


Safety Skills to Protect, Prepare, & Empower

kidpower[®]
INTERNATIONAL
Annual Report 2020





“My
Boundary
Power made
the bullying
stop!”

“I am
94 years old
and this is the
first time anyone
has taught me
about boundaries!
I am so glad I’m
learning this
now!”

**Kidpower International is
the global nonprofit leader
in personal safety education.**

Our mission is to teach skills that prevent and reduce violence and harm, and increase independence, resilience, and safety.

We embrace diversity, working with people of all ages, abilities, and walks of life. We envision a world that is free of bullying, harassment, and all forms of abuse, and with your support, we work every day to make that vision a reality.

Since 1989, donors like you have enabled us to train more than 7 million people through our programs, including Kidpower, for children and their caring adults; Teenpower; Fullpower for adults; and Seniorpower

for elders. Kidpower International’s work makes the world a better place by protecting, preparing, and empowering people to take charge of their safety and to advocate for the people in their lives.



The Most Important Work in the World!

Protect! Prepare! Empower!

Kidpower stands for SAFETY! And keeping our kids safe is the most important work in the world!

Every day, people tell us how Kidpower skills, strategies, and values have helped them and their loved ones survive and thrive while facing the many challenges of the past year.

Your support for our work has allowed our incredible network of dedicated instructors, volunteers, and Centers to transform our life-saving in-person programs into online services that are safe, effective, and empowering. Kidpower now reaches more people, more quickly, and more affordably.

Teaching online has opened countless new doors. As one child care worker told us, “During your online Boundary Skills workshop, I realized that people in my home were acting abusively and learned how to speak up and make changes. Even in the midst of the pandemic, my life got better thanks to Kidpower!”

Safety transcends our differences. People don't need

to vote the same, believe the same, act the same, or look the same to care about the well-being of their families, schools, and communities. In order to turn our commitment to safety and respect for everyone into reality, people need our safety training, tools, and tactics more than ever.

Teaching safety is the heart of our mission. There are very few things anyone learns so quickly that make such a profound difference. So much lifelong suffering and misery from abuse, bullying, and violence can be prevented and stopped using just a few simple skills. Extensive research shows us that childhood trauma leads to long-term mental and physical health consequences that shorten someone's life by as much as 20 years. Our work transforms our society by empowering children and adults to prevent harm *before* it happens and, if something bad does occur, to increase their ability to get away and get help. You make this all possible, and for that we are grateful.

Kidpower skills help **Prevent** childhood trauma; **Protect** children and families from problems like bullying, violence,

and abuse; **Prepare** teens to take charge of their safety; and **Empower** people of all ages and abilities to know that they are capable, strong, and valuable. This is why we encourage people to **learn** our skills for themselves, to **model** their use in daily activities, and to **share** these skills with others.

Kidpower International has come through 2020 stronger, more innovative, and more committed than ever to our mission. We hope this Annual Report will inspire you to join us in celebrating how much progress we've made – and support our work in providing training and resources to help millions more people become safer and more confident, in your community, and around the world.

April Yee
Board President

Irene van der Zande
Executive Director and Founder

What You Helped Us Accomplish

2020: When the World Shut Down, Kidpower Stepped Up

Nobody could have imagined 2020 and the changes it brought. When the world was forced to shelter in place, demand for our help skyrocketed. As people struggled with kids learning at home, working remotely, isolation, increased domestic abuse, and concern for elderly parents, they searched for resources and solutions online – and discovered Kidpower.

Thanks to your help, within days of the shutdowns, we transformed our workshops and training programs from in-person to online services, diving into new technologies, teaching methods, and platforms. The outcomes have been spectacular, increasing our worldwide reach to more countries than ever, as well as making our numerous skills-based programs accessible to thousands more people and organizations.

Kidpower is now creating a road map for our next four years of growth with our new **PowerUP! Initiatives** that will extend our global outreach efforts.



In 2020, we directly trained **13,575 people** worldwide, through **550 in-person workshops**, and **673 online sessions**.

We estimate that **for every parent we train, we also indirectly serve 2 kids**. For every classroom teacher, 25 students. For every staff person who works with people with disabilities, 10 clients.

These numbers are just for the first year of service – the larger ripple effect over time is much greater.



Kidpower Answers the Call: Teaching Safety at Any Distance

Neither masks, sheltering in place, or national boundaries could keep Kidpower from carrying out its mission. Our dedicated staff and volunteers worked together to solve what seemed impossible – continuing to provide help to a world sheltering in place by embracing new technologies.

Through our online resources, in 2020 **more than 400,000 people worldwide** now have the tools to take action to stop abuse, cyberbullying, and domestic violence.

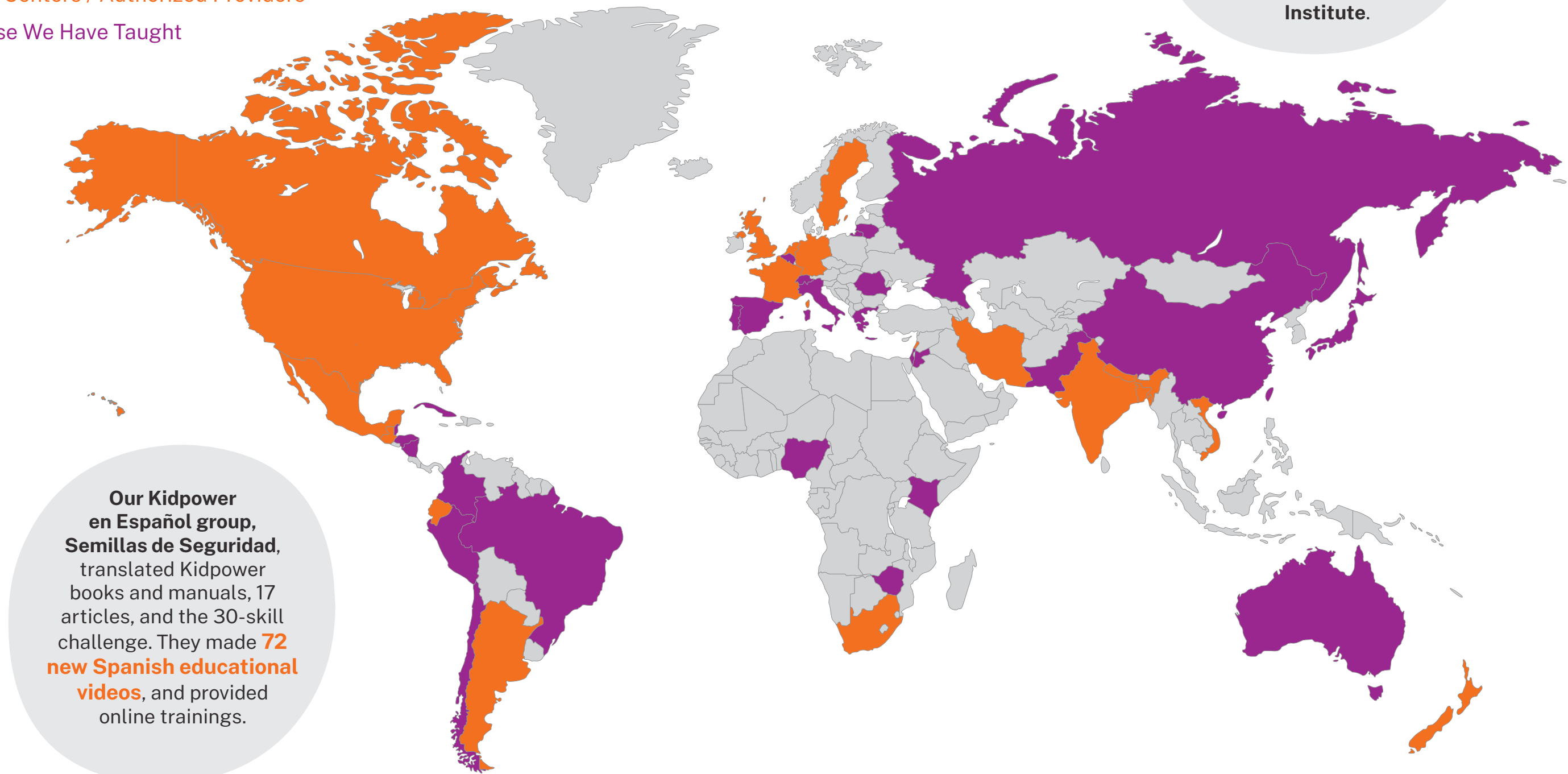


Increasing our capacity to provide online access expands the reach of our vital safety resources. This allows more people to participate in workshops that empower them to take charge of their own safety, and become leaders within their communities who share these lifelong skills with others.

We develop safety leaders around the world through our Kidpower International Instructor Training and Certification Programs.

In 2020, we added centers in 3 countries for a total of 31 Centers and Authorized Providers worldwide, expanding our reach to thousands more children, teens, and adults, including those with special needs.

- Kidpower Centers / Authorized Providers
- Where Else We Have Taught



We trained safety leaders from **Argentina, Bangladesh, Canada, Ecuador, Germany, Guatemala, Iran, Mexico, Nepal, Puerto Rico (US), Sweden, New Zealand, Russia**, and the **US** through our 3-week-long virtual **Kidpower Child Protection Advocates Institute**.

Our Kidpower en Español group, **Semillas de Seguridad**, translated Kidpower books and manuals, 17 articles, and the 30-skill challenge. They made **72 new Spanish educational videos**, and provided online trainings.

Thanks to our entire supporter community pulling together, our audaciously ambitious end-of-year fundraising campaign introduced us to new major donors and **raised over \$223,000 in just 9 days.**

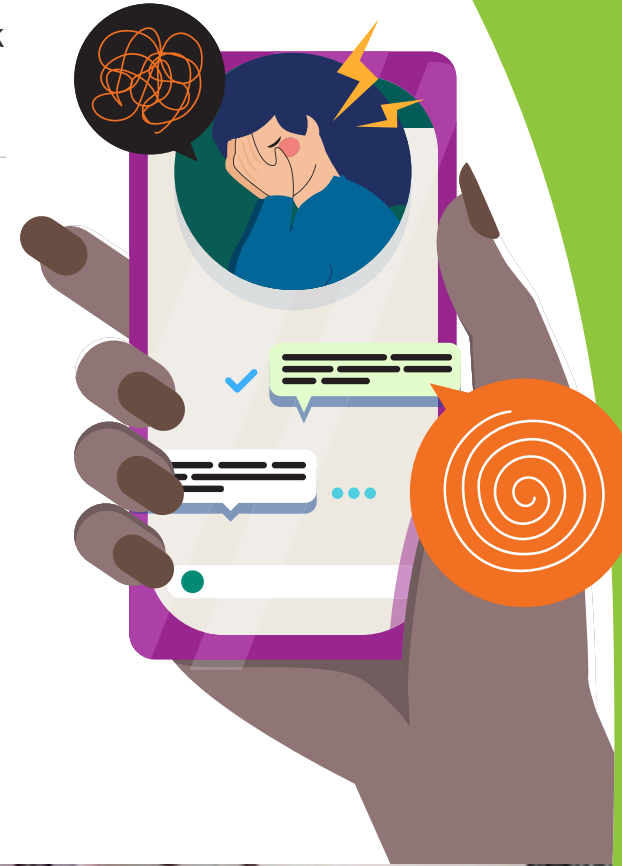


We need to continue to grow. With your help, we'll stay relevant, responsive, and reliable no matter what comes next – and together we can help define the future.

Our dedicated **volunteers contributed over 11,100 hours** of work toward our mission.

Our most-read article on Kidpower.org is usually **8 Skills to Stop Bullying.**

During the pandemic lockdown, that changed to **Personal Safety to Help Stop Domestic, Dating, and Other Relationship Violence.**



Training Garment Factory Worker Families in Bangladesh...



November 2020, in a neighborhood in Bangladesh, excited garment factory workers with their children gathered, eager to learn how to stay safe with people.

New Kidpower Bangladesh Instructors Kalpana Bosu and Shahnaz Munni had dedicated hundreds of hours to learn and translate our program into Bangla and were ready to teach the first Kidpower workshop in their country!

As eager eyes followed their every move, Kalpana and Shahnaz taught time-tested empowerment skills – how to set boundaries, how to yell “STOP!” to protect themselves, and how to run from trouble to safety. Because of cultural norms, many had never yelled and moved like that before – and as they practiced these new skills, their smiles were bright!

Kalpana and Shahnaz shared that the most moving moment for them came when parents took their children’s hands, looked into their eyes, and made the Kidpower Protection Promise to them in Bangla:

YOU are VERY important to me.

If you have a safety problem, I want to know – even if I seem too busy, might get upset, or don’t understand at first – even if someone we care about will be upset – even if you promised not to tell, feel embarrassed, or made a mistake.

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

Many mothers told Kalpana and Shahnaz that they wished somebody had said these words to them when they were young, and that they felt that learning how to communicate this clear and essential message to their own children deepened their connection as a family.





Protect KIDS

Kidpower works “upstream” to prevent childhood trauma and protect kids by teaching them skills they can use for a lifetime of safety and independence.

Kidpower works on many levels to protect child safety.

We train adult caregivers of all kinds, from parents and guardians, to childcare workers, classroom teachers, and more. At the same time, and often within the same community, we directly teach safety skills to kids and teens. Our years of experience have taught us that even young children can take steps to protect their own safety, especially when they know that they have the support of caring adults in their lives.

Since the landmark Adverse Childhood Experiences (ACEs) Study began in 1995, extensive research shows that childhood trauma

leads to lasting negative health impacts. The toxic stress caused by early adversity accumulates in a dose-dependent way. Increased numbers of ACEs are linked to chronic health problems, mental illness, and substance misuse in adulthood.

Kidpower training serves as both primary prevention, to prevent and minimize ACEs, and

also provides secondary prevention and harm reduction. We teach children how to get help from adults when they experience safety problems including physical, emotional, or sexual abuse, with the goal of reducing their lifetime exposure to toxic stress and increasing their resilience.

In addition, we teach parents and caregivers strategies that help them serve as a buffer shielding children from the impacts of toxic stress, empowering the adults with tools to transform toxic stress into tolerable stress - and thereby protect their children from the long-term negative health effects of ACEs.

Kidpower CEO Irene van der Zande reminds us, “Over time, children will eventually grow from being in our arms, to holding our hands, to being within our reach, to staying where we see and hear them, to being close enough to get back to us quickly, to being required to tell us what they are doing and where, to going many places without our supervision. By preparing for the many changes that life brings, we will protect our children from most harm while teaching them how to protect themselves.” Kidpower is here to support families and youth-serving organizations every step of the way.

Protect kids



KIDPOWER SKILLS HELP KIDS STAY SAFE, BE CONFIDENT, AND DEVELOP HAPPY, STRONG RELATIONSHIPS.

Our core social-emotional safety skills help people of all ages and abilities take charge of safety and well-being – online and in person.

SKILLS INCLUDE HOW TO:

- Act aware, calm, and respectfully confident
- Protect yourself emotionally from hurtful words or behavior
- Manage emotional triggers to stay in charge of what you say and do
- Recognize what is and is not safe
- Move away from trouble physically, emotionally, and digitally
- Assess – and think first or check first before acting
- Set powerful and respectful boundaries
- Apply safety principles about touch and attention in healthy relationships
- Advocate assertively and persistently for help with safety problems
- Use your voice and body to stop an attack and get to safety



Kidpower is an Erin's Law child abuse prevention recommended resource.



Kidpower's Positive Practice Teaching Method

provides rehearsal with in-the-moment coaching so that our students are successful in dealing with problems with people using specific examples that are directly relevant to their age, abilities, and life situation. Our teaching method is fun, encouraging, emotionally safe, and age-appropriate. Success in a workshop creates a foundation for more success when learning to act effectively under pressure.



"Kids used to call me mean names and point and laugh. My stomach hurt at lunch. I hated recess. Then, me and my family did Kidpower, and I felt better! Now I know more things that make me strong, like Being Aware and Trash Can Power. My parents learned more things too, and they talked with my teachers. We're like a team. Now **SCHOOL HAS STOPPED BEING SCARY AND STARTED BEING FUN!**"

-NATALIE, 6

Giving farm workers more skills to protect their kids

"Migrant students and families are part of a marginalized community, and anti-immigrant sentiment can lead to a sense of insecurity and fear of speaking up in all aspects of life. Kidpower is a valuable antidote to this messaging – inviting students and parents to understand the rights of each person to protect themselves and demand respect from others; it provides explicit strategies and even scripts that support actual application of these skills and conveys them with engaging activities and a dynamic energy and sincere passion.



Over the years, Kidpower has become a key component of our rich palette of offerings – in person and online! Kidpower's amazing facilitators and unique curriculum offer our students tools that empower them to strengthen their voice and emboldens them to feel they have the right and the language to set appropriate social boundaries and effectively seek help when needed.

In 2020, the Kidpower team mobilized to address the challenges presented by the Covid-19 crisis and offered us virtual workshops led by outstanding bilingual facilitators. Kidpower supported parents and students from Salinas to San Ardo – a 100 mile stretch of the Salinas Valley! – with a skilled and dynamic bilingual team!"

-Summer Prather-Smith, Senior Director

MONTEREY COUNTY OFFICE OF EDUCATION MIGRANT EDUCATION DEPARTMENT



Prepare TEENS

Teenpower skills for safety and independence.

As kids grow older, their developmental challenge is to learn how to navigate the world on their own. This is a crucial developmental step that we can support by teaching them skills to explore the world with safety and confidence.

Teenpower teaches communication skills for healthy relationships. The Kidpower Consent Checklist is a simple yet revolutionary set of boundary rules that gains a new significance in the context of healthy personal relationships, dating, and more.

Imagine if every teen learned from a young age that “Touch, attention, or games for play, affection, or fun should be OK with each person, safe, allowed by the adults in charge (or allowed by the rules), and not a secret.” This is what we teach in Kidpower, Teenpower, and Fullpower.

Teenpower training helps adolescents develop skills to take charge of their own personal safety in a wide variety of online and in-person situations. We practice using scenarios that prepare them to stay safe in public, at school, or at work – everywhere they go, in person and online.

“When I started high school, I was taking the city bus back and forth to school. I honestly don't know what I would have done without Teenpower skills. Every single day there was some kind of upsetting or frightening thing that happened on the bus or at the bus stop, usually having to do with someone having a mental health crisis that caused them to act in scary or unpredictable ways. Just knowing that I could always get off the bus at the first sign of trouble was a huge relief, and I knew that my parents would rather have me be safe than worrying about getting to school on time. One time someone started walking toward me to threaten me with a cigarette lighter at the bus stop, and I knew to just run into a nearby store. **NOTHING BAD EVER HAPPENED TO ME IN FOUR YEARS OF HIGH SCHOOL!**”

When supported and reinforced by the caring adults in their lives, Kidpower Boundary and Consent principles give young people a genuine, lived understanding of what consent means, both for themselves and others.

–PETER, 19

Prepare TEENS



teenpower

boundaries & consent safety checklist

TOUCH * ATTENTION * GAMES for
PLAY * AFFECTION * FUN should be

- ✓ OK
- ✓ SAFE
- ✓ ALLOWED
- ✓ NOT A SECRET

We address a wide variety of issues working with teens as they develop autonomy. Additional major skill areas we teach and practice include: boundary setting, bullying prevention, dating and intimate partner violence prevention, conflict resolution, and assault prevention. We use our core skills to address specific situations that each group of students may encounter in their daily lives, practicing

using tailored, relevant role play scenarios. Students are supported by Teenpower coaches every step of the way as they practice new skills.

We are very proud that all of our programs make safety accessible for people of all abilities. We have more than three decades of experience adapting safety education to protect and empower people with disabilities – who face a high risk of bullying, assault, harassment, and other harm at all ages. The success of our Unlimited Adaptability approach to safety education grows from our focus on possibilities rather than limitations and the proven Kidpower Positive Practice teaching method used in our services for all ages.

“I felt so ashamed and embarrassed! Boys kept staring at me and talking about my body. A teacher heard them and said it was my fault because of how I dress. I felt completely alone and helpless – until I did Kidpower. **WE PRACTICED HOW TO SET STRONG, CLEAR BOUNDARIES** when someone is being rude and how to keep asking for help when adults don't listen at first – and it works! My parents and the principal agreed the harassment was not my fault, and the principal made changes so ALL the kids are safer.”

-ISABELLA, 12

“I tried everything I could to make kids stop bothering me. Shouting. Fighting. Ignoring them. But it just got worse. It wasn't until my Kidpower class that I figured out that yelling back at them was actually making them pick on me even more! Thanks to Kidpower, now I know how to notice trouble and leave in a way that is strong and calm – and how to give orders and get help when I need it. People bother me less, I'm less upset when they try, and **MAKING FRIENDS SEEMS A LOT EASIER.**”

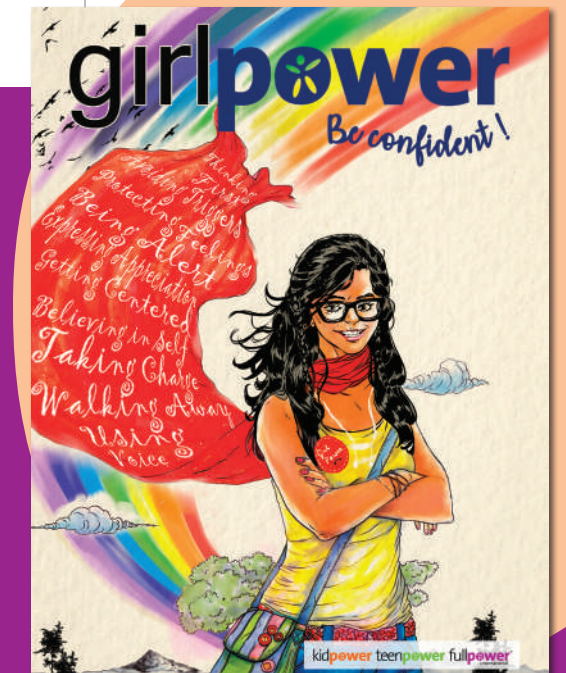
-ISAIAH, 13

“Our 13-year-old daughter kept herself safe from an attempted abduction by a stranger in a cargo van while she was walking our dog just a few blocks from our house. There is no question in my mind that her Kidpower skills prepared her to take action in this threatening situation. **I AM SO GRATEFUL TO KIDPOWER AND ALL THE AMAZING INSTRUCTORS AROUND THE WORLD.** Thank you from the bottom of my heart!”

-KEVIN Z., PARENT

Girlpower: Be Confident!

Our graphic novel *Girlpower: Be Confident!* is a beautiful resource created in a global Kidpower collaboration. Kidpower India Center Director Praveen Vempadapu saw the Fullpower program as a valuable resource for teaching young women how to stay safe from violence and develop healthy relationships. Working with Kidpower International, Praveen led the development of a full-color graphic novel featuring 4 young women characters from different walks of life. *Girlpower* has been used to teach classes in India, and people around the world are loving this book! Zeina Hobeiche, our Kidpower Lebanon Center Director, is translating *Girlpower* into Arabic and plans to use it in bringing Kidpower skills to people throughout the Arabic-speaking world. Our Kidpower Argentina Center Director and professional translator, María Gisella Gámez, is translating *Girlpower* into Spanish and says, “This is the book I wish I had had when I was a teen!” Our plan is also to provide video lessons about how to practice the skills shown in the book.





Empower ADULTS

“Every person who is likely to be the target of identity-based attack deserves access to this training. Kidpower skills are crucial for the emotional and physical safety of transgender and gender diverse people, who face a higher rate of bullying, harassment, and abuse at all ages than their cisgender peers. **AS A WORKSHOP PARTICIPANT, I’VE SEEN FIRSTHAND THAT KIDPOWER IS ENGAGING, CULTURALLY COMPETENT, AND EFFECTIVE.**”

-Gavin Grimm
ACLU NATIONAL
BOARD MEMBER



We empower adults to protect themselves and others in their homes and places of work with Fullpower programs and Kidpower Safety Leadership Training

We teach emergency-only physical self-defense to use as a last resort for escaping an attack and getting to safety.

Our in-person full-force self-defense skills workshops are paused during the pandemic. However, we include coaching in physical self-defense skills in our online workshops for those groups interested in learning these skills remotely.

We have more than three decades of experience adapting physical self-defense skills for all abilities – including people with low vision; people who are deaf/hard of hearing; people who use wheelchairs, walkers, canes, and other mobility tools; and neurodiverse people representing a broad range of cognitive abilities.

FULLPOWER SKILLS EQUIP ADULTS OF ALL ABILITIES TO:

- **PROTECT THEMSELVES** from physical violence and emotional attacks – online and in person.
- **PROTECT LOVED ONES** of all ages and abilities from abuse, bullying, assault, and other interpersonal harm.
- **PROTECT EMPLOYEES, STAFF, STUDENTS, CLIENTS, COLLEAGUES, AND OTHERS** in their schools and workplaces.
- **STRENGTHEN RELATIONSHIPS** in their personal and professional lives with conflict resolution, consent, advocacy, boundary setting, and other communication skills.
- **TAKE RESPONSIBILITY FOR ACTING SAFELY AND RESPECTFULLY** towards themselves and others.
- **ADVOCATE TO PREVENT AND STOP HARMFUL PREJUDICE AND IDENTITY-BASED ATTACKS.**

Empower ADULTS

**SAFETY
LEADERSHIP
WORKSHOPS
EQUIP ADULTS
WITH SKILLS
TO PROTECT AND
EMPOWER THOSE
IN THEIR CARE,
PERSONALLY AND
PROFESSIONALLY.**



SERVICES INCLUDE:

Professional Development for educators, health care workers, and other caregivers to integrate Kidpower, Teenpower, and Fullpower skills and methodology into their standard practices to protect and empower those in their care.

Parentpower for parents and other caring adults to protect and empower children, teens, and other loved ones vulnerable to harm.

Seniorpower works to protect older people, through teaching them personal safety directly, and also by working with families to create living situations and effective care teams that maximize safety, independence, and quality of living.



The positive ripple effect of one safety leader.

The ripple effect of our direct training extends out into the world every time a parent teaches their children and tells us “Kidpower is a household word in our family.” Or, a classroom teacher incorporates our skills into their classroom culture, bringing safety skills to their students year after year. Often, we find out about ripple effect impacts long after they have been happening. We recently learned that our talented Kidpower Lebanon Center Director Zeina Hobeiche provided training to the Najdeh Association, a

child protection network in Beirut, 8 years ago. Since then, their staff and social workers have been using Kidpower in agencies throughout their network and also directly teaching Kidpower skills to over 800 children and 400 parents each year. Imagine the incalculable number of lives touched by those safety leaders trained by Zeina who are sharing Kidpower skills with other safety leaders who are then teaching these safety lessons to the children and families they serve who will then give these skills to others in their lives.

The Kidpower Child Protection Institute has trained an incredibly wide variety of professionals including:

- School administrators and educators from across the US;
- A medical social worker from Singapore who helps children and families deal with abuse;
- The founder of a sexual abuse prevention organization from Nigeria who teaches classes called, “Being a child should not have to hurt!”;
- The founder of a camp for athletes with severe disabilities;
- A Red Cross volunteer social worker from Denmark for the mental health crisis counseling she provides in refugee camps in developing countries after a disaster;
- The program director of a national youth sports organization;
- Psychologists from hospitals and child protection agencies;
- A father wanting to learn more about how to protect his young daughter;
- and many more.

In addition, we have provided customized Institutes for guidance counselors in the Wilkes County School District in North Carolina, and one conducted in French in Montreal. Our goal is to make this program far more available both online and in person and in different languages.



KIDPOWER BOARD PRESIDENT APRIL YEE HAS BEEN A POWERFUL ADVOCATE FOR SAFETY FOR ALL DURING THE PANDEMIC. She says, “The recent increase in anti-Asian violence has directly affected the communities in which I belong. Our communities have been in conversation with each other in various spaces during this time, working to build stronger connections, community, and solidarity along with others who want to be more than allies. I’m grateful for the work Kidpower does, teaching people skills to keep themselves and others safe. We all have the power to use our awareness, words, and actions, to stay in conversation with each other – conversations that can counter messages of harm and hate, and being committed to SAFETY. For all, not just some.”

In June 2020, April wrote an excellent article for Kidpower.org, “Identity-Based Attacks Targeting Asian Americans: Strategies to Reduce Harm & Increase Safety.”



“I have had the pleasure of managing an ever-expanding partnership between the Independent Living Resource Center and Kidpower for the past six years. We have organized and hosted more than 15 workshops in person, all made fully accessible to our participants of all abilities. Most recently, during the pandemic, we have hosted several virtual workshops open to young adults with disabilities across California. We are pleased that people of all abilities have this new way to access Kidpower services online. In addition to continuing to host workshops, I have been an access advisor to Kidpower, assisting them in ensuring that the new Kidpower Online Learning Center, social media posts, and website are accessible for all. I continue to be impressed with Kidpower’s ongoing commitment to increase programmatic access for all communities!”

—Fiona Hinze,
Director of Systems Change
INDEPENDENT LIVING RESOURCE
CENTER SAN FRANCISCO

Our future looks UP!

Our new PowerUP! initiatives represent our top programmatic and fundraising priorities for the next four years. We learned many valuable lessons in 2020 that informed these priorities.

While we will always offer in-person training when we can do so safely, we believe that online learning and collaboration are here to stay and make us stronger as a global organization. Our work teams transcend borders and time zones, and so do many of our teachings. We have had Zoom trainings with people across 17 time zones in attendance.

Moving forward toward 2024, here are our three PowerUP! Initiatives:

The Kidpower Online Learning Center

represents a major leap forward for our organization. We are embracing the opportunity to create online courses, many of which are professional development for educators, mental health experts, parents, and other adults who are responsible for protecting children and other vulnerable people. These courses combine recorded videos, live training sessions, written curriculum, and more. The online learning format allows us to reach levels of scalability that are just not possible in person. For instance, many states require child sexual abuse prevention training for every K-12 educator. Through the Kidpower Online Learning Center, we will offer high-quality, affordable training that a school, school district, or even a whole state can adopt to fulfill requirements such as Erin's Law. The "Kidpower for Every School" course series will provide video lessons that classroom teachers and students watch together, then practice with the help of our customized support and educational resources.

Global Curriculum Development

will allow our curriculum to serve more people by offering training in additional languages. The Kidpower en Español Semillas de Seguridad group accomplished an incredible amount of translation and new video and written content creation in 2020, working as a team that spanned North, Central, and South America. Our *Girlpower: Be Confident!* graphic novel had its origins in a collaboration between the US and India, and is now being translated into Arabic as well as Spanish. We intend to continue offering our tools in as many languages as possible.

International Instructor Training for the Next Generation

For years, people have been asking us for distance-learning options to become a certified Kidpower Instructor or Facilitator. We are now ready to take that step by developing a comprehensive new program that takes full advantage of online options for learning, connection, and ongoing coaching. Our Kidpower Facilitator Training and Certification Program is being piloted online now. Once we can safely gather again in California, we will integrate distance learning with in-person training for those who can travel. Online learning will provide a lot of advantages, making it possible for many more people to receive ongoing training and coaching, including those who cannot travel to an in-person program. We are finding that online learning facilitates in-person teaching. No matter how a Kidpower Instructor is trained, they will use our safety skills to teach families, schools, and organizations within their communities.

While we will always offer in-person training when we can do so safely, we believe that online learning and collaboration are here to stay and make us stronger as a global organization.

powerUP INITIATIVES

Our path to **protecting**, **preparing**, and **empowering** people at all ages.



Kidpower Online Learning Center

PROJECTS INCLUDE:

Kidpower for EVERY School: Preschool through high school

Bridges to 'People Safety' for Individuals With Disabilities



Global Curriculum Development

PROJECTS INCLUDE:

GIRLPOWER: Be Confident! in English, Arabic, Spanish and other languages

Semillas de Seguridad / Seeds of Safety: Kidpower in Spanish



International Instructor Training for the Next Generation

PROJECTS INCLUDE:

Pilot project for a distance-learning Facilitator Training and Certification Program

Training for K-12 educators on sexual abuse prevention, to teach within their classroom



3 Ways to Help Us Create a Safer World!

Learn

Adding Kidpower skills to your life is easy! **Use our Kidpower Starter Kit, for people of all ages and abilities, to protect and empower yourself and your loved ones.**

Get the Kidpower Starter Kit now: kidpower.org/starterkit

Contact us at safety@kidpower.org with your questions. We personally respond to each request.

Share

Share Kidpower with 3 important people in your life — such as friends, family, school, faith community, colleagues.

Be the first to get and share new articles related to current events, training opportunities, discount codes, and more — in our newsletter: kidpower.org/newsletter

Give

Commit to making your community and the world a safer place by supporting Kidpower.

We truly value all gifts of money, time, and expertise.

Please help us reach our goal of raising \$325,000 from individual donors by making a generous contribution today.

Ongoing monthly sustainer donations are greatly appreciated, as they help us plan for the future.

Make your gift: kidpower.org/donate



A message from Kidpower International's Donor Celebrations Director, Ellen Frankel:

“On December 22, 2020, we were presented with an amazing challenge grant, matching up to \$100,000 in new gifts made before the end of the year. We took a deep breath and said, ‘9 days?... Challenge accepted! Let’s see what we can do.’

Our global community pulled together and we exceeded all our wildest expectations by raising \$123,959, which the challenge grant turned into a total of \$223,959. These vital funds have strengthened our resolve and our capacity to plan an ambitious path forward for the next four years. This experience taught us that Kidpower International has a breadth and depth of support greater than we ever imagined. As a result of our fundraising success, we started a new major donor program that we are growing and nurturing in 2021 and beyond. We greatly appreciate ALL our donors and we invite you to join us to support our growth and new PowerUP! Initiatives that we will accomplish in the next 4 years.”



Donor Journeys & Stories

Building a strong future, thanks to donors like you!

“When a dear friend first told me about Kidpower years ago, I thought maybe Kidpower skills could help me deal with challenges in my family. She shared a few techniques that were tremendously effective, helping us resolve some of those challenges in positive, caring ways. In December, she called to share the news of an amazing matching grant offered to Kidpower, and my husband and I were thrilled to make our contribution to secure the match! Then, like magic, Kidpower offered recent donors like us remarkable workshops on topics like Safety Techniques and Difficult Conversations. Our family was navigating some difficult situations coordinating care for our aging parents, so the timing was perfect—we put our new skills to work right away. **I AM FOREVER GRATEFUL TO IRENE AND THE KIDPOWER TEAM FOR BEING IN OUR LIVES AT JUST THE RIGHT MOMENT WITH ALL THE PERFECT PEOPLE CONNECTIONS!**”

-DORIS MICHAELS,
Doris S. and Charles F. Michaels Foundation, Inc.

“Kidpower has been a key part of my life for over 14 years. **KIDPOWER SKILLS ARE TRULY ‘TOOLS TO LIVE BY’ FOR ME AND MY FAMILY.** These principles guided how I raised my son, now a young adult, and how I live my life daily. If we all Put Safety First, it would transform the world. I invest my time, creativity and energy into this work. Kidpower is a true force for good, and I want my giving to support this important priority in my life.”

-DR. AMY TIEMANN,
Kidpower International
Senior Program Leader

“WE AT THE NANCY DRISCOLL FOUNDATION ARE PROUD TO SUPPORT KIDPOWER INTERNATIONAL! As Board President, Nancy played a crucial role in Kidpower’s growth from a good idea to becoming a strong force for safety for children, teens, and vulnerable people all over the world—and Kidpower continues her legacy of service, loving kindness, and providing girls and young women with skills and knowledge to use their own power and inspiring them to recognize their own magic.”



-TOM DRISCOLL, Board President
and **NATHAN JOHNSTON,** Executive Director,
The Nancy Driscoll Foundation



“Since 1984, the In-N-Out Burger Foundation has been helping abused and neglected children. **KIDPOWER STANDS OUT IN THE FIELD OF CHILD ABUSE PREVENTION AND EMPOWERMENT.** When we give to Kidpower, we know that our gift will go right to work protecting vulnerable children - and equipping the adults who care for them with skills to protect them from harm.”

-HOWARD A. BOOKER, Executive Director,
In-N-Out Burger Foundation

THANK YOU TO
OUR FOUNDATION
AND CORPORATE
MAJOR DONORS

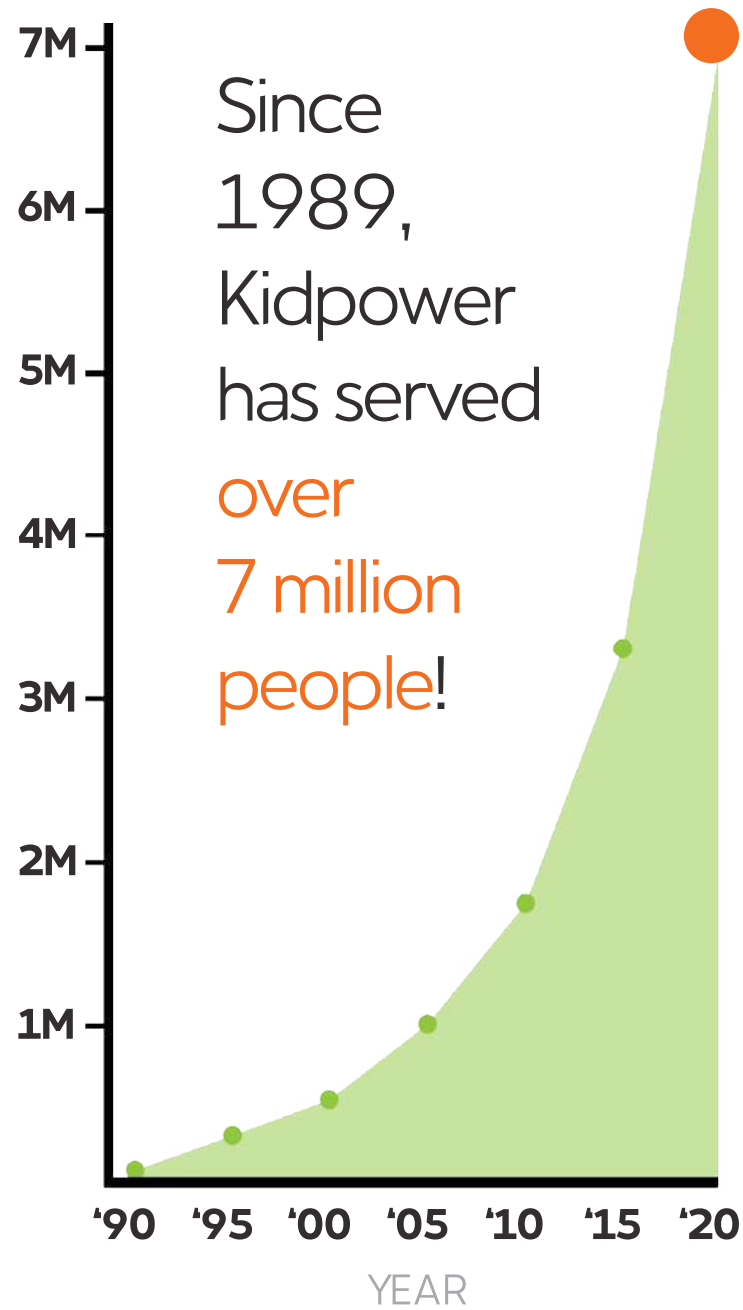


IN KIND
SUPPORT



Financial Summary

January 1 - December 31, 2020



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

In order to fund our services, we rely on individual donations, foundations and corporate grants, and income from our workshops and publications. Very little of our income comes from government sources.

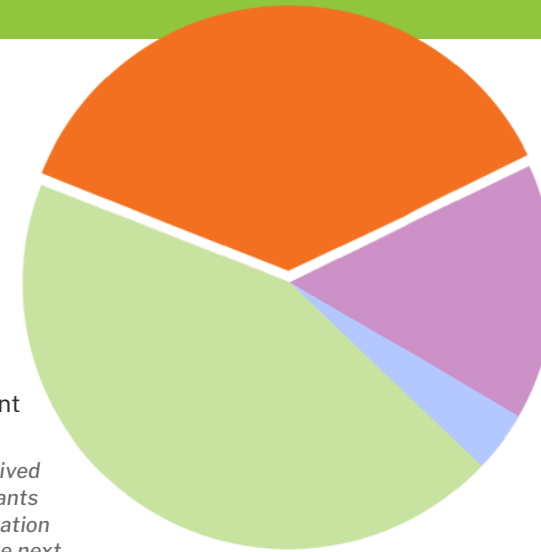
Over 90% goes directly toward providing safety skills programs and services

Increasing individual support is essential to ensure Kidpower’s sustainability for the long run.

Support and Revenue

REVENUES: \$757,799*

- **44%** Foundation, Corporate, & Government Grants (\$333,460)
**In addition, Kidpower received \$520,000 in restricted grants designated for implementation of special projects over the next four (4) years.*
- **36.6%** Individual Donations (\$277,673)
- **15.5%** Fees for Services & Educational Materials (\$117,539)
- **3.9%** Other Income (\$29,127)



Collectively, Kidpower’s forty (40) centers, offices, and authorized providers throughout the US and around the world raised an additional \$415,000 in revenues specifically for their local programs in 2020.

Furthermore, our operating picture is not complete without acknowledging the enormous amount of in-kind support—nearly \$430,000 worth of donated professional services, space, and materials — that have enabled us to reach so many people with such a small financial budget.

EXPENDITURES: \$733,229

- **90.1%** Program & Services
- **7.5%** Administration
- **2.4%** Fundraising



LEADERSHIP TEAM

Kidpower International is thriving and strong thanks to the dedicated commitment of our full community, including staff members, instructors, volunteers, supporters, board members, senior program leaders, centers, donors, and service partners.

BOARD OF DIRECTORS

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Kidpower International is audited each year by an independent certified public accountant.

Our 990 nonprofit tax forms are available on Guidestar. For copies of any of our financial information, please contact us.

Born in the '89 Loma Prieta quake.
Standing strong and serving
through every global, national,
and economic crisis since then.
Emerging stronger every time.

When the world shakes
and things fall apart,
Kidpower is already at work
fitting our unbreakable elements
together in a whole new way.

Our roots are deep.
Our core is solid.
Our unshakeable
commitment to safety
for everyone, everywhere endures.

Together, we can transform
feelings of helplessness & despair
into hope & confidence
and greater safety for all.

JOIN US.

[LEARN MORE](#)

