



Founded as
The Child Abuse
Prevention
Foundation

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A Quarterly Publication from Promises2Kids

Message from the CEO

How Are We Doing?



How are we doing? It's a question that most businesses have asked with particular concern this past year. The question is an important one because the answer can help drive an organization where it needs to go. Are we achieving our goals? Are we making an impact? Is our vision even visible? We must ask the right questions to adequately assess our current and future performance. Thousands of children count on us to ask the right questions.

The vision of Promises2Kids is to live in a world where there isn't a need for shelters to protect and care for children because parents do that. Unfortunately, the reality is that we have quite a distance to go to realize our dream.

- Approximately 70,000 calls of suspected child abuse are placed to San Diego's Child Abuse Hotline each year.
- The rate of child abuse is 12.8 cases per 1000 children in San Diego County.
- Child abuse is the leading cause of death among children age four and under.
- Approximately 1,300 babies in the U.S. are hospitalized each year with brain damage from being shaken.

Grim as it is, this is the reality. And the problem doesn't stop there. Pets are usually found in homes where children are present and if a child is being abused, there is a strong likelihood that their pet is also being abused. Due to the link between child abuse and animal abuse, legislation is being introduced that would include companion animals in protective orders. Several states are already cross reporting (cross reporting requires animal control and humane officers to cross report suspected cases of child abuse).

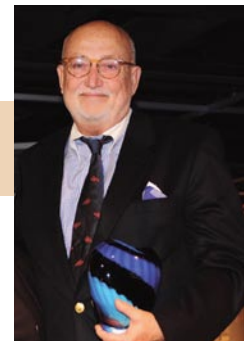
So, how are we doing? Child abuse continues to be a serious public health threat that requires the same amount of focus and effort as any other serious threat to our society. So the question then becomes not 'how are we doing' but 'what are we doing'?

By now, you have received our annual end-of-year appeal letter in the mail. It is one of our most important appeals and is crucial to the continuation of vital, life-sustaining programs for children who need protection from abuse and neglect. Please make a contribution — whatever you can spare — and join us in our efforts to fight the public health epidemic of child abuse. Because what we do today will determine how our children will be doing in the future.

Thank you for your support.

Sincerely,

Susan Golding, CEO/President



Jack Goodall, Promises2Kids Board Member Emeritus, accepts Lifetime Champion Award for his wife, the late Mary Goodall.

A Stirring 2009 Champions for Kids

There weren't many dry eyes in the house on Saturday, October 24 when Promises2Kids held it's 8th Annual Chefs & Champions for Kids event. After guests bid on an incredible array of offerings at the silent auction, host Carol LeBeau (retired anchor from 10News) paid tribute to the late Mary Goodall, a long time child advocate and Promises2Kids supporter. This was followed by a moving speech by Promises2Kids Guardian Scholar Roger Mathis. The organization also unveiled its new informational video, a powerful video that takes the viewer into the world of children who have been abused and neglected through moving narration by children.



Proceeds from the 2009 Chefs and Champions event will help support Promises2Kids in its efforts to end the cycle of child abuse in San Diego.

Honorees at the 2009 Chefs and Champions were:

Boyer Moving and Storage (Corporate Champions); San Diego BOMA (Community Champions); Connie Fox (Volunteer Champion); and Lifetime Champion Mary Goodall (posthumous).

Promises CEO Hon. Susan Golding and Program Director Teresa Stivers greet Guardian Scholar Roger Mathis after an emotional speech that brought the crowd to its feet.

Welcome New Promises2Kids Board Members



Jane Mack-Baker – QUALCOMM, Vice President, Employee Relations

Jane Mack-Baker is the Vice President of Employee Relations at QUALCOMM. Recognized within the corporate environment and in the community as an ambassador for a positive work atmosphere, Jane Mack-Baker created and maintains an innovative employee relations model recognized and imitated worldwide.

Photo Not Available

Massih Tayebi, Ph.D. – Rapid Bridge LLC, President/CEO

Massih Tayebi, Ph.D., is president and CEO of Rapid Bridge as well as chairman and CEO of Bridge West, LLC, an investment firm specializing in the development of emerging technology companies. Dr. Tayebi served on the senior faculty of the engineering department at the University of Paisley in the United Kingdom and holds a Ph.D. and M.Sc. degree from the University of Strathclyde in the United Kingdom.



Joan Waitt – Juniper Development – LLC, President

Joan T. Waitt has been an accomplished real estate sales and development professional for the past 20 years. Ms. Waitt works tirelessly to support operations and projects benefiting women, children and families. In 1993, she co-founded the Waitt Family Foundation which funds programs targeting education for underprivileged children, prevention of domestic violence, and the building of strong communities.



Craig Irving, Irving Hughes, Principal

As Principal and founder of Irving Hughes, Craig Irving has almost twenty years of experience in all aspects of commercial real estate leasing and sales in San Diego, with an exclusive emphasis on tenant representation since 1993. He is former Chairman of the San Diego Police Foundation and former President of the San Diego Chapter of YPO (Young President's Organization).



Mark Zwerenz, Lorica International, CEO

Mr. Zwerenz has 15 years of experience motivating teams of professionals, developing new business opportunities and investing in new technologies. Beyond running the day to day operations and managing strategic sales for National Direct and now 33 North Advisors, Mark has also invested and served at an advisory level for several start-up operations with a focus on emerging technologies.

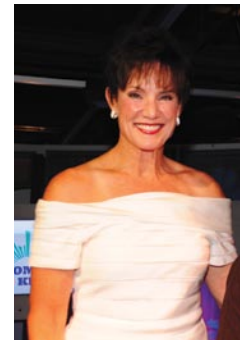
The Promises Gallery



Event Co-Chairs Stephanie Trolinger, Steve Bond, Promises CEO/President Susan Golding & Promises Board Member Keith McKenzie



Corporate Champions Boyer Moving and Friends



Mistress of Ceremonies Carol LeBeau



Community Champions BOMA (Building Owners and Managers Association)



Chef Jim Phillips (R) and team from Barona Valley Ranch & Casino



Volunteer Champion Connie Fox enjoys the evening



Gigi Cramer is one happy winning bidder!

Promises' Costume Drive Brings Halloween Fun to More than 6,000 Kids in San Diego



Note: The children pictured in the photos are models.

Bring your gift and join us at the LIVE DRIVE at Walmart in Kearny Mesa,
4840 Shawline Street, from 8a.m. to 6 p.m., December 14.
Call 858-278-4400 x500 for more details or email events@promises2kids.org.

HOLIDAY GIFT DRIVE



Give From Your Heart! IN CONJUNCTION WITH BOMA



Although we appreciate all donations, we receive an abundance of gifts for younger children and typically fall short on gifts (and gift cards!) for the children ages 13 and up. Please consider donating a gift to an older child this holiday season.

TEEN GIRLS:

Make-up & hair supplies for all ethnic skin types, hair dryers, curling irons, arts & crafts, radios, MP3 players, journals, bathrobes

TEEN BOYS:

Sporting equipment, wallets, radios, hand-held games, board games, playing cards, organizers, cars & planes, comics, batteries & gift cards

GIFT CARDS (13 and up):

Fast food, movie tickets, Walmart, Target, Old Navy, Gap, Roller-Skating, Theme Parks, Sporting Events

PRETEEN:

Toys, board games, radios, hand-held games, CD's, MP3 players, sporting equipment, wallets, comic classics, & trucks, non-toxic

CHILDREN (Ages 5-9):

Cartoon videos, LeapFrog Learning toys, Barbie Dolls, cars & trucks, board games

TODDLERS:

Plastic developmental toys & games, barrettes and bows, stickers, toddler videos, books in all languages

BABIES:

Clothing (newborn to 24 months, 2T, 3T, etc.), one-piece stretchies, string toys, wind-up mobiles & musical toys, blankets

ARTS & CRAFTS SUPPLIES:

Childproof scissors, construction paper, butcher-block paper (all colors), glue sticks, stickers, and crayons

GENERAL ITEMS:

Books, batteries all sizes

ALL GIFTS MUST BE NEW AND UNWRAPPED! 858-278-4400 • www.promises2kids.org

The Corporate Corner

Vons Kicks off the Promises2Kids Red Brick Road Campaign

Follow the red brick road to the Promises2Kids Pavilion with a donation of \$1000 and help Promises2Kids sustain programs that help abused and neglected children heal and grow.

An individual, business, corporation or community group can have a brick paver stone etched with a name or company logo. The brick paver stone will be featured in the public entryway to the Promises2Kids Pavilion — a permanent recognition and lasting expression of your commitment to breaking the cycle of child abuse.

We have 1000 bricks available! Please take this opportunity to demonstrate your lasting commitment to help foster children and youth in San Diego. For information, contact Edith Glassey at 858-427-1103 or edith@promises2kids.org.



Promises2Kids staff look on as Daymond Rice, Director of Public Affairs & Government Relations for Vons, places the commemorative brick in Promises2Kids' entrance way.

Where Hope is Born: Aileen's Story

Originally from the Philippines, Aileen came to San Diego as a small child when her father was stationed here in the military. Her father went off on a tour of duty and her mother abandoned both her and her sister soon thereafter. They were nine-years-old and suddenly they found themselves alone in a strange country, as dependents of the state. Aileen would face many struggles before finding support at Promises2Kids.

"My world came crumbling down around me when my mother left," said Aileen.

Aileen and her sister spent two months at Hillcrest Receiving Center and then they were placed in foster homes.

"The most unbearable thing was being separated from my sister. We were very close and being placed in separate foster homes was horrible."

Aileen subsequently lived in three different foster homes where she suffered repeated abuse and neglect.

"I kept running away from each home. I was crying out for help. I was a really good kid. I was always at the top of my class and never acted out so I never understood why the things that were happening to me were happening."

Eventually, the mother of one of her friends heard about her story and decided to take both her and her sister in. Finally, they were placed in a loving home — but her challenges were not over.

After aging out of the foster care system, Aileen was diagnosed with Lupus, a disease that would eventually be the cause of more than \$500,000 worth of medical bills.

"I was determined to fight the disease, but the medical and financial challenges were great and I was concerned for my future. When I turned 18 and was released from the foster care system, I received a letter from the government basically just saying 'good luck'."

Aileen struggled for the next several years. Without citizenship, she was unable to secure a good job and without her birth records she was unable to obtain citizenship.

"I had to go through so much just to get my paperwork which was being held by the state. And then I was told that they had lost my birth records. But that's when I met Mary Ann at Miramar College who introduced me to Stephanie [Guardian Scholars Coordinator] at Promises2Kids. They helped me turn my life around.

They helped me find the resources and support I needed to return to school"

Aileen eventually obtained her records from the state and became a citizen of the United States. On the very day she

became a citizen; she walked into a temp agency and obtained a job.

Aileen is now a full-time student on scholarship at Ashford University studying Accounting. She currently maintains a solid 3.9 grade point average and just bought her first car.

"I still struggle with issues that I am sure are residual effects of my childhood, as well as effects of my illness. I recently received a donated laptop from Promises2Kids which has helped me tremendously with school."

I asked Aileen what she would say to a child who was struggling in foster care.

"I would first tell other kids to be kind to one another. Not everyone is born into a loving family. I remember wearing those Jelly shoes to school and a girl who used to bully me telling everyone that I must be a foster kid because of my shoes. I would also tell foster kids to find someone to guide them and try to keep in touch with some family and never, ever be ashamed of yourself — hold your head up high."

As I watched Aileen drive off to visit her sister, I imagined that car could be carrying any child in America as the face of child abuse has no face and could be anyone's history. It's the person you pass by in the grocery store. It's an employee at work. It's a friend, an acquaintance. We don't necessarily know each other's stories nor have commonality in our experiences, but one thing we do have in common is the resiliency to triumph over adversity. And as compassionate human beings, we have the ability to make choices to care for our children and reach out and help someone in need. And this is where hope is born.



"I was crying out for help. I was a really good kid. I was always at the top of my class and never acted out so I never understood why the things that were happening to me were happening."

Please continue to support Promises2Kids so that we can help more foster youth like Aileen. Visit www.promises2kids.org or call 858-278-4400 to find out how you can help.

Youth to Youth...

The Youth to Youth Mentor Program at the Polinsky Children's Center is supported through funding from Promises2Kids. Youth to Youth is a powerful peer-driven program, which matches current foster youth with former foster youth, providing mentorship, friendship, guidance, outreach and advocacy.

Currently, approximately seven, hand-picked Youth Advocates work with more than 50 foster youth each month in areas such as: education assistance; anger management; life skill building; housing assistance; alcohol/substance abuse; negative social influences; and setting and reaching goals.

The Youth to Youth Mentor Program is a successful win-win program as current foster youth benefit from the skill and knowledge of someone who has 'been there', and former foster youth benefit by obtaining valuable employable skills and a source of income.

Find out how you can support this important program by visiting www.promises2kids.org

The 16th Annual Investigator's Institute will take place at the Town and Country Hotel on Monday, January 25, 2010. Co-organized by Promises2Kids and Rady Children's Chadwick Center, the Investigator's Institute provides the latest information for those investigating child abuse cases. This year's speakers are Patti Toth, Manager of APSAC's (American Professional Society on the Abuse of Children) Child Forensic Interview Clinics; Brian Killackey, Cold Case Homicide Investigator and Consultant for U.S. Dept. of Justice; Mike Sullivan, Deputy Chief of the Investigations Division for the Illinois Attorney General's office; and Elliott Cohen, Criminal Investigation Division – Maryland State Police.

Topics to be covered include:

- **Tools for First Responders to Child Fatalities**
- **Child Neglect Homicide Investigations**
- **Online Grooming Techniques (methods predators use to lure kids)**
- **Conducting Social Networking Investigations.**

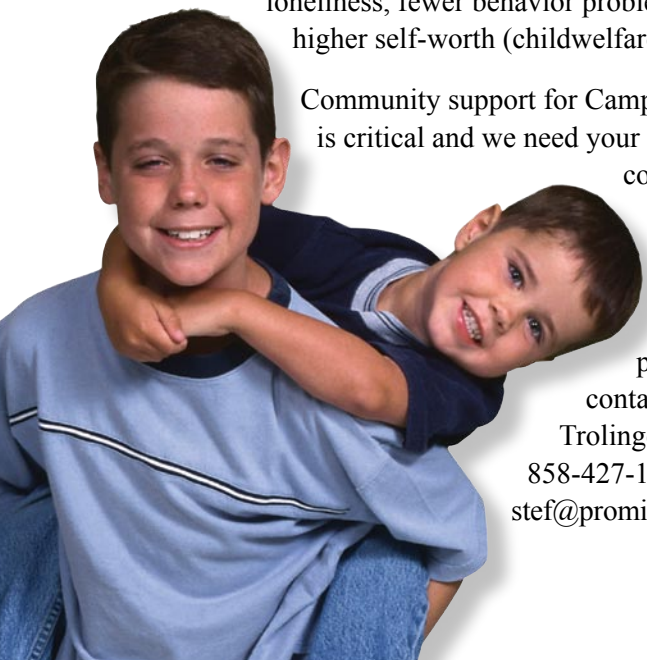
This year's event is a memorial to Mary Goodall and Beth Lennon, two tireless advocates for children who emphasized the need for up-to-date training and teamwork for law enforcement and social workers.

Two hundred law enforcement officers and social workers will attend the day-long symposium at no cost, thanks to a generous donor and several co-sponsors, including San Diego County Commission on Children, Youth and Families, San Diego Police Officers Association, the El Cajon Police Officers Association and the San Diego Deputy Sheriff's Association. All speaker expenses (travel, hotel, per diem and honorarium) are paid for by the U.S. Dept. of Justice, Office Of Juvenile Justice and Delinquency Prevention and Fox Valley Technical College.

Camp Connecting...

For foster youth who have been traumatized by child abuse, abandonment and neglect, their relationship with a brother or sister has often been their only source of emotional and psychological support. Research has demonstrated that warmth in sibling relationships is associated with less loneliness, fewer behavior problems, and higher self-worth (childwelfare.gov).

Community support for Camp Connect is critical and we need your help to continue this important program. For more information please contact Stephanie Trolinger at 858-427-1106 or stef@promises2kids.org



PET at Polinsky

The Pet Therapy Program at the Polinsky Children's Center is partially funded by Promises2Kids. This program provides children who have been abused and neglected with animal assisted therapy. The children benefit from the tactile benefits of animals while learning compassion and empathy.

Victims of child abuse often become perpetrators and many times it begins with the abuse of an animal. And that is why this program is so important.

Please help Promises2Kids continue supporting PET at Polinsky by visiting www.promises2kids.org.



It's in Stock

Appreciated stock is an excellent asset to use for making gifts to charitable organizations (such as Promises2Kids) that result in substantial savings.

Under current tax law, direct transfers of stock to qualified charitable organizations remove capital gains tax liability that you would otherwise owe if you sold the stock.

In addition, if you have held the stock for longer than one year, you are eligible for a charitable income tax deduction equal to the fair market value of the stock on the date of transfer.



Depreciated Stocks

If you have stock losses, you can sell the stock, realize the loss and take the allowable deduction for tax purposes. You can generate a tax deduction by donating the cash proceeds of the sale to Promises2Kids.

Stock can be used for funding any type of charitable gift, including deferred-giving arrangements that may provide a higher level of income than low-yielding securities.

Transferring securities is easy to do and Promises2Kids is ready to assist in facilitating the paperwork. For further information on how a gift of stock can work to your advantage, contact Edith Glassey, Director of Development and Communications at 858-427-1103 or edith@promises2kids.org

And remember, "It's in Stock."

Year End Giving

When you make a year-end gift, you're not just giving money. You're saying, "I see what Promises2Kids is doing to help children in our community and break the cycle of child abuse, and I want to help."

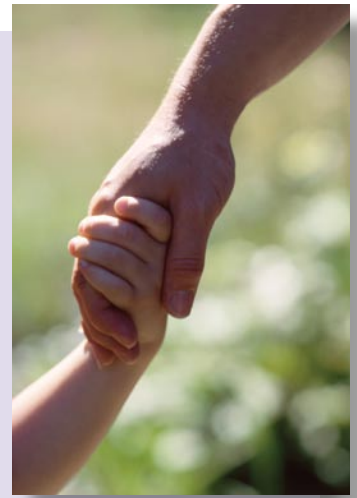
The end of the calendar year marks the time when many people think about making charitable gifts. If you itemize on your income tax return, you are able to deduct charitable gifts you have made during the past year. When you calculate your tax savings, it may surprise you to discover that you have made a larger gift than you thought.

Your neighbor, who is in the 31% federal tax bracket, makes a gift of \$1,000. The cost of this gift calculates to be \$690. The \$310 difference is the tax that the donor would have paid had no gift been made. Promises2Kids of course benefits from the full value of the \$1,000.

You aren't limited to giving cash. Just a reminder that IRA owners age 70 ½ or older may gift up to \$100,000 from their IRA or Roth IRA to a qualified charity with no tax consequences through 2009. If this appeals to you, contact Edith Glassey at Promises2Kids (edith@promises2kids.org or 858-427-1103) and we will work with you and your custodian to transfer funds.

The income tax deduction helps because it makes the cost of donating less than the value received by the charity. The availability of the income tax deduction helps a charitable person be even more charitable and reminds him or her to take advantage of the deduction before the end of the year.

However, tax advantages are not a substitute for the desire to help charitable organizations. We know that if you support us, it's because you believe in what we are doing at Promises2Kids. And for that, we thank you!





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