



# Funds Distribution Report

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**Recipient Organization:**  
**Dawson Place Child Advocacy Center**

**Address:**  
1509 California St  
Everett, WA 98201

**Contact:**  
(425) 789-3000  
<https://www.dawsonplace.org>

**Organization's General Goals:**  
Dawson Place Child Advocacy Center is a group of professionals responding to concerns of child abuse. We are dedicated to helping kids, seeking justice, and promoting healthy families.

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<b>Date of Award:</b>	<b>Level:</b>
2022 Q2	\$2,501 to \$5,000

For more information, please read the attached report from Dawson Place Child Advocacy Center.

8802 27th Ave NE  
Tulalip, WA 98271

**TulalipCares.org**

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2022

# Sponsor Report: Tulalip Tribes 10th Annual Transforming Hurt to Hope Luncheon



Dawson Place  
Child Advocacy Center  
01/01/2022

# Report to Sponsors

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## 10<sup>th</sup> Annual Transforming Hurt to Hope Luncheon

Event Date: November 3, 2022

Event Attendance: 400+

Sponsor: Tulalip Tribes

Report Code: **Q2 2022 14.2**

### Sponsorship Revenue

Sponsorship revenue covers event expenses and provides a valuable marketing opportunity for sponsors. All sponsorship revenue that exceeds event expenses become versatile unrestricted funds and adds to the event's net revenue.

### Sponsorship to Revenue Ratio

Total sponsorship revenue exceeded event expenses by 37.6%. Every \$1.00 of event expenses funded by sponsorships resulted in \$3.61 in Gross Revenue; \$2.61 in Net Revenue.

### Event Revenue Impact

Dawson Place is a 501(c)(3) nonprofit organization that finances its operations with a portfolio of revenue sources: government grants/contracts, foundation grants, rent from co-located agencies, individual donations, and our annual luncheon (individual gifts & sponsorships). Most revenue is restricted for specific uses, which is vital to our operations but limits our ability to respond to emergencies and opportunities. Annual event revenue is unrestricted. It provides flexibility to invest in program expansion, capital improvements, and operational capacity.

### Operational Expenses - \$1,220,287

Total operational expenses for this fiscal year are **\$1,220,287** (July 2022 – June 2023).

### Children & Families Served

Dawson Place serves an average of 1,091 child abuse victims every year: over 20 kids weekly.

- Dawson Place has served **143 children** since the event (November & December)
- The average operating cost per child is **\$1,275** (Operations Expenses/Clients Served)

Most children receive multiple services over the course of weeks, months, and sometimes years. All our services are provided at no cost to our clients.

### Parenting Education Program – \$100,181

Dawson Place's **Parenting Education Program** provides free, 16-week courses that improve parenting skills and prevent child abuse and neglect. In 2022 the Program benefited 171 individuals from 48 families in our community: 57 parents/guardians with 114 children. Program

expenses that are not covered by private foundations and individual donations will be covered by unrestricted funds, including funds raised through the Transforming Hurt to Hope Luncheon.

## Land Acquisition: Parking Lot

Last year a portion of the parking lot adjacent to our Child Advocacy Center became available for purchase. The Board of Directors approved the acquisition of the land which includes 16 parking spaces for our service users, visitors, and staff. The footprint of the lot is large enough to contain future expansion of Dawson Place, should more space be needed.

This land acquisition was possible because of the unrestricted reserves created, in part, by revenue from the Transforming Hurt to Hope Luncheon.



*Aerial photo of Dawson Place Child Advocacy Center (2021).*

## 2022 Sponsors – Thank You!

**Champion Sponsor:** Transblue LLC

**Keynote Speaker Sponsor:** Little Bipsy Collection

**Advocate Sponsors:** Beresford Booth PLLC, Casper Holdings, Gayle Ossenkop-Faubion Family, McNaughton Foundation, Propeller Airports Paine Field Everett, Tulalip Tribes

**Protector Sponsors:** Capstone Home Loans, Coastal Community Bank, Dwayne Lane’s Auto Family, The Everett Clinic, Kaiser Permanente, Mountain Pacific Bank, UBS

**Guardian Sponsors:** Anderson Hunter Law Firm, Beneficial State Bank, D.A. Davidson & Co, FASTSIGNS of Everett, Gaffney Construction, Gamut360 Holdings, Seattle Children’s

**Patron Sponsors:** Arlington Police Officers Association, Banner Bank, Clark Nuber, Molina Healthcare, Providence Regional Medical Center Everett, SnoCope Credit Union



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# Annual Impact Report

Dawson Place Child Advocacy Center – 2022 Calendar Year

**Grantor:** Tulalip Tribes

**Grantee:** Dawson Place Child Advocacy Center; EIN: 27-0627714

**Grant Amount:** ██████████

**Program:** Event Sponsorship

**Report Code:** Q2 2022 14.2

## Overview

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2022 was a rollercoaster year for Dawson Place. The persistence of the COVID pandemic affected the start of the year. When life returned to a new normal in the spring, our staff was fired up, ready to go, and we flourished. Then over the summer when lingering health issues, personal matters, and career changes disrupted the continuity of our operations, our staff stepped up and filled holes in understaffed positions so that every child and family who came to our Child Advocacy Center received the same high-quality standard of care that Dawson Place is known for. It was inspiring to see our amazing staff overcome the turbulence of the year.

## Operational Achievements

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Dawson Place Child Advocacy Center (Dawson Place) is proud to share the notable achievements attained in 2022. This report illustrates the many ways that we utilized our programs and services so that EVERY child abuse victim in Snohomish County finds safety, justice, and healing.

### Clients Served

Dawson Place delivered essential intervention and healing services to 1,094 child abuse victims and their non-offending family members in 2022. This is in line with our 5-year average of 1,091 child abuse victims served annually. However, the consistency in service user numbers over the last three years were attained amidst the COVID pandemic: 1,077 in 2020, 1,095 in 2021, and now 1,094 in 2022. Students were out of school for a year, COVID variants impacted staff for years-on-end, and still, we met our pre-pandemic service numbers. From this perspective, the 2022 year was a major success.

Client service numbers reflect the individual children (ages 0-18) who received at least one service. However, it does not reflect that most of our clients receive several services over weeks, months, and sometimes years for prosecutions, follow-up medical exams, and ongoing therapy.

### Client Demographics

Child abuse victims served at Dawson Place; these cases involved 1,004 alleged offenders.

Gender	Clients	%	Age	Clients	%
Male	323	29.5%	0-6 years	376	34.4%
Female	755	69.0%	7-12 years	347	31.7%
Transgender	16	1.5%	13-18 years	371	33.9%
<b>Total</b>	<b>1094</b>	<b>100.0%</b>	<b>Total</b>	<b>1094</b>	<b>100.0%</b>

Race	Clients	%	Abuse Type	Clients	%
White/Caucasian	568	51.9%	Sexual	798	65.1%
Black/African Amer.	56	5.1%	Physical	289	23.6%
Hispanic/Latino	151	13.8%	Neglect	73	6.0%
Amer/Alaskan Native	30	2.7%	Witness to Violence	35	2.9%
Asian/Pac. Islander	38	3.5%	Drug Endangerment	12	1.0%
Other	251	22.9%	Other	18	1.5%
<b>Total</b>	<b>1094</b>	<b>100.0%</b>	<b>Total*</b>	<b>1225</b>	<b>100.0%</b>

\*Some clients bore multiple abuse types

## Direct Service by Partner Agencies

Dawson Place Child Advocacy Center is a unique combination of the six agencies in Snohomish County that respond to issues of child abuse. Dawson Place collaborates with these co-located organizations to provide safety, justice, and healing to child abuse victims and families.

### Providence Intervention Center for Assault & Abuse (PICAA)



PICAA is located inside Dawson Place and provides victim advocacy and medical healthcare services such as well-child check-ups and forensic examinations. Victim advocates play a crucial role in helping families

navigate the interagency process, to access financial and other recourses, and even to fill out forms from restraining orders to job applications. Most importantly, they help families schedule any service at Dawson Place that will help them through their situation. Last year PICAA provided services for 454 clients, 301 child sexual assault victims and 175 victims of other crimes (some clients were victims of both sexual assault and other crimes). This included legal advocacy for 115 clients, victim advocacy to 404 clients, and 179 forensic medical examinations.

### Compass Health Child Advocacy Program



The Compass Health Child Advocacy Program (CAP) provides mental health therapy to the kids and families who come to Dawson Place. Their services are provided at no cost to clients and are delivered until they are no longer needed by the child and family, or until they reach the age of 23 years. Last year CAP therapists completed 167 initial mental health assessments, provided 4,571

hours of therapy, and carried 300 ongoing clients. Our therapists have adapted to providing remote counseling sessions as well as in-person sessions. The CAP team provided nearly 202 more hours of therapy than last year, a 4.8% increase.

## Snohomish County Sheriff's Office: Special Investigations Unit (SIU)



The Special Investigations Unit located at Dawson Place includes a team of seven Detectives led by the unit's Sergeant. They respond to allegations of child abuse and sexual assault and are vital to the protection of the children and families who come to Dawson Place, and to the community at large. In 2022, in addition to their ongoing caseload, this team of detectives and support staff investigated 206 new cases of child abuse in Snohomish County, a 10.2% increase.

## Child Protective Services (CPS)



Child Protective Services is part of the Washington State Department of Children, Youth, & Families (DCYF). They investigate allegations of abuse, often before a case has been filed by law enforcement. There is one CPS special services agent located at Dawson Place, and the regional manager serves on our Board of Directors. CPS is the front-line against child maltreatment. They refer families to our Child Advocacy Center and help them develop safety plans so that the State does not have to dismantle the family for the child's safety.

## Snohomish County Prosecuting Attorney's Office: Special Assault Unit (SAU)



The Special Assault Unit located at Dawson Place accepted 364 cases for prosecution, had 123 convictions, 64 plea deals, and 0 acquittals. The backlog of court cases due to the pandemic created an especially demanding year for these highly skilled public servants.

## Dawson Place (Child Forensic Interviews)



Dawson Place employs two Child Interview Specialists who provide Child Forensic Interviews for all law enforcement jurisdictions in Snohomish County, as well as State and Federal agencies when their cases involve county residents. This service is integral to the investigation and prosecution of crimes against children. The interviews follow strict state-enforced protocols so that the uncovered information will hold up in court. In early 2022

we hired a new Child Interview Specialist to fill a position that had been open for four months. Our two interviewers performed 316 child forensic interviews at Dawson Place, and 16 at off-site locations. This was a 10% increase over the 301 interviews performed the previous year.

## Community Outreach Program

The Community Outreach Program (Outreach) increases demand for the free services at Dawson Place through digital/social media communications, in-person engagement, and professional networking activities. Outreach 1) spreads awareness about our free services, 2) grows the network that refers victims to Dawson Place, and 3) empowers child abuse victims and families to get the help they need to stop abuse and live safe, healthy lives. Our goal is to close the 20% gap between the number of children served at Dawson Place and the statistical need for our services.



## Service Gap Analysis (Outreach Need)

Service gap analysis uses actual data to assess whether Dawson Place is serving EVERY child abuse victim in Snohomish County. This information guides our strategic planning for outreach (increase access) and operational capacity (increase services). Dawson Place uses a 5-year average to estimate how many victims will be served annually. The actual client service statistics are the 5-year average from 2017 to 2022. The 20% service gap compares our actual services delivered in 2022 to the national child abuse statistics of the population of children aged 0-18 years in Snohomish County (US Census Bureau, July 2021).

## Person-to-Person Outreach Activities

The Outreach Team juggles a broad range of public outreach activities that include trainings and presentations to professionals (schools, coalitions, military personnel, child protective services, et.al.), hosting information tables at public events, and hosting events at Dawson Place and other locations.

### Trainings and Presentations

Most of the families who come to Dawson Place are referred by a professional, often a police officer, nurse or doctor, student advocate, counselor or teacher, and Child Protective Services. Presentations and mandatory reporter training give these professionals the information and contacts they need to refer families who need our help to Dawson Place. Last year the Outreach Team presented or hosted tours to 30 professionals from organizations that encounter child abuse.

### Public Events



*Fran at a Dawson Place info table.*

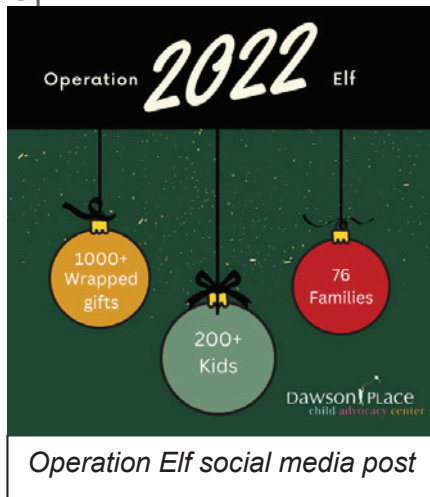
Dawson Place attends public events throughout Snohomish County to inform local communities about the many free services available to child abuse victims and families. In 2022, the Outreach Team attended or hosted 69 public events and engaged with over 8,800 community members.

An important element for hosting an effective information table is to attract kids and adults so that we can provide them with informative materials and engage in discussions. We achieved this with games, a bubble machine, fun branded handouts (slap bracelets, pinwheels, pencils, etc.) and other creative items and activities.

### Hygiene Care Packs

Last year the Outreach Team purchased hygienic items and assembled them into Hygiene Care Packs that they would distribute to families alongside information about the free services at Dawson Place. Outreach learned that this provision of basic needs really opened people up to further engagement, especially at food banks. This led to setting up information tables at a rotation of food banks in Snohomish County. The packs contain items such as socks, deodorant, toothbrush and paste, shampoo, feminine products, and other useful items. Last year Outreach distributed 645 Hygiene Care Packs.

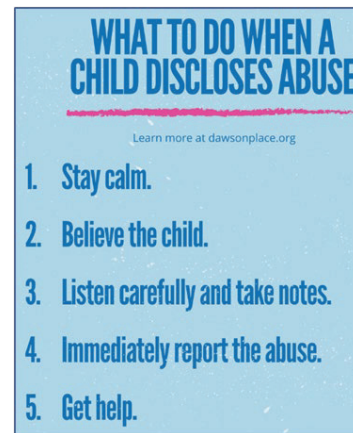
## Operation Elf



The holidays are a time of family, joy, and celebration, for most in our community. For many families, however, it's a time of great anticipation by children and deep anxiety for parents who are not able to afford presents for their kids. For seven years Dawson Place has carved out a few days in mid-December to invite families to come "shop" for gifts. The gifts are provided by several individuals and businesses in our community who host toy drives specifically for this operation. 22 volunteers signed up to help make the 2022 Operation Elf a holiday miracle for many happy kids and families. Over 1,000 gifts were selected by parents and guardians, wrapped on site, and given to more than 200 kids from 76 families.

## Digital/Social Media Outreach Activities

2022 was just the second full year that Dawson Place managed an active digital and social outreach effort. Our social media outreach includes our user-friendly website ([www.dawsonplace.org](http://www.dawsonplace.org)), Facebook, Instagram, Twitter, and LinkedIn. Weekly posts were made to Facebook, Instagram, Twitter, and LinkedIn. Our Communications Specialist made 224 posts to Facebook, 244 posts to Instagram, 204 posts to LinkedIn, and 202 posts to Twitter. This resulted in a 27% increase in followers over all platforms, from 1,583 to 2,008. All our social media channels are connected to each other and lead to the home website. Our website is the hub where more information, emergency contacts, events calendar, training signups, and other public resources can be accessed.



Social media post

## Networking Activities


Building and cultivating our professional network is often accomplished during in-person outreach when we happen to meet professionals while hosting an information table at public events. There are also activities where networking with professionals is the primary goal.

## Renewed MOUs with Law Enforcement

In 2022, Dawson Place renewed a Memorandum of Understanding (MOU) with the 18 police jurisdictions in Snohomish County. This renewal is required every five years for our reaccreditation with the National Children's Alliance. The MOUs state that performing Child Forensic Interviews by a Child Interview Specialist at Dawson Place is the best practice. Once a child is brought to Dawson Place for a forensic interview, they have access to all the other services provided for free at our Child Advocacy Center. The Community Outreach Program played an important role in this effort.

## Parenting Education Program

The Parenting Education Program (Program) was launched in the fall of 2020. The goal of the Program is to 1) educate parents so that their children are safe from abuse and neglect, 2) build families' capacity to support, nurture, and guide their children, and 3) promote responsive parenting to improve children's emotional, physical, and social well-being. The expected outcome is to prevent child abuse and neglect and promote healthy families.



The Program uses the Incredible Years® for its parenting education curricula. The Incredible Years is an evidence-based program in social learning theory that stems from over 30 years of scientific research. It encourages positive behavior through building the parent-child connection. Parents learn how to understand and respond to a child’s cues so they can be more attentive to their needs. The resulting improvements in child behavior can reinforce positive parental attitudes, lead to more successful parenting, and reduce or eliminate child abuse and neglect.

Dawson Place provided four classes last year, each met once a week for 16 weeks, and one abridged 8-week class over the summer of 2022. These free classes impacted 57 parents/caregivers from 48 families with 114 children for a total of 171 beneficiaries.

## Cribs for Kids Program

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Dawson Place has been a member of the national Cribs for Kids organization since 2015. We purchase and distribute cribs for free to families who cannot afford a safe place for their baby to sleep and grow. Before the COVID-19 pandemic Dawson Place distributed over 100 cribs annually. In 2022, we gave out 48 cribs to families in Snohomish County. We promoted this important service to local agencies that serve families who would benefit from this program such as Child Strive, Sea Mar Medical Clinic, Hand in Hand, and the Snohomish County Health District.

## Annual Fundraiser

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Dawson Place is a 501(c)(3) nonprofit organization that finances its operations with a portfolio of revenue sources: government grants/contracts, foundation grants, rent from co-located agencies, individual donations, and the annual fundraiser (individual gifts & sponsorships). Most of our funding is restricted for specific uses, which is vital to our operations but limits our ability to respond to emergencies and opportunities. Revenue raised at the annual event is unrestricted, and provides flexibility to invest in program expansion, capital improvements, and operational capacity.

The 10<sup>th</sup> *Annual Transforming Hurt to Hope Fundraiser* returned to a live event with limited seating and was also live streamed. The event raised over \$210,000 in gross revenue, which is in line with the amount raised at our last live event in 2019. We limited seating as a precaution, so the total revenue was raised with just over 400 guests, compared to 700+ attendees in 2019. Even though there were less people, the average gift was higher and there was a big increase in sponsorship support.

## Land Acquisition: Parking Lot

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Last year a portion of the parking lot adjacent to our Child Advocacy Center became available for purchase. The Board of Directors approved the purchase of the land which includes 16 parking spaces for our service users, visitors, and staff. More importantly, the footprint of the lot is large enough to contain future expansion of Dawson Place, should more space be needed.

## A Year of Firsts

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During the pandemic Dawson Place grew its staff from 5.65 full time employees (FTE) to 8.25 FTE; from a staff of 7 members to 12 members. We launched our Parenting Education Program, expanded our Community Outreach Program, and bolstered our human resources for the front desk. In February 2022, for the first time since the start of the pandemic, all our employees were available to fulfill and

expand their duties at our Child Advocacy Center. After years of struggle, we were free to apply our new staff and skills in innovative and exciting ways. These firsts were the result of an infusion of highly capable staff, energy, ideas, skills, and dedication.

## New Partnership with Safeway Stores

April is the national month for Child Abuse Prevention. Dawson Place partnered with regional Safeway stores to spread awareness about our free services and to amplify the community's responsibility for the safety of all children. In the first two weekends of April, the Outreach Team set up their information tables at 7 of the busiest Safeway stores in Snohomish County, visiting two per day over the weekends. They were graciously welcomed by store managers and staff, and personally engaged with community members. Look for information about Dawson Place at your local Safeway store in April 2023.

## SuperKids Resource Fair



During national Child Abuse Prevention Month in April, Dawson Place hosted its first ever community resource fair. The theme was “Your voice is your superpower”, and the April 23<sup>rd</sup> event was called the *SuperKids Resource Fair*. The goal of the event was to attract families to join the resource fair for fun, and to learn about the many incredible people and services available to the public. We had music, bubbles, games, prizes, a fire truck, a bouncy house, and the Snohomish County Sheriff's office even brought a search and rescue helicopter. This was a big hit with the kids!

This wonderful event took place right outside our Child Advocacy Center and was enthusiastically joined by 20+ organizations sharing information about the resources they provide for our community. Over 500 community members joined in the fun celebration. The *SuperKids Resource Fair* spread information to the public and strengthened the network of professionals and organizations whose mission is to serve the community.


## Outreach Vehicle

In June 2022, Dawson Place was awarded a generous grant from the Employee Community Fund of Boeing, Puget Sound. These funds were used to purchase a new vehicle for the Community Outreach Program's staff to take equipment and supplies, such as tables, tents, signage, snacks, and giveaways, to public events across Snohomish County. This spring (2023), FASTSIGNS Everett will wrap the entire car with Dawson Place's logos and slogans which will increase our brand-awareness as we travel throughout the county.

## Challenges

Challenges in 2022 were largely attributed to staffing and scheduling issues. Dawson Place struggled to consistently staff the front desk, where all our clients check in for services and submit intake forms. Our Child Advocacy Center cannot operate without this critical position. Hiring more staff to fill this important position proved difficult due to the tight job market. The gaps in staffing the front desk were patched with employees hired to perform other tasks. This included the Outreach Team and even the Executive Director.

This staff shortage issue was exacerbated in July 2022 when our Communications Specialist left the organization. Not only did this departure eliminate front-desk help, but it also caused a disruption in our outreach efforts. Website and social media management was adeptly completed by our



Community Outreach Specialist to the detriment of in-person outreach events. These challenges reflect the dedication and flexibility of the Dawson Place staff and highlights our organization's devotion to serve children and families in crisis from child abuse.

## Conclusion

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The 2022 fiscal year was a dichotomy of unflinching perseverance and unmeted production. Keeping the front desk covered proved a difficult challenge that our dedicated staff was able to overcome. A serendipitous byproduct was that now Dawson Place has a host of staff who can competently perform client intake and coordinate the provision of interagency services at our Child Advocacy Center. There were several months that were a whirlwind of energetic and exciting activity that culminated in the purchase of land and funding for a new Dawson Place vehicle. Despite much adversity and amidst much excitement, 1,094 children and families received the highest quality of service available for safety, justice, and healing.