



# Promises2Kids CEO Update

A Monthly E-Publication from Promises2Kids  
*Founded as The Child Abuse Prevention Foundation*

Promises2Kids 9440 Ruffin Court, Suite 2, San Diego, CA 92123  
858-278-4400 [promises2kids.org](http://promises2kids.org)

## Message from CEO/President Susan Golding

### National Epidemic: Child Abuse on the Rise

Before you go on to read our November Promises Highlights, please take a moment and read the following report issued by the U.S. Department of Health and Human Services, which lists child abuse and neglect death rates by state. This report clearly demonstrates that we have a real problem on our hands and we must act quickly and with conviction to save our children from this national epidemic.

[Please click here for child abuse rates by state](#)

Child welfare advocates who recently gathered for a rally and conference in Washington cited figures showing that an estimated 1,760 children in the United States died from abuse and neglect in 2007 - an increase of 35 percent from 2001.

With your support, we can help to break this horrible cycle of violence that claims the lives of so many of our children each year. We need your support to continue helping children find hope, healing and refuge - please [click here](#) and discover the many ways in which you can make a difference in the life of an abused or abandoned child. We need your help more than ever.

With Gratitude,

Hon. Susan Golding  
CEO/President

---

## PROMISES HIGHLIGHTS

### Chefs & Champions 2009

Thanks to all who attended our magical Chefs and Champions event this year. The magic, the music, the Speakeasy were all amazing. And congratulations to our 2009 Honorees: Boyer Moving & Storage; San Diego BOMA; Connie Fox; and our beloved Mary Goodall. We would also like to thank our superb Mistress of Ceremonies, Carol

LeBeau, and the always engaging Auctioneer Jack Berkman. And thanks to everyone for the overwhelmingly positive response to the unveiling of our new Promises video which was produced and underwritten by Time Zone Multimedia. If you missed the event this year, click on our YouTube icon below for news about the event and bookmark our [events page](#) to keep up to date on other Promises events.

### **Halloween Costume Drive**

The 2009 Halloween Costume Drive was a tremendous success with nearly 6,000 costumes delivered to foster kids throughout the County. From cheeky Pirates to pretty Princesses, the costumes helped the kids enjoy the fun and joy of Halloween! Thanks to everyone who donated and volunteered!

### **Holiday Gift Drive**

The [Holiday Gift Drive](#) will be in full swing soon! If you would like to get involved by donating time or money, please contact Arika Daniels at [events@promises2kids.org](mailto:events@promises2kids.org). Last year's drive collected a record 12,000 items and we are poised to meet or beat that number this year! We need your donations to ensure that children in our community who have been abused or neglected have an enjoyable holiday. The need is even greater this year, so please join us in our efforts.

### **The Link Between Child Abuse & Animal Abuse**

Cross reporting is an important multidisciplinary approach to reporting child and animal abuse where those responsible for investigating animal abuse cross report suspected child abuse (and vice versa).

The link between child abuse and animal abuse has been well documented. When animals have been abused in a home, there is great likelihood that child abuse is also occurring. Legislation for cross-reporting and cross-reporting standards is crucial to end this continuing cycle of abuse.

California has adopted cross reporting laws and more states are beginning to do the same with Illinois being one of the most recent (see [HB 562](#)). This important legislation will undoubtedly save the lives of many children and animals.

