



**KidSafe**  
FOUNDATION

# ACTION REPORT

## 2019-2020

### Empowered Children Become Powerful Adults

The KidSafe mission is to teach personal safety to children and their grown-ups to build strong, resilient families and safer communities.

### KidSafe is on a Mission to Change These Statistics!



Every 9 minutes a child is a victim of sexual abuse and assault.

RAINN.org



1 in 10 children will be sexually exploited by the age of 18.

Townsend, C., & Rheingold, A.A., (2013)

# 90%

of sexually abused children are abused by someone they know and trust.

Finkelhor, D. (2012)



There are over 42 million adult survivors of child sexual abuse in the USA today.

CDC (2006)

### KidSafe Foundation Impact Areas

#### KIDSAFE IN SCHOOLS

111 Classrooms  
3,102 Children Directly Educated

#### KIDSAFE FOR FAMILIES

Blog | Video Tips | Podcast | Parenting Resources  
[www.kidsafefoundation.org](http://www.kidsafefoundation.org)

KidSafe Foundation

#kidsafefoundation

@KidSafe

#### KIDSAFE AT HOME

3,785 *My Body is Special and Belongs to Me*  
2,322 *KidSafe Activity Book*  
2,680 *KidSafe Family Guide*  
8,787 Total Reach to Children and Families



#### KIDSAFE ESPAÑOL!

KidSafe en Español llega a nuestra comunidad de habla hispana con educación sobre seguridad, herramientas para fortalecer la familia y recursos para padres que requieren de resultados positivos.

#kidsafefoundationespanol



**CampSafe**  
Educated Staff, Safer Camps

This innovative eLearn training for camp staff protects campers from child sexual abuse. Available online at [kidsafefoundation.org/training](http://kidsafefoundation.org/training). Over 2000 trained from over 10 countries. **Educated Staff = Safer Campers**



**Sexual abuse is scary. Teaching personal safety to families is empowering.**

The more you understand that it is the people we know and trust who harm children the better we can prevent child sexual abuse.

# VOLUNTEERS and STAFF

## The of KidSafe

**1,060** Hours  
Of Heartfelt Support Contributed  
by Volunteers in 2019-2020

### ROCKSTAR VOLUNTEERS



Patricia Ellis  
*Volunteer Programming  
& Logistics Wizard*



Dan Paul-Heskins  
*Volunteer Creative  
& Organization Ninja*



Susan Meltzer  
*Volunteer Research  
& Editing Genius*

### COMMITTED DIRECTORS

Chris Ashley, *Outfront Media*  
Beth Johnston, *Florida Blue*  
Christina Kaslan, *The Product Gurus*  
Leonard Keilin, *Keilin Camp Consulting*  
Peter Oldbury, *Fifth-Third Bank*  
Nicole Roman, *Roman Consulting*  
Steve Tainsky, *CPA*  
Steve Wechsler, *Wechsler Associates Inc.*

### ADVISORY BOARD

Andrea S. Garcia  
Heidi Schaeffer, MD  
Gregory Schiller, Esq.  
Elizabeth Parker, Esq.

### PASSIONATE KIDSAFE STAFF

Laura Askowitz  
*Chief Executive Officer*  
Cherie Benjoseph  
*Co-Founder | Chief Program Officer*  
Lisa Ashley  
*Director of Development*  
Elysse Dion, *Program Manager*  
Eliza Vasquez  
*Development Coordinator*  
Jennifer Rodriguez  
*Office & Marketing Coordinator*  
Melissa Maya  
*KidSafe Español! Program Specialist*  
Jessica Harrison  
*Bookkeeper*

## Future Plans

Ongoing — **New online outreach** to parents and children.

**New classroom lessons** and **parent videos** coming soon!

**Advocacy** — NEW Legislative Committee

**NEW KidSafe for Kids** — Elementary Personal Safety and Trafficking Prevention Online Program will be launched state wide in Spring 2021! We are proud of Florida for being the first state in our country to mandate Child Trafficking Prevention Education to 2,800,000 K-12 students. This new, innovative, age-appropriate and empowering program for children ages K-5 will teach skills to keep children safe in the real and digital world.

## Please Support Our Mission!

#### KidSafe Events

We have such great memories of annual events. Soon we will celebrate...together.

#### Circle of Safety

Annual giving program to provide year-round support to further our mission.

#### PTA Partners

Supporting KSF by funding safety education in schools in Broward & Palm Beach Counties.

#### KidSafe Volunteering

Want to make a meaningful impact? Volunteers needed in many areas.  
[volunteer@kids safefoundation.org](mailto:volunteer@kids safefoundation.org)



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