

**Teaching people  
of all ages, abilities,  
beliefs, and identities  
to take charge  
of their safety**

kid**power** teen**power** full**power**<sup>®</sup>  
international

# Annual Report 2017





### **Practicing using HeartPower to take in kindness**

*Thank you to Marylaine Léger, Eamon Saki, Erika Leonard, Claudia Newcorn, Beth McGreevy, and our Kidpower Teenpower Fullpower International Community for this report.*

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# Feeling powerful feels great!



## An agent of cultural change through safety

*"Kidpower has empowered me to be an agent of safety and confidence in a range of communities, cultures and ages. I feel that I gained a PhD in boundary setting and am a much more confident and powerful presenter because of Kidpower. I have also found a deep sense of community within the organization that attests to the deep caring and compassionate mission of feeling safe in the world."*

*Our message acknowledges the difficulties people may face, but does so in a constructive and factual method: informing, educating, encouraging. We tailor our training to the needs of the individual, whether a special needs person, a toddler, an educator, or a safety officer. We need more non-profits like Kidpower in this world."*

**- Kiona Medina, Therapist and Kidpower Instructor, Concord, California**



# Welcome!

## A note from our Founder Irene van der Zande

People often ask where my ongoing passion for Kidpower comes from. The reason I do this work is because in 1985, when my family was young, I protected a group of young children, including my own two, from a man who was threatening to kidnap them.



Although I stopped him by yelling and by ordering a bystander to help, having this experience left me with a lot of hard questions, such as “What if he had knocked me down? Did he go on to assault other unprotected children?”

### *Kidpower was born out of my search for answers.*

I am beyond grateful to our hundreds of instructors, advisors, advocates, and funders who have given so generously over the years of their time, talents, and resources to make Kidpower the global nonprofit leader in safety education that it is today.

Thanks to each of you, tens of thousands of people each year become better prepared to take charge of their safety and to protect those in their care. Kidpower’s reach is truly global. We’ve helped people on every continent (except Antarctica), in dozens of countries around the world, and in all 50 states in the U.S.

Every day, more people realize that the social-emotional ‘People Safety’ skills Kidpower provides are essential tools for everyday living. They empower everyone, everywhere, with tools to manage stress and risk, and to cope confidently with life’s challenges with determination and hope.

This report celebrates our progress and our vision of safety for all.

With heartfelt appreciation for your commitment to safety,

A handwritten signature in black ink that reads "Irene".

**Irene van der Zande**

Founder and Executive Director  
Kidpower Teenpower Fullpower International

## Kidpower Life Lessons

### A note from our Board President

In 2015, a major health issue uprooted and transformed my life forever. I developed a potentially fatal bacterial blood infection that critically damaged two of my heart valves.

I wasn't aware of what my body was going through. I was living in Manhattan at the time, but happened to be home in San Francisco for vacation when my symptoms grew dangerously worse. This was actually a blessing. Why? Because I had family and friends close by to provide care and support; they would become my lifelines going forward.



Admitted to the hospital in San Francisco, I underwent emergency cardiothoracic surgery to replace my aortic and mitral valves. While recovering in the hospital for a month, two friends flew to New York City and packed up my apartment. At the time I write this letter, I still haven't been back to NYC since I left for what I thought was a two-week vacation.

My acupuncturist advised me not to work during the two-year recovery period. Fortunately, my personal circumstances allowed this. And it became a pivotal period in my life's journey. Having been totally career-focused, I allowed myself to explore new options. I took a nutrition course and learned to listen to my body. I enjoyed a creative writing class. Most importantly, with help from outside guidance, I redefined what success means to me now vs. 2014 – enjoying a true quality of life as opposed to my career being top priority. I continue to be grateful for every day that I get to experience here.

Throughout this challenging time, Kidpower has been a constant, and I have been able to devote even more time to this amazing organization. I wrote in 2014 that Kidpower has never ceased to amaze me with its lessons in resilience, patience, openness, willingness to grow, integrity, compassion, having those “difficult conversations,” and saying or doing the right thing even when it may be the harder choice. These are characteristics that I've personally embraced even more strongly,

along with setting boundaries, over the past two years. *I have come to appreciate that Kidpower teaches not only safety skills, but also essential skills to navigate life in a way that creates healthy and happy people, relationships, and communities.*

Imagine how different the world would be if Kidpower's values were shared and embraced by hundreds of millions of people everywhere, and if Kidpower services were incorporated in schools, organizations, and learning institutions throughout the world. When more children have the opportunity to grow up with a Kidpower-y mentality, that many more people in the world will believe in themselves and know that they are "worth it", and respect and value themselves and others. When more adults understand, embrace, and use the Kidpower values and skills, they and their loved ones will have happier, safer lives.

The Kidpower community of instructors, centers, and all of the people who help this organization continue to thrive are some of the most dedicated and inspiring people I know. I sincerely thank them for their energy, passion, and vision. As we approach our 30-year anniversary in 2019, I look forward to Kidpower's continued expansion to reach an ever-growing audience while maintaining the quality of our very important work. Through it all, we want to always create meaningful relationships within our organization and with the communities we serve.



**April Yee**

Board President

Kidpower Teenpower Fullpower International





# Safety, Confidence, Success, and Joy!

## Our Vision

To work together to create cultures of safety, respect, and kindness for everyone, everywhere.

## Our Mission

To teach people of all ages, abilities, and identities how to use their power to stay safe and to protect those in their care.

## Our Goals

- To equip people with skills to support safe, positive experiences with others everywhere they go, including online.
- To protect people of all ages, abilities, and identities from bullying, abuse, harassment, assault, and other violence.
- To establish an international community of leaders dedicated to supporting a long-lasting organization that can sustain this work.

## Our Values

Kidpower’s values ARE how we walk our talk. We do our best to be:

<b>Honest</b>	<b>Productive</b>	<b>Courageous</b>
<b>Evolving</b>	<b>Safe</b>	<b>Joyful</b>
<b>Fair</b>	<b>Collaborative</b>	<b>Appreciative</b>
<b>Supportive</b>	<b>Pro-Active</b>	<b>Inclusive</b>



# The Need for Kidpower

## Heartbreaking facts make the need for Kidpower clearer than ever.

These U.S. statistics represent stories of misery, trauma, and tragedy caused by bullying, violence, and abuse:

- About 30% of all students ages 12 to 18 have reported being bullied at school. <sup>[1]</sup>
- At least 15% of women and 3-10% of men experienced some form of sexual abuse as children. <sup>[2]</sup>
- 64% of sexual abuse victimizations occur before the age of 12. <sup>[3]</sup>
- Roughly one in four women has experienced domestic violence in her lifetime. <sup>[4]</sup>



Thousands of stories filled with trauma, hurt, and desperation

**We cannot change the past and prevent the suffering that these numbers represent. But we can work together to change the future.**

### **“Solve Bullying with Kidpower” Success Story**

*“My son was the target of bullying all through elementary school, and he was afraid to start middle school next year. After taking a Kidpower workshop and practicing a lot with me at home, everything changed. His Kidpower skills prepared him to handle several incidents of bullying behavior with confidence - and without ever having to resort to physical self-defense. Now, he’s looking forward to middle school!”*

**- A grateful Kidpower parent from Chicago**

**SKILLS  
CONFIDENCE  
SAFETY  
FUN**

Tomorrow’s stories of trauma can become stories of **joy and success** with more ‘People Safety’ for everyone, everywhere.

1. US Dept of Education. Student Reports of Bullying and Cyber-Bullying. 2007.

2. National Institute of Justice & Centers for Disease Control & Prevention. Prevalence, Incidence and Consequences of Violence Against Women Survey. 1998.

3. Finkelhor; David. Victimization of Children. 1994.

4. The Centers for Disease Control and Prevention and The National Institute of Justice, Extent, Nature, and Consequences of Intimate Partner Violence. 2000.

# The Kidpower Approach: Fun, not Fear!

## How Do We Do That?

With as much joy and empowerment as possible! In our work with people of all ages, we:

- Lead age-appropriate role-plays with skill, kindness, and humor.
- Facilitate “learning by doing” while having fun.
- Teach ways to be both respectful and powerful.
- Focus on positive, practical solutions to stop or escape trouble as quickly as possible.
- Use upbeat language that is skill-based, not fear-based. For example, we teach “stranger safety”, not “stranger danger.” We teach about “setting boundaries,” not about “bad touch.”



## Turning Problems into Practices

Talking about danger makes people scared without making them safer. Practicing ways to be safe builds skills and confidence and reduces anxiety. Whether it's by coaching a child to set boundaries or a senior to use physical self-defense to escape an attack, Kidpower teaches a wide range of skills to support interpersonal safety and well-being, including online activities.

In scenarios relevant to our students' lives, we use the **Kidpower Positive Practice Teaching Method** to coach students as they practice each skill. We adapt in the moment so every student experiences success!

This uniquely effective method is what makes Kidpower stand out among all bullying, abuse, abduction, and assault prevention programs.

*"Learning Kidpower is as important as keeping a first aid kit - it's like a **life aid kit**, which you can take wherever you go. Every kid, every adult, every family should keep one, to make their own life, as well as the one of anyone they interact with, safe, peaceful and happy."*

- Gisella Gámez, Kidpower Argentina Center Director,  
Self Defense Instructor and Professional Translator

"Now **school is fun**, not miserable!"



Projecting Confidence. Setting Boundaries. Taking Responsibility. Getting Centered. Persisting. Expressing Appreciation. Showing Awareness. Looking for Solutions. Changing the Plan. Strengthening Relationships. Confronting Injustice. Managing Triggers. Responding to Prejudice. Advocating for Yourself and Others. Filtering Hurtful Words. Putting Safety Before Pride. Respecting Differences. Planning for Safety. Noticing Opportunity. Being Kind to Yourself. Listening. Being Safe in Your Imagination. Feeling One Way and Acting Another. Speaking Up. Taking Charge.

Staying Present.  
Creating Space.  
Getting Help.  
Building Trust.  
Checking First.  
Telling. Acting.  
Holding On.....

**kidpower**®

Avoiding Blame.  
Thinking First.  
Going to Safety.  
Staying Calm.  
Acting Wisely.  
Slowing Down.  
Leading Others.  
and Letting Go.

Celebrating Progress. Looking for Common Ground. Reporting Problems. Managing Risk. Overcoming the Bystander Effect. Finding Opportunity in Conflict. Believing in Yourself. Believing in Children. Using Power Responsibly. Taking In Compliments. Celebrating Success. Identifying the Safest Choice. Preventing Embarrassment from Stopping Action. Walking Away. Using Your Voice. Remembering Safety is More Important than Stuff. Accepting Imperfection. Looking and Sounding Like You Mean It. Using Physical Self-Defense Skills Responsibly. Leaving. Asking for What You Need. Taking Charge of Your Safety. Taking Charge of Your Life.

# Tools to Live By

# 'People Safety' Throughout Our Lives

We're all born full of power – such as the power to think, move, and make sounds. We carry our power everywhere we go – but it can't help us if we don't know how to use it!

Nearly **5 million** children, teens, and adults globally have learned how to use their power to be safe through our workshops, partnerships, and educational resources.

## Our workshops for all ages include:

- ✓ **Starting Strong** for adults with children 0-5
- ✓ **Kidpower** for children
- ✓ **Teenpower** for adolescents
- ✓ **Collegepower** for young people starting college
- ✓ **Fullpower** for adults from the general public
- ✓ **Seniorpower** for older adults
- ✓ **Workshops for Professionals** on how to use our skills in their work
- ✓ **Leadership and communication training** for companies and organizations to increase teamwork and safety and reduce risks of harassment and assault



## Tailored Workshops for All Abilities, Identities, and Life Challenges

We provide culturally competent safety training adapted to our students' abilities and acknowledging distinct safety risks they face because of issues such as homelessness, drug or alcohol use, or a history of domestic violence or child abuse.

### Services include:

- ✓ **Programs for people with disabilities** or special needs and their advocates and families.
- ✓ **Programs for people facing prejudice** due to their ethnicity, race, religion, economic status, sexual orientation, gender identity, gender expression, body size, or other differences.
- ✓ **Programs for people living with difficult life challenges** such as poverty, homelessness, substance abuse, or a history of abuse.

### Australian Success Story

*"My 20-year-old daughter has Down Syndrome, and we have always encouraged and supported her desire for independence in her life. Unfortunately, one day while she was waiting for me to pick her up from the bus stop, a man took her by surprise and started to sexually assault her. Thankfully my daughter resisted him and escaped. She gave such an accurate description that the police were able to catch the man.*

*However, this experience left us full of fear, and I found it very hard to let my child go out again on her own. She had used all the safety skills we had known to teach her and I was desperate to find out what else I could do. I found Kidpower on the Internet and emailed, asking for help.*

*The reassuring, practical and personal reply helped me to continue to support my daughter, and put me in touch with the Kidpower Centre Director in our country. We attended an empowering and fun Kidpower workshop, where we all learnt many new safety skills.*

*The Kidpower program is excellent, and the skills are so important that I am now training as an instructor to bring these skills to our community."*

**- A Relieved and Greatful Mother**



# How We Train Others to Teach

## School Implementation Project

Worldwide, this past year alone, Kidpower **served over 500 schools and organizations**, providing staff training, curriculum, parent education, and classroom programs. Our School Implementation Project Development Team includes leaders from our centers in **California**, **Colorado**, **Montreal**, and **North Carolina**.



### Bringing Peace Of Mind

**After two local abuse cases involving people who were known and trusted**

*"I am forever grateful to Kidpower for helping my school community to turn our fear and anxiety into hope and action. As a classroom teacher, I worked with Kidpower to support my students proactively. Ten years later, now as a parent and school site administrator, I continue to use Kidpower to **turn our recent fear and anxiety into hope and action**. Knowing how to speak to my own children about body safety in an age-appropriate way has been priceless and very grounding. Offering this resource to other parents has empowered me as an administrator to be able to take on some of the toughest questions we have around abuse with both parents and kids."*

**- Meghan Green**

**Academic Coordinator, Mar Vista Elementary School  
and long time Kidpower advocate on many levels**

## Child Protection Advocates Institute

In our 5<sup>th</sup> year of our unique 3-day Child Protection Institute, a tremendous diversity of participants from around the world came together to learn and practice Kidpower skills for intervention, advocacy, and teaching 'People Safety.'

**Participants included:** staff from a Palo Alto independent school; a counselor from the Pajaro Valley School District; a psychologist from Russia; a counselor from an Zambia; a martial artist from Argentina; the Director of Curriculum and Training from the Orinda School District; a certified life specialist from Oakland; a teacher from Vancouver in Canada; a social worker from the Oakland Children's Hospital; a teacher from a dance academy in Oakland; a safety educator from Nigeria; a school outreach worker; staff from the Orientation Center for the Blind; the Executive Director of Safe Passages Tenderloin; social workers from the Lucile Packard Children's Hospital; and from Stanford Hospital; **and more!**



*It Takes a Village to  
Raise a Child.*  
– African Proverb



*"Thank you for an incredible 3-day training. I came a long way, but literally feel like I found a pot of gold at the end of the rainbow!"*

**- Sonia Bhandari from Zambia**

*"I have been training students in abuse prevention for 28 years and teachers for 15. I have researched every abuse prevention and child safety program out there. **Kidpower is without a doubt THE most comprehensive, effective, developmentally appropriate, fun, straightforward method to lead children (and teens and adults) safely towards a life of respectful relationships with themselves, their peers and the greater community.**"*

**- Lora Bird M.Ed.**

**Vancouver School Teacher, Prevention Educator, and  
2017 Kidpower Institute Participant**

## International Instructor Training

The Kidpower Central Office is responsible for training new instructors, establishing new centers, and providing ongoing supervision and support of our centers and authorized service providers everywhere.

In 2017, we conducted two 6-day Core Program Trainings – one for teaching children and their adults, and one for training teens and adults including seniors and people with disabilities. This training is part of a two-year commitment that carefully-selected candidates make to become certified to organize and teach workshops in their communities under our organization's auspices.

### **"The Most Inspirational Leadership I've Ever Seen"**

*"I have had the privilege to work in multi-national corporations across the world, but I have never before seen such an exceptional display of leadership as what I witnessed during my week of Kidpower training. The trust, integrity and ownership that were displayed by each member of the Kidpower team is the most inspirational leadership that I have ever seen. What a wonderful learning that I will take back to the organisation that I work for; I am deeply touched and inspired."*

**- Debra Clelland, THRIVE South Africa, Core Program Training Participant**



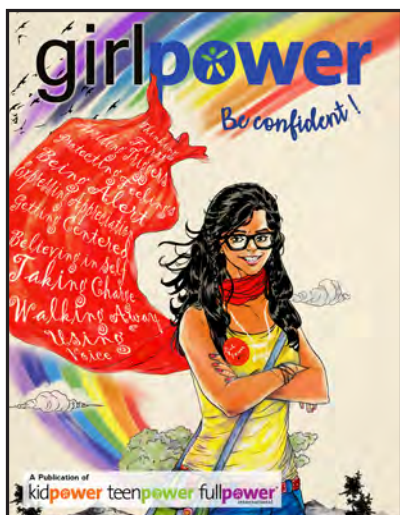
# Serve Locally, Share Globally

Online, in-person, and long-distance programs make our curricula and teaching methods available worldwide.

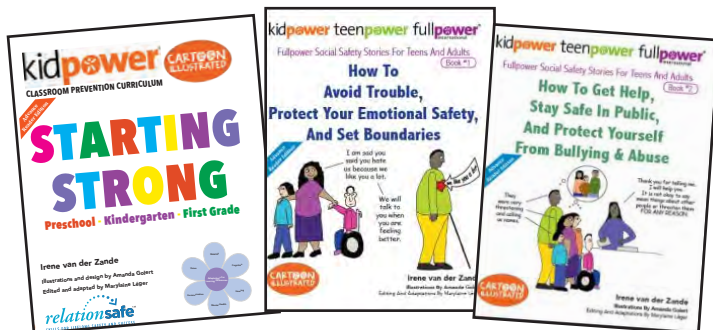
## Books and Curriculum

Our **20 RelationSafe books** prepare readers to bring 'People Safety' to their families, schools, organizations, and workplaces.

**relationsafe**<sup>TM</sup>  
SKILLS FOR LIFELONG SAFETY AND SUCCESS



Praveen Vempadapu, Director of Kidpower India, created the **girlpower** graphic novel to protect women and girls from violence.



Our **School Implementation Project Team** is creating lesson books from our curriculum for different ages that classroom teachers and youth group leaders can easily use to explain and practice 'People Safety' skills with the young people they serve.



## Engaging Webinars

Kidpower is working to increase our capacity to provide long-distance trainings through webinars. Even when we cannot see our audiences, our presentations still include directions encouraging people to practice the skills along with our presenter.



**Over 3,000 people joined** a Kidpower webinar with Amy McCready, Founder of Positive Parenting Solutions, which shared Kidpower information with its **over 300,000 members.**

Healthful Life MD Abby Bleistein and Irene co-presented a webinar called ***Protecting Kids With Extra Weight From***

***Bullying*** to over 30 clinicians in a program called POWER (Pediatric Obesity Weight Evaluation Registry) of the **Cincinnati Children's Hospital Medical Center.**



Kidpower beamed in by videoconference to lead a webinar-style presentation about ***Protecting Children With Disabilities from Abuse*** at a conference for 50 parents and staff sponsored by the **White County Georgia Special Education Department.**



Chiropractic Pediatrics Conference

## Keynote Speeches and Conferences

- Amy Tiemann presented the workshop – ***Kidpower Skills to Prevent ACEs to over 100 professionals*** at the **Adverse Childhood Experiences (ACEs) Conference in Asheville, North Carolina.**
- Irene van der Zande was the keynote speaker for a conference in New Orleans of the ***Council on Chiropractic Pediatrics of the International Chiropractors Association***, on **Kidpower Skills to Protect Patients From Abuse and Bullying.**
- With board member Harold Johnson and Hands and Voices Executive Director Janet DesGeorges, Irene co-presented a workshop titled ***Practical Prevention Tools for Protecting Kids With Disabilities from Maltreatment*** at the **Child Maltreatment: Understanding, Recognizing, Responding & Preventing at the Council for Exceptional Children 2017 Convention and Expo in Boston, Massachusetts.**
- Kidpower California Program Director Erika Leonard gave the **keynote address** at the **11th Annual Parents and Partners and Leaders Conference for West Contra Costa Schools in the San Francisco Bay Area.** Several Kidpower break-out sessions were also provided in Spanish and English by Kidpower staff.
- Marylaine Léger from Kidpower Montreal presented ***8 Kidpower Skills to Stop Bullying*** to over 100 educators at the **New Jersey Association for Independent Schools (NJ AIS) Biennial Conference** followed by workshops for staff, parents, and students at Winston School, thanks to Board member Peter Lewis.





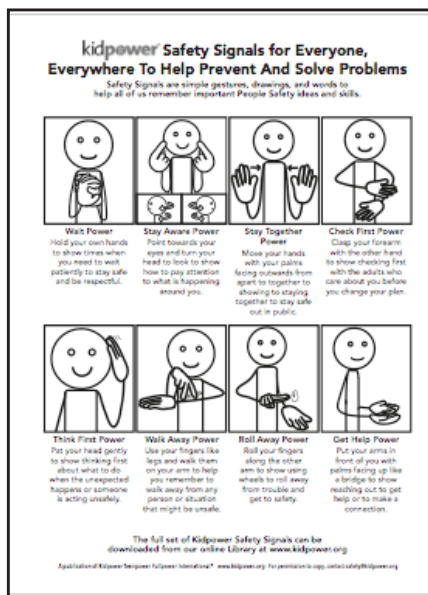
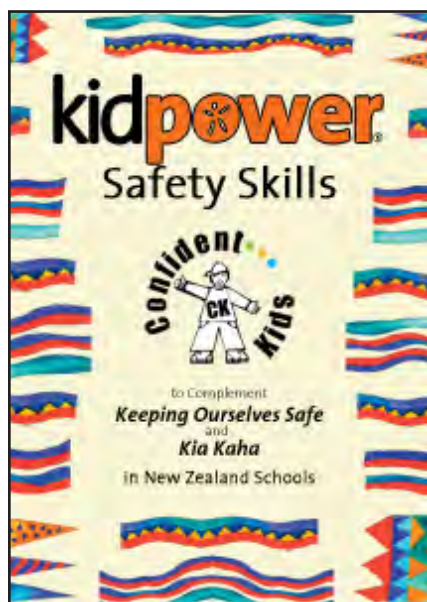
## Worldwide Digital Access

We provide the most accessible and comprehensive 'People Safety' resources online of any organization worldwide to help people be safe and thrive in their relationships and interactions with everyone, everywhere, in-person, and online.



More than 50,000 people a month visit us on our website, connect with us on Facebook, Twitter, and Instagram, and watch our videos on YouTube.

Our FREE and ever-expanding online library provides more than 400 articles, videos, podcasts, webinars, handouts, and posters such as:



### Safety Without Borders

*"I thank Kidpower for such effective programs for children. I would train with you, but it's financially impossible. Currently I'm in **Torit, South Sudan**, and I feel supported by you as you keep on providing me with training materials through your newsletter."*

- Daniel, Martial Artist from South Sudan

Follow our daily posts on Facebook, Twitter, and Instagram!

 Kidpower.org

 @Kidpower\_Intl

 @KidpowerCA



"I want to go to the  
(public!) bathroom  
by myself!"

7 steps to build skills for  
safety in public restrooms

**kidpower®** [bit.ly/2iiPzoc](https://bit.ly/2iiPzoc)

## Partners In Protection

Our **Partners in Protection** are organizations, businesses, schools, and individuals serving children and other vulnerable people who join us in sharing and using Kidpower resources to support adult leadership in keeping young people safe. Here are a few examples.



This Sheriff's Department includes Kidpower lessons in their safety program for second graders throughout the county.



MyGym teaches Kidpower Safety Minutes to **thousands of children** every week through their centers.



*"We greatly appreciate Kidpower's consultation on our **#Day1 Declaration**, Upstander Pledge, and elementary materials for schools. We also want to acknowledge the important work Kidpower does teaching people physical and emotional safety skills that will help them become Upstanders who apply these positive values to themselves and others in their daily lives."*

**- Sean Kosofsky, Former Tyler Clementi Foundation Executive Director**



**BETTER ATHLETES  
BETTER PEOPLE**

*"We are grateful to Kidpower for offering its extensive expertise in child protection to help PCA take a proactive educational approach in the wake of high-profile allegations of child abuse in youth sports. PCA and the people we serve have benefited greatly from Kidpower's extensive experience and carefully developed resources."*

**- Jim Thompson, PCA Founder and CEO**



Spotlight Girls teaches Kidpower safety lessons in their Go Girls! empowerment camps.



***PediatricSafety***  
**One Ouch Is Too Many**



*"I work with families raising children who are deaf or hard of hearing and who face higher rates of victimization than typically-hearing kids. Through our partnership with Kidpower, we now share information with each new family we meet about prevention strategies they can use with babies to teens. **I can't recommend this organization enough in its wise and calm approach to helping all kids** develop the life-long ability to set boundaries, to listen to their own intuition, and to put safety first. Our parents say they are grateful for Kidpower's resources, and so are we."*

**- Sara Kennedy, Hands and Voices Program Director**





# Kidpower Highlights Locally and from Around the World!

In the 2016-2017 fiscal year, we provided in-person workshops serving **over 30,000 people** worldwide. Tens of thousands more benefit from the skills their teachers, parents, and peers bring back to their homes, classrooms, and communities. In addition, hundreds of thousands of people are served by our online resources and publications. Here are just a few of our highlights.

## Kidpower California

This year, our 21 dedicated instructors taught workshops reaching **over 16,000 Californians**.



This school year, the Orinda School District is having Kidpower workshops taught for all students and teachers in their elementary schools.

### Culture of Safety for Our Schools

*"After researching many different social-emotional, bullying prevention, and abuse prevention programs, our district has been very excited to discover and experience the philosophy, depth, adaptability, and practicality of Kidpower's training and educational materials. The Kidpower curriculum **empowers students, parents, and teachers by using a strengths-based approach**, to provide important tools for achieving our goals to create a culture of safety for our students, staff, and families."*

**- Kathy Marshall, Former Director of Curriculum, Orinda Union School District**

**kidpower**® Featured Organizer:

**Dr. Gloria M. Hernandez-Goff**  
Superintendent, Ravenswood City School District



**Putting Safety First!**

[bit.ly/2gZgrxz](http://bit.ly/2gZgrxz)



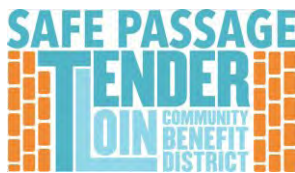
**kidpower**  
**featured organizer**

Silvana Mosca-Carreón, Director of El Nuevo Mundo Children's Center in Richmond CA, has organized Kidpower for ENM families & staff for 15 years, helping hundreds be safer!

## Tenderloin Safe Passage Corner Captains

help children get safely through the challenging streets of the Tenderloin in San Francisco.

Kidpower Safety Leadership Workshops are empowering their coalition of mothers, youth, seniors, volunteers, and service providers with skills to pursue their vision of a culture of safety and respect for everyone in their community, where challenges arising from homelessness, sex work, and a culture of substance use affect everyone's sense of safety.



**The Hatlen Center** 2017 marks the tenth anniversary of our partnership with The Hatlen Center, serving young adults with vision loss who are striving to build skills for independent living.

### California Success Story

*"A month after a Teenpower workshop for my students with intellectual disabilities, one of our students was walking home. Suddenly, a man drove up, got out of his car, and started approaching and talking to her. When he reached out to touch her, she stepped away, made a boundary with her hands, stood confidently, and yelled, 'STOP! I DON'T LIKE THAT!' The man was surprised, and he froze for a moment, giving the girl's friend enough time to start making a video of the incident. The man ran back to his car and drove away. The police used the video to find him. He had been harassing other women and girls in the community - and thanks to the quick action of both girls, the police caught him! **The girls AND our WHOLE COMMUNITY are safer!**"*

**- Special Education Teacher who has brought Kidpower to 4 different schools in the last 10 years**



## Kidpower Colorado



*"I feel different inside after this weekend. It changed my life."*

**- 8-year-old student, Kidpower Colorado Weekend Family Workshop**

- Since 1994, **over 50,000 students taught** by Kidpower Colorado.
- Over 75% of 2017 services were for low-income or at-risk people.
- 23+ years partnering with Safe Passage, the local Children's Advocacy Center.
- Kidpower is working with all school districts in Colorado Springs.

*"I like teaching Kidpower because it shows people how to be safe in a positive light, not all the doom and gloom."*

**- Karl Herndon, Senior Kidpower Colorado Instructor, Retired Police Officer**

### Colorado Success Story

*"My daughter 'Lily' is normally, shy, kind, eager to please, and a follower. After the Kidpower Weekend Family Workshop, she decided to go a sleepover of a classmate who was sometimes affectionate and loving and sometimes manipulative and bullying. Lily said, **"I am so glad I took Kidpower. Now I know what to do."** We made a Safety Plan together to help her if she was uncomfortable. Lily had a good time at the sleepover. Kidpower gave her the skills and confidence to feel more in control, more self assured, and more certain of how to react to difficult situations."*

**- Thankful Parents**

## Kidpower India



Kidpower India Instructor Sobha Peri teaching at Nethra Vidyalaya residential school for the visually challenged.

Kidpower India Program Director Sneyha Mayekar teaching a parent workshop in Mumbai.



## Kidpower France



Kidpower France Director TuTrnh Dufrenay presented 5 days of workshops at Kidexpo 2017 in Paris, a highly visited family event with **over 175,000 visitors**.



## Kidpower North Carolina



Jodie and Ken Province are Kidpower North Carolina Instructors and have their own counseling center. They have created the **Kidpower Bus** to bring safety skills to children in rural schools.



### 8th Grade Success Story

*"We were teaching the Getting Centered skill in an 8th grade classroom in response to a student who was triggered by friends that teased him about his weight. Later, this student suddenly spoke out and said, "It works!" When I asked, "What worked?" the student said, "Tom just called me that name, and I started to get mad and I did the Getting Centered skill and it worked! I am not mad, it just went away."*

**- MJ Hayes, North Carolina Center Director**

## Kidpower Guatemala



*"I love to teach Kidpower because I love kids. As a teacher, I want every child to feel and know they have an inner power that lets them stay safe and enjoy life. That enriches my soul!"*

**- Roxana Marroquin, Guatemala Center Co-Director**

## Kidpower New Zealand

*"Imagine helping children; Feel STRONG enough to stand alone, SMART enough to know when they need help and BRAVE enough to ask for help when they need it."*

- Frith Daniels, Kidpower New Zealand Instructor



High school students with developmental disabilities from our **Fullpower Healthy Relationships Programme** in New Zealand are serving as ambassadors to teach other students how to stay safe.

### **"A Match Made in Heaven"**

*"The partnership between Kidpower and our school is like 'a match made in heaven'. The program continues to provide students, staff and parents with a common language and strategies around student empowerment through safety."*

- Auckland, New Zealand School Principal



## Kidpower Comes to South Africa!

THRIVE Parental Support Co-Founder Debra Clelland has been teaching children who are deaf or hard of hearing and says, *"I can report that **they LOVE Kidpower!**"*

Levina Munsamy taught **hundreds of children** in Johannesburg during Nelson Mandela month and is starting a Kidpower Center.



## Kidpower Montreal



*"Kidpower skills are not just what I teach, they are a huge part of HOW I interact positively with others, every day, with every one."*

**- Marylaine Léger, Montreal Center Director**

### Montreal Success Story

*"Surina" is an immigrant and a survivor of domestic and family violence from a very traditional religious culture. The day after she had practiced boundary-setting in her Fullpower workshop, she was able to resist intense emotional pressure and refuse to let the sister of a man who wanted to marry her into her home. She stood at her door and said firmly and repeatedly, "No, thank you! I don't want to marry him."*

*Later, Surina said, "I would NEVER have been able to say no to this kind of pressure if I had not taken these few workshop hours with you and practiced strong boundary setting. Thank you! Before this class, I would have accepted this marriage proposal, and once again, ended up married to a man I do not know or love. **I am proud to have been able to resist this enormous cultural pressure so I can choose to live my life the way I want to live it,** even if it means facing my community's disapproval."*



### Kidpower in Vietnam

The Olympia Schools in Vietnam is sending their staff to our Instructor Training and then teaching Kidpower to **all** their students, families, and staff. They are planning to share Kidpower with schools throughout Vietnam.

## **We have centers, representatives, or authorized providers in:**

<b>North America</b>	<i>USA:</i> California – Colorado – Illinois – Maryland – North Carolina – Pennsylvania – Vermont – Virginia – Washington D.C. <i>Canada:</i> Quebec – British Colombia
<b>Central America</b>	Guatemala – Mexico
<b>South America</b>	Argentina – Chili
<b>Europe</b>	France – Germany – Netherlands – Romania – Sweden – United Kingdom
<b>Oceania</b>	New Zealand – Australia
<b>Asia &amp; Middle East</b>	India – Lebanon – Pakistan – Vietnam
<b>Africa</b>	The Republic of South Africa

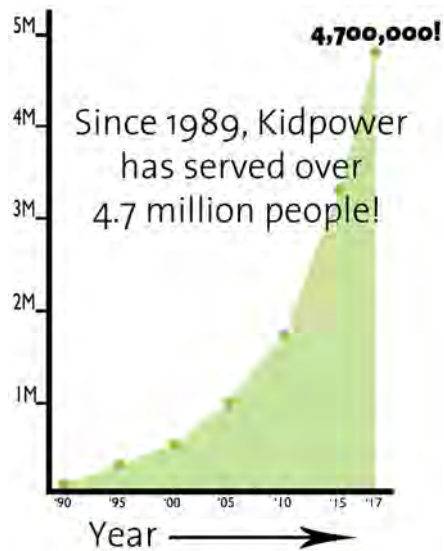




# Financial Information

Kidpower exists because of the generosity of many different individuals, corporations, and foundations – and, thanks to their help, **Kidpower’s reach continues to grow.**

As a community-based 510(c)(3) nonprofit, we rely on donations, foundations and corporate grants, and income from our workshops and publications to provide services and educational materials that bring vital skills for safety and success to people of all ages and abilities around the world.



Increasing our individual support is essential in increasing Kidpower’s sustainability for the long run, so that we can continue to provide effective child protection, positive communication, and personal safety skills to protect people of all ages and abilities from bullying, violence, and abuse by empowering them with awareness, action, and skills.

Collectively, Kidpower’s international headquarters and our 30 local centers, offices, and authorized providers around the world earned almost \$1.7 million in financial income in the 2016-2017 Fiscal Year.

Over 90% goes directly toward providing safety skills programs and services





## Funding

**14.3% Individual Donations**

**42.3% Foundation and Corporate Grants**

**37.9% Class Fees and Publications**

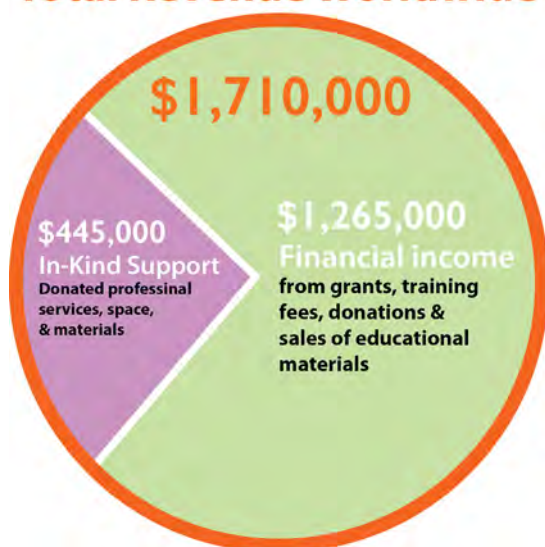
**5.5% Other**

In addition, our operating picture is not complete without acknowledging the enormous amount of in-kind support - nearly **\$500,000** (US) worth of **donated** professional services, space and materials - that have enabled us to reach so many people with such a small financial budget.

Our headquarters is audited each year by an independent certified public accountant, and we complete a Form 990 for our IRS tax exemption status. Our audit is available for the July 1, 2016 – June 30, 2017 fiscal year. Our budget for the July 1, 2017 – June 30, 2018 fiscal year is also available on request.



## Total Revenue Worldwide



# Thank You to Our Contributors

People from all walks of life donate to Kidpower – *and every dollar works wonders!* Each gift, large or small, makes an essential contribution to our success!

## Individual Donors

### \$10,000+

Amy and Michael Tiemann • Anonymous • Ellen Frankel • Karen Ho • Tom and Nancy Driscoll

### \$5,000 - \$9,999

Sandra Menefee

### \$1,000 - \$4,999

Arnie Kamrin and Katie Wilson • Beau and Adria Brown • Beth McGreevy and Adam Winer • Claire Laughlin • Doris Michaels • Eileen and Stephen DiFranco • Janice Flynn • Kim Leisey • Michael Simpson • Penny Loftesness • Robert Stephens • Tricia Trupiano

### \$500 - \$999

Adrien Del Bonta and Trent Davis • Angela Liu • Anonymous • D.C. Storkan • Dene Dirksen • Fiona Barrett • Margie Wong Moradian • Pam Baker • Regina Walter • Sue Klapholz

### \$100 - \$499

Abby Bleistein • Alice Cheng • Alyson Simms • Anne MacLachlan and J. van der Zande • Anonymous • Arend van der Zande • Arman Muslimov • Atlassian Inc • Brandon Brock • Caitlin Carter • Cameron Marsh • Chris Holcroft • Claire Saint-Donat • Cyndy Conroy • Dalton Sycks • Debora Burgard • Diane Winer • Douglas Chen • Elanne Kresser • Ellen Bass • Ellen Coleman • Gayle Ortiz • Giuseppe Sofo • Gwen Toevs and Michael Lewis • Harold Johnson • Janet Heien • Janet Swenson • Jeff Isenstadt • Jennifer McLean-Madera • Jennifer Turner-Davis • Jim Thompson • Julie Shattuck • Karen Fernandez • Karena Pushnik • Lili Byers • Lori McAllister • Marybeth Hoesterey • Michael Schwabl • Michelle Gomez • Mindy White • Moms Club of Sunnyvale • Nancy Allen • Nancy Lim-Yee • Nancy Schimmel • Olivia Sackett • Peter Lewis • PJ McFarland • Rachel Gollub • Raphael Lucas Vidotti • Rich Kamrin • Roman Kamyk • Ronald Stehlin • Samir Sharma • Samone Kopca • Susan Farrar • TuTrinh Dufreney • Vimal Andrews • Yvonne Mansell

## Funding Partners

### \$20,000 +

Annunziata Sanguinetti Foundation • Kaiser Permanente • Monterey Peninsula Foundation • SurveyMonkey

### \$10,000 - \$19,999

Community Foundation of Monterey County • Dean and Margaret Leshner Foundation • Driscoll's Charitable Fund • GGS Foundation • Henry O Eggert Trust • Insurance Industry Charitable Foundation • J Miles and Rosanne Reiter Family Foundation • Pacific Life Insurance Foundation • Palo Alto Community Foundation • San Francisco Giants Community Fund • Western Digital Charitable Foundation • Women in Philanthropy

### \$5,000 - \$9,999

Deacon Charitable Foundation • Finish Line Youth Foundation • Hitachi High Technologies America • In-N-Out Burger Foundation • Novartis Pharmaceuticals Corporation • People with Disabilities Foundation • Plantronics, Inc. • Sereno Group • Talbott Family Foundation • Valente Family Foundation • Wells Fargo Foundation

### \$1,000 - \$4,999

Albertsons Companies Foundation • Alpha Theta Omega Nu • Bay Federal Credit Union • Brickyard Berridge Fund • Costco • Endue Foundation • Golden Door • Google • June and Julian Foss Foundation • Lockheed Martin • The Lowell Berry Foundation • Marshall Frankel Foundation • Mission City Community Fund • Palo Alto Medical Foundation • Rotary Club of Capitola-Aptos • Santa Cruz County Community Foundation • Zurich North America Foundation

### Up to \$999

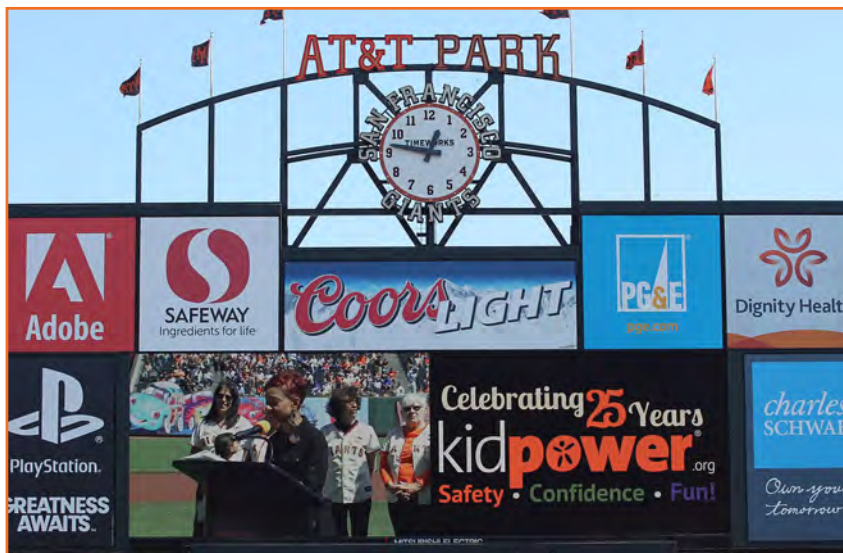
Cupertino Deanza Lions • International Paper San Leandro • Leslie Family Foundation • New Leaf Community Market • Pacific Cookie Company • Pacific Foundation Services, LLC • Peet's Coffee and Tea • Rotary Club of Freedom • Safeway • Trader Joe's • Whole Foods Market



*Individual donor acknowledgments include gifts of \$100 or more from January 1, 2016 through June 30, 2017. Foundation and corporate acknowledgments include gifts from July 1, 2016 through June 30, 2017. A full list of contributors who are willing to be acknowledged publicly is on our website. Please let us know of any corrections.*

## Featured Multi-Year Funders

**The San Francisco Giants Community Fund**, **SurveyMonkey**, and **Women in Philanthropy** are a few of our committed funders making multi-year investments in community safety through their ongoing support!



Kidpower on the San Francisco Giants scoreboard!

Hundreds of children have learned skills to be safe from bullying - together with their parents and teachers! - thanks to **the San Francisco Giants Community Fund**.



## Contribute

**SurveyMonkey's** inclusion of Kidpower as a beneficiary of their Contribute Program has raised more than \$120,000 to strengthen our capacity to serve people facing a high risk of violence and abuse.



**Women in Philanthropy of United Way of Santa Cruz County**

is committed to supporting youth success in school and in life - and Kidpower brings that mission

to life! Hundreds of public elementary school children, teachers, and parents have benefited directly from their three-year grant.

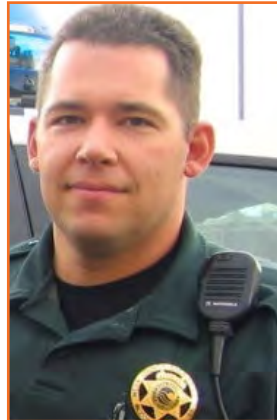


# In Memory of...



## Board President Emeritus Nancy Driscoll: 1950-2016

Nancy Driscoll’s deep commitment to loving kindness and well being played a crucial role in helping Kidpower grow from a good idea to a great reality. Her leadership, wisdom, and expertise, including seven years as our Board President, strengthened our organization and greatly increased our capacity to provide services. In addition, Nancy and her husband Tom constantly nurtured Kidpower through their generosity, which Tom and many others are continuing in her honor.



## Seargent Jason Lhotka: 1970-2007

Jason Lhotka was “Dada” to his 3-year-old son, a husband and a Sergeant with the Mesa County Sheriff’s Department in Colorado. His life was focused on keeping people safe. Kidpower scholarships in Jason’s memory support Kidpower in continuing his focus.

## Featured Supporters

**Ellen Frankel, Lead Program Coordinator and Major Donor, whose enormous generosity is supporting essential progress for our sustainability and growth.**



*"I used to be a social worker, and I was often frustrated that my job felt like putting a "Band-Aid" on a problem, over and over and over. It made me sad that most of the people I was helping came to me already in crisis, and I had many days where I wondered if I was really making a difference at all.*

*That is why I was SO THRILLED to find Kidpower! Kidpower skills can prevent the kinds of problems that keep growing*

*into crises. Kidpower skills can prevent suffering. Kidpower skills help make our relationships with other people more joyful – and I am a BIG fan of people of all ages and abilities feeling great about themselves, their lives, and their capacity for connection.*

*I adore what Frederick Douglass said: 'It is easier to build strong children than to repair broken men,' and that is exactly what Kidpower does.*

*I donate generously to Kidpower because **what Kidpower teaches actually WORKS**, and I like doing my part to ensure that Kidpower is here to help people of all ages for the long term."*



Since 2004, Google has given Kidpower an AdWords ProGrant that now brings **over 26,000 people a month** to our website resources.

**Victor Cheng, Business and CEO Coach and long-time Advisor, whose expertise continues to help us reach thousands more people.**



In addition to inspiring people to donate to Kidpower through his CaseInterview website, Victor has provided thousands of dollars worth of video recording equipment as well as guidance to support our development of training videos. These videos are enabling us to reach more people around the world, and teach them to take charge of their safety.

**Claudia Newcorn of Acorn Enterprises, Marketing Consultant and Advisor, whose expertise and wisdom is guiding Kidpower towards becoming a household word for excellence in teaching safety.**



*"The joy and passion that the Kidpower team brings to empowering people of all ages to take charge of their safety is truly inspiring. It has been a pleasure to work with Irene and her team for over a year, and serve as their marketing advisor, supporting Kidpower's goals to reach many more people with their life-changing story, message and diverse resources. **Kidpower has served nearly 5 million people - let's make it 6 million!**"*

**Marylaine Léger, Montreal Center Director, Project Manager for Kidpower School Implementation Project, and Senior Program Leader, who has donated countless hours to co-lead our instructor training programs, Full Force protective suit development, and Institutes.**

*"People often ask me, '21 years with Kidpower! What drives your commitment?' There are many answers to that. But the essence of all of them is that I receive far more than I give. It warms my heart when I witness the power of the skills we teach. **The joy, peace, and confidence they bring are priceless gifts in people's lives.**"*

Marylaine representing  
Kidpower at the NJAIS conference



**Robert Meltzer, MyGym LA Owner and Kidpower Board Member, whose leadership is making it possible for Kidpower to grow.**



For many years, Robert has provided leadership, enthusiastic commitment, and generous financial support to bring Kidpower to Los Angeles area schools and organizations. Robert has opened doors and built important bridges for our organization with foundations and companies. He was instrumental in establishing our partnership with MyGym Enterprises.

# The People Behind Our Success



Leadership team on retreat, targeting outreach strategies to serve more communities!

## Central Office Staff Members

**Executive Director and Founder**  
**Irene van der Zande**

**California Program Director**  
**Erika Leonard**

**Lead Program Coordinator**  
**Ellen Frankel**

**Program Manager/Senior Instructor**  
**Antonie Del Bonta**

**Program Coordinators/Instructors**  
**Denlin Doty**  
**Amy Dahlen**

**Director of Strategic Planning,  
Finance, and Grants**  
**Ed van der Zande**

**Director of Web Communications**  
**Beth McGreevy**

**Central Office Manager**  
**Eamon Saki**

**Training & Curriculum Consultant**  
**Amanda Golert**

**Coordinator of School  
Implementation Project**  
**Marylaine Léger**

**Marketing Consultant**  
**Claudia Newcorn, Acorn  
Enterprises**

**Kidpower Program Co-Founder**  
**Timothy Dunphy**

**Kidpower International Senior Program Leaders** are highly experienced instructors who have been with our organization for over 10 years and who have made significant contributions on a program level to the international organization as well as providing Kidpower services in their own communities. They volunteer their expertise to help develop programs, create curriculum, improve protective equipment, and uphold quality standards. They include:

**Cornelia Baumgartner, Joe Connelly, Amanda Golert, Angela Hamilton, Mary Jane Hayes, Jan Isaacs Henry, Meredith Henry, Ryan Holmes, Chantal Keeney, Marylaine Léger, Erika Leonard, John Luna Sparks, Anne Mason, Beth McGreevy, Marc Meilleur, and Amy Tiemann.**

# Board of Directors



## Board Retreat 2017

**April Yee, President**  
Investor Relations Specialist  
and Health Care Advocate

**Kim Leisey, Ph.D., Vice President**  
UMBC, Associate Vice President  
for Student Affairs

**Peter Lewis, Ph.D., Treasurer**  
Head of School,  
The Winston School, New Jersey

**Eileen DiFranco, Secretary**  
Director of Development  
Communications, Stanford Medicine

**Abby Bleistein, M.D.**  
**Janice Flynn**  
**Harold A. Johnson, Ed.D.**

Pediatrician and Doctor of Internal Medicine  
IT Senior Analyst  
Emeritus Professor / Special Education, Kent  
State University  
Business Owner

**Arnie Kamrin**  
**Penny Campbell Loftesness**  
**Terry McHenry**  
**Sandra Menefee, LCSW**  
**Robert Meltzer**  
**Jennifer Turner-Davis**  
**Claire Laughlin**  
**Julie Shattuck**

Director of Engineering, SurveyMonkey  
Retired District Superintendent  
Corporate Facilitator and Family Therapist  
MyGym Los Angeles Owner  
Professional Business Coach and Trainer  
Communication and Education Consultant  
Principal, Applied Research and Evaluation

## Honorary Trustees

**Ellen Bass, Founding Board President**  
**Karen Ho**  
**Gayle Ortiz**  
**Robert Stephens**

Author and Poet  
Accountant  
Bakery owner  
Nursery owner



# Looking Forward

## Becoming the “Gold Standard” Safety Education Resource!

### 2018 Strategic Plan

1. **Strengthen Our Foundation** by sustaining, enhancing, and diversifying our revenue streams.
2. **Cultivate Great Leaders** by mentoring committed team members; identifying new talent; offering challenging opportunities; and sharing best practices, all within a stable and strong organizational infrastructure independent of any one person.
3. **Expand Our Reach** by offering live workshops, video conferencing, webinars, online training, and publications available in digital and print formats; by partnering with corporations, schools, and nonprofit agencies; and by increasing our visibility, responsiveness, and relevance throughout social media.

### 2018 Projected Services

- **2,000+ professionals in 500+ agencies and schools** will learn Kidpower skills and strategies and integrate them into their standard practices, positively impacting the safety of those most vulnerable to bullying, abuse, and other violence.
- **30,000+ children, teens, and adults** will practice potentially life-saving safety skills in workshops led by certified Kidpower instructors.



**“I have the power to take charge of my safety!”**

**“Now school is fun instead of scary!”**



## **Developing and Publishing New Educational Resources**

- ***“Solve Bullying with Kidpower”***, the most comprehensive resource available about stopping bullying through positive practice of age-appropriate safety skills (print and digital formats).
- ***“Prevention Curriculum Handbooks”*** tailored for each grade level, giving youth group leaders and teachers tools for weaving safety skills practice into their daily activities with youth.
- ***Online Training Modules*** so that people worldwide can visually and interactively learn how to present and practice core ‘People Safety’ skills.

## **Maintaining Our High Quality as We Continue to Grow**

To strengthen our core, deepen our roots, and expand our reach, we will invest time and attention to support:

- Flourishing centers and offices that optimize access to our instructor training programs, trainer trainings, ongoing consultation, curriculum development, and supervision.
- An active, digitally connected global leadership team mentoring and educating one another in a private online space within our website, facilitating the rapid and responsive exchange of ideas and materials related to program, staff management, marketing, and visibility.
- Dynamic partnerships with schools, organizations, and community leaders so that they can use Kidpower resources to protect and empower their constituents.

# Your Place in the Kidpower Movement

## Individuals who believe in Kidpower have made us strong. Now, we need YOU!

For 28 years, thousands have used the power of their time, words, and dollars to extend the Kidpower message of safety and empowerment for all. You can:



- **Follow us on social media** and share our posts regularly so more people can see our messages of safety, inclusion, confidence, and empowerment.
- **Learn** something new from Kidpower – then **teach it to someone else!** Our articles, webinars, videos, and workshops are here for you!
- **Speak up** about Kidpower and safety empowerment whenever you can in living rooms, coffeehouses, classrooms, boardrooms, waiting rooms, affinity groups, health clubs, support groups, neighborhoods, blogs, op-eds, videos, reviews... everywhere!
- **Introduce Kidpower to people in positions of power.** Educators, service club members, foundation officers, CEOs, PTO presidents, health care professionals, and nonprofit leaders make communities safer and stronger when they invest in Kidpower.
- **Organize a workshop** to empower people in your own circle!
- **Donate!** As a monthly or one-time donor, you transform dollars into safety.
  - **\$50** gives a person with intellectual disabilities and low vision coaching in skills for being safe on public transit.
  - **\$500** provides a live, interactive bullying prevention video training for a team of special education teachers serving vulnerable children in a region without a Kidpower Center.
  - **\$5,000** paves the way for the development and publication of a new handbook for parents that will help countless kids be safer for decades to come.
  - **\$10,000** gives 1,000 survivors of domestic violence skills and safety handbooks they can use to transform the experience of safety for their children.



## The Kidpower Protection Promise™

"You are VERY important to me!

If you have a safety problem, I want to know –  
even if I seem too busy,  
even if someone we care about will be upset,  
even if it is embarrassing,  
even if you promised not to tell, and  
even if you made a mistake.

Please tell me, and I will do everything  
in my power to help you."



Kidpower Teenpower Fullpower International  
[Kidpower.org](http://Kidpower.org)