Teaching people of all ages, beliefs, abilities, and identities to take charge of their safety since 1989
Annual Report
2018
Our Vision
To work together to create cultures of safety, respect, and kindness for everyone, everywhere.

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, cultures, and identities from cyberbullying, bullying, abuse, harassment, assault, & 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:

- Honest
- Evolving
- Fair
- Supportive
- Productive
- Safe
- Collaborative
- Proactive
- Courageous
- Joyful
- Appreciative
- Inclusive

Our Mission
To provide effective and empowering child protection, positive communication, advocacy, personal safety, and self-defense skills – for all ages, abilities, cultures, beliefs, genders, and identities, locally and around the world.
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Thank you to Eamon Saki, Erika Leonard, Claudia Newcorn, Beth McGreevy, Marylaine Léger and our Kidpower Teenpower Fullpower International Community for their help in preparing this report.

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I am smitten with Kidpower skills & teaching methods and have been all over your website. The material is striking a chord with me as I have rarely experienced in my life. The option of spreading these skills in my Alaskan community is very exciting.

I learned about Kidpower the same week my kindergartner was faced with bullying behavior on the bus. She did not know what to do and hid under her seat for the rest of the drive. I suddenly felt utterly unprepared to help her through this challenge. Then came an announcement from the school counselor: the school would teach kids about safety based on the Kidpower method.

I checked it out, and taught the ‘Kidpower Trash Can’ the same day, to my daughter’s delight. She has been coming home with more trash can stories since. I was amazed how such a small idea could be so effective, empowering and freeing. I have been glued to the ‘The Kidpower Book’ and ‘Safety Comics’ I ordered. I now see many opportunities to infuse your knowledge and methods in my own family and community.

- Fran, who is now bringing Kidpower to Alaska
As I look back on our 29 years of Kidpower, I am filled with wonder at how the seeds of safety we have planted have had – and keep having – such an incredible impact on millions of lives.

I am honored by the years of commitment from so many amazing people who have made our organization possible – and moved by the new people who are inspired by Kidpower’s message of hope to get involved in bringing our skills to their own families, schools, organizations, and communities.

On a personal level, 2018 has had its sorrows, its challenges, its joys, and its miracles. The delight in children’s faces as they have fun and feel successful never gets old to me. The support of our wonderful community after the death of my father Raim, who was so proud of Kidpower, helped to heal my heart.

And, just a few days before Christmas, Kidpower had the honor of being the first grantee of the Nancy Driscoll Foundation. **Thanks to my dear friend and our former Board President Nancy and her husband Tom, Kidpower was given a $100,000 ‘Grant of Love’ to help ensure that our work will survive and thrive to serve millions more people in the years ahead.**

As I look forward to Kidpower’s 30th year, my deep gratitude goes out to each and every one of you. People all over the world are safer and more confident thanks to your dedication and support.

**Together, we are planting seeds of safety** so that everyone, everywhere will have the knowledge and skills they need to take charge of their safety.

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**Irene van der Zande**
Founder and Executive Director, Kidpower Teenpower Fullpower International

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Kidpower Life Lessons

A note from our Board President April Yee

In 2015, a major health issue uprooted and transformed my life and I am continually learning from that experience. I’ve embraced living a more authentic life by defining what success looks like and means for me. Part of doing this involves listening to and honoring my body, setting and maintaining boundaries around my energy and time, and being kinder to myself.

When I realized these lessons were familiar to me, it was because I’d been surrounded by them through Kidpower. Not only does Kidpower teach safety skills, but also underlying this, we teach self-esteem and compassion, to both ourselves and others. I believe that in order to truly love ourselves, we first need to learn to be kind to ourselves. When we can practice being kind to ourselves, it opens us up to offering the same kindness to others, increasing empathy and empowerment among our communities. Which is part of WHY Kidpower has been a priority in how I choose to spend my energy and time.

During this transformative time in my life, 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.

April was a featured speaker at the 5th Annual ImagineTalks - sharing her experience with practicing boundaries and benevolence during and after a major health scare, and how using Kidpower skills has helped in her recovery.
These are characteristics that I’ve personally embraced even more strongly, along with setting boundaries and being kinder to myself (Kidpower ‘Trash Can’ in action!), 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 (2014-Present)
Kidpower Teenpower Fullpower International
Highlights and Successes in 2018

This has been another outstanding year for Kidpower! Nearly 1 million people worldwide have benefitted from our educational resources, partnerships, & workshops this year!

FROM OUR EDUCATIONAL RESOURCES

• Over 60,000 visitors to our website every month access our extensive online resources and publications, downloading and sharing these with many more people in their lives.
  - Many of them wrote to tell us how helpful they found the knowledge and skills provided.

• Personal replies were sent to hundreds of people reaching out for help with bullying, abuse, and other safety problems.

• A new book featuring Kidpower is an Amazon best-seller! Doing Right by Our Kids: Protecting Child Safety at All Levels is a valuable resource and is opening many doors with media coverage by NBC, HuffPost, and Ms. Magazine, using Kidpower as an expert resource for pieces on bullying and teaching consent skills to children.

FROM OUR IN-PERSON TRAININGS

• Hands-on workshops served over 24,000 people in California and over 12,000 across our 40+ other locations in the US and around the world, providing them with direct, tailored, culturally informed safety skills training for boundary setting, advocacy, and self-defense skills.
  - Teachers, parents, and other caring adults are also bringing these skills back to their families, classrooms, and organizations, reaching hundreds of thousands more.

• Our International Kidpower and Teenpower/Fullpower Core Program Trainings – to prepare instructor candidates to teach children and their adults, as well as teens, adults, and people with special needs – welcomed candidates from 9 different countries and states: Canada, Vietnam, China, South Africa, Virginia, North Carolina, Maine, Pennsylvania, and California!
A Child Safety & Protection professional development institute was held at the Jordan River Foundation, founded by the Queen of Jordan. The 3-day training led by Zeina of Kidpower Lebanon featured a special live video lesson from Irene in California!

We held two 3-day Kidpower Child Protection Institutes, in California and North Carolina, serving 64 professionals from a wide array of organizations that reach thousands of children.

FROM EVENTS FEATURING KIDPOWER PRESENTATIONS

- **World Health Organization (WHO) Conference on Child Abuse Prevention in the Baltics region.**
- **Safe and Healthy Schools Conference** presentation focusing on bullying prevention in Oakland, CA.
- **ImagineTalks**: an all-day event in Oakland, CA, focused on women’s empowerment.
- **Kidpower webinars** with hundreds on the live call or signed-in for follow-up in Europe, Oceana, Africa and North America.
  - *Protecting Kids from Sexual Abuse Without Scaring Them*
  - *Appearance Bullying*, sponsored by Rare Connect

THROUGH OUR SUCCESSFUL MULTI-YEAR PARTNERSHIPS

- **Colorado 4-H**: Staff workshop on leadership and teamwork.
- **School districts in California, North Carolina and Colorado** adopted Kidpower as their program for child abuse prevention and/or social-emotional learning.
- **Hands and Voices**: Serving as an abuse prevention advisor to O.U.R. Children’s project for the largest advocacy organization for families with kids who are deaf or hard of hearing in the US.
- **Thrive in South Africa**: Teaching Kidpower skills to deaf students in local schools and residential schools.
- **Council for Exceptional Children (CEC)**: As a result of long-term collaborative efforts by a coalition of special education professionals co-led by Kidpower Board Member Harold Johnson, the Council for Exceptional Children has for the first time established a landmark policy focused on the prevention of and response to the maltreatment of children with exceptionalities.
Kidpower Around the World
Serve Locally, Share Globally

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.

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

Feedback about our article

Touch and Consent in Healthy Relationships
Kidpower.org/Library/Article/Consent

Thank you for the vitally important work you are doing through Kidpower. As a parent and psychotherapist, I appreciate the work you are doing and the information you are imparting to caregivers and children. I found the information to be incredibly helpful in talking with my own child. The language about keeping one’s body safe is simple and beautiful. I look forward to reading more on your website. What a useful and much-needed resource.

- M. Mathis, MA, LPC, Psychotherapist, Austin, Texas
Webinars

We continue to expand our long-distance training, including our webinars that reach thousands of people about Appearance Bullying for People With Rare Diseases, Protecting People Who Carry Extra Weight from Bullying, and Kidpower Skills for Protecting Children From Sexual Abuse.

More than 60,000 people a month visit our website, connect with us on Facebook, Twitter & Instagram, & watch our videos on YouTube.

Follow our daily posts on Facebook, Twitter and Instagram!

Kidpower.org  @Kidpower_Intl  @KidpowerCA
Jordan River Foundation

Zeina Hobeich, the Kidpower Lebanon Center Director and a psychotherapist, has been volunteering to teach Kidpower for over 10 years in her community and in Palestinian refugee camps.

The Jordan River Foundation was founded by the Queen of Jordan to further child protection as one of their top three priorities. They discovered Zeina when they were looking for child safety programs in Arabic and invited her to teach a three-day Kidpower professional development program for their staff.

At their request, Irene van der Zande was beamed in by Skype for the last hour of their training, so that the participants could show her the safety skills that Zeina had taught them and learn some new skills. To her delight, Zeina then led everyone in throwing their hands into the air and shouting joyfully, ‘KIDPOWER!’ three times to close the training.

We want to thank you, not only because we have learned so much about how to keep kids safe, but we all feel safer ourselves.

- Participant at the Jordan River Foundation Workshop

Practicing asking for help

Practicing awareness
Kidpower at the WHO International Conference

In June, Kidpower’s Amanda Golert presented at the World Health Organization (WHO) Nordic-Baltic Conference and Workshops on Protecting Children from Maltreatment in Lithuania with great success! Amanda wears many hats in our organization, as our center director for Sweden, the artist who draws most of our wonderful cartoons, the editor of many of our books, and a trainer and senior program leader.

Amanda led over 100 government officials and leaders from other organizations in practicing Kidpower safety skills with her. Many said it was their favorite presentation because they got to do something and that this was an aspect of the work for keeping children safe that was very interesting to them.

Amanda practicing skills for stopping unwanted touch with 100+ government officials.
Doing Right by Our Kids: Protecting Child Safety at All Levels

Research has shown that bullying, abuse, and other harmful childhood experiences cause suffering both when they occur, and throughout people’s lives.

Unfortunately, discomfort and lack of knowledge often make it hard to take effective action. In the last year, because of the #MeToo movement and other actions, society has finally become more willing to discuss the child sexual abuse and violence problems.

However, if we just raise awareness without teaching people skillful responses, that actually increases anxiety. Doing Right by Our Kids fills this critical knowledge gap.

In September, Doing Right by Our Kids became an Amazon #1 best seller in the School Safety, Safety & First Aid, and Abuse Self-Help categories!

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Best Sellers in School Safety

1. Doing Right by Our Kids: Protecting Child Safety at All Levels

Best Sellers in Safety & First Aid

1. Doing Right by Our Kids: Protecting Child Safety at All Levels

Best Sellers in Abuse Self-Help

1. Doing Right by Our Kids: Protecting Child Safety at All Levels

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Doing Right by Our Kids is a stake in the ground. Its message is: No more. The people who read this book and follow its principles will help build a world in which we don’t just expose abuses after they happen, but stamp them out beforehand. And we’ll start by securing the safety of our children.

‘The safety and self-esteem of a child are more important than anyone’s embarrassment, inconvenience, or offense.’ That’s the founding principle of Kidpower, the child-safety organization run by one of this book’s co-authors, Irene van der Zande. It’s a simple and even inarguable statement, but living up to it requires courage. The courage to speak up. The courage to ask a difficult question. The courage to interrupt a problematic scene. This book is a call to be more courageous.

- Doing Right by Our Kids foreword by New York Times best-selling author Dan Heath

Learn more about our Kidpower Safety Comics for all ages at Kidpower.org/Comics

Our daughter participated in a workshop and brought home the ‘Kidpower Safety Comic’ book. She’s been coloring in it, teaching her 3-year-old sister how to be strong and confident. A must in this day and age!

- Review from Helleraa on GreatNonProfits.org
**Girlpower: Be Confident!**

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

*Girlpower: Be Confident!* is the journey of four friends as they learn to tackle everyday problems and barriers at school, work, public spaces, or even at home. Read about Meira, Ritu, Saina, and Taru – as they learn to reach their highest physical, intellectual, and social potential, using their ‘GIRLPOWER.’

The entertaining comic illustrations and engaging social stories address a wide range of personal safety issues with skills for teens and adults in simple, clear, and memorable language.

Learn more at: [Kidpower.org/Books/Girlpower](https://www.kidpower.org/Books/Girlpower)

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*I like the Girlpower comic book and how the girls handle different problems in their life. Meira is my favorite character.*

- 15 year old student
ARDAR School, India
Kidpower California

In California, we are celebrating new partnerships with a wide range of agencies, including Our Family Coalition, ISLP/First Place for foster youth, Gender and Sexualities Alliance, Contra Costa Interfaith Housing, and the Hemophilia Foundation of Northern California.

We are also celebrating our ongoing established school partnerships with, among others, Monterey County Office of Education Migrant Education, The Harker School, the Ravenswood City School District, the Orinda Union School District, and many schools throughout California.

We continue to serve many agencies addressing the diverse needs of people with disabilities, such as Independent Living Resource Center San Francisco, The Arc San Francisco, the California School for the Blind, the California Orientation Center for the Blind, California Children’s Services, and school district special education departments throughout the state.

Kidpower has been vital in helping our district work towards our goals of strong social-emotional support and school communities that develop the whole child. Their flexibility and unique ability to develop the capacity of students, staff, parents and community with a strength-based approach is outstanding. It goes beyond teaching safety; we are all contributing to a culture of wellness, and the Kidpower program is at the heart of our work.

- David Schrag, Director of Curriculum and Instruction of the Orinda Union School District
We were proud to serve these powerful young adults of diverse abilities with their mentors from San Francisco Unified School District at the Independent Living Resource Center San Francisco! Students and staff made big strides practicing skills to take charge of their safety as they enjoy their independence and pursue their dreams.

After his second Kidpower professional development workshop at a California public school, this paraeducator approached instructor Erika to say, ‘I remember you. You saved my life!’ He explained that Kidpower changed how he takes charge of his safety – and that he believes this has kept him safe from danger. ‘I didn’t have to be afraid any more. I have a different perspective now that keeps me more safe than ever.’ We’re so glad to know he’s helping the kids in his care learn these skills, too!
Kidpower Colorado

Congratulations to Kidpower Colorado for 25 years of exceptional work in teaching over 52,000 people to use their power to stay safe!

“Kidpower teaches in a way that kids understand and can retain and use in the future.”
~ Kidpower parent

“The excellent program was positive and gave power to the kids.”
~ Kidpower Parent

“In my 35 year career as a police officer, I have seen the effects child abuse and bullying have on our children. Through Kidpower, I see a way to combat these issues so that all of our kids have a chance to live their lives filled with the happiness, hope, and optimism they deserve.

~ Sergeant Jim Stinson, Kidpower Colorado Board Member

“You made this a really fun workshop while teaching very important life skills!”
~ Kidpower Parent
Our district wanted a social-emotional curriculum that specifically focused on keeping our children and youth safe in all types of situations. We have found Kidpower to be an excellent way to teach safety and self-advocacy skills to all ages of people without creating any additional anxiety or trauma about the world around us. We have been very pleased with the practicality and affordability of the curriculum, which has allowed us to incorporate Kidpower into our core preventative SEL instruction for all students in our district. We are very excited to continue making our community a place where all children are safe, healthy, and able to thrive.

- April Marr, Director of Student Services of Wilkes County Schools
Kidpower Montreal

What I love best about today? Hearing the stories again! Kidpower’s stories are true, and the heroes are kids, like me! I could be in a Kidpower story one day too.

- 9-year-old Kidpower Montreal workshop participant

Before Kidpower, I lost my 4 year old in a huge mall for several hours. Learning about Safety Plans was a gift that turned our family into Safety Plan experts. My son and I got lost from each other again in a big store. My Kidpower-savvy 5 year old now knew exactly what to do. He went behind the check-out counter and got the cashier’s attention. He said, ‘My mom is lost. Here is her name and number. Please call her.’ Within minutes we were together and have been doing Safety Plans ever since!

- Mother of 7-year-old Kidpower Montreal participant

I was really afraid to come to this workshop. And now I feel such love, authentic acceptance and non-judgment here, from everyone. I’ve never had that before and I didn’t think it was possible, especially not in such a short time. Every citizen in Quebec should have the opportunity to know what it is like to feel their Fullpower like I have today.

- Kidpower Montreal Fullpower adult participant
Kidpower New Zealand

In 1993, Cornelia Baumgartner and Martin Hartman started teaching innovative skill building courses in affiliation with Kidpower Teenpower Fullpower International under the name of Vital Victories to help New Zealanders of all ages stay safe, act wisely, and believe in themselves.

A group of passionate people helped found the ‘Empower Self-Defence Trust’ in 1997 which then became Kidpower Teenpower Fullpower Trust and now Empowerment Trust in 2018.

The Trust is keen to not only help as many New Zealanders as possible, but also evaluate and learn from every course they run, so they can continue to provide relevant and high quality services.

Statistics tell just a part of the story, but they are enlightening. In the first 19 years, Kidpower New Zealand served nearly 30,000 people. In the six years since, they doubled that number and now reached a total of over 60,000 people with a team of 42 staff and five Trustees.

Since Kidpower New Zealand’s early formation, their enthusiasm and commitment to ‘people safety’ has never changed and they take pride in creating safe and fun learning environments.
Kidpower Guatemala

Our Guatemala Center Directors Eva Manzilla and Roxanna Marroquin made presentations about Kidpower at a UNICEF conference, and a conference with NGO Cooperación Alemana, which is funding their work in schools that have high rates of violence.

"We are very thankful for having the chance to learn Kidpower and bring it to Guatemala, Central America!

We have taught more than 500 kids how to be safe!!!

Thank you for this wonderful opportunity!!!!

- Kidpower Guatemala

Kidpower France

Kidpower France has received funding by a government agency to conduct adult self-defense workshops near Marseilles, in the South of France. To initiate long-term development in the region, Kidpower France is providing dedicated workshops for teen and adult women, with ‘boots on the ground,’ in the wake of the #MeToo social movement and in collaboration with local agencies.
We have centers, representatives, or authorized providers in:

<table>
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<th>Region</th>
<th>Countries/Regions</th>
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| North America   | **USA:** California – Colorado – Illinois – Maryland  
                 | Maine – North Carolina – Pennsylvania          |
|                 | Vermont – Virginia – Washington D.C.           |
|                 | **Canada:** Quebec – British Colombia          |
| Central America | Guatemala – Mexico                             |
| South America   | Argentina – Chili                              |
| Europe          | France – Germany – Netherlands – Romania        |
|                 | Sweden – United Kingdom                        |
| Oceana          | New Zealand – Australia                        |
| Asia & Middle East | China – India – Lebanon – Pakistan – Vietnam |
| Africa          | The Republic of South Africa                   |

Visit Kidpower.org/Locations for more information!
Your Special Place in the Kidpower Movement

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

For 29 years, thousands have used the power of their time, words, and dollars to extend the Kidpower message of safety and empowerment for all. We invite you to:

- **Follow us on social media** and share our posts regularly so more people can see our messages of safety, inclusion, confidence, and empowerment.  
  
  🌐Kidpower.org   🔗@Kidpower_Intl

- **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, cafes, 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 and reach:** Educators, service club members, foundation officers, CEOs, PTO presidents, health care professionals, journalists, celebrities, and nonprofit leaders make communities safer and stronger when they invest in Kidpower.

- **Organize a workshop** to empower people in your own circle! Contact us about free resources you can use: Safety@Kidpower.org

- **Donate!** As a monthly, annual, or one-time donor, you can transform dollars into safety: Kidpower.org/Donate
  
  - **$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 resources they can use to transform the experience of safety for their children and themselves.
In my own life I have been incredibly inspired by my mother, Ann Boehner, who grew up with a very difficult family life, yet when she had me, was determined to learn a different way to parent. She turned to progressive authors like Dr. Spock to create a respectful parenting style that allowed me to grow up feeling secure and loved. She volunteered with pioneering groups like Women Organized Against Rape (WOAR) in the 1980’s and became a quiet, strong advocate for women and children. She didn’t have Kidpower available to her back then, but she would have loved it!

I feel so fortunate that I became deeply involved with Kidpower when I was a young parent. I built on the strong foundation from my own mother by adding in a full range of Kidpower skills.

What I love most about Kidpower is that its teachings are integral to everyday life as well as preventing and handling safety emergencies. Kidpower truly gives us tools for joyful living! I am proud to join the whole Kidpower community in wanting to share these skills with as many people as possible around the world.

Dr. Amy Tiemann
Kidpower International Senior Program Leader and Kidpower North Carolina Center Founder
The Nancy Driscoll Foundation
Shining lights of joy and empowerment throughout the world

We are incredibly honored to have Kidpower be the first grantee of the Nancy Driscoll Foundation, which was founded in 2018 by Nancy’s husband Tom.

The Foundation’s amazing grant of $100,000 will help greatly to strengthen Kidpower’s long-term sustainability. Together, we can further our shared goals of **empowering youth, creating a world in which women are empowered, and developing vibrant communities where everyone feels truly valued and safe.**

For many years, Nancy’s mentorship, leadership, and generous financial support helped Kidpower transform from a good idea into a great reality. She became Vice President soon after she joined our Board and then served as our Board President for over 7 years until she found out she had cancer. Even through her treatments, Nancy inspired all of us by staying involved, being very active on the Board, and continuing to provide encouragement, ideas, and support. She kept on reminding us to think bigger and to keep reaching out for help.

Thanks to Tom and the Nancy Driscoll Foundation, Nancy’s impact on Kidpower will continue to grow, making it possible for us to reach far more people in need and to establish our organization on a strong financial footing so we can survive and thrive into the future.

**Nancy’s deep commitment to loving kindness and well-being will keep empowering and protecting – every child – every teen – every woman – every disabled person – every senior – EVERYONE – we have helped and will help through Kidpower.**
The Ongoing Need for Kidpower

The daily news reminds us all that Kidpower is needed now more than ever.

Every day, we get more calls for help from parents, educators, health providers, and other caring adults saying they are scared, upset, unsure how to protect their loved ones – and grateful Kidpower is here to help. Together, we are facing heartbreaking facts, such as:

- **250+ young athletes have been molested** over three decades by just one physician manipulating his position of power and trust.
- **1000+ children have been harmed** over seven decades by more than 300 priests in the state of Pennsylvania alone.
- Countless stories of sexual harassment, abuse, and assault have been kept secret for years by victims fearing they would not be believed or supported.
- An alarming surge in the rate of mass shootings in schools, workplaces, public spaces, and houses of worship is increasing fear.
- Bullying drove at least one child, 9-year-old Jamal Myles, to commit suicide, while millions of unnamed others – nearly 30% of youth ages 12-18 – suffer through bullying that is too often unaddressed in our schools, clubs, and communities.

We cannot change the past or prevent the suffering that these stories represent. But WE CAN work together to change the future.

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<thead>
<tr>
<th>BULLYING VIOLENCE ABUSE HATRED</th>
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<tbody>
<tr>
<td>Thousands of stories filled with trauma, hurt, and desperation.</td>
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<tr>
<th>SKILLS CONFIDENCE SAFETY FUN</th>
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<tbody>
<tr>
<td>Tomorrow’s stories of trauma can become stories of joy and success with more ‘People Safety’ for everyone, everywhere.</td>
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Endless statistics make clear the need for Kidpower

Learning and using Kidpower’s safety and self-protection skills can prevent many of the kinds of childhood trauma that studies show has wide-ranging negative effects, which can follow people throughout their lives. A major long-range study in 2005 showed that adverse childhood events (ACEs), such as emotional, physical and sexual abuse, bullying, and other violence, increase the risks for severe short- and long-term consequences for victims, including depression, suicide attempts, substance abuse, domestic violence, and development of life-threatening illnesses such as heart disease, cancer, and stroke.¹

Globally, more than 1 billion children – half of all children in the world – have been exposed to violence in the past year.³

Children, teens, and people with developmental disabilities are at substantial risk for bullying, sexual abuse, and assault. Here are some relevant statistics:

- 54% of kids (ages 0-17) experience some form of assault in their lifetime. 25% are victims of physical bullying, and 30% are victims of emotional bullying.²
- 6.7% of students (close to 400,000) did not go to school one or more days per month because they felt they would be unsafe.⁴
- 14.9% of students reported being cyberbullied.⁴
- 17.2% of students have considered suicide; and 7.4% attempted suicide one or more times within the past year.⁴
- 9.7% of students reported experiencing some form of sexual violence last year.⁴
- About one in four girls and one in six boys will be sexually abused before 18,³ and about 90% of all abuse happens with a person a child knows.⁵
- The rate of rape and sexual assault against people with intellectual disabilities is more than seven times the rate against people without disabilities. Among women with intellectual disabilities, it is about 12 times the rate.⁶

¹ ACEs study, van der Kolk, 2005
² Townsend, C. & Rheingold, A.A., 2013
⁴ CDC 2017
⁵ Finkelhor, D., 2012
⁶ BOJ National Crime Victimization Survey 2011-15, Park/NPR 2018

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How Do We Do That?

At Kidpower, we know that teaching people to take charge of their safety can be done without focusing on fear. Instead, we teach and train 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 can make people scared without making them safer. We know from our 29 years of serving people of all backgrounds, ages and abilities – that practicing ways to be safe builds skills and confidence, and reduces anxiety.

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

This uniquely effective, time-tested, and proven Positive Practice Teaching Method is what makes Kidpower stand out among all of the various bullying, abuse, abduction, and assault prevention programs – delivering positive outcomes around the world.
At Kidpower, we teach that 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!

Globally, over 5.5 million children, teens, and adults have successfully 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 3-5
- **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. This includes acknowledging distinct safety risks they may 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.
Child Protection Advocates Institute

A unique 3-day workshop that teaches internationally-recognized intervention, advocacy, and social safety strategies and skills so adults can protect and empower people of all ages and abilities in their organization, school, agency, or family.

In our 6th year of our Institute, a wonderfully diverse group of participants from around the world came together to learn and practice Kidpower skills for intervention, advocacy, and teaching ‘People Safety.’

Past participants have included social workers, educators, safety trainers, psychologists, school counselors, martial artists, advocates, parents, and many staff members and administrators from school districts, independent schools, hospitals, recreational programs, emergency response programs, and rape crisis centers – from throughout the Bay Area and California as well as from North Carolina, Virginia, South Carolina, and Texas in the US – and internationally from Canada, Russia, Singapore, Nigeria, Kenya, Denmark, and Guatemala.

According to Zara Sezberg, a Trainer with the Red Cross/Red Crescent, ‘I will be integrating Kidpower skills from the Institute into my work with Red Cross/Red Crescent Child Resilience trainings around the world.’
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 2018, 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. Carefully selected candidates in this training program make a two-year commitment to become certified to organize and teach workshops in their communities under our organization’s auspices.
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 501(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, our 24 local centers and offices in the United States, and 24 centers and authorized providers around the world earned almost $2.3 million in financial income in the 2017-2018 Fiscal Year.

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

Expenditures

90.1% Program & Services
7.3% Administration
2.6% Fundraising
In addition, our operating picture is not complete without acknowledging the enormous amount of in-kind support – nearly $500,000 (USD) 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 budget for the July 1, 2018 – June 30, 2019 fiscal year is available on request.

**Total Revenue Worldwide**

- $2,295,000
- $485,000 In-Kind Support
  - Donated professional services, space, & materials
- $1,810,000 Financial income from grants, training fees, donations & sales of educational materials
Our **Partners in Protection** join us in sharing and using Kidpower resources to support adult leadership in keeping young people safe. They are organizations, businesses, schools, and individuals who serve children and other vulnerable people throughout the US and the world. Here are just a few examples.

We are working with Colorado 4-H to help them develop training modules for teaching a selection of our safety skills to children in all of Colorado’s 4-H clubs that we hope will provide a model for 4-H in other states.

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

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

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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

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
Featured Funders

The San Francisco 49ers Foundation, United Way’s Women in Philanthropy, and SurveyMonkey are a few of our committed funders making major investments in community safety through their ongoing support! Thousands of children have learned skills to be safe from bullying – together with their parents and teachers – thanks to these supporters and many more!

Thank you to United Way’s Women in Philanthropy for four years of bringing Kidpower to Santa Cruz County Families and Schools!

Contribute.SurveyMonkey.com/Charity-Sign-Up/Kidpower

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In Loving Memory


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.

Ephraim Regelson: 1923-2018

Ephraim ‘Raim’ Regelson was a warrior for justice, who gave his shy daughter, Kidpower Founder Irene van der Zande, a foundation of confidence, teaching her from the time she was small to ‘walk in like you OWN the place!’ Irene brought this and many other life lessons from her father into her work with Kidpower. As a major donor, Raim took great pride in supporting Kidpower’s international services and conferences. His enormous energy, exuberant joy in life, courage, passion for making our world a better place, deep connection to nature, and perseverance will live on in the minds and hearts of all who knew him.
Thank You to Our Contributors

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$10,000+
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Foundation and Corporate Grants Awarded in 2018

$50,000+
Kaiser Permanente • Nancy Driscoll Foundation

$20,000 - $49,000
Dean and Margaret Lesher Foundation • Insurance Industry Charitable Foundation • Monterey Peninsula Foundation

$10,000 - $19,999
Annunziata Sanguinetti Foundation • Cisco Foundation • Community Foundation of Monterey County • In-n-Out Burger Foundation • MYDAR Foundation • Sereno Group • United Way’s Women in Philanthropy

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49ers Foundation • Driscoll’s Charitable Fund • Finish Line Youth Foundation • Mission City Community Fund • Nancy Buck Ransom Foundation • Novartis Pharmaceuticals Corporation • Pacific Life Insurance Foundation • PLUS Foundation • Rite Aid Foundation • San Francisco Giants Community Fund • Stanley S. Langendorf Foundation

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The MYDAR Foundation is proud to support the sustainability work of Kidpower. Our foundation was formed to drive the betterment of humanity through support of novel initiatives that provide opportunities for under-privileged youths, enable critical services to communities, and protect our environment. We are stewards of the world and all that lives. Good stewards guard, defend and protect.

- Elizabeth Jordan Devaney, Executive Office, MYDAR Foundation

Individual donor acknowledgments include gifts of $100 or more from July 1, 2017 through December 31, 2018. Foundation and corporate acknowledgments include grants awarded during the 2018 calendar year. A full list of contributors who are willing to be acknowledged publicly is on our website. Please let us know of any corrections.
Leadership team on retreat, targeting outreach strategies to serve more communities!

Executive Director and Founder
Irene van der Zande

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Beth McGreevy

California Program Director
Erika Leonard

Central Office Manager
Eamon Saki

Lead Program Coordinator
Ellen Frankel

Training & Curriculum Consultant
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Program Coordinators/Instructors
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Marketing Consultant
Claudia Newcorn,
Amy Dahlen
Acorn Enterprises

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

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 Dr. Amy Tiemann.

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Becoming the ‘Gold Standard’ Safety Education Resource!

2019 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.

2019 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.

- **40,000+ children, teens, and adults** will practice potentially life-saving safety skills in workshops led by certified Kidpower instructors.

"My 3-year-old knew what to do when a strange man grabbed her arm!"
Developing and Publishing New Educational Resources

- **Kidpower Consent and Boundary Lessons to Protect Children and Youth from Abuse**: Cartoon-illustrated lessons to prepare educators in schools and organizations to provide effective and upbeat child abuse prevention education that is age-appropriate, trauma-sensitive, culturally-competent, and adapted for different abilities.

- **Starting Strong Lessons and Teacher’s Guide** books for preschool, kindergarten, & first grade, including for children with special needs.

- **Online Training Webinars** so that people worldwide can visually and interactively learn how to present and practice core ‘People Safety’ skills.

Growing While Maintaining Our Commitment to Quality

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

- Flourishing Centers and offices that facilitate and optimize access to our instructor training programs, trainer trainings, ongoing consultation, curriculum development, and supervision.

- An active, digitally-connected global leadership team that mentors and educates 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 leverage Kidpower resources to protect and empower their constituents.
Stay in touch!

(US Tel) 800.467.6997
(Intl Tel) 831.426.4407
Safety@Kidpower.org
Kidpower.org

Kidpower.org    @Kidpower_Intl
Imagine the impact if all caring adults discussed this message with each child in their lives!

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.”

Safety@Kidpower.org
Kidpower.org