

PATHWAYS *of* HOPE

ANNUAL REPORT 2024



THE PARENT CHILD CENTER OF TULSA

MISSION

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

VISION

For all parents to have the knowledge and skills to
protect, nurture, and provide for their child.

PREVENTION BEGINS WITH COMMUNITY OUTREACH

When families face unexpected difficulty related to their caregiver-child relationships, mental health, and well-being, skilled staff at The Parent Child Center of Tulsa (PCCT) provide professional and compassionate solutions. Specifically, we work to put our clients on a pathway of hope. That means that we meet caregivers and families where they are, connecting them with the PCCT program or service that will best meet their needs and help them create strong, healthy family relationships. Everything PCCT does is designed to prevent child abuse and neglect from happening, ensuring that all children have a bright future.



Dear Friends and Supporters,

Every year, The Parent Child Center of Tulsa (PCCT) moves closer to a future where every child is safe, nurtured, and given the opportunity to thrive. In 2024, we took meaningful steps forward, expanding our reach, strengthening our programs, and laying the groundwork for continued impact.

Through our community outreach, mental health, and family support programs, we provided critical resources and support to families, equipping them with the tools to create safe and stable environments for their children. We also deepened our role as a trusted leader in child abuse prevention, strengthening community partnerships and advocating for policies and initiatives that support the well-being of children and families.

This year also brought exciting internal growth. We enhanced our technology and data systems, improved staff training and leadership development, and strengthened cross-department collaboration to ensure we are serving families as effectively as possible. We also took an important step in reimagining one of our longest-standing traditions, beginning the rebranding of our annual gala, Toyland Ball, to Rendezvous, reflecting the evolution of our work and vision for the future.

As we look ahead, our focus remains clear: delivering high-quality services, fostering innovation, and ensuring every child and family we serve has a pathway to hope. None of this would be possible without the commitment of our staff, the guidance of our board, and the generosity of our community.

Thank you for standing with us in this mission. Together, we are making a lasting difference.

With gratitude,

A handwritten signature in black ink that reads "Melanie Andereg".

Melanie Andereg
President & CEO

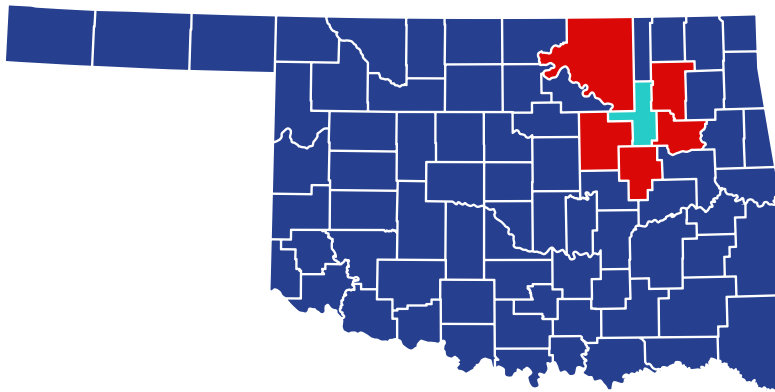


WHO WE ARE & WHEN WE BEGAN

- ▶ In the 1970s, medical professionals in Tulsa recognized the urgent need to address child abuse and neglect, leading to the creation of two programs:
 - **Parents Anonymous at Saint Francis Hospital (1972)**
 - **At-Risk Parent Child Program at Hillcrest Medical Center (1974)**
- ▶ For over a decade, these programs operated independently until merging in **1990** to form **The Parent Child Center of Tulsa (PCCT)**—a public nonprofit dedicated to preventing child maltreatment through education, treatment, and advocacy.
- ▶ Since then, PCCT has grown into a leader in family support, implementing innovative, evidence-based programs to serve families in Tulsa, Creek, Okmulgee, Osage, Rogers, and Wagoner counties. Our 11 programs focus on:
 - **Parenting & early childhood support**
(home visits, in-hospital and clinic education, fatherhood programs)
 - **School-based abuse prevention & anti-bullying education**
 - **Trauma-focused therapy for children and families**
 - **Community outreach & collaboration**

WHY WE EXIST

CHILD MALTREATMENT REMAINS A CRITICAL ISSUE IN OKLAHOMA:



▶ In 2024, **13,500 CHILDREN** statewide were **VICTIMS OF ABUSE OR NEGLECT** (12.52 per 1,000 children)

▶ **TULSA COUNTY** had the highest number of cases: **2,740 CHILDREN AFFECTED**

▶ Across our six-county service area (Tulsa, Creek, Okmulgee, Osage, Rogers, and Wagoner counties), **3,759 CHILDREN WERE IMPACTED**

WHAT WE DO

In 2024, PCCT served **96,507 children and families**, a **5.17% increase from the previous year**, demonstrating the growing need for prevention and intervention services.



5.17%

96,507 CHILDREN & FAMILIES

PROGRAMS & IMPACT

COMMUNITY OUTREACH & YOUTH EDUCATION

Empowers the public with child abuse prevention education and supports healthy relationships through community programs.

BRIGHT BEGINNINGS:

Educates new parents in hospitals on abusive head trauma prevention and early childhood development.



2024 IMPACT
10,360
NEWBORNS &
27,165
FAMILY MEMBERS
SUPPORTED

OUTREACH:

Raises community awareness of child maltreatment prevention strategies.



2024 IMPACT
7,858
INDIVIDUALS
EDUCATED

YOUTH PROGRAMS:

Anti-Bullying Collaboration, Kids on the Block (KOB) puppet program, and middle/high school initiatives.



2024 IMPACT

31,231
ELEMENTARY
STUDENTS
EDUCATED
ON BULLYING
& ABUSE
PREVENTION

313
EDUCATORS &
ADMINISTRATORS
TRAINED TO
ADDRESS
BULLYING

21
MIDDLE/
HIGH SCHOOL
STUDENTS
IMPROVED
EMOTIONAL
REGULATION

335
COMMUNITY
MEMBERS
COLLABORATED
FOR SAFER
SCHOOLS

COMMUNITY COLLABORATION

SAFE BABIES:

A systems-change initiative improving court processes & trauma-informed care for maltreated infants & families in child welfare.



2024 IMPACT
52 **CHILDREN &**
FAMILIES SUPPORTED

PROGRAMS & IMPACT (continued)

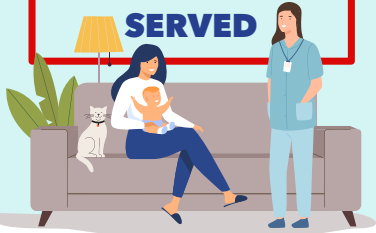
FAMILY SUPPORT PROGRAMS

Provides education & services to prevent child abuse and support healthy parenting.

FAMILY CONNECTS:

In-home newborn health checks, parenting education & referrals.

2024 IMPACT
3,758
INDIVIDUALS
SERVED



POSITIVE PARENTING & SAFECARE:

Home-visiting programs for at-risk families with young children.

2024 IMPACT
1,046
INDIVIDUALS
SUPPORTED



FATHERHOOD TODAY:

A fatherhood initiative strengthening engagement, parenting skills, and child relationships.

2024 IMPACT
115 **FATHERS**
SERVED



HEALTHYSTEPS:

A pediatric program that places child development specialists in primary care clinics to support families.

2024 IMPACT
10,056
INDIVIDUALS
SERVED

38 **PARENTS IN**
MOMMY & ME
GROUPS



MENTAL HEALTH SUPPORT

Provides therapy & education for children and families impacted by trauma.

INFANT & EARLY CHILDHOOD MENTAL HEALTH CONSULTATION (IECMHC):

Supports educators, caregivers & parents in fostering children's emotional well-being.

2024 IMPACT
1,270
CAREGIVERS &
PROFESSIONALS
TRAINED



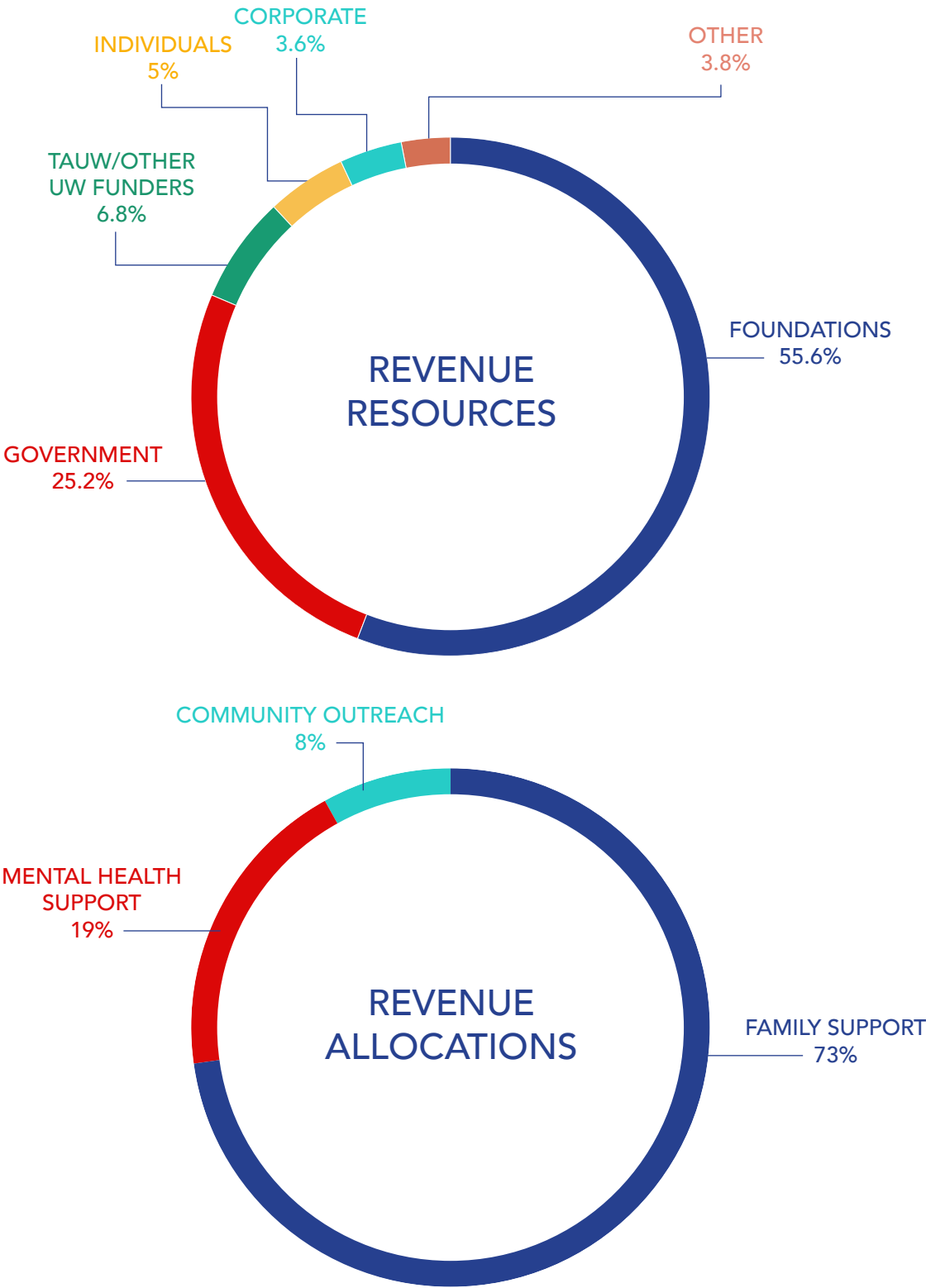
THERAPEUTIC SERVICES:

Evidence-based trauma therapy for children & parents.

2024 IMPACT
866
FAMILIES
RECEIVED
THERAPY

FINANCIAL OVERVIEW

JANUARY 2024 – DECEMBER 2024



SAVE THE DATE
Rendezvous
JANUARY 31, 2026

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We couldn't have done it without your generous support.

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in providing a
PATHWAY
OF HOPE to
children and families
in our community.

**THE PARENT
CHILD CENTER
of TULSA**

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info@parentchildcenter.org

ParentChildCenter.org

The Parent Child Center of Tulsa, Inc.

