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The Child Abuse Prevention Foundation Changes its Name to Promises2Kids

Hon. Susan Golding Announces Name Change and Vision for the Future

San Diego (May 8, 2009) – Today, Susan Golding, the President and Chief Executive Officer of the 27-year-old nonprofit, the Child Abuse Prevention Foundation, announced that the organization has changed its name to Promises2Kids. The organization’s mission remains the same - *to break the cycle of child abuse, through prevention, education, advocacy and funding.*

“With an increased awareness of child abuse and neglect in the community, the board, founders and leadership of the organization felt that now was the time to recognize and reinforce that awareness with a positive name that reflects the hope and the commitment that we have made as a civil society to protect the most vulnerable and innocent members of our community,” said Ms. Golding.

“Ms. Golding has gone to great lengths to refresh the foundation’s outlook and plan for a successful future,” said Ken Van Damme, chairman of the Promises2Kids Board of Directors. “The Board is pleased with the foundation’s name change to Promises2Kids and will continue to support Ms. Golding and her team in an effort to raise the funding necessary to supplement the organization’s programs.”

Since its inception in 1981, the Foundation has been the leader in the fight against child abuse and neglect in the region, providing support to more than 160,000 children and distributing approximately \$20 million to help children and youth in need throughout San Diego County. Promises2Kids currently provides funding for programs and services at the Polinsky Children’s Center, offers the successful Guardian Scholars Program to help emancipated foster youth obtain their secondary education; and oversees and supports a host of programs that not only work to help children heal, but also train local area law enforcement officials, social workers and other professionals handling child abuse cases. The goal is to create a network of highly-trained individuals and to help ensure that children are not re-victimized by an inadequate support system.

Throughout its 27-year history, Promises2Kids has partnered and collaborated with more than 30 agencies and seeks to expand its partnerships to continue building upon its national model for the care, protection and support of abused and neglected children.

“Cases of child abuse and neglect often increase during difficult economic times. We must increase the resources available to help abused and neglected children and youth in our community and create a positive, healthy, foundation for childhood,” said Ms. Golding.

Each year, the San Diego County Child Abuse Hotline receives approximately 70,000 calls of suspected child abuse. And each year 300 foster youth ‘age out’ of the foster care system, most with no support, no plan, no job, and no adult guidance. Nearly two-thirds will be homeless within 18 months after leaving the foster care system unless they receive the support needed to positively transition into adulthood.

To learn more about Promises2Kids or to become a Promises2Kids supporter, visit www.promises2kids.org.

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