



# Prevention Through Partnership

Annual Report **2021**



illuminate  
Building Brighter Childhoods

# National Affiliations & State Chapters

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## Staff (as of December 31, 2021)

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**Jade Woodard, MPA**  
Executive Director

**Anna Van Slyke, MPH**  
Director of Evaluation & Strategic Learning

**Anne Auld**  
Director of Education

**Candice Bataille**  
Program Manager, Circle of Parents

**Cassie Davis**  
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**Eric Chervenak**  
Early Childhood Lead Teacher

**Hattie Landry, MPH**  
Senior Community Initiatives Manager

**Jason Read, MEd**  
Education Program Manager

**Jessica Keys**  
Family Support Program Associate

**Joan Holtz, MA**  
Director of Family Support

**Jillian Fabricius, MSW**  
Director of Strategic Initiatives

**Justine Von Arb**  
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**Katie Facchinello**  
Director of Communications

**Krishna Dahya**  
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**Linda Robinson**  
Director of Finance & Human Resources

**Madison Clay**  
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**Michelle Petersen**  
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**Missy Berglund**  
Education Program Manager

**Patsy Bruce**  
Child Care Manager

**Ryan Kistler**  
Communications Manager

**Sadie Rose Pace**  
Education Program Manager

**Sarah Crisafi, MEd, RCYT**  
Program Manager, Bloom Yoga

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# Statement from the Executive Director



“Prevention happens in partnership” is a phrase often repeated by the Executive Director of Prevent Child Abuse America (PCAA), Dr. Melissa Merrick. As the Colorado chapter of PCAA these words rang especially true for us at Illuminate Colorado in 2021.

As we began to emerge from the pandemic and find our new normal, only to experience resurgences and continued restrictions, the power of connection and innovation was continually underscored.

Despite the ever-changing environment around us, 2021 brought more partnerships, opportunities and successes to Illuminate than ever before:

- Illuminate participated in the Home Visiting Investment Task Force and deepened our engagement in home visiting as a prevention strategy by becoming the state lead for Healthy Families America, PCAA’s signature evidence based home visitation program and beginning exploration of Family Connects, a universal model for supporting families welcoming a new baby.
- Illuminating Child Care launched its second classroom, Acorn, supporting families in the San Luis Valley, and established a new partnership with Children First, the Pueblo Early Childhood Council, to serve as the home for a third classroom.
- Two additional educational curricula were released and Illuminate led the development of research and recommendations focused on the prevention of child sexual abuse.
- Illuminate collaborated with cross-system partners on the Substance Exposed Newborns Rule Writing Work Group, the Plans of Safe Care Work Group, the Safe Child Care Task Force, and on the development of Colorado’s funded grant applications for Family Support through Primary Prevention and Early Childhood Comprehensive Systems.

As we enter 2022, our programs, strategies and initiatives are broad, and our subject matter expertise, partnerships and passion are deep. We remain dedicated to increasing our impact, deepening our relationships and building brighter childhoods in Colorado.

Looking forward,

Jade Woodard, MPA.  
Executive Director



illuminate  
Building Brighter Childhoods

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# Building Brighter Childhoods



Strong economies and communities where children thrive are built when we harness the power of government, business and philanthropy and the nonprofit sectors to effectively strengthen families together.

Our children are our future employees, leaders and neighbors. No matter where they live, children need high-quality experiences and loving relationships to support healthy development.

Everyone in the community needs to get involved to prevent child maltreatment.

Our health today is determined in part by the access to social and economic opportunities we had growing up.

The resources, relationships and support available in our homes, neighborhoods and communities explain in part why some Coloradans are healthier than others.

This also likely explains why some of our neighbors are not as healthy as they could be.

It's important to know how our brains are built to know where to begin to make a difference, strengthening families and the communities around us.

Our Brains are built from the bottom up.

More than one million new brain connections form every second from belly to age eight and this continues into adulthood!



The interaction of genes and experiences shapes our brain and relationships are the active ingredient in this serve and return process.

It's because of this that the experiences and relationships young children have in the early years can impact them for life.

The effects of childhood trauma add up over time and impact our health and life outcomes.

This toxic stress can lead to health and learning problems preventing children from realizing their potential and fully contributing to Colorado's future and our economic prosperity.

Lifetime costs of child maltreatment in America is \$428 Billion Dollars.<sup>1</sup>

The more types of adversities you experience, the higher your risk of experiencing poor health outcomes, like depression, overweight/obesity, and cardiovascular disease.

Also, you are more likely to engage in risky behaviors, such as smoking, heavy drinking, substance misuse and more likely to experience poor socioeconomic outcomes, such as unemployment.

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<sup>1</sup>Fang, X., Brown, D. S., Florence, C. S., & Mercy, J. A. (2012). The economic burden of child maltreatment in the United States and implications for prevention. *Child Abuse & Neglect*, 36, 156-165.



## Our Vision

A Colorado where all children and families thrive.

## Our Mission

Illuminate Colorado strengthens families, organization and communities to prevent child maltreatment.

## Our Work

With a research-based approach that emphasizes building promotive and protective factors, we address systemic and multi-sector issues by collaborating with families and partners at the community, state and national level to develop and implement powerful programs, policies and initiatives that keep kids safe in Colorado.



# Three Frameworks Guide the Programs and Strategies of Illuminate Colorado

## 1 Building Protective Factors

Research has shown the five Protective Factors have the power to prevent and reduce the likelihood of child abuse and neglect.

All families and children in every community need support at some point in their lives. Protective factors are conditions or attributes in individuals, families, communities or the larger society that help people deal more effectively with stressful events and mitigate or eliminate risk in families and communities.

Protective factors help buffer from the negative consequences of exposure to risks by either reducing the impact of the risk or changing the way a person responds to the risk. Consequently, enhancing protective factors can reduce the likelihood of problem behaviors arising.

*“Child Maltreatment is a problem with a solution. Far too many people—parents and professionals alike—don’t know how to prevent child abuse. We all have a responsibility to increase protective factors in families’ lives in order for children to reach their full potential.”*

**Anne Auld**

Director of Education, Illuminate Colorado

### The Five Protective Factors



**Parental Resilience**



**Social Connections**



**Knowledge of Parenting & Child Development**



**Concrete Supports in Times of Need**



**Social & Emotional Competence of Children**

## 2 Working Along the Prevention Continuum

**Illuminate Colorado’s work begins upstream and spans the Continuum of Prevention.**



### Primary Prevention

We work upstream to strengthen all families and stop child maltreatment before it ever starts.



### Secondary Prevention

We bring focused energy and attention to strengthen families with risk factors associated with child maltreatment.



### Tertiary Prevention

We collaborate to strengthen families involved in the child protection system to give children who have experienced maltreatment brighter futures.

# 3 Working Across the Spectrum of Prevention

Used nationally to address problems related to traffic safety, violence prevention and injury prevention, the most effective way to address a complex public health issue, like child maltreatment, is to work on all six levels of the Spectrum of Prevention. This is how we are creating transformational change to build brighter childhoods here in Colorado.



## STRENGTHENING INDIVIDUAL SKILLS & KNOWLEDGE

> Families maintain and apply protective factors that strengthen families and prevent child maltreatment.

## PROMOTING COMMUNITY EDUCATION

> Community norms build protective factors that strengthen families and prevent child maltreatment.

## EDUCATING PROFESSIONALS

> Professionals strengthen families and prevent child maltreatment.

## FOSTERING COALITIONS & NETWORKS

> Coalitions and networks advance strategies, policies and practices that strengthen families and prevent child maltreatment.

## CHANGING ORGANIZATIONAL PRACTICE

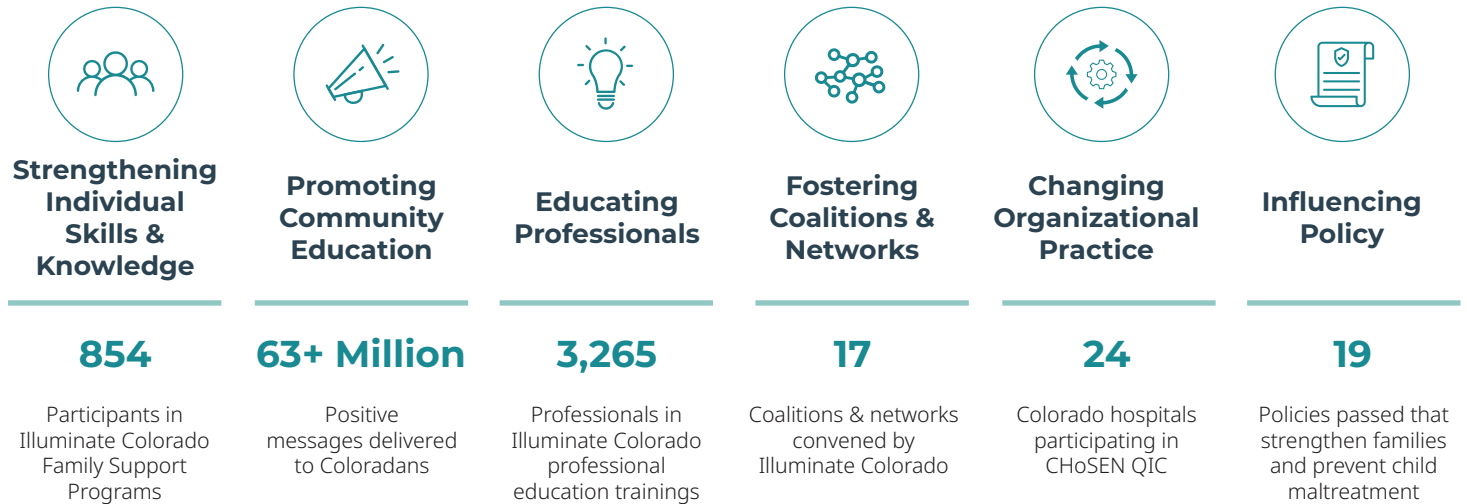
> Organizations are structured to strengthen families and prevent child maltreatment.

## INFLUENCING POLICY

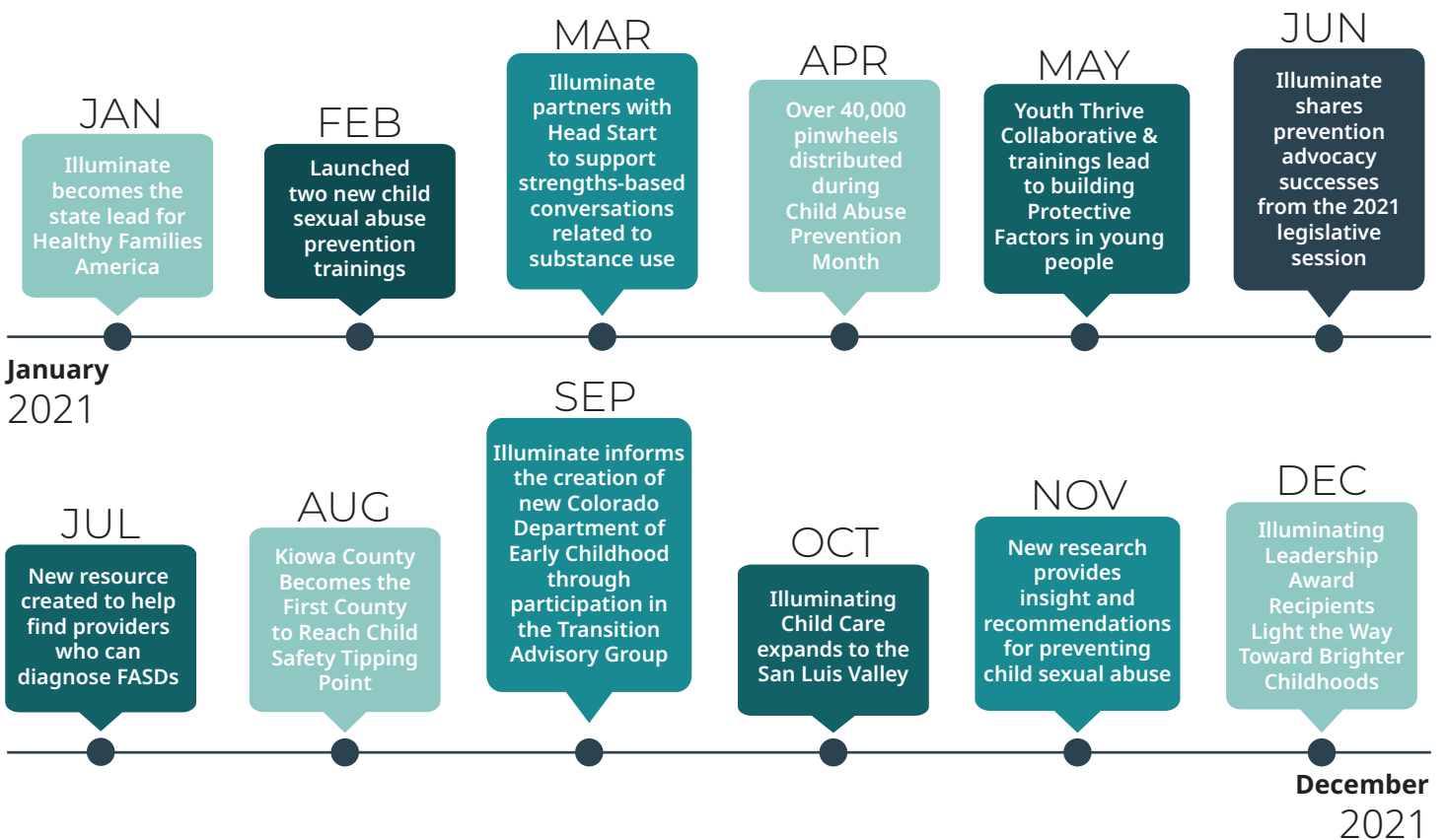
> Policy strengthens families and prevents child maltreatment.

# 2021 Impact

Together with national, state and local partners and supporters, Illuminate worked to build a brighter childhood for every one of the more than 1.2 million children living in Colorado in 2021.<sup>1</sup> Throughout the year, we directly engaged over 5,000 Coloradans to strengthen families, organizations, and communities to prevent child maltreatment and reached thousands more through community education messaging.



## 2021 At A Glance



<sup>1</sup><https://www.census.gov/quickfacts/CO>



# 2021 Illuminating Leadership Awards

For several years, Illuminate Colorado has honored the contributions of exceptional individuals and organizations who have furthered our collective mission to strengthen families, organizations and communities to prevent child maltreatment.

*“The work that we do at Illuminate is never done in isolation, but always in collaboration. That is why we want to continue the tradition of lifting up others who are lighting the way toward better childhoods in Colorado.”*

**Jade Woodard**  
Executive Director,  
Illuminate Colorado

One of the most powerful gifts you can give to future generations of Coloradans is sharing your lived experiences with policymakers or contributing your story to the narrative in Colorado to promote positive community norms that strengthen families and create impactful systemic change. In recognition of this amazing gift, Illuminate created a NEW award category – The Community Leadership Awards – to recognize those individuals who have dedicated an extraordinary amount of their time and openly shared their experiences to further systemic change and strengthen families in Colorado.

The **Community Leadership Awards** recognize those individuals who have dedicated an extraordinary amount of their time and openly shared their experiences to further systemic change and strengthen families in Colorado.

## **Ray Washington**

**2021 Lori Moriarty Leadership Award Recipient**

The Lori Moriarty Leadership Award is presented to an individual who has demonstrated a career that exemplifies the achievements and character displayed by the late Commander Lori Moriarty. Lori Moriarty, a former Children’s Trust Fund Board Member, 20 year law enforcement veteran, and founder of both the Colorado and National Alliance for Drug Endangered Children, was unyielding in her efforts to educate professionals on prioritizing drug endangered children.

## **Lisa Thomas**

**2021 Courageous Leadership Award Recipient**

The Courageous Leadership Award recognizes a person in elected office or public employee for distinguished service focused on the prevention of child maltreatment and strengthening families.

## **Constellation Philanthropy**

**2021 Catalytic Leadership Award Recipient**

The Catalytic Leadership Award honors an individual or organization that has invested or inspired philanthropic investment to accelerate the prevention of child maltreatment and strengthen families in Colorado.

## **Dr. Courtney Everson**

**2021 Innovative Leadership Award Recipient**

The Innovative Leadership Award is presented to an individual or organization who has made significant contributions to the field of child maltreatment prevention.

## **Adam Combs and Adrian Nuñez**

**2021 Community Leadership Award Recipients**

## **Diane Smith**

**2021 Community Leadership Award Recipient**

## **Marilyn Fausset**

**2021 Community Leadership Award Recipient**

## **Toni Miner**

**2021 Community Leadership Award Recipient**



# Strengthening Individual Skills & Knowledge

Illuminate Colorado programs dedicated to strengthening individuals and families through direct services increased by 37%, reaching 53% more Coloradans in 2021, as compared to 2020.

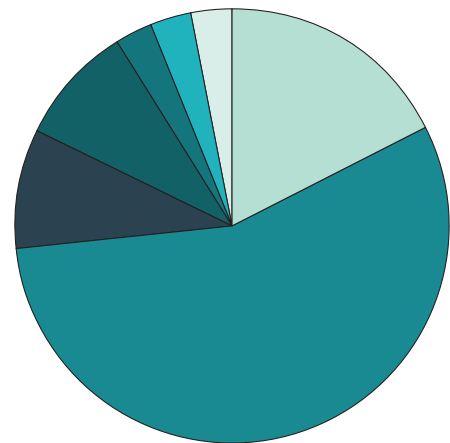
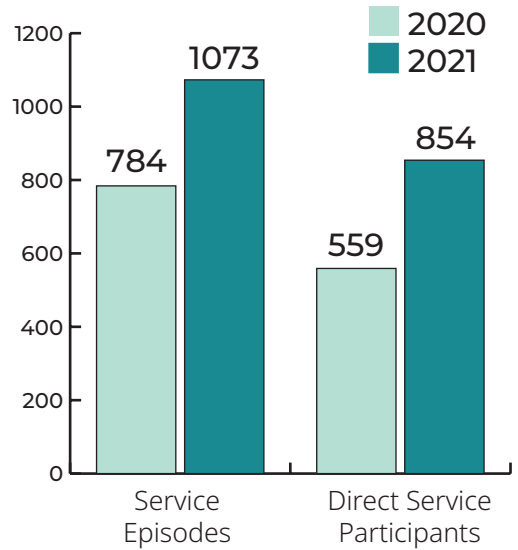
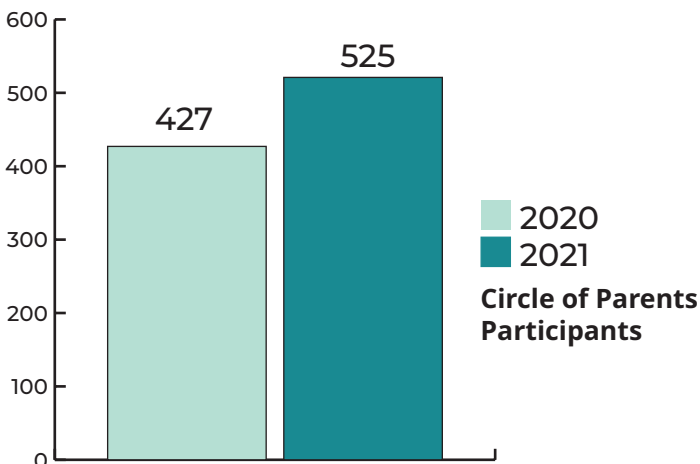
## Strengthening Parents Across the State

As the state chapter for **Circle of Parents®**, Illuminate is focused on growing this national, evidence-informed model creating friendly, supportive communities led by parents and other caregivers throughout Colorado.

In 2021, Illuminate supported 34 Circle of Parents groups actively meeting throughout Colorado, giving anyone in a parenting role a place to openly discuss the successes and challenges of raising children, free from judgment. We are inspired to see a 22% increase in participation in these friendly, supportive communities led by parents and other caregivers where parents are the experts.

*"Attending Circle of Parents was immensely helpful to me during one of the most difficult times of my life. I'm grateful for the support, ideas for resources, and different perspectives I received from the other participants."*

**A Circle of Parents Participant**



**Circle of Parents Groups by Type**

- All Caregivers: 6
- Caregivers in Recovery: 19
- Kinship/Grandparents: 3
- Caregivers of Children with Special Needs: 3
- Fathers: 1
- Single Caregivers: 1
- Veterans: 1



# Children's Circle

## Strengthening Kiddos, Too

For many parents, attendance at Circle is dependent on the availability of child care. To meet this need, **Children's Circle** was created in 2021 as a structured children's program that provides a holistic approach to family support by giving children a nurturing atmosphere, supportive skill building and structured play opportunities while ensuring that parents have a safe, welcoming place to leave their children while they participate in a Circle of Parents group.

Through 33 different adaptable lesson plans, the Children's Circle curriculum provides developmentally appropriate skill-building activities that increase children's confidence and self-worth while providing fun and enjoyment.

*"I would miss this if it ever discontinues and my 3 year old granddaughter would be heartbroken. She has learned soooo soooo much and this has helped her understand so many things...thank you for this opportunity. We love it and would be lost without it."*

**A Circle of Parents Participant,**

discussing both their experience as well as their granddaughter's experience in Children's Circle

## Expanding Access to Child Care

The cornerstone of **illuminating Child Care** are our renovated RVs, providing drop-in child care for young children to increase access to child care for parents and caregivers navigating complex life situations as they seek to strengthen their families. In 2021, the program expanded to the San Luis Valley with Acorn, created with its fun-loving squirrels and custom features designed with healthy child development in mind.

**Acorn expanded Illuminating Child Care to the San Luis Valley in 2021.**

**Honey continued to operate in the Denver Metro area, providing over 200 hours of service.**



*"We strive to support parents' health & wellbeing so they can in turn support optimal development of their children. What many of our families with high needs require is timely and coordinated services and this on-site child care classroom does just that! In partnership with Illuminate Colorado and our local service providers, we can make a difference in our community."*

**Sherri Valdez**

Executive Director of the Early Childhood Council San Luis Valley





# Promoting Community Education

Throughout 2021, Illuminate Colorado worked continuously to raise awareness, engage in public education campaigns and promote positive community norms to strengthen families and prevent child maltreatment.

## 63+ Million

**Positive messages delivered to Coloradans**

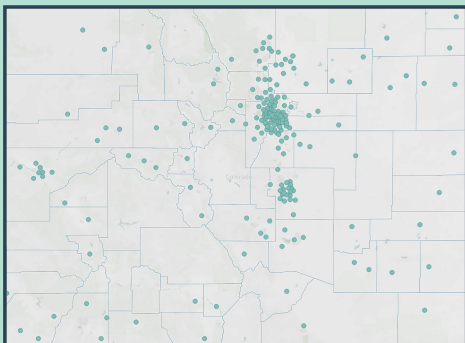
## Helping Positive Childhoods Take Root

Throughout the month of April, Illuminate, with statewide partners and local supporters in more than 100 cities in Colorado, planted pinwheels and used a community garden metaphor to reinforce the message that “every day, we help positive childhood experiences take root.”

Planting a pinwheel represents the bright childhoods we all want for children and the goal was that, with over 40,000 pinwheels planted in front yards and neighborhoods throughout the state, more people would know how to plant the seeds for all children to grow up happy and healthy.



**Pinwheels Distributed**  
**40,095**



**521** Orders from Coloradans in **119** different cities in Colorado.




**- FIRST PLACE -**  
**Child Abuse Prevention**  
**Month Photo Contest**  
**“WESTMINSTER FIRE DEPARTMENT”**

# Setting the Stage for Community Education

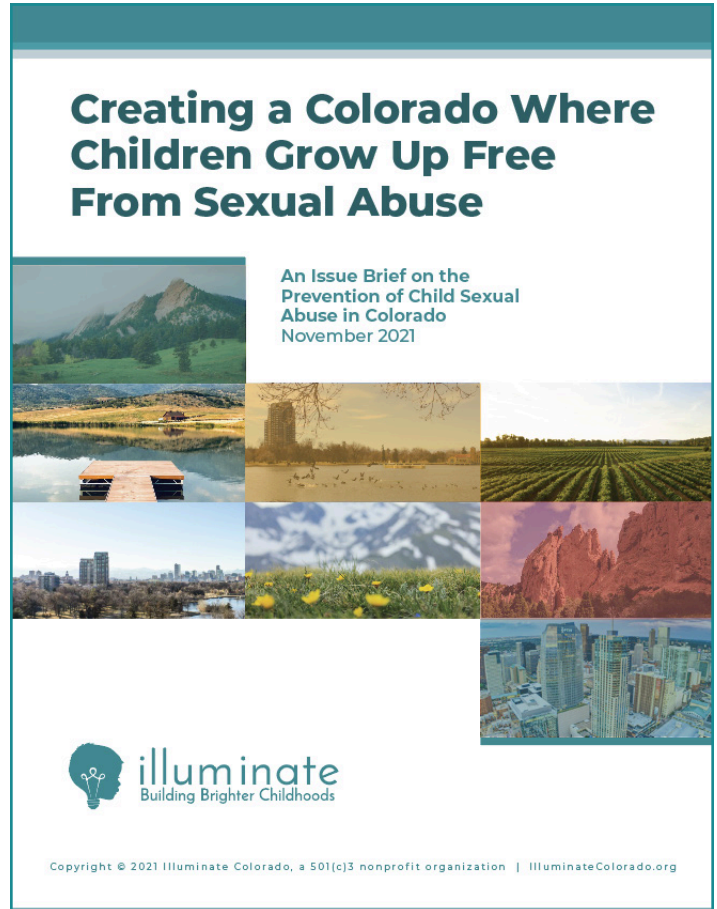
## “Creating a Colorado Where Children Grow Up Free From Sexual Abuse: An Issue Brief on the Prevention of Child Sexual Abuse in Colorado.”

Before community education can even take place, research around current knowledge and recommended messaging is essential to making a real impact.

In 2021, new research from Illuminate Colorado examined data and trends related to child sexual abuse in Colorado and presented recommendations for preventing abuse statewide. The study also highlighted known solutions to the problem of child sexual abuse for parents, professionals and policy makers alike.



While nearly half of parents (49%) did not have “the talk” with their parents when they were growing up, 66% of parents plan to have ongoing conversations with their children about sex or puberty.



**Creating a Colorado Where Children Grow Up Free From Sexual Abuse**

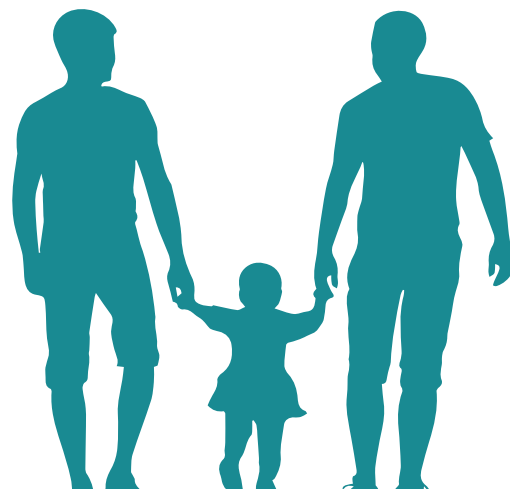
An Issue Brief on the Prevention of Child Sexual Abuse in Colorado  
November 2021

**illuminate**  
Building Brighter Childhoods

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*“We have a responsibility to help all children reach their full potential. Ultimately, building awareness, knowledge, skills and confidence with adults, who are supported by communities, systems and policies to create safe environments, leverages the best of the evidence and expertise available and can result in the prevention of child sexual abuse.”*

**Jade Woodard**  
Executive Director,  
Illuminate Colorado

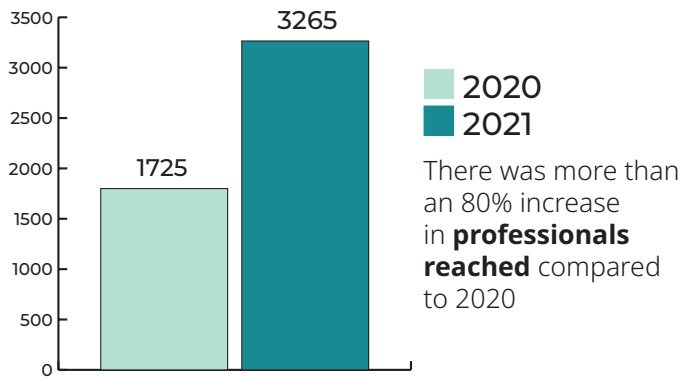


A majority of adults (85%) have not taken any training on child sexual abuse prevention. Of the adults who have taken a training on child sexual abuse prevention, 92% believe it was helpful. In fact, respondents who received training reported a 40 percentage point increase in ability to identify grooming behavior.



# Educating Professionals

In 2021, Illuminate Colorado reached over 3,000 participants through professional education. Contributing to this expansion was both the increase in training offerings as well as the launch of two child sexual abuse prevention training programs developed by Illuminate Colorado education specialists, including What to Expect When “Talking the Talk” and Lines in the Sand: Identifying & Addressing Boundary Violations.



## 235

**Professional Education Trainings Conducted**



## Bringing Youth into the Picture

Youth Thrive is both a research-informed Framework on youth well-being and an action-oriented initiative that is designed to better support healthy development and promote well-being for youth.

Throughout 2021, Illuminate Colorado engaged in a process—collaborating with community partners—to implement Youth Thrive in existing spaces while also developing a community and youth driven structure that removes accessibility barriers. By incorporating Youth Thrive into the work Illuminate is currently implementing across the state with various partners, systems and organizations, a meaningful, powerful and consistent conversation about the Protective Factors and Promotive Factors, throughout the lifetime, is being established.

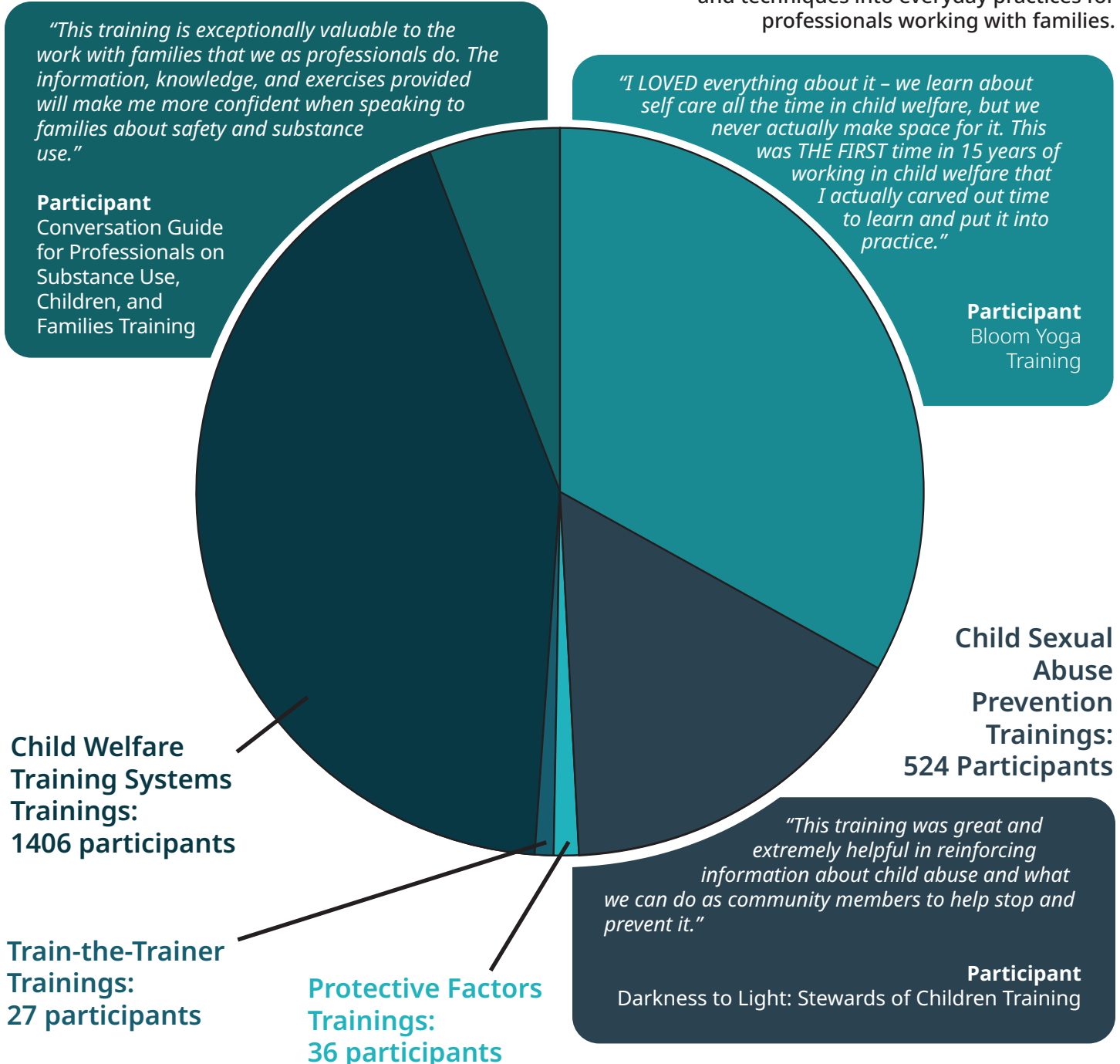
# Trainings for Professionals in 2021

## Conversation Guide for Professionals on Substance Use, Children, and Families Trainings: 189 Participants

After the training, 96% of professionals indicated that they felt better equipped to talk with families about substance use.

## Bloom Yoga Trainings: 1083 Participants

In 2021, Bloom Yoga incorporated an educational component to help translate tools and techniques into everyday practices for professionals working with families.





# Fostering Coalitions & Networks

In 2021, Illuminate Colorado fostered 17 coalitions and networks to ensure continued progress on policy priorities, identify opportunities to protect existing policies that are serving families and enhance policy implementation and provide support for collaborative changes.

## 490

**Individuals participating in Illuminate Colorado supported coalitions & networks**

## 92%

**Percentage of coalition members that felt the collective effort their group was engaging in was likely to have a true impact on the issue the coalition/network is trying to address**

## 89%

**Percentage of coalition members that felt, compared to the efforts of a single partnering agency or organization, their group was more effective in achieving their shared goals and deliverables**

### Coalitions & Networks Convened by Illuminate Colorado in 2021



#### Colorado Infant Safe Sleep Partnership



#### Strengthening Communications Network



#### San Luis Valley Rural Communities Opioid Response Program - Neonatal Abstinence Syndrome (SLV NAS RCORP) Consortium

#### COLORADO PARTNERSHIP FOR THRIVING FAMILIES

- Full Partnership
- Steering Committee
- Family & Caregiver Space
- Equity Council
- Community Norms Research Work Group



**SUPPORT Colorado**

Supporting Perinatal substance use Prevention, Recovery, and Treatment in Colorado

- Steering Committee
- Family Advisory Board
- Data & Research Work Group
- Fetal Alcohol Spectrum Disorder (FASD) Awareness Work Group
- Plans of Safe Care Work Group
- Policy Analysis Work Group
- Provider Education Work Group



# The Importance of Family Voices

Families are experts on their children and, by extension, the programs intended to support them in strengthening their families and addressing challenges. It is for this reason that Illuminate Colorado looks to parents and caregivers with lived experiences as the driving force within coalitions focused on systemic change.

When people are trying to identify what works, what doesn't work, and how we change things for the next family, it is important for families to give input and share their experience.



**Diane Smith**  
SuPPoRT Colorado Family Advisory Board & Steering Committee



Illuminate is an unsung leader in the equity charge for lived experience.

**Fikile Ryder**  
CPTF Family Voice Representative



Illuminate has opened their arms and hearts to not only hear what we have to say, but to boldly act upon what we have to say - it is a beautiful thing.

**Heather Hicks**  
CPTF Family Voice Representative

**As Illuminate has continued to promote the inclusion of family voices** in all collaboration spaces, we've learned a few things along the way.

**Hattie Landry**, Illuminate's Senior Community Initiatives Manager, provided **five quick tips** for organizations and collaborative spaces based on what we've learned from collaborating with family partners:

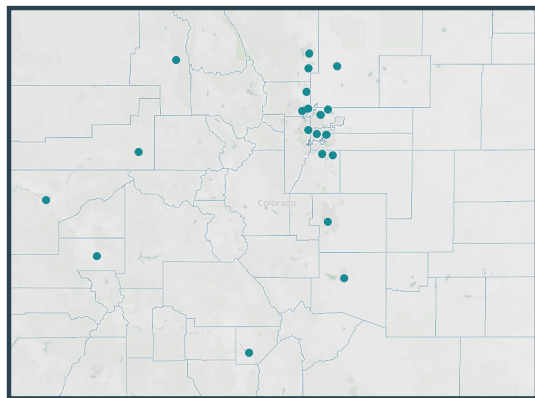


- 1 Ask family voice partners what their goals & visions are for systems-level projects.
- 2 Involve family voice partners from the very start of projects.
- 3 Don't make assumptions about what families need. Ask questions, listen, learn, adapt, and grow.
- 4 Provide equitable compensation to family voice partners for their time and expertise.
- 5 Support family voice partners and non family-voice partners to create spaces where everyone is and feels valued and heard, creating equitable decision-making processes.



# Changing Organizational Practice

Nearly 50% of Colorado births occur in a hospital participating in the CHoSEN Quality Improvement Collaborative (CHoSEN QIC), the cornerstone initiative of the CHoSEN Collaborative.



CHoSEN QIC Hospitals in 2021

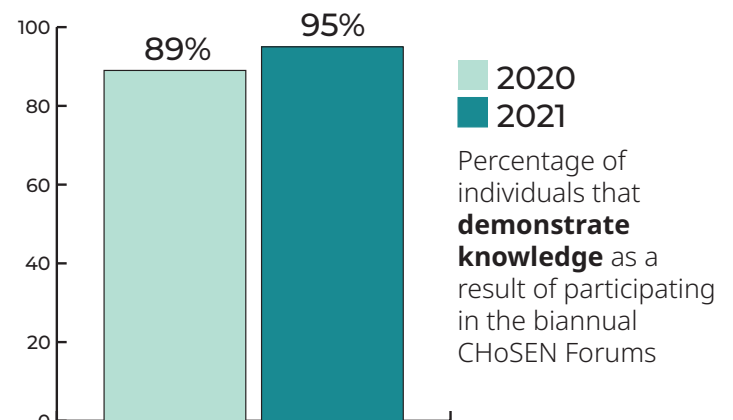
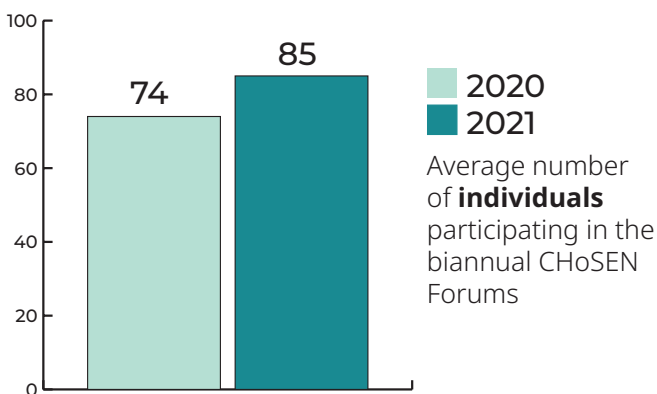
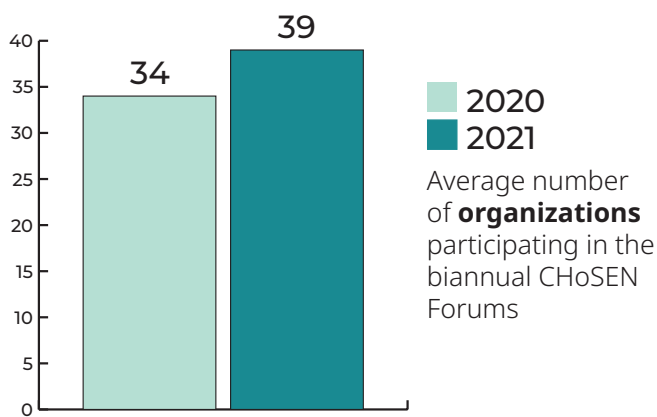


Organizational change takes time. In 2021, Illuminate Colorado helped people focus on organizational practice change to take on new challenges such as implementing new policies, identify areas for improvement and provide technical assistance to increase organizational capacity.

The Colorado Hospital Substance Exposed Newborns Collaborative (CHoSEN) is an effort to increase consistency in implementation of best practice in the identification of and response to newborns prenatally exposed to substances throughout the Rocky Mountain region.

The CHoSEN Collaborative is coordinated and led in partnership by SuPPoRT Colorado, a subcommittee of the Colorado Attorney General's Substance Abuse Trend and Response Task Force, chaired by Illuminate Colorado, and in collaboration with the Section of Neonatology, Department of Pediatrics, University of Colorado School of Medicine and the Colorado Perinatal Care Quality Collaborative.

Not only was CHoSEN Collaborative published again in 2021, with "Ethnic Disparities in the Care of Opioid-Exposed Newborns in Colorado Birthing Hospitals", but both the number of organizations and individuals involved in the collaborative rose in 2021.





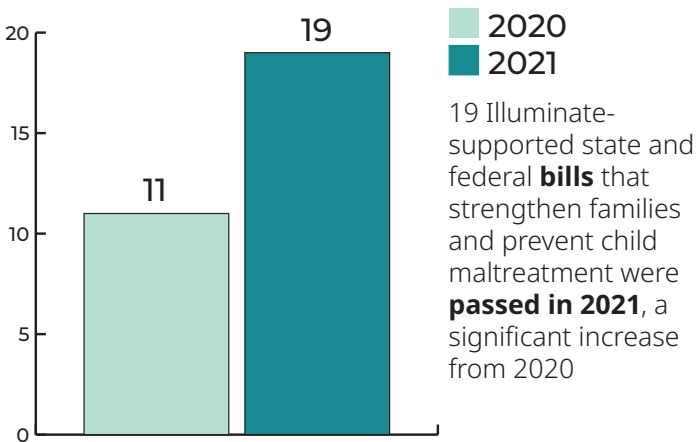
# Influencing Policy

In 2021, advocacy work in a virtual environment continued to require flexibility and adaptation, but Illuminate remained committed to ensuring our state's policies build brighter childhoods.

Using a racial equity lens, the 2021 Illuminate Colorado Policy Agenda was crafted with a focus across all three levels of prevention to build research-based protective factors in families and to ensure appropriate system and community responses.

## 20+

**Times Illuminate Colorado provided testimony to support the passage of bills dedicated to strengthening families and preventing child maltreatment**



## Highlights: 2021 Colorado Legislative Session

- Almost all of last year's budget cuts to critical family strengthening supports were restored.
- The passage of HB21-1311, which expands the Earned Income Tax Credit (EITC) and funds the Colorado Child Tax Credit (CTC), was a big win for family economic security.
- The passage of both SB21-073 and SB21-088 made important progress toward preventing and appropriately responding to child sexual abuse.

## Shaping Colorado's Early Childhood Landscape

Due to the passage of House Bill 1304 Early Childhood System, the state is embarking on a journey to redesign how the state structures early childhood programming by creating a new state Department of Early Childhood. There is no bigger opportunity for Coloradans to inform systems alignment for family well-being for families with young children—which is why it was such an honor for Illuminate's executive director, Jade Woodard, to be named to the Early Childhood Transition Advisory Group.

*"As a member of the Early Childhood Transition Advisory Group, I'll be bringing both Illuminate Colorado's research-informed family strengthening perspective to the process as well as my experience as a mom of three. Our systems will work better for Colorado families when they are built by Colorado families."*

**Jade Woodard**  
Executive Director,  
Illuminate Colorado

# 2021 Financials



**\$1,157,737**

Total Net Assets

**\$164,026**

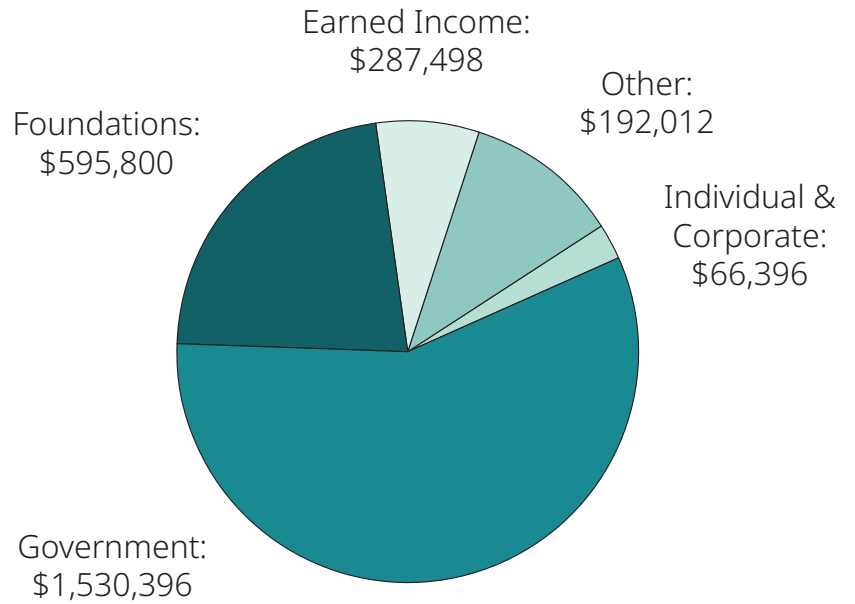
Total Liabilities

**\$1,321,763**

Total Liabilities  
& Net Assets

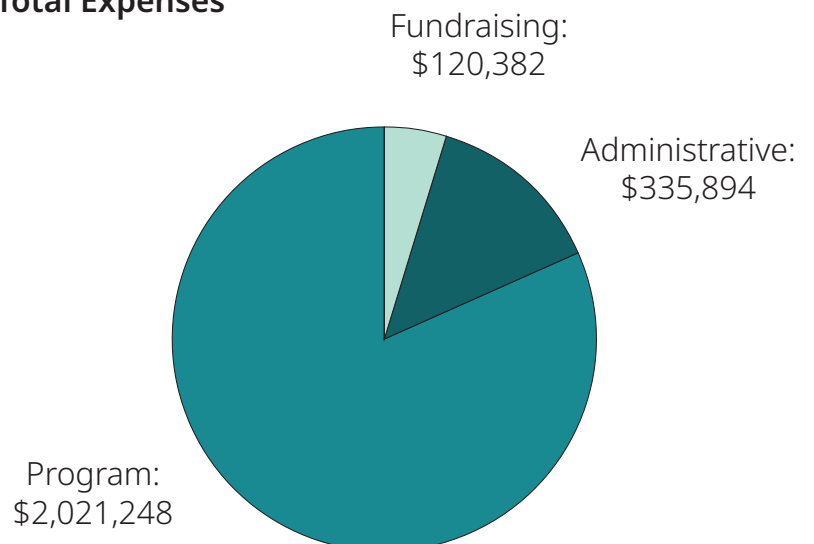
**\$2,672,102**

Total Revenue



**\$2,477,524**

Total Expenses





## Comparing 2020 & 2021 Financials

	2020	2021	% Change
<b>Revenue:</b>			
Foundations	\$ 790,634	\$ 595,800	-24.64 %
Government	1,333,137	1,530,396	14.79 %
Individual & Corporate	59,700	66,396	11.22 %
Earned Income	311,045	287,498	-7.57 %
Other	9,307	192,012	1963.09 %
<b>Total Revenue</b>	<b>\$ 2,503,823</b>	<b>\$ 2,672,102</b>	<b>6.72 %</b>
<b>Expenses:</b>			
Program	\$ 1,971,245	\$ 2,021,248	2.54 %
Fundraising	150,846	120,382	-20.2 %
Administrative	118,090	335,894	184.44 %
<b>Total Expenses</b>	<b>\$ 2,240,181</b>	<b>\$ 2,477,524</b>	<b>10.59 %</b>
<b>Net Income:</b>	<b>\$ 263,642</b>	<b>\$ 194,578</b>	<b>-26.2 %</b>
Total Net Assets	\$ 963,159	\$ 1,157,737	20.2 %
Total Liabilities	295,258	164,026	-44.45 %
<b>Total Assets &amp; Liabilities</b>	<b>\$ 1,258,417</b>	<b>\$ 1,321,763</b>	<b>5.03 %</b>



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