



November 1, 2022

Message from President & CEO:

2020-2021 was another successful year for The Parent Child Center of Tulsa (PCCT). As I celebrate my first year with this amazing team and organization, I reflect back to my first week onboard, when a long-time PCCT supporter and past Executive Director described the organization as a place filled with enormous heart and dedication. That statement is as true as it gets. It is something you both see and feel from the moment you walk into the doors of PCCT.

As I think back over the past year and each and every person who makes PCCT such a unique organization, I am filled with pride and a sense of humbleness to be serving alongside these outstanding individuals. The work we do is nothing short of magical.

Within these pages and the enclosed "Building Pathways of Hope Through Prevention" impact brochure, you will read how our well established programs continue to successfully serve children and families, providing pathways of HOPE for each person we encounter. This success has created a pathway for the organization as well, as we will be growing our current offerings and adding new programs over the next year, allowing us to expand reach and HOPE in the community.

The agency's growth and success would not be possible without the extraordinary staff, volunteers, board members, supporters, stakeholders, and community partners. I want to personally thank each one of you for your time, commitment, dedication and support over the past year. You are all REMARKABLE and I am so proud to be serving this organization alongside each and every one of you!

Melanie D Anderegg
President & CEO

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Jon Lawrence - Magellan Midstream Partners
Brian Martin - Luxa Enterprises
Fred Perry - Community Volunteer
Neill Schultz - Hillcrest Healthcare System
Weldon Watson - Community Volunteer

EMERITUS BOARD

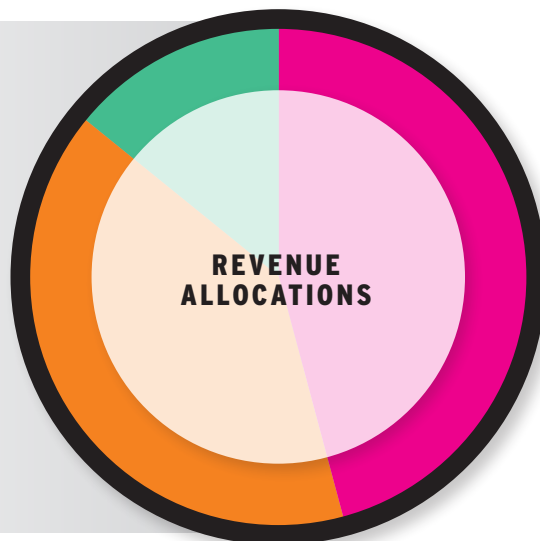
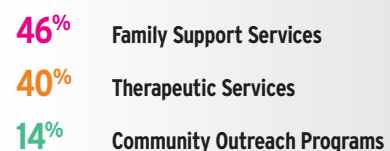
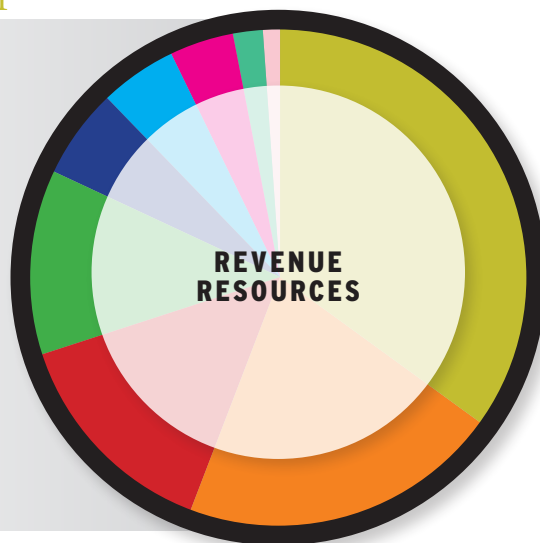
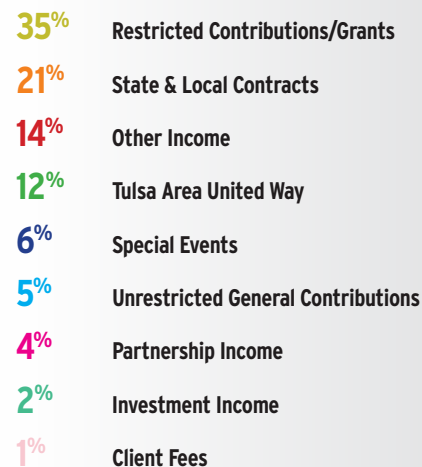
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1421 South Boston Avenue • Tulsa, Oklahoma 74119
www.parentchildcenter.org • 918.599.7999



PCCT FINANCIAL OVERVIEW

January - December, 2021



BOARD OF DIRECTORS

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BOARD

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 Caron Davis – Cancer Treatment
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 Candice Doctor – QuikTrip Corporation
 Rick Grundman – Oklahoma Wildlife
 Conservation Foundation
 Carole Huff Hicks – Public Service Company
 of Oklahoma
 Gerald Jackson – Crowe & Dunlevy
 Travis Johnson – Blue Cross Blue Shield
 of Oklahoma
 Mellonie Lawlis – First Oklahoma Bank
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 Lisa McLarty – Mabrey Bank
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THE PARENT CHILD CENTER
 OF TULSA



BUILDING PATHWAYS OF

HOPE

THROUGH PREVENTION



OUR MISSION

Preventing child abuse
 and neglect through
 education, treatment
 and advocacy.

thank you.

In 2021, there were **2,624*** confirmed cases of child abuse and neglect in Tulsa County alone. Investing in child safety and prevention services in our community benefits us all. **We could not accomplish our goals without the involvement and enthusiasm of our committed supporters.**

*Reporting period July 2020 - June 2021

STAY IN TOUCH WITH US!

THE PARENT CHILD CENTER
 OF TULSA

ADDRESS AND WEBSITE:

1421 South Boston, Tulsa, OK 74119
 918-599-7999 | www.ParentChildCenter.org

FOLLOW US ON SOCIAL MEDIA:

theparentchildcentertoftulsa
 pcctulsa



OUR VISION

That all parents have the knowledge and skills to protect, nurture and provide for their own children.

HOPE RISES HERE

*The Parent Child Center of Tulsa's primary focus for the services we provide is **hope**.*

“Hope is the belief that tomorrow will be better than today, and that you have the power to make it so.”

– Dr. Chan Hellman

IN 2021:*

We reached
35,018

children and adults through three levels of child abuse and neglect prevention services.



“Thanks to The Parent Child Center of Tulsa, I have exceeded my goals in life and have become the best mother I can be. I want to tell everybody that if it were not for PCCT, I probably never would have made it through. They gave me the strength and hope to wake up every morning to fight for the new life I have.”

– Miranda, PCCT Client

PCCT 3 LEVELS OF CHILD ABUSE & NEGLECT PREVENTION SERVICES:



YOUTH PROGRAMS

Our Youth Programs ensure educators, administrators and other adults know how to keep children safe.

Our Kids on the Block (KOB) program teaches young children how to identify, report and cope with adverse experiences through puppetry.

- **3,370** students attended educational puppet shows



PCCT's Anti-Bullying Collaboration (ABC) works to prevent bullying among children and youth. ABC's goal is to equip children and youth with skills necessary to prevent bullying and other anti-social behavior in schools and the community.

- **25** local and state partners

BRIGHT BEGINNINGS

Registered nurses offer newborn education in all six Tulsa birthing

hospitals. New moms and other caregivers receive vital information about the prevention of shaken baby syndrome and the importance of promoting early brain development by talking, singing and reading to infants. PCCT has expanded to reach more males by providing education and resources in local barbershops.

- **27,007** adults received newborn education



FAMILY SUPPORT

PCCT's Family Support programs identify, mitigate and prevent risk for children by engaging with families in their homes. Parent educators provide education, support and referrals to resources.

TULSA FAMILY CONNECTS

Registered nurses visit new parents and caregivers in their homes after discharge from the hospital. Nurses share in the joy of a new baby, assess unique family risks and respond to immediate needs for support and guidance.

- Nurses supported **1,503** new parents, caregivers, and newborns

PARENTS AS TEACHERS

promotes the optimal early development, learning and health of children by supporting and engaging parents and caregivers in their homes.

- Parent educators served **516** adults and children

SAFECARE

is an evidence-based, in-home visitation program designed for parents experiencing high levels of stress. Parent educators work to improve parents' skills in three areas: parent-infant/child interaction, health care and home safety.

- SafeCare staff provided support to **306** adults and children

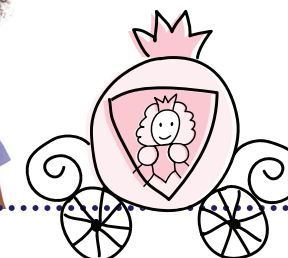


THERAPY

PCCT's licensed professional therapists provide counseling support to families when there is an allegation or pattern of abuse and neglect, or when children have experienced trauma. The goal of these services is to prevent future

incidents of abuse and/or neglect in the current generation and stop the cycle of abuse across future generations.

- **912** adults and children received treatment services



THE PARENT CHILD CENTER OF TULSA

Why The Parent Child Center of Tulsa's Work Matters:

We need to create conditions that allow children and their communities to thrive. Prevention of child abuse and neglect represents a transformation of culture, one in which families are strong and children thrive because they feel safe, stable, and nurtured.

Source: Dr. Jeff Linkenbach

Simply put, we matter because children and families matter. We serve as a lifeboat for those most vulnerable, preventing the multi-generational impact of abuse and neglect. Child maltreatment is a serious issue, with far reaching societal effects. For example:

Child maltreatment can be fatal. Each day in the United States, an average of five children are maltreatment fatalities. The vast majority of these children are under the age of five.

Child maltreatment can stymie a child's normal growth and development. The emotional and physical damage a child may suffer from abuse and neglect is extensive. Documented consequences of maltreatment include chronic health problems, cognitive and language disorders, and socio-emotional problems such as low self-esteem, lack of trust, and poor relationships with adults and peers.

Child maltreatment is costly for many social institutions. Remediation of the immediate consequences of child maltreatment abuse costs child welfare agencies, hospitals, and rehabilitation facilities billions of dollars annually.

Child maltreatment costs continue to multiply over time. For example, children lost as a result of abuse or neglect never have the opportunity to contribute to society. In the past five years these deaths cost more than \$3 billion in lost future productivity.

Child maltreatment victims may repeat the violent acts that they experienced. Although most victims do overcome the scars of their abuse, some may become abusive when they become parents or caregivers.

(over)

Why Our Mission of Prevention Matters:

Prevention programs targeted at parents before their behaviors become abusive or neglectful reduce the likelihood for future maltreatment. The Programs at the Parent Child Center of Tulsa spread a wide net of prevention. Community Outreach programs educate the general population, while Family Support programs provide targeted parenting education over time to families with identified risk factors for abuse and neglect. Therapy treatment and prevention services are offered to families who have already experienced an incident of abuse or neglect or are at imminent risk. These services include Adult and Child Treatment in which therapy and group services are provided. This treatment is aimed at preventing future incidences of abuse or neglect and disrupting the cycle of abuse across generations.

For example, home visitor programs for new parents have consistently demonstrated the positive outcomes. Specific gains include improved parent-infant bonding, enhanced parenting skills, and more consistent use of health care services. Recipients of these services also have demonstrated a reduced rate of child maltreatment when compared to similar groups of parents not receiving services.

Prevention programs targeted at children can improve a child's awareness of how best to avoid child maltreatment and other unsafe practices. Repeated reviews of numerous evaluations of these programs indicate that such efforts can result in increased knowledge for children about safety rules and what they should do if they are being maltreated. Further, the programs create an environment in which children can more easily disclose prior or ongoing maltreatment.

Child abuse prevention efforts serve as a way to combat other social problems of concern to the public and to policy makers. Research has found a strong correlation between a history of maltreatment and a variety of adult problem behaviors, including substance abuse, juvenile and adult crime, and poor social adjustment. The consistent expansion of prevention services may well lead to the eventual reduction of these problems.

Child abuse prevention creates a more compassionate society, one which places a high value on the welfare of children. Insuring the safe and secure rearing of the next generation requires the efforts of all policy makers and all citizens. To the extent all are involved in the battle to prevent child abuse, all are made more aware of the need to nurture human potential in all that we do.

Source: Dr. Deborah Daro, Prevent Child Abuse America

*This annual report reflects financial information from January- December 2021 and Data from July 2020-June 2021