, quality guidance, use of curriculum, and organizational development. People who are not associated with centers benefit from the many resources that are available on the main Kidpower website.

Elsewhere in the United States, there are Kidpower centers in Colorado, Illinois, Maryland, New York, North Carolina, Texas, and Vermont.

Approximately 10,000 people of all ages participated in Kidpower classes in other parts of the United States and in other countries in FY2010.

Kidpower classes in California are operated by our central office in Santa Cruz along with offices in Castro Valley, Palo Alto, San Diego, San Francisco, Santa Rosa, and Sonoma.



Here are some exciting recent achievements by our national and international Kidpower centers.

Kidpower Colorado and the Colorado Springs Police Department have a two-year, \$96,000 grant from the U.S. Department of Justice to conduct school programs as part of a child protection initiative. These programs are expected to reach 2,000 young people and their families.

Kidpower New Zealand was awarded a two-year grant of NZ\$100,000 (about US\$75,000) from the Ministry of Justice to help prevent the sexual abuse of developmentally delayed teens and young adults. An independent evaluation after the first year showed high praise for the Healthy Relationships program from residential care workers, teaching staff, teachers' aides, and parents.

In addition, Kidpower New Zealand and the New Zealand National Police have worked closely together since the development of the Confident Kids program in 2003—a program that continues to bring Kidpower skills to schoolchildren throughout New Zealand every year.

Kidpower Montreal is one of the groups in a coalition that received a four-year grant of CDN\$250,000 (approximately US\$240,000) from Quebec's Ministry of Family and Seniors. The coalition is

using the grant to conduct workshops for hundreds of elderly people, create a special workbook for seniors, and translate existing Seniorpower materials into French.

In addition to the formal Kidpower centers, we want to acknowledge our "Kidpower advocates" around the world. These are educators, counseling professionals, and others who have taken our training and/or learned from our materials and are now teaching People Safety skills to their own students and clients. Thanks to these thousands of advocates, we are able to get vital People Safety information to vastly larger numbers of people than our certified Kidpower instructors could reach directly.

"In Ghana, we have a peer counseling program for middle-school students. When we wanted to teach our children to be safe with strangers, we used the free articles on your website to create a curriculum."

Patience Awadzie
Founder, Lean-on Foundation
Accra, Ghana



KidPower centers:
Brazil, Canada, Germany, India,
Lebanon, Mexico, Netherlands,
New Zealand, Sweden, Switzerland,
United States, Vietnam.

STATEMENT OF ACTIVITIES

July 1, 2009 to June 30, 2010

INCOME		EXPENSE	
DONATIONS – NON-DESIGNATED		PERSONNEL	\$243,868
Individuals	\$71,419	BENEFITS	32,432
Corporation/Foundation	6,900	PAYROLL TAXES	24,898
Associations	1,000	CONTRACT SERVICES	32,115
Total:	79,319	NON-PERSONNEL EXPENSES	62,441
GRANTS – DESIGNATED		(Program Supplies, Phone, Printing, etc.)	
Foundations	116,875	OTHER NON-PERSONNEL EXPENSES	30,47
Corporations	11,500	(Insurance, Mileage, etc.)	
Special Events	4,736	PROFESSIONAL SERVICES	25,528
Total:	133,111	(Accounting, Computer, Evaluation, etc.)	
FEES FOR SERVICE		PROFESSIONAL DEVELOPMENT	410
Class Fees	153,977	REPAIRS & MAINTENANCE	7,306
Instructor Training Fees	12,480		
Educational Materials	8,875		
Program Materials	7,436		
Conference Fees	1,725		
Total:	184,493		
CENTER SERVICE FEES	25,575		
CENTER INSURANCE REIMBURSEMENTS	9,425		
INTEREST INCOME	8,095		
TOTAL INCOME	\$440,018	TOTAL EXPENSES	\$459,476

Net Ordinary Income Gain (Loss) -19,458
Depreciation -1,318

Net Income Gain (Loss) -\$20,776

STATEMENT OF ASSETS, LIABILITIES AND EQUITY

As of June 30, 2010

ASSETS		EQUITY	
CURRENT ASSETS	\$513,421	FUND BALANCE	495,041
(Checking/Savings)		RETAINED EARNINGS	16,521
FIXED ASSETS	753	NET INCOME	-20,776
(Furniture & Fixtures minus Accumulated Depreciation)		TOTAL EQUITY	\$490,786
OTHER ASSETS	741	TOTAL LIABILITIES & EQUITY	\$514,915
(Worker's Comp Deposit)			
TOTAL ASSETS	\$514,915		
LIABILITIES			
CURRENT LIABILITIES	\$12,307		
(Accounts Payable)			
OTHER LIABILITIES	11,822		
(Accrued Vacation/Payroll)			
TOTAL LIABILITIES	\$24,129		

We invite you to visit the Kidpower website for more detailed information on our financial metrics, including our audited FY2010 financial statement. Kidpower is audited annually by a certified public accountant.

The Taproot Foundation has not reviewed or audited the financials shown in this annual report and is not responsible for any errors in them.



**FISCAL YEAR
2010 FINANCIALS**



LOOKING FORWARD

HERE ARE SOME OF KIDPOWER'S MAJOR GOALS AND INITIATIVES FOR FY2011.

Please contact us if you would like more information about any of these plans or how you can support them.

We also plan to increase the use of our safety education resources. Specific objectives within this goal include:

WORKSHOPS

- Conduct local workshops in California for at least 100 organizations and schools.
- Bring People Safety education to at least 50,000 children, teens, and adults globally.
- Create a new workshop on effective workplace communications that applies our boundary-setting and emotional safety skills to workplace settings.

- Publish three new electronic books on the topics of bullying, child abuse prevention, and teaching “stranger safety” instead of “stranger danger.”
- Publish a new edition of *The Kidpower Guide for Parents and Teachers—How to Teach Self-Protection Skills to Young People*.
- Develop a Seniorpower handbook for use by our elderly students and other seniors.

SAFETY RESOURCES DEVELOPMENT

We are creating a Kidpower Safety Advocate program for individuals and groups who want to promote People Safety skills. We will support them in sharing People Safety resources through online parenting discussion groups, senior and disability support forums, Facebook pages, Twitter, and so on.

- Create easier long-distance access to our work through an online forum, webinars, and telephone and video conferences.
- Create a formalized program for professionals and families to prepare them to use the Kidpower International Safety Signs with individuals who have limited speech.

- Conduct a People Safety conference to teach a wider audience about the Kidpower Method.
- Create a new workshop on effective workplace communications that applies our boundary-setting and emotional safety skills to workplace settings.
- Launch our domestic violence prevention project, including training for police officers and firefighters as first-line responders.

INTERNAL DEVELOPMENT

We will continue to strengthen our 25 centers and offices across the U.S. and around the world through our instructor training program, trainer trainings, and center development efforts.

We will also build up our organizational infrastructure so we can keep our quality high as we grow—without depending on any specific individuals. To achieve this goal, we will:

- Use surveys and analytics to document the actual scope of Kidpower’s impact.

“I’ve seen firsthand the effectiveness of the Kidpower training in building community safety and giving people effective skills for preventing relationship violence, abuse, and abduction. The pilot training that Kidpower provided for our officers was extremely useful in giving them more tools as ‘frontline’ social workers who often need to help people in crisis.”

Manny Solano
Chief of Police
Watsonville Police Department

- Recruit additional members for the board.
- Apply state-of-the-art marketing principles to our website to increase traffic, donations, and sales.
- Broaden our funding base by developing more long-term supporters.

To increase access to Kidpower’s skills and information, we will sustain our current collaborations and build at least 10 new ones with large key agencies.

PROOF OF EFFECTIVENESS

Thanks to a \$44,000 grant from the Ruddle Memorial Youth Foundation, Shattuck & Associates has conducted extensive work over the past three years in evaluating the effectiveness of Kidpower’s techniques. This year, a report on the results will be published. It will include:

- A review of all existing evaluations of Kidpower’s programs.
- A five-year evaluation plan that builds on previous evaluations.
- A formative evaluation for the organization as a whole.
- Publication and distribution of *A Study of Kidpower’s Everyday Safety Skills School Program*, which we hope will make a lasting contribution to the field of evaluating personal safety skills for children.

Our objective is to align Kidpower with evidence-based programs in the prevention program community and in the positive child/youth development community. This will help us expand our program to more settings and strengthen our case for foundation and government funding.





A FINAL WORD

KIDPOWER ACHIEVED SIGNIFICANT PROGRESS IN FY2010, AND WE'RE EXCITED ABOUT OUR PLANS FOR 2011.

If you would like to support Kidpower financially, here are some examples of what your donation can do:

- \$50 allows us to provide tailored training for a person with physical or developmental disabilities.
- \$500 covers the cost of a Skype training for professionals learning to use our skills around the world.
- \$5,000 covers the cost of developing an online curriculum to meet a special need.
- \$10,000 pays for publishing a new teaching manual.

We invite you to visit our website (www.kidpower.org) to find out more about Kidpower, learn where you can take a class, and download free resources about personal safety that you can share with your family, friends, students, and clients.

"We know that our grants to Kidpower have been leveraged to the fullest."

Anne Diaz
Senior Program Officer
Taproot Foundation

1. U.S. Department of Education. *Student Victimization in U.S. Schools: Results From the 2007 School Crime Supplement to the National Crime Victimization Survey*. July, 2010. NCES 2010-319.
2. Centers for Disease Control and Prevention. *Youth Risk Behavioral Surveillance—United States, 2009*. MMWR 2010;59 (No. SS-5).
3. *National Survey of Children's Exposure to Violence*, Crimes Against Children Research Center, University of New Hampshire.
4. Study conducted by Shattuck & Associates of Santa Cruz, California, with funding from the Ruddle Memorial Youth Foundation.



STAFF AND BOARD OF DIRECTORS

STAFF MEMBERS

FULL-TIME

Executive Director
IRENE VAN DER ZANDE

California Program Manager
ERIKA LEONARD

Program Coordinator
ANTONIE DEL BONTA

Director of Grants, Finance, and Strategy
ED VAN DER ZANDE

PART-TIME

ALLEGRA DORISS
AMANDA GOLERT
CHANTAL KEENEY
KATHY PAVLIK



INSTRUCTORS

Our services are possible thanks to our talented team of instructors, coordinators, and trainers. They include Liam Bauer, Timothy Dunphy (Kidpower co-founder) John Luna-Sparks (Senior Instructor), Ryan Holmes, Loretta Koll, Natalia Gabrea (who hosts our Silicon Valley Office in her Hiruko Wellness Center), Jamiko Hercules, Mike Stevens, Beth McGreevy (San Francisco Coordinator), Steve Sassoon (North Bay Coordinator), Jennifer Blackwood (Sonoma Coordinator), Stefany Reed (San Diego Coordinator), and Kelly Goodwin.

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The Senior Program Leader Council is composed of Kidpower center directors and senior instructors around the world who donate their time and expertise to make a significant contribution to Kidpower International. They advise our organization on quality issues, center development, program changes, instructor training, and trainer training.

Current members of the council include Cornelia Baumgartner, Joe Connelly, Jean Glowacki, Amanda Golert, Dave Harrison, Martin Hartman, Jan Isaacs-Henry, Chantal Keeney, Marylaine Léger, Erika Leonard, Anne Mason, Marc Mieuller, and John Luna-Sparks.

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“If I were asked to come up with one example of an extremely successful, meaningful, relevant, engaging, and fun workshop, the first thing that would come to mind is Kidpower.”

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Supervising Therapist
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KIDPOWER THANKS THE FOLLOWING ORGANIZATIONS AND INDIVIDUALS FOR MAKING THIS ANNUAL REPORT POSSIBLE.

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