

# MOCSA

Metropolitan Organization to Counter Sexual Assault

## Annual Report 2012

Published February 2013

Dear Friends,

Your support has been critical to the success of MOCSA's efforts in 2012. This year was a busy year for MOCSA. President and CEO Julie Donelon joined the agency in January of 2012 and successfully transitioned to her new role in the face of ever-increasing demands for services. In 2012, we reached 63,679 individuals through our 24-hour crisis line, rape-crisis services, child sexual abuse treatment program and community education programs. We provided prevention education programming to students from 30 school districts across the metropolitan area. MOCSA served victims at multiple outreach sites across seven counties in Missouri and Kansas in addition to our main office.

A major accomplishment in 2012 was the release of MOCSA's five-part DVD series "Lockers: A Teen Relationship Series," written by MOCSA staff with actors from Shawnee Mission West High School. "Lockers" is being shown in schools around the Kansas City metropolitan area to facilitate discussions with youth. The series addresses issues many teens struggle with today, including sexual harassment, drug-facilitated rape, gender stereotypes and media safety. It has already been recognized with two national awards, including a Bronze Omni Award and a Silver Plaque in the INTERCOM 2012 Competition. We are proud to report that it is being marketed nationally through HR Media.

Strength Clubs, programs that promote healthy gender roles, reached 645 individuals in the Kansas City area. This is double the amount of adolescents who participated in the program last year. Other training was provided by MOCSA staff to more than 2,200 police officers, nurses, teachers and other professionals in 2012, a 42% increase over 2011.

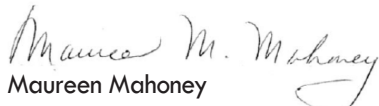
Demand for hospital advocacy remained steady, and MOCSA responded to 631 calls for hospital advocacy this year. This is up 20% from 2010. MOCSA maintained relationships with 16 area hospitals with Sexual Assault Nurse Examiner (SANE) programs.

The Child Sexual Abuse Treatment Program provided services to 487 children and their parents, caregivers and siblings in 2012. MOCSA provides both individual and group therapy options for clients, and operates a total of 19 specialized therapy groups.

Additionally, MOCSA trained 83 new volunteers in 2012, and has a network of more than 500 volunteers. Our work would not be possible without the support of our volunteers who provided more than 40,000 of hours of service, equaling more than \$900,000 of in-kind support.

We are forever grateful to our staff, volunteers, board and dedicated donors who have made all of this work possible. Thank you for making this year such a success!

In gratitude,

  
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Julie Donelon  
President & CEO

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### Metropolitan Organization to Counter Sexual Assault (MOCSA)

3100 Broadway, Suite 400  
Kansas City, Missouri, 64111-2591  
www.mocsa.org

### Main Office Number:

(816) 931-4527

### 24-Hour Crisis Line:

(816) 531-0233

(913) 642-0233

### Outreach Locations:

Prairie Village, East Olathe, West  
Olathe, Overland Park, North Kansas  
City MO, Barry Road, Kansas City KS  
Spanish-speaking: Olathe and Kansas  
City KS

# MISSION

MOCSA exists to lessen the ill effects of sexual assault and abuse through prevention, education, treatment, intervention and advocacy.

## PROGRAMS

### 24-Hour Crisis Line

MOCSA staff and volunteers provided support and information during 3,292 calls to 2,237 callers through the 24-hour crisis line.

### Child Sexual Abuse Treatment Program

934 individuals\* were provided 9,828 hours of service: 228 child victims and 259 of their significant others including parents, guardians and siblings; 275 adult survivors and their significant others; 41 adolescent offenders and 34 of their parents or guardians; and 82 adult offenders. 183 clients reported having a disability.

### Sexual Assault Intervention Services

946 individuals\* were provided 3,213 hours of service: MOCSA responded to 631 hospital advocacy activations, and 323 victims received criminal justice system and other advocacy. 316 people received individual counseling and/or support group services including: 271 adults, 38 adolescents and seven significant others. 124 clients reported having a disability.

### Community and Professional Education

59,562 people were reached over 2,676 hours. 11,462 students, ages 4-11, and 857 adults received Project Aware, MOCSA's child sexual abuse prevention program; 1,965 individuals participated in Teen Exchange, a multi-session prevention program through schools and youth organizations; 645 individuals participated in Strength Clubs, prevention programming aimed at constructing positive and healthy views of masculinity; 464 men received Man Up! trainings; 27,892 people attended school-based sexual abuse prevention and awareness presentations; 2,297 received professional training including police officers, nurses, teachers, clergy and other social service providers; and 13,980 individuals were reached through presentations, displays and outreach events in the community.

There were 548 active volunteers in 2012 providing 41,509 hours of service equaling \$904,481 (Cash equivalent based on the average hourly value of volunteer time, Independent Sector, 2011).

“In Strength Club, I learned that I can be a better man by standing up for myself and others, to lead by example, and be respectful even when facing disrespect.”

—HIGH SCHOOL STRENGTH CLUB PARTICIPANT

“MOCSA has helped me (and other men) find their voice and created a safe place to discuss and work through what has happened in my past.”

—PARTICIPANT IN MOCSA'S MEN'S GROUP

### Outcome Measurements/Customer Satisfaction

Our extensive commitment to evaluation demonstrates that MOCSA programming works. The data indicates:

- 88% of clients surveyed report that they are getting the help they need at MOCSA.
- 79% of clients receiving treatment are improving functioning in the areas of symptoms, coping, interpersonal relationships or social roles.
- 94% of Project Aware participants leave with an understanding that sexual abuse is not the victim's fault.
- 97% of Teen Exchange participants report that they will do at least two things differently as a result of what they have learned in the program.
- 94% of professionals trained identified two trauma-informed strategies to employ when working with survivors of sexual violence.

### Highlights

- MOCSA is in the process of completing a two-year Strategic Planning process, which includes a change in the agency's mission statement and the addition of a vision statement.
- “Lockers: A Teen Relationship Series” received a Bronze Omni Award and a Silver Plaque in the 2012 INTERCOM competition. “Lockers” was also the focus of MOCSA's presentation at the American Public Health Association's annual conference in San Francisco.
- MOCSA staff and volunteers gave three presentations at the National Sexual Assault Conference in Chicago.
- In 2012, MOCSA provided training to 42% more area professionals than in 2011.
- Four therapists received training in Trauma Focused - Cognitive Behavioral Therapy, a specialized therapy to reduce trauma symptoms in child victims of sexual abuse.
- A new agency blog, eMpower, was introduced and can be found at [blog.mocsa.org](http://blog.mocsa.org).
- MOCSA has a network of more than 1,850 followers on social media, including Facebook, Twitter, LinkedIn, YouTube and Pinterest.

\*Some individuals were provided more than one type of service

# FINANCIAL OVERVIEW

## 2012 Government Funding Sources

Government sources include: Federal Victims of Crime Act from Kansas and Missouri, Sexual Assault Services Program in Kansas and Missouri, Missouri State Services to Victims Fund, Missouri Children's Trust Fund, Federal Office on Violence Against Women, Missouri Federal STOP Violence Against Women Act, Missouri Federal Preventive Health and Human Services Block Grant Funds, Kansas and Missouri Federal Sexual Violence Prevention and Education Fund, Kansas State General Fund, Jackson County Family Court, Kansas Protection from Abuse Fund, Kansas Recovery Act Victims of Crime Act, Kansas Special Domestic Violence and Sexual Assault State Crime Victims' Assistance fund and State General Fund, Jackson County Mental Health Levy Funds and Missouri Medicaid. In addition, MOCSA participates in the Missouri Youth Opportunities Program.

## Non-Profit Status

MOCSA is a designated 501 (c)(3) organization under the Internal Revenue Code and is organized under the Not-for-Profit Corporation Act of the State of Missouri.

“ Everyone at MOCSA has done an outstanding job. Thanks to your services and staff, I feel my daughter will be able to cope with this traumatic event. ”

—PARENT OF A CHILD VICTIM OF SEXUAL ABUSE

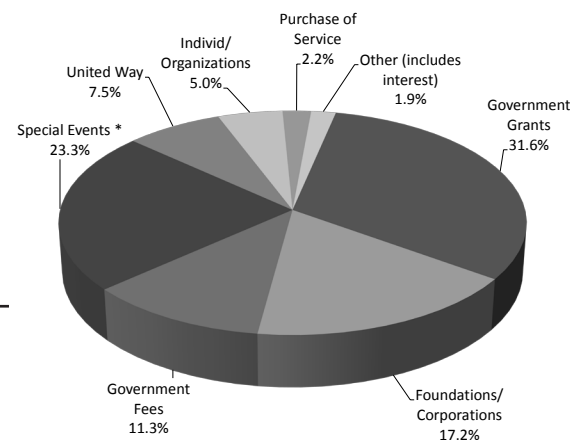
“ I do not think I would be alive today if God had not led me to MOCSA. I can never thank the staff enough for what you have done for me. ”

—SEXUAL ASSAULT SURVIVOR

## 2012 REVENUES

	'11 Audited		'12 Unaudited	
Government Grants	\$948,984	31.9%	\$859,180	31.6%
Foundations/Corporations	\$629,627	21.1%	\$468,314	17.2%
Government Fees	\$310,748	10.4%	\$306,564	11.3%
Special Events	\$647,412	21.7%	\$631,821	23.3%
United Way	\$196,301	6.6%	\$202,714	7.5%
Individ/Organizations	\$149,056	5.0%	\$136,038	5.0%
Purchase of Service	\$50,138	1.7%	\$61,091	2.2%
Other (includes interest)	\$46,372	1.6%	\$51,473	1.9%
<b>Subtotal</b>	<b>\$2,978,638</b>	<b>100%</b>	<b>\$2,717,195</b>	<b>100%</b>
Unrealized gains/losses on Investments *	\$ 53,822		\$196,748	
<b>Total</b>	<b>\$2,924,818</b>		<b>\$2,913,943</b>	

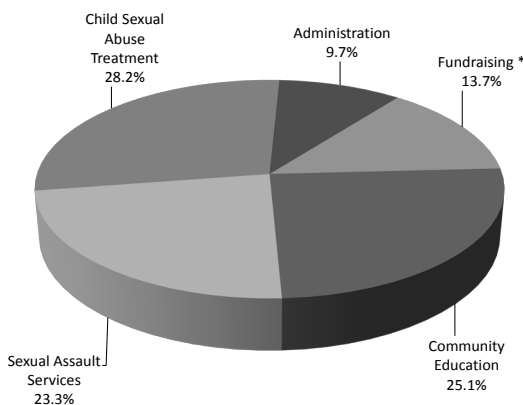
## 2012 Operating Revenues - \$2,717,195



\*In 2012, MOCSA began recognizing in-kind services for revenues and expenses for Special Events, which totaled \$41,862 for the year.

\*\* MOCSA recognized \$196,748 in unrealized market gains in 2012 and \$53,822 in unrealized market losses in 2011. These gains/losses will not become a realized cash flow until the investments are sold.

## 2012 Expenses - \$2,807,501



## 2012 EXPENSES

	'11 Audited		'12 Unaudited	
Community Education	\$695,963	24.2%	\$706,713	25.1%
Sexual Assault Services	\$694,014	24.2%	\$653,451	23.3%
Child Sexual Abuse Treatment	\$889,391	31.0%	\$790,330	28.2%
Administration	\$280,264	9.8%	\$272,933	9.7%
Fundraising	\$308,923	10.8%	\$384,073	13.7%
<b>Total</b>	<b>\$2,868,557</b>	<b>100%</b>	<b>\$2,807,501</b>	<b>100%</b>

\*2012 financials will be audited by Dana F. Cole and Company, LLP, Certified Public Accountants. A full audit report will be available upon request.

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