

JANUARY - DECEMBER 2022

# Annual Report



**New Hope**  
Blount County Children's Advocacy Center

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[www.blountkids.org](http://www.blountkids.org)  
865.981.2000

# A LETTER FROM OUR Chief Executive Officer

December 31, 2022

What a year we have had! It has been one filled with both success and hardship.

This year we were up for reaccreditation from the National Children's Alliance (NCA). This is a process that involves an extensive application where we demonstrate how we are meeting NCA's 10 standards followed by a site review where interviews are conducted with our staff and team members to ensure we are doing as we have described in our application. Our reviewers came in October and told us that New Hope is the Gold Standard for Child Advocacy Centers! They were impressed with our staff, team, board, and our wonderfully generous and supportive community. They also told us that our building is how every CAC should look and feel when you walk in. We are so grateful for your help in making this all possible, and we hope that you share our pride in this wonderful Blount County resource.

While our team was working hard on accomplishing the goals we set out to achieve this year, we were also trying to support our long-time forensic interviewer and friend in her fight against cancer. She was a voice for thousands of children throughout her career with New Hope, so it was heartbreaking when we lost her this past December. Our team pushes forward with new resolve to meet the growing need and to ensure that we answer her request to care for and ensure the safety of the children who need us. We feel we have done that, and we hope the following report will demonstrate our hard work and many accomplishments.

We dedicate this annual report to Christina Copland and commit to continue helping those who are most vulnerable be heard and receive the services they need in a child-friendly place.



My sincerest thanks,

*Tabitha Damron, KLSW*

Tabitha Damron  
New Hope CEO



# Our Mission

## **TO RESTORE HOPE TO ABUSED OR TRAUMATIZED CHILDREN AND THEIR FAMILIES**

### VISION

All children are free from abuse and trauma

### VALUES | Our work is guided by:

- Safety, protection, and well-being of all children
- Integrity, transparency, and excellence
- Diversity, inclusiveness, and equality
- Community partnerships and accountability to the community we serve
- Consistent pursuit of professional growth by all staff members

### PRIORITIES

1. To provide an accredited child-friendly place for forensic interviews, medical exams, advocacy, and counseling services.
2. To continue to develop and strengthen the human capacity to fulfill our mission and goals.
3. Create and maintain a sustainable financial model that allows for growth, top tier services, a healing environment, and competitive compensation.
4. To educate Blount County and increase awareness within our community of the goals, mission, and successes of New Hope.



# This Year

## AT A GLANCE



2022 INCOME: \$980,264

725

CHILDREN  
SERVED

\$1,275

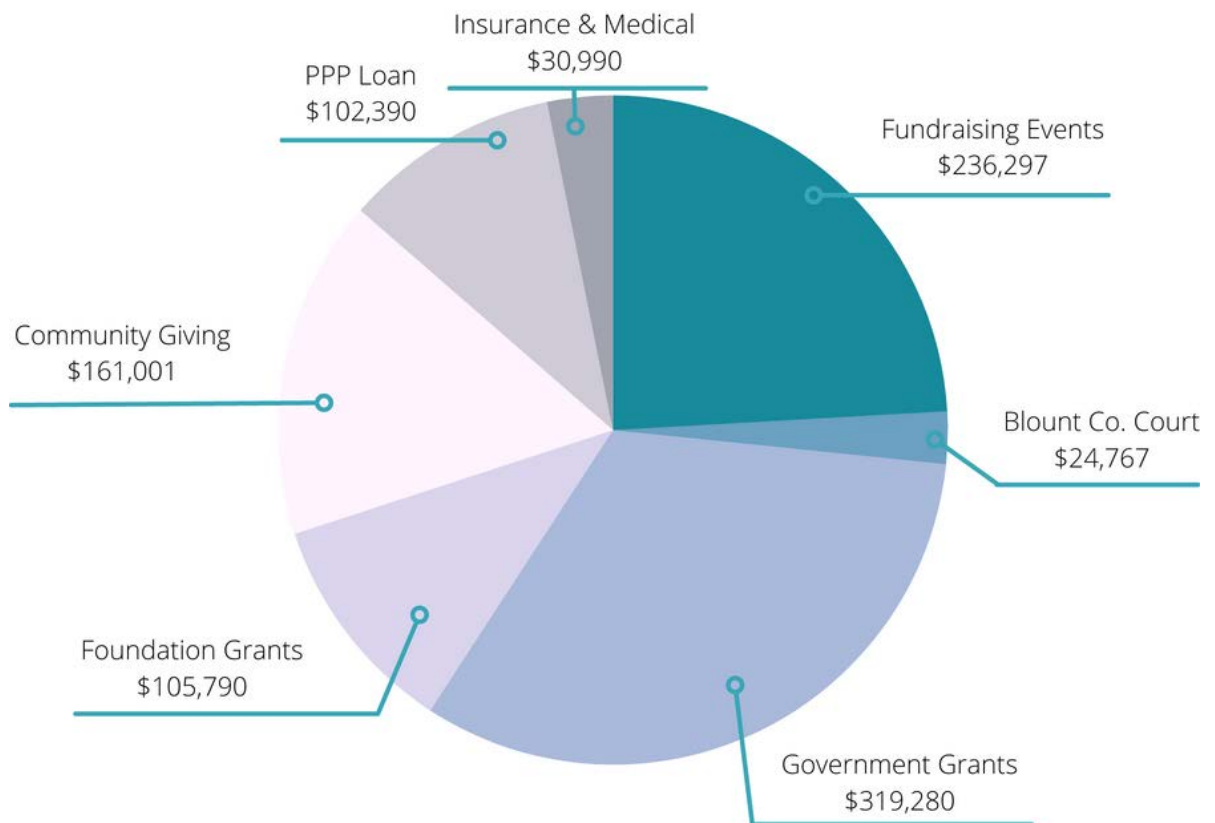
COST PER CHILD

134

TOUR  
ATTENDEES

2,000+

VOLUNTEER  
HOURS



# PRIORITY #1

To provide an accredited, child-friendly place for forensic interviews, medical exams, advocacy, and counseling services.

Rating based on actual outcomes: **MEETS / EXCEEDS**

## 2022 Objectives:

- Increase our coordination of cases by having our Assistant District Attorney General working on-site.
- Complete the reaccreditation application in preparation for site visit in 2022.
- Maintain all equipment as needed.
  - Review mid-year with staff and PCS regarding any future needs to be included in budget.
- Provide annual training to staff and team regarding cultural competency, diversity, self-care and sustaining a trauma-informed response.
- Create metrics and additional tracking tabs on NCA track to measure overall success for our cases.
- Complete therapy garden and begin utilization.
- Complete sound proofing in all needed spaces.

## Actual Outcomes as of December 31, 2022:

- Our new District Attorney General, Ryan Desmond, took office on September 1, 2022. On September 7, Assistant District Attorney General (ADA) Ashley Salem began working out of our office one half-day each week. She is the primary ADA assigned to work all juvenile cases. We believe this will further enhance our case collaboration and have already heard great feedback from our team.
- Our application for reaccreditation was submitted in April this year. We received very few follow-up questions and our site reviewer commented “This is the fastest, full-complete application that I’ve had. I’m very impressed – and appreciative.” The site visit was held on October 19. The reviewers observed our CPIT meeting, met with team members and staff, and had lunch with our Executive Committee. During the debrief meeting, they shared that New Hope is the “Gold Standard” for Child Advocacy Centers and that we could not be doing anything any better. They were impressed with our beautiful building, our fully co-located team, our staff, the board, and the support we have from our community. It was wonderful feedback to receive following many months of hard work and preparation.
- All of our equipment is still performing as required. PCS continues to provide wonderful IT support to ensure that everything is working properly and are extremely responsive to any issues that arise.



*Assistant District Attorney General  
Ashley Salem*

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# To provide an accredited, child-friendly place for forensic interviews, medical exams, advocacy, and counseling services.

## Actual Outcomes as of December 31, 2022:

- All Tennessee Chapter of Child Advocacy Centers provided a free training for which our staff was eligible regarding diversity, equity, and inclusion. This two-part training provided four hours of continuing education training and will be available each year. Lindsay Preskenis, our Clinical Director, provided training to our staff and team regarding self-care and sustaining a trauma-informed response.
- This year we began to look at how we could better quantify the important work we do. Our current system is only set up to measure criminal prosecutions. Tracking only this final outcome did not seem to measure the work being accomplished by the CAC. Therefore, we began to brainstorm with our Juvenile Court Judge on the outcomes they are seeing through Juvenile Court. The Department of Children's Services has a lower burden of proof to pursue court proceedings. They can provide validation of the client's disclosure as well as ensuring further child protection safeguards are put into place. They can also order treatments and parenting plans to work toward a better long-term outcome for the family. We still have more work to do with our CPIT Management team on what specific outcomes should be tracked, how to access this information, and how to adapt our current database to be able to make use of this great information. We have decided to move this to a three-year objective to allow ample time to complete this process.



*Therapy Garden*

- Our therapy garden was completed in spring of this year, thanks to a generous donation from Hope and Mark Ingram. It has been a wonderful tool for our therapists to engage the children in the outdoors and it has been a great space for our staff to unwind and reflect on their days when time allows. The garden was designed by Rachel Beasley of Beasley Landscape Architects and implemented by Caughron and Company. We held a garden dedication for Hope Ingram and her family on June 27, at which we unveiled the beautiful sign created by Thomas Memminger of Denovo Designs naming the garden in honor of Hope's parents, Sam and Mary Anne Beall. The sign reads "Non and Pop's Garden." We are so grateful to this family and their long-time support of New Hope.
- Our building continues to serve us well. All current soundproofing needs have been addressed.

## PRIORITY #2

To continue to develop and strengthen the human capacity to fulfill our mission and goals.

Rating based on actual outcomes: **MEETS / EXCEEDS**

### 2022 Objectives:

- Continue to develop a diverse board, who is accountable to the Board Chair and knowledgeable of board and staff roles, supportive of the CEO & Staff, and continually working to fulfill the strategic goals of the organization.
  - Create board policies/procedures for identifying gaps in board needs, steps to becoming a board member, and onboarding.
    - Update current by-laws before end of Q1.
  - Create a board member job description which outlines board expectations.
    - Before end of Q1
  - Create a procedure that outlines the expectations of board members and staff members related to events and other projects.
    - How can staff let the board know when something isn't working?
- All staff to have identified and completed training to meet annual NCA training requirements and/or at least one professional development opportunity during the year.
- On a bi-annual basis, conduct a staff capacity evaluation based on established metrics, current and historical demand to adjust capacity during the current year and/or plan for future years.
  - This year we will specifically focus on therapy and advocacy to determine if additional hours are needed.
- As part of the therapy evaluation above, evaluate the role of the CEO and determine if the creation of another director level role (such as Director of Programs) would allow further development and growth of the organization.
- Pursue the feasibility of training one of our current therapists to speak Spanish or obtain a grant to hire a part-time, bi-lingual therapist.

### Actual Outcomes as of December 31, 2022:

- Our current board consists of 15 members, and is made up of 6 males, 9 females, 13 white, 1 Hispanic, and 1 African American. We continue to strive to have a board that is representative of our community and the children and families that we serve.
- Our Governance Committee created a plan for identifying gaps, identified the desired steps to becoming a board member, and discussed better ways to onboard new members. They are working toward creating a written document outlining what has been put into practice by the end of this year. Verbiage was added to our current policy and procedures on how staff can communicate any board-related concerns to the CEO to be addressed with the Board President.
- Bylaws were updated by the Governance Committee and approved by the full board June of 2022.
- Board member expectations were defined and presented at the board retreat in February of 2022.

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# To continue to develop and strengthen the human capacity to fulfill our mission and goals.

### Actual Outcomes as of December 31, 2022:

- All staff completed continuing education requirements and met or exceeded the requirements for ongoing education as outlined by our National Children's Alliance.
- As we assessed our capacity and needs for staffing, our most pressing need was to fill the position of our Development Director. After interviewing several candidates, we realized that what we were looking for was right here at New Hope. Ashley Fontenot, our Marketing Director, was offered the position of Marketing and Development Director. To assist her with taking on this newly-combined role, a Marketing Assistant was hired. Ashley has been a powerhouse for New Hope since she came on board with us in July of last year, and we are already seeing her passion, energy, and wonderful ideas making an impact on our development program.



*Challye, Liza, Kayleigh, Celina, and Macie at Every Day Heroes Conference*



*New Hope Staff at Every Day Heroes Conference in Gatlinburg, TN*

- In addressing language barriers experienced with more Spanish speaking clients being referred for our services, we have not been successful in hiring a bi-lingual therapist. It also does not seem feasible for one of our current therapists to learn another language. Therefore, we have created a relationship with an interpreting service in our area and are writing grants to help with the ongoing need for these services during forensic interviews and therapy sessions. As positions become available, we will continue to identify and pursue bi-lingual candidates.



## PRIORITY #3

Create and maintain a sustainable financial model that allows for growth, top tier services, a healing environment, and competitive compensation.

Rating based on actual outcomes: **MEETS / EXCEEDS**

### 2022 Objectives:

- Create a development plan for the year with specific targets for private foundations, increasing individual donors, major gifts and our operating budget by 10% to allow for growth of our organization and regular cost of living increases for staff.
- Develop and implement a monthly giving and donor recognition plan.
- Create metrics for tracking outcomes related to the Through Jamie's Eyes tour.

### Actual Outcomes as of December 31, 2022:

- Former Development Director Vanessa Painter created a development plan before leaving New Hope in March of 2022. We have continued to work off of this plan with the goal of creating a new version for 2023.
- In addition to government grants from VOCA and State of Tennessee, we have applied for and received a total of \$104,249 from private foundation grants, including:



United Way of Blount County | Thompson Charitable Foundation | First Horizon Foundation  
Hutcheson Foundation | Elgin Foundation | Simmons Bank | State Farm Charities Aid Foundation  
Bright Funds Foundation

- Monthly givers have increased by 100% since January 1, 2022 for a total of 16 monthly givers, not including Capital Campaign or Board dues commitments.
- Included in our communications calendar, we have bi-annual 'Thank You' emails being sent to monthly givers.
- We expect to hit the ground running with a new legacy giving plan - including marketing materials, meetings, etc. - by Q2 of 2023.
- We are continuing to work on our donor engagement and recognition plan now that we have a Marketing & Development Director in place.
- We keep an online tracker of everyone who attends tours, along with all interest boxes they check so we are able to adequately follow up after the tour.
- We promise to follow up with each tour attendee within 48 hours of their tour. This follow-up includes a 'Thank You,' more information on what they selected on their tour form, and a link to the social media post with their group's tour photo so they can save and share it with their friends.



*New Hope Tour Group*

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# Create and maintain a sustainable financial model that allows for growth, top tier services, a healing environment, and competitive compensation.

## Actual Outcomes as of December 31, 2022:

- We worked with a local videographer to create an updated video to share the message of New Hope. All tour attendees are asked to watch this video before their scheduled tour. It is located on our website and YouTube.
- Our Spring Appeal letter was focused on the story of a former client's "tarnished necklace" she kept for years after her therapy journey was complete. We saw \$16,735 come in from this letter, including a generous \$10,000 match from an anonymous donor. Our Fall Appeal letter is set to go out the first week of November, highlighting the potential needs of one child at New Hope.
- Our fundraising events have brought in the following:
  - Tennessee Winter Beer Fest - \$23,000
  - The Young Fables Benefit Concert - \$1,200
  - Heroes for Hope 5K - \$21,000
  - British Car Club - \$3,000
  - Bacon at the Bear - \$35,000
  - Black Tie & Blue Jeans - \$154,000



From top left: Heroes for Hope, TNWBF check presentation, Bacon at the Bear, New Hope video production

Spring & Fall Appeal Letters

## PRIORITY #4

To educate Blount County and increase awareness within our community of the goals, mission, and successes of New Hope.

Rating based on actual outcomes: **MEETS / EXCEEDS**

### 2022 Objectives:

- Assess for any unreached groups in our community related to prevention efforts.
- Educate 600 Blount County residents through Stewards of Children.
- Maintain 80% of current Partners in Prevention and have 5 additional organizations/businesses become a Partner in Prevention.
- Continue to identify evidence-based supplemental trainings and potential facilitators that can be utilized toward prevention efforts and create access to the most up-to-date information.
  - Identify a potential volunteer to serve as a liaison within the schools.
  - Create a link to our Code of Conduct.
- Be a consistent presence in our community.
  - Identify staff who are willing to do presentations and provide these to our community.
  - Staff and board will have a consistent presence at other community events.
- Increase legislative advocacy of board members.
  - Host a legislative day at the CAC.
  - Meet with local and state legislators to discuss needs for New Hope.
  - Advocate for second designated detective.
- Create a communications plan that emphasizes brand establishment, a consistent message, and targets for the year.
  - Increase social following (and engagement) by at least 10%.
  - Create a campaign specifically to grow Through Jamie's Eyes tour attendance.
  - Increase brand consistency, awareness, and recognition across all three major fundraising events.
  - Conduct a focus group with children/teens/young adults with the goal of identifying best methods of reaching children with our information & resources.
  - Research options (e.g., software, web tools) to schedule, automate, and analyze the success of social media posts.

### Actual Outcomes as of December 31, 2022:

- Becky has continued to reach out to the Hispanic and African American communities in Blount County. She hosted a Stewards of Children session conducted in Spanish on February 26. She had two attendees and continues to work to create awareness and build relationships to further this endeavor.
- In 2022, 1,092 adults were trained.
- There are five new Partners for 2022, bringing us to a total 18. Two re-applications were approved this year and there are 11 organizations which need to complete their renewal applications.

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## PRIORITY #4 *continued*

To educate Blount County and increase awareness within our community of the goals, mission, and successes of New Hope.

### Actual Outcomes as of December 31, 2022:

- We have identified five supplemental trainings available this year from Darkness to Light. These are offered to agencies in addition to the Stewards of Children training.
- We were excited to bring on Jennifer Moore, who has worked as a school counselor for the Blount County schools for many years. We are hoping that she can serve as a liaison between New Hope and the schools as we work to engage our new Blount County Director of Schools.
- Our code of conduct is on the website for other agencies to use as a template.
- Nine schools in the Blount County School District received Stewards of Children training this year, as well as 93 staff members from the Blount County Schools Nutrition Department. In addition, all four schools in the Alcoa City School District have received training this year.



*PCS, Inc., Partner in Prevention*

- A facilitators' luncheon was held and was well-attended, with eight facilitators. Detective Doug Folmar provided a training on Technology Safety, a topic on which our facilitators receive many questions when they host trainings in our community.
- Several of our staff have offered to do public speaking engagements for our community. We speak on behalf of New Hope for the United Way campaign, speak annually at the Newcomers auction which benefits both New Hope and Haven House, and address other organizations as requested. Becky Rials, our Prevention Coordinator, provided a training for parents at Middlesettlements Elementary and Tabitha Damron, our CEO, was invited to speak for a group at First United Methodist Church.
- For this year's Child Abuse Prevention Month, 1,500 pinwheels were distributed throughout Blount County to various organizations. We highlighted the 1 in 10 statistic with the pinwheels: that for every 10 pinwheels, 1 was silver to denote the staggering statistic that 1 in 10 children will be abused before the age of 18. We also conducted eight Stewards of Children trainings during that month.



*Pinwheels for Prevention*

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## PRIORITY #4 *continued*

# To educate Blount County and increase awareness within our community of the goals, mission, and successes of New Hope.

### Actual Outcomes as of December 31, 2022:

- We held an Ice Cream for Prevention event at Capitol Theater, a benefit concert by the Young Fables at Bluetick Tavern, and had a booth at the Kite Festival. Maryville College's Trauma class, taught by Dr. Ariane Schratter, developed information about child abuse that was distributed throughout the Maryville College campus during April. This year, we again had a billboard – sponsored by Dr. Jenny Owens Smith – about child abuse. We used the same information for an advertisement that was shown at Parkway Drive-in. Our Prevention Coordinator, in conjunction with our Marketing Department, designed magnets highlighting the 5 Steps to Prevention. These magnets are given to all attendees upon completion of the Stewards of Children training.



*Kiddos enjoying Ice Cream for Prevention*



*Billboard sponsored by Dr. Jenny O. Smith*

- ...advocated for a second designated detective. We are grateful that the need for this was both understood and supported, and that the Commission granted this funding in the budget. Magahn Mattocks was hired for this position by the Blount County Sheriff's Department in July and has been a wonderful addition to our team.
- Other legislative efforts were made at the state level to help increase the funding that the state designates for Child Advocacy Centers. We are excited that, because of the advocacy from our chapter and the well-documented results of child advocacy centers across the state, this was a success. As we have been told to anticipate a 25% reduction in our federal grant funding over the next few years, this state funding will be vital to sustaining our programs.

- We also had a booth at the National Night Out hosted by the Alcoa Fire and Police Departments.
- For legislative efforts, we hosted our Blount County Commission for a tour of our CAC as we...



*Becky Rials, Prevention Coordinator*

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# To educate Blount County and increase awareness within our community of the goals, mission, and successes of New Hope.

### Actual Outcomes as of December 31, 2022:

- Facebook following has increased by 6% and Instagram has increased by 25%, for a total social increase of 10% or 347 new followers.
- We have also implemented a New Hope LinkedIn account which has gained 110 followers in 12 months.
- We have implemented a new, aesthetically pleasing sign-up system on SingUpGenius for tours, with 15 slots available for each tour. 81% of this year's tours have had at least five people attend.
- A total of 120 people have attended a tour this year.
- Community tour cards with QR code and URL have been distributed by Community Engagement Committee and others when asking people to tour.
- Chamber e-blast has been sent out to promote tour attendance. Thanks to Clayton for allowing us to use one of their e-blasts.
- Community tour cards were incorporated into centerpieces at Bacon at the Bear.
- New Hope brochures included in all take-home packs at both Heroes for Hope and Bacon at the Bear.
- New Hope brochures included in all sponsor bags at Bacon at the Bear.
- New Hope information booth set up at Heroes for Hope.
- Heroes for Hope logo has been updated to be more on-brand and recognizable.
- Social / communications calendar has helped (majorly) with consistency in social media and general communications.
- Working on a plan to implement with Katelyn in 2023 regarding a children / teens / young adults focus group.
- Buffer has been implemented as our post scheduling tool.
- Social analytics are tracked weekly within our social calendar / tracker via Google Sheets.
- Following the restructure of our Marketing department, we have been able to hire a new Marketing & Events Coordinator, Katelyn Witucki. We are so excited to have her on the New Hope team as our organization continues to expand. This new role will help spread the mission of New Hope by reaching even further into the Blount County community.



*Marketing & Events  
Coordinator, Katelyn Witucki*



# Digital Media



## SOCIAL MEDIA

We have continued to increase our social media reach:

- Our Facebook following has increased by 6%
- Our Instagram following has increased by 25%
- Our Pinterest audience has increased by 33%
- Our YouTube subscription list has increased by 18%
- Our email subscription list has increased by 23%

2,904

FACEBOOK  
FOLLOWERS

110

LINKEDIN  
FOLLOWERS

932

INSTAGRAM  
FOLLOWERS

33

PINTEREST  
AUDIENCE

32

YOUTUBE  
SUBSCRIBERS

750

EMAIL  
SUBSCRIBERS



a special  
Thank you

**TO OUR MONTHLY GIVERS**

Laura Antonucci  
Scarlett Jones  
Mary & Trevor Martin  
Vanessa & Kevin Painter  
Niki & Chad Schrock  
Mary Sutherland  
Teresa Tate  
Linda Webb

**NEW GIVERS AS OF 2022:**

Jacquelyn Beckner  
Kim Emery  
Allison Falin  
Jerome Heiny  
Chris Houtchens  
Susan McElrafth  
Bethany Pope  
Thomas Small  
John Stuart  
Monet Maddux  
Carol Bristow