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Note: Although our organization’s full name is Kidpower Teenpower Fullpower International, throughout this report it is referred to simply as “Kidpower.” This shorter name still signifies that we serve people of all ages and abilities.

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WELCOME

Life is more fun when it’s safe—and many thousands of people have become better prepared this year to take charge of their safety thanks to your commitment, generosity, and support!

This Annual Report shows Kidpower’s progress in furthering our mission in 2012 and gives highlights of many of our successes.

Despite these tough economic times, more and more people are realizing that confidence, understanding, and “People Safety” skills are essential tools for everyday living. We teach skills that enable people to communicate effectively, build healthy relationships; and advocate strongly—skills that empower people so they can protect themselves from most bullying, abuse, and other violence. With these tools, both adults and children are better equipped to manage stress and change and to cope with life’s challenges with determination and hope.

Kidpower is also a very high-impact organization, sharing the knowledge we’ve gained over the past two decades with individuals, schools, and organizations around the world through our educational resources. Thus, the “multiplier effect” of what we do goes far beyond our current statistics, as people multiply the impact of what they’ve gained from us by sharing Kidpower ideas and skills with others in their lives: families, friends, colleagues, students, and clients. As an organization, our commitment is to “serve locally, share globally”, and our One Million Safer Kids initiative reflects that commitment.

As we grow, your help is more important than ever. Your gifts of time, money, expertise, and contacts will ensure that Kidpower will be a lasting resource for today, tomorrow, and for generations to come.

We thank you for your support and invite everyone to get involved in building Kidpower for the future. Together, we can further Kidpower’s vision of building cultures of caring, respect, and safety for everyone, everywhere.

Many thanks,

Janice Flynn
President, Board of Directors

Irene van der Zande
Executive Director/Co-Founder
THE NEED FOR KIDPOWER

Heartbreaking news stories make the need for Kidpower clearer than ever

This year, the news has been filled with stories of misery, trauma, and tragedy caused by bullying, violence and abuse, including:

• 10-year-old Ashlynn Connor turned to suicide, as did many other children, in desperation after unrelenting bullying;

• A shocking child abuse scandal at Penn State University devastated many and destroyed the trust placed in formerly beloved, admired leaders in youth sports;

• Jaycee Dugard, kidnapped at age 11 and held captive for 18 years of abuse, courageously told the horrifying story of her ordeal;

• 8-year-old Leiby Kletzky was kidnapped just blocks from home and killed by his abductor;

• Cheyanne, a 14-year-old with intellectual disabilities, endured untold hours of torment perpetrated by her own teachers, whose verbal abuse was captured in audio recordings.

These stories are part of a much larger, troubling picture as the following statistics demonstrate.

• About 30% of all students ages 12 to 18 have reported being bullied at school [1]

• At least 15% of American women and 3-10% of American men experienced some form of sexual abuse as children [2]

• 64% of sexual abuse victimizations occur before the age of 12 [3]

• Roughly one in four women has experienced domestic violence in her lifetime [4]

We cannot change the past and prevent the suffering that these stories and studies represent. But we can work together to change the future by taking positive, preventative action.

These issues are similar for seniors; those with disabilities; the lesbian/gay/bisexual/transgender (LGBT) community; and other people of all ages. In fact, it’s clear that all of us need to know how to protect ourselves and those we care about, now and throughout our lives. We need “People Safety” skills to help us stay emotionally and physically safe any time, anywhere.

“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.”

Misty Mathis, MA, LPC, Psychotherapist
THE KIDPOWER APPROACH: FUN, NOT FEAR

Kidpower’s mission is to teach people of all ages and abilities how to use their own power to stay safe, act wisely, and believe in themselves.

Our vision is to work together to create cultures of caring, respect, and safety for everyone, everywhere. How do we do that?

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

- Lead age-appropriate role-plays with skill, kindness, and humor.
- Create opportunities to “learn by doing” while having fun and laughing.
- Teach people how to be both respectful and powerful in asking for what they want.
- Focus on positive, practical solutions that people can use to stop or get away from trouble as quickly as possible.
- Use upbeat language that is skill-based, not fear-based. To give just one example, we teach “stranger safety” not “stranger danger.”

The “People Safety” skills Kidpower teaches prepare individuals to stay emotionally and physically safe.

Whether it’s a child throwing negative comments into an imaginary trash can or a senior practicing physical self-defense skills with a padded instructor, Kidpower offers a wide range of internal, spoken, and physical tools to deal with all levels of problems.

Kidpower’s Positive Practice Teaching Method creates role-plays that address individuals’ specific concerns. We adapt the role-plays for each learner’s abilities and break the skills down into achievable steps.

The Positive Practice Teaching Method is powerful because it gives people the opportunity to rehearse safety skills in situations relevant to their lives. We are committed to this success-based approach, which differentiates Kidpower from other personal defense and violence prevention programs.
“My daughter was 10 years old when she started walking home alone from school. One day, when she was 5 houses away from the school, my daughter and her friend noticed a man standing between his truck and a trailer holding a pocket knife. The man looked at the kids and told them ‘Give me your money!’ The kids not thinking twice told the younger child accompanying them to run as fast as he could. Then my daughter and her companion took off running screaming ‘I need help.’ She could have stood there and cried and gotten hurt, but she just found inner strength you gave her and took charge. I know, because of you, my daughter is a stronger and more confident girl.”

Message to Kidpower signed, "A Forever Grateful Colorado Mommy"
Ever since Kidpower was founded in 1989 in response to a frightening situation involving young children, school-age kids have been our primary focus. By teaching People Safety techniques to young people, Kidpower gives them skills they can use to protect themselves and the people they care about throughout their lives.

As we saw the powerful results of the Kidpower approach in children, we also realized its potential for people of all ages and abilities. So we extended our services to other people for whom personal safety is a major issue. However, soon thereafter we included training for everyone, because anyone can encounter an upsetting, intimidating, or even dangerous situation at any moment.

To reflect our expanding mission, in 1993 we renamed the organization Kidpower Teenpower Fullpower International (although we often still use “Kidpower” as a convenient short name). The Central Office and our national and international affiliates have now served more than 2 million children, teens, and adults through our workshops and through the educational resources available on our website.

Here are some of the ways we help all people take charge of their personal safety.

**Children.** Kids face challenging situations every day at home, at school, online, and in their communities. Sometimes adults are aware of these issues. Often they are not. Kidpower teaches children positive, practical, and effective ways to think, move, and speak to stay safe in personal safety situations.

**Teens.** The teenage years bring new challenges for young people. This is the time when young people are forming a sense of their own sexuality, so they may need to address issues that range from setting boundaries with romantic partners to confronting anti-gay harassment. And because of their increasing independence, teens and preteens face an especially high risk of violence and assault. Teenpower focuses on providing upbeat and practical guidance to deal with situations in a way that makes sense to teens.

**People with special needs.** Children, teens, or adults with disabilities or other special needs are much more likely to face bullying, abuse, or assault than their peers without disabilities. We have successfully taught self-protection skills to thousands of people with such difficult life challenges as developmental delays; loss of vision, hearing, or mobility; prejudice based on race, religion, economic status, sexual orientation, or other factors; or personal struggles with domestic violence, homelessness, substance abuse, or childhood sexual abuse.

**Adults from the general public.** In our lifetimes, we face a higher risk of dealing with a violent assault than of being in a serious car accident. The good news is that learning to protect ourselves is much less complicated than learning to drive a car. Women and men in our Fullpower workshops learn skills to deal with common safety situations in a straightforward, practical way. Despite the seriousness of the issues addressed, our upbeat approach empowers students.

**Seniors.** As we get older, we sometimes find that life changes can affect our sense of safety and quality of life. What we once took for granted in terms of physical and emotional capabilities may change, and we need new ways to feel safe while continuing to live life to its fullest. Seniorpower helps older adults protect their boundaries and avoid being targeted as a victim.

Between one and two million Americans age 65 or older have been injured, exploited, or otherwise mistreated by someone on whom they depended for care or protection.

National Center on Elder Abuse

Percy Abram
Head of School, Gateway School

“We have arranged to provide Kidpower training for our students for more than 18 years. We have had students who have told us years after graduating from Gateway School that their Kidpower training prepared them to make safer choices and empowered them in potentially dangerous situations.”
2012 HIGHLIGHTS

WE ARE PROUD OF HOW THE IMPACT OF OUR SERVICES CONTINUES TO GROW.

During the 2011-2012 fiscal year, a total of 10,814 people were served through California workshops and 13,469 were served through our other Centers, for a total of 24,285 children, teens, and adults benefiting from our classes. In addition, many more were reached through our educational resources.

CALIFORNIA PROGRAMS

In California, 8,500 children, 2,900 parents, 1,150 teens, and 480 adults participated in Kidpower, Teenpower, and Fullpower classes. This figure includes more than 1,100 professionals in tailored workshops for educators, social workers, health providers, and others integrating Kidpower skills into their work with students and clients. Please see “Kidpower Around the World” for more information about programs in our other US and international centers.

In addition to our public workshops, more than 100 California groups, including schools, shelters, community centers, youth groups, parent support groups, and agencies serving people with disabilities, arranged Kidpower programs for their students, clients, staff, and parent communities in 2012. Many schools include Kidpower in their budgets even during these tight economic times.

We continue to deepen and expand our established curriculum tailored to the needs of specific groups vulnerable to violence or abuse, including people with disabilities; survivors of assault, child abuse, domestic violence, or a hate crime; and those who are struggling with homelessness, poverty, or substance abuse. Among those served in our California workshops this year, about 40% of children and teens and 35% of adults represent these vulnerable populations.

Throughout 2012 we have strengthened our partnerships with organizations we have worked with and forged new relationships to bring our services to more people. Kidpower continued working closely with Contra Costa Interfaith Housing’s Garden Park
Apartments. The group provides housing for 27 formerly homeless families, each with a primary caregiver who has a physical or mental health disability.

For the 14th year in a row, the California State Department of Rehabilitation’s Orientation Center for the Blind arranged Fullpower self-defense training for their clients; the Hatlen Center for the Blind has been arranging similar services for almost a decade. Since 2001, patients of Children’s Hospital Oakland’s Center for Child Protection have had consistent access to Kidpower training thanks to our long-standing collaborative partnership. El Nuevo Mundo, a bilingual preschool serving low-income families in Richmond, was the first to pilot the use of our Spanish teaching materials, and the school continues to welcome Kidpower after more than a decade of partnership, working with us to plan a pilot project incorporating Kidpower curriculum with bilingual early literacy activities in 2012.

**New Educational Resources**

Kidpower’s educational resources make the knowledge we’ve developed in 23 years reaching over two million people available no matter where someone lives. Accomplishments include:

- 7 new editions of Kidpower books have been published and are now on Amazon, greatly increasing access to our program knowledge. So far, over 800 books have been sold, with all income going to support Kidpower’s publishing and educational resource development costs.
- 20 new articles reaching over 10,000 people plus their social networks providing important safety information on topics such as response to Penn State and Boy Scout sex abuse scandals, healthy family communications, kidnapping prevention, and providing support to families at times of crisis. Our Checklist for Parents to Prepare Kids to Go on Their Own has been distributed to all the parents of at least 15 schools and is being used by several police departments.
- Our International Safety Signs were used to teach key safety concepts by over 40 agencies serving people with special needs worldwide, as well as over 10 preschool programs. Grants from Autism Speaks, Cisco, and the Special Hope Foundation are making it possible to adapt our program and create new materials for people with limited or no speech.
- The launching of Kidpower’s “One Million Safer Kids” campaign has enabled Kidpower to greatly expand our online and media outreach and has reached adults responsible for over 300,000 young people since we started counting July 1, 2011 (see the section on page #18 for more information).
- A new partnership with Positive Coaching Alliance, which has 150,000 members nationwide, has led to webinars on child abuse prevention in youth sports and consultation on their abuse and bullying prevention policies. We are developing a partnership with 4-H for a pilot program to license and adapt our program for all their members.
- The new Spanish section on our website has videos, articles, materials, and skills that make Kidpower knowledge much more accessible to Spanish-speaking families, schools, and organizations.
- New Relationship Safety Skill Cards have been developed as part of a domestic, interpersonal, and dating violence prevention initiative funded by Verizon Foundation and are now being field-tested in seven agencies.

**Kidpower in the Media**

We greatly increased our media coverage with press releases about Kidpower resources and response to upsetting news events going out almost every week to over 100 news sources, reaching hundreds of thousands of people.

Kidpower continues to earn the attention of local news and media worldwide for our services in their communities. In September, USA Today featured Kidpower in an article about bullying, including a quote from Executive Director Irene van der Zande and a photo of our students and instructors practicing skills.


Kidpower Colorado Center Director Jan Isaacs Henry has given interviews on local TV stations, reaching thousands of parents with information about how to protect their children from sexual predators and bullying and how to teach them to set boundaries.

Kidpower was also featured in national media in New Zealand and French-speaking Canada.

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“*I’ve been fortunate to serve as an Advisor to Kidpower Teenpower Fullpower International for almost 20 years. That commitment began as I watched kids at a workshop, saw them joyfully and successfully taught to practice skills that can keep them safe, and I felt intuitively ’This is right.’ Since then I’ve raised eight children on these concepts (and two more to go, who are still toddlers). In my book ’Protecting the Gift’ I presented The Test of Twelve, which is a list of skills that children would ideally know before they are ever alone in public or on their own without the protection of their adults. Kidpower provides extensive tools that further the ability of parents and other caring adults to prepare children to pass each of the milestones on this test. ... I recommend this book as a valuable resource and Kidpower as a strong foundation for every family’s personal safety training.”*

- Gavin de Becker
**Kidpower on the Internet**

Kidpower’s online presence increased dramatically in 2012. Through the use of social media strategies and technologies, we greatly expanded access to Kidpower resources. Accomplishments include:

**Parenting Outreach.** Kidpower articles were published in English and Spanish on parenting blogs such as Pediatric Safety, Digital Parents, and Doing Right by Our Kids; in school newsletters; in a family practice office; in homeless shelters; and for families in Migrant Education.

**Facebook and Twitter.** We grew our Facebook community to over 1,800 people, many of whom share our information widely through their networks. Our Twitter feed and Facebook page allow us to keep people informed about the latest Kidpower events as well as other resources that can help keep kids safe. In a powerful example of important knowledge going viral, the December 2012 article promoting Kidpower core principles, *No Forced Kisses for Your Kids: A Holiday Safety Tip for Families,* was read by over 15,000 people within three days of being shared widely on Facebook.

**E-newsletter.** We published our electronic Kidpower News and Resources newsletters on a weekly basis, as well as added a new Bullying Solutions newsletter specifically used for bullying prevention updates. We currently have over 12,000 active subscribers on our email lists.

**E-mail.** E-mail consultation was provided to over 500 people contacting us with personal problems about safety, ranging from how to protect a child is a parent is not providing adequate supervision, to dealing with bullying at work, to how to address a concern of suspected child abuse.

**Websites and Blog.** Over 30,000 new people a month visit our newly upgraded website, with hundreds downloading articles, viewing videos, and receiving permission to incorporate our educational materials into their own safety programs.

Our new One Million Safer Kids campaign website explains the initiative and provides options to get involved in the campaign through sharing knowledge and skills with parents, teachers, and other caring adults. Our blog makes it possible to publish online articles quickly in order to respond to news events. These resources enable Kidpower to provide ongoing opportunities of learning for all, which is especially important for people in areas that are not served by our Centers.

**Google AdWords Pro.** Kidpower received an enormous boost to our online presence through being awarded the upgrade of our Google AdWords grant from $10,000 to $40,000 a month in free online advertising, bringing over 1,500 people to our website daily by directing them to specific articles on bullying prevention, stranger safety, and abuse and kidnapping prevention.

**Webinar.** Kidpower participated in its first webinar, bringing bullying prevention information to educators of 1,600 schools nationwide.

**Permission to Use.** We granted over 100 requests from schools and agencies requesting authorization to publish Kidpower resources on their websites and in their e-newsletters free of charge as well as to print our materials for their programs.

**Special Programs in California**

**Domestic Violence Project.** Increasing the safety of individuals and families threatened and harmed by dating and domestic violence has been a high priority for Kidpower since our organization began in 1989. Our first workshop for survivors of domestic violence was held with Pajaro Valley Shelter Services in 1991. We have received several major grants to support this program, including Verizon Foundation grants to publish the Fullpower Relationship Safety Handbook and to provide trainings for staff, clients, and children in shelters and other programs.

In December, 2010, Kidpower was awarded a $90,000 two-year grant from the Verizon Foundation to create new resources that can be used in shelters, police departments, and other agencies serving people at risk of or victimized by domestic and relationship violence. In addition to providing “People Safety” training ourselves, our goal is that these groups will become able to integrate relevant parts of our program to better help the people they serve on an ongoing, sustainable basis. During 2011, we conducted an in-depth needs assessment with partner agencies and have been developing new training and tools to make it easier for them integrate key “People Safety” skills and knowledge into their services to help prevent and stop domestic and relationship violence.

**Safety Signs and Social Stories for People With Limited Speech.** Kidpower has served thousands of people with developmental delays and other disabilities that limit their ability to speak. In response to requests from professionals and families to have specific new tools for teaching “People Safety” skills to these highly vulnerable individuals, the Special Hope Foundation awarded Kidpower with a three-year $20,000 a year pilot program grant that started in 2009. We developed the Kidpower Safety Signs and Social Stories training to provide caregivers and families simple ways of effective communication. These new resources have been used in a series of high-impact workshops throughout the Greater Bay areas, notably the Santa Cruz County Special Education Department, the Morgan Autism Center, the East Bay Regional Center, the Chinatown Child Development Center, special education classrooms, and board and care homes.

**Instructor Training and Center Support**

The Kidpower Central Office is responsible for training new instructors, establishing new centers, and providing ongoing supervision and support of our centers everywhere. Resources include:

**Instructor Training.** Our six-day Comprehensive Program Trainings for Kidpower and for Teenpower/Fullpower provide an in-depth immersion into how to teach our workshops and are an essential part of the process of preparing instructor candidates to become certified to teach under our organization’s auspices. In 2011, 19 candidates started our instructor training program. Even when candidates do not complete Kidpower instructor certification, they use the training in their personal and
Kidpower Presents: “One Million Safer Kids”

The first two decades of Kidpower made two million people safer worldwide, and we’re just getting started! We plan to make one million more kids safe from bullying, violence, and abuse before June 30, 2016.

July 1, 2012 marked the launch of Kidpower’s One Million Safer Kids Campaign, which will benefit all of us, not just the one million kids we reach. A world with One Million Safer Kids is a world with happier playgrounds, schools, and neighborhoods. It’s a world with safer interactions between children and strangers in parks, farmers markets, and other public places. It’s a world with better relationships strengthened by clear boundary setting skills. It’s a world with less trauma and injury. It’s a world with one million young people developing and using advocacy skills to help themselves and others. They will use these skills for decades to come not just in school but in relationships, in work, in play, in politics, and in parenting others.

The potential ripple effect of One Million Safer Kids is both staggering and achievable. By teaching one child one skill, sharing one article with one parent, arranging one workshop for one scout troop, or giving one donation to bring skills to a child in need, one adult makes a lifetime of difference to the young people made safer as a result.

Who Are We Counting?
We’re counting children, teens, and also any young adult or individual transitioning to greater independence and taking greatly increased responsibility for personal safety.

How Are We Counting?
The following are some of the ways that we have been tracking how many kids have become safer:

Offering Information. Research shows one strong action stops most assaults. The one skill of showing awareness can prevent someone from being targeted for possible violence. A child who sets one clear, confident boundary or speaks up about one problem can stop a larger problem before it starts. Kidpower resources put these skills and others into the hands of adults who can teach them to every child in their lives. We count one safer kid for every sale of a publication, download of an article, viewing of a video, playing of a podcast, and every new subscription to our e-newsletter.

Instruction. Positive practice is the cornerstone of the Kidpower methodology— and another reason why Kidpower is so much fun! We count one safer kid for each child, teen, youth, and parent that participates in a Kidpower, Teenpower, or Fullpower workshop.

Training Professionals. Thousands of caring, committed adults guide children toward adulthood as teachers, coaches, therapists, youth group leaders, mentors, and social workers. By teaching these professionals how to teach Kidpower skills to young people, we bring skills to many more children, often through multiple avenues in their lives. We consider how many kids each professional serves, and we count them!

One Million Safer Kids Video. Thanks to the support of generous donors and the expertise of Storytellers for Good, our heartwarming “One Million Safer Kids” video will further our goal of reaching a million more kids with life-saving personal safety skills and confidence building programs.

In 5 short minutes, this new video shows:
• how to make it fun for kids to practice safety skills
• the empowerment they gain
• the peace of mind this brings to their parents
• the story of how Kidpower began

We hope that watching this video will inspire people to help us reach even further and faster — to share Kidpower with all of the kids in their lives, in their communities, and around the world.

“The thing I love about One Million Safer Kids is the idea of ‘one skill, one safer child’. So much can be prevented by a single skill, and a campaign like this reminds all of us that one word or practice is all it takes to stop many situations from escalating into big safety problems.”

Dr. Amy Tiemann, author of MojoMom, Kidpower Senior Program Leader, and Co-Creator of Doing Right by Our Kids
KIDPOWER’S GLOBAL REACH

We serve locally - and share globally!

Every day around the world, caring adults are taking action to bring Kidpower to their communities! From sharing skills learned online to establishing Centers capable of providing hands-on workshops, people are using Kidpower to improve safety and quality of life in families, schools, NGOs, and neighborhoods on every continent.

People new to us often explain how they’ve used Kidpower resources to help others where they live learn skills to stay safe from bullying, violence, and abuse. Most of these people live far from an established Center, and they’re able to translate Kidpower information into effective action because our clear, practical approach makes our resources accessible and adaptable across cultures and communities. We’ve heard from parents helping their kids, teachers sharing Kidpower with entire classes and schools, and NGOs incorporating Kidpower skills into standard practices to help those they serve.

Kidpower US and International Centers

Starting and leading a Center takes a major sustained commitment to learning our programs and to upholding our standards for organizing and teaching workshops under Kidpower Teenpower Fullpower International auspices. Centers worldwide operate autonomously to address the needs of their surrounding communities, but our Central Office provides support and consistency for all Centers through instructor training, reproducible materials, quality control, standards for use of curriculum, and organizational development.

Kidpower’s Central Office, located in Santa Cruz, provides this support and also serves as the California Center, with satellite offices in Castro Valley, Palo Alto, San Diego, San Francisco, Santa Rosa, and Sonoma. Additional US Centers are located in Colorado, Illinois, Maryland, New York, North Carolina, Texas, and...
Vermont. For the full list of current and developing Kidpower Centers in different countries, please see the map below. Together, we’ve provided in-person workshops to over 23,000 people of all ages around the world in FY2012.

Here are some accomplishments in addition to the ones described in the Highlights section.

**Kidpower Colorado** and the Colorado Springs Police Department continued with the third year of a $86,000 grant from the U.S. Department of Justice to conduct school programs as part of a child protection initiative. In FY2011 Kidpower Colorado served over 2,700 individuals; 80 percent of those served were low-income/at-risk families.

**Kidpower Montreal** furthered their work under their four-year CDN$250,000 (approximately US$240,000) grant from Quebec’s Ministry of Family and Seniors. The coalition is using the grant to conduct workshops for hundreds of elderly people, create a special workbook for seniors, and translate existing Seniorpower materials into French.

**Kidpower India** adapted our cartoon materials to have culturally-appropriate language and drawings and taught classes to girls previously living and/or working on the streets and to girls in a school for the hard-of-seeing.

**Kidpower New Zealand** was awarded a one-year grant of NZD$49,450 (about US$38,000) from the Ministry of Social Development to implement a collaboration project to develop a toolkit based on the Teenpower framework that addresses a wide range of risks and problem behaviors including bullying and negative peer pressure. Kidpower New Zealand has developed illustrated skill cards that provide practices on the back, and the adapted resources are also available online.

**Kidpower Vancouver** conducted monthly workshops for sex workers who are at great risk of violence and contributed heavily to our instructor training program.

**Kidpower Advocates**

We also want to acknowledge our many “Kidpower Advocates” around the world. These are educators, counseling professionals, and others who have taken our training and/or learned from our materials and are now teaching Kidpower People Safety skills to their own students and clients.

**Ashleigh Curry**, an experienced Kidpower Instructor and passionate Advocate, volunteered her time to provide classes for children at Villages of Hope in Zimbabwe. She also conducted a three-day Kidpower Training of Professionals for Villages of Hope staff from Zimbabwe, Malawi, and Zambia.

**Pervaiz Tufal**, a Kidpower Instructor and Advocate in Pakistan, gives Kidpower safety tips during his radio show for parents in Islamabad.

“We want to do everything in our power to protect our children. Kidpower provides valuable resources that are usable cross-culturally. We are thankful you were there when we were looking for help.”

Anita Cooledge
Director of Village of Hope, Zimbabwe
Over 100,000 children and teens this year are safer thanks to the coaching and generosity of Victor Cheng, author of Extreme Revenue Growth and strategic planning consultant to business CEOs.

For many years, Victor has been a strong Kidpower supporter and advisor who has helped our organization become much more effective in presenting and marketing our knowledge. He also created a unique fundraising approach that has generated thousands of dollars in gifts to Kidpower by asking MBAs who have benefited from his free on-line caseinterview.com workshops to make a donation to Kidpower.

In 2012, Victor contributed extensive consultation and funding that have been formative in shaping Kidpower’s future. With his help, we have greatly increased our on-line and media presence to create far more access to the knowledge and skills that Kidpower has to offer. Some of the projects resulting from Victor’s guidance have been our Skill-a-Day Challenge, publishing digital books on Amazon, Skype trainings, and our Bullying Solutions e-newsletter.

In working with Kidpower, I am excited about the plans and decisions being considered for 2012 and beyond. They include:

• much more ambitious goals and vision.
• developing self sustaining ‘fee-for-service’ revenue streams to reduce long term reliance on grants and improve the organization’s long term financial viability.
• being a leader in digital teaching technologies to dramatically increase Kidpower’s ability to reach children globally, without necessarily increasing expenses."

Featured Supporter: Victor Cheng
VICTOR’S GENEROSITY AND EXPERTISE HAVE BEEN FORMATIVE FOR KIDPOWER.

“As a father of three, nothing is more important to me than the safety of my kids and all children. While Kidpower’s information and services are first rate, the way Kidpower is run is even more impressive—it’s highly financially efficient. Through its partnerships with NGOs and schools in the US and worldwide, whose operating expenses are already funded via other sources, Kidpower is able to reach an international audience using a ‘train the parents and educators’ approach. It’s amazing to me that an organization with as small a budget as Kidpower works with can effectively reach kids in 20 countries on a daily basis. Truly remarkable.

Kidpower’s frugal spending has helped our organization to weather the continuing economic challenges for individuals, nonprofits, and businesses alike.

Review of the financial summary on the following two pages will show our commitment to financial stability as well as to high quality services. We are proud of what we do to prevent wasteful spending and maximize the use of our financial resources.

One item, “Class Fees”, shows the success we’ve had in generating fees for service. We ask every group we serve to tell us what they can pay toward the cost of the service they are arranging. Some groups can—and do—pay in full. Many can pay in part; they just need a little help. Some have more limited resources. By asking everyone to give what they can, we ensure that they place a value on the service and reflect it through their own investment. And, we stretch donated dollars farther, using them only where they are truly needed.

We are confident that our conservative fiscal practices plus our commitment to finding new sources of support so Kidpower can survive and thrive despite the current difficult economy will strengthen our organization for years to come.

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Thanks to Victor’s coaching and support, we were able to crystallize the understanding that, although we serve everyone, Kidpower’s primary product is “safer kids”. The result has been our One Million Safer Kids campaign, with the goal of making at least one million kids safer by July 1, 2016 or sooner. Since we started counting on July 1, Kidpower knowledge has increased the safety of over 100,000 young people around the world.

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2012 Fiscal Year Financial Summary

Kidpower’s frugal spending has helped our organization to weather the continuing economic challenges for individuals, nonprofits, and businesses alike.

Review of the financial summary on the following two pages will show our commitment to financial stability as well as to high quality services. We are proud of what we do to prevent wasteful spending and maximize the use of our financial resources.

One item, “Class Fees”, shows the success we’ve had in generating fees for service. We ask every group we serve to tell us what they can pay toward the cost of the service they are arranging. Some groups can—and do—pay in full. Many can pay in part; they just need a little help. Some have more limited resources. By asking everyone to give what they can, we ensure that they place a value on the service and reflect it through their own investment. And, we stretch donated dollars farther, using them only where they are truly needed.

We are confident that our conservative fiscal practices plus our commitment to finding new sources of support so Kidpower can survive and thrive despite the current difficult economy will strengthen our organization for years to come.
### Statement of Activities
**July 1, 2011 to June 30, 2012**

**Income**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donations = Non-designated</td>
<td></td>
</tr>
<tr>
<td>Individuals</td>
<td>$75,106</td>
</tr>
<tr>
<td>Corporation/Foundations</td>
<td>6,872</td>
</tr>
<tr>
<td>Total</td>
<td>81,978</td>
</tr>
<tr>
<td>Grants = Designated</td>
<td></td>
</tr>
<tr>
<td>Foundations</td>
<td>170,020</td>
</tr>
<tr>
<td>Corporations</td>
<td>9,803</td>
</tr>
<tr>
<td>Total</td>
<td>179,823</td>
</tr>
<tr>
<td>Fees for Service</td>
<td>159,884</td>
</tr>
<tr>
<td>Class Fees</td>
<td>16,930</td>
</tr>
<tr>
<td>Instructor Training Fees</td>
<td>9,632</td>
</tr>
<tr>
<td>Educational Materials</td>
<td>6,867</td>
</tr>
<tr>
<td>Program Materials</td>
<td>49,185</td>
</tr>
<tr>
<td>Total</td>
<td>193,313</td>
</tr>
<tr>
<td>Total Income</td>
<td>$505,126</td>
</tr>
</tbody>
</table>

**Expense**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personnel</td>
<td>$269,455</td>
</tr>
<tr>
<td>Benefits</td>
<td>35,690</td>
</tr>
<tr>
<td>Payroll Taxes</td>
<td>24,815</td>
</tr>
<tr>
<td>Contract Services</td>
<td>51,640</td>
</tr>
<tr>
<td>Non-Personnel Expenses</td>
<td>49,185</td>
</tr>
<tr>
<td>(Program Supplies, Phone, Printing, etc.)</td>
<td></td>
</tr>
<tr>
<td>Other Non-Personnel Expenses</td>
<td>29,249</td>
</tr>
<tr>
<td>(Insurance, Mileage, etc.)</td>
<td></td>
</tr>
<tr>
<td>Professional Services</td>
<td>13,422</td>
</tr>
<tr>
<td>(Accounting, Computer, Evaluation, etc.)</td>
<td></td>
</tr>
<tr>
<td>Professional Development</td>
<td>318</td>
</tr>
<tr>
<td>Repairs &amp; Maintenance</td>
<td>8,347</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$482,121</td>
</tr>
<tr>
<td>Net Income Gain (Loss)</td>
<td>$23,005</td>
</tr>
</tbody>
</table>

**Equity**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fund Balance</td>
<td>493,018</td>
</tr>
<tr>
<td>Retained Earnings</td>
<td>24,814</td>
</tr>
<tr>
<td>Net Income</td>
<td>23,005</td>
</tr>
<tr>
<td>Total Equity</td>
<td>$540,837</td>
</tr>
</tbody>
</table>

*Our equity balance of $540,837 includes $172,455 in temporarily restricted funds for the implementation of grants received, leaving $281,811 as Kidpower’s unencumbered emergency reserve.*

### Statement of Assets, Liabilities and Equity
**As of June 30, 2012**

**Assets**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Assets</td>
<td>$601,460</td>
</tr>
<tr>
<td>(Checking/Savings)</td>
<td></td>
</tr>
<tr>
<td>Fixed Assets</td>
<td>4,387</td>
</tr>
<tr>
<td>(Furniture &amp; Fixtures minus Accumulated Depreciation)</td>
<td></td>
</tr>
<tr>
<td>Other Assets</td>
<td>855</td>
</tr>
<tr>
<td>(Worker’s Comp Deposit)</td>
<td></td>
</tr>
<tr>
<td>Total Assets</td>
<td>$606,702</td>
</tr>
</tbody>
</table>

**Liabilities**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current Liabilities</td>
<td>$17,999</td>
</tr>
<tr>
<td>(Accounts Payable)</td>
<td></td>
</tr>
<tr>
<td>Professional Development</td>
<td>318</td>
</tr>
<tr>
<td>Other Liabilities</td>
<td>47,866</td>
</tr>
<tr>
<td>(Accrued Benefits/Payroll)</td>
<td></td>
</tr>
<tr>
<td>Total Liabilities</td>
<td>$65,865</td>
</tr>
</tbody>
</table>

**Total Liabilities & Equity**

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fund Balance</td>
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</tr>
<tr>
<td>Retained Earnings</td>
<td>24,814</td>
</tr>
<tr>
<td>Net Income</td>
<td>23,005</td>
</tr>
<tr>
<td>Total Equity</td>
<td>$540,837</td>
</tr>
</tbody>
</table>

**Total Liabilities & Equity**

<table>
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<th>Amount</th>
</tr>
</thead>
<tbody>
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<tr>
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</tr>
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</tr>
<tr>
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</tr>
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</table>

*Our equity balance of $540,837 includes $172,455 in temporarily restricted funds for the implementation of grants received, leaving $281,811 as Kidpower’s unencumbered emergency reserve.*

### Fiscal Year 2012 Financials
LOOKING FORWARD

Our goal is that Kidpower become known as the “Gold Standard” resource for personal safety and violence prevention education.

Strategic Plan

Our 2011-2016 Strategic Plan defines how we will keep furthering our vision for Kidpower. We will work with our board, staff and supporters to:

1. Strengthen Our Foundation—by sustaining, enhancing and diversifying our revenue streams through class fees, publication sales, donations, grants, and corporate contracts and partnerships.

2. Cultivate Great Leaders—by supporting individual growth; upholding service quality; teaching skills and sharing information; building a sustainable infrastructure; and ensuring organizational stability independent of any one person.

3. Cast a Wide Net—by increasing awareness, action, and skills through in-person teaching; printed and electronic publications; on-line and social media communication avenues; and partnership and collaborations with corporations and other agencies.

2012 Workshops and Programs

• Provide direct services to over 200 organizations and schools.
• Teach “People Safety” to at least 20,000 children, teens, and adults through in-person workshops in our Centers.
• Continue to develop and implement programs to integrate Kidpower skills and practices into agencies and schools to help them address bullying, child abuse, domestic and relationship violence, and other violence.
I had Kidpower every year growing up from the time I was in kindergarten through the 8th grade. Sometimes we’d complain that we had to have Kidpower again, but now that I’m a high school senior and walk alone a lot, I am really glad I’ve had your training. If someone were to try to bother me, I feel as if I’d know how to protect myself.”

- California High School Senior

2012 Educational Resource Development and Dissemination

- Publication and distribution of A Study of Kidpower’s Everyday Safety Skills in School Programs conducted by Julie Shattuck of Shattuck Applied Research & Evaluation. This study demonstrates the effectiveness of our training. We will also seek funding to conduct additional studies.

- Bring “People Safety” knowledge and skills to parents and teachers reaching at least 200,000 young people through our One Million Safer Kids initiative.

- Establish our Skill-A-Day program as an ongoing service.

- Publish and promote The Kidpower Book for Caring Adults in both printed and digital editions as the most comprehensive book available about teaching personal safety skills to young people.

- Translate more of our materials into Spanish, French, German, Portuguese, Swedish, and other languages, including expanding our new Spanish website.

Organizational Sustainability in 2012 and Beyond

- Support our 25 centers and offices through our instructor training programs, trainer trainings, ongoing consultation, curriculum development, and supervision.

- Set up a section of our website to allow easier exchange of new program, staff management, and marketing materials.

- Publish a Center Director manual about how to start and run a Kidpower Center.

- Build our Board of Directors by recruiting additional qualified members, providing training to new members, and having an annual board retreat.

- Integrate state-of-the-art marketing principles into our web practices to increase traffic, donations, and sales.

- Develop partnerships with corporations that will find promoting and supporting Kidpower to be excellent public relations.

Please contact us at safety@kidpower.org if you would like more information about any of these services or how you can support them.
A FINAL WORD

Kidpower achieved significant progress in FY2012, and we’re excited about our plans for 2013.

If you would like to support Kidpower financially, here are some examples of what your donation can do:

• $50 allows us to provide tailored training for a person with physical or developmental disabilities.

• $500 covers the cost of a Skype training for professionals learning to use our skills around the world.

• $5,000 covers the cost of developing an online curriculum to meet a special need.

• $10,000 pays for publishing a new teaching manual.

We invite you to visit our website (www.kidpower.org) to find out more about Kidpower, learn where you can take a class, and download free resources about personal safety that you can share with your family, friends, students, and clients.

“Kidpower empowers children with a common language to build confidence and enables them to deal with situations regarding safety in the community, at school, with friends, or at home.”

Tamara Rajaram, MD


STAFF AND BOARD OF DIRECTORS

Staff Members

Executive Director and Co-Founder
Irene van der Zande

California Program Manager
Erika Leonard

Program Coordinators
Antonie Del Bonta
Ellen Frankel

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

Outreach Coordinator
Kathy Pavlik

Program Support
Dillon Draper

Training and Curriculum Consultants
Amanda Golert
Chantal Keeney

Intern
Beth Henneberg

Evaluation Consultant
Julie Shattuck

Website Support
Andrew Carl

Kidpower Program Co-Founder
Timothy Dunphy

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Officers
President
Janice Flynn
Application software engineer
Vice President
Claire Laughlin
Communication and education consultant
Secretary and Treasurer
April Yee
Financial analyst

Directors
Abby Bleistein, MD
Pediatrician and doctor of internal medicine
Nancy Driscoll
Nonprofit development consultant
Arnie Kamrin
Business owner
Dr. Kimberly Leisey, PhD
Associate Vice President for Student Affairs, University of Maryland, Baltimore County (UMBC)
Peter Lewis, PhD
Head of School, Winston School
Linda H. Matsumi
Senior patent paralegal and martial arts instructor
Sandra Menefee
Corporate facilitator and family therapist
Jennifer Turner-Davis, OTR/L PCC
Professional business coach and trainer
Eileen DiFranco
Principal, Mission Minded Marketing LLC

Founding Board President
Ellen Bass
Co-Author of The Courage to Heal and Free Your Mind

Special Advisors
Victor Cheng, Business and CEO coach
Harold Johnson, Ph.D., Michigan State Professor, Deaf Education Programs
Deborah A. Malkin, Attorney
Lillian Roybal Rose, Cross-cultural communications trainer
Manny Solano, Watsonville Chief of Police
Gavin de Becker, Best-selling author and expert on the prediction and management of violence
David Thomas, John Hopkins University, Domestic Violence Program
Beth McGreevy, Malachite Strategies LLC

Honorary Trustees
Nell Cliff, Community volunteer
Karen Ho, Accountant
Gayle Ortiz, Bakery owner
Robert Stephens, Nursery owner

Senior Program Leader Council
Senior Program Leaders are experienced Center Directors and/or Trainers. They include Cornelia Baumgartner & Martin Hartman (New Zealand), Joe Connelly and Anne Mason (Chicago), Jean Glowacki, Amanda Golert (Sweden), Dave Harrison M.D. (Vancouver), Jan Isaacs-Henry (Colorado), Chantal Keeney, Marylaine Léger and Marc Meilleur (Montreal), Erika Leonard, John Luna-Sparks, and Dr. Amy Tiemann (North Carolina).

Active Center Directors
Andrea Meier (Germany), Phung Bich Thuy (Vietnam), Gayle Stanfill (Texas), Lex Bijlsma and Evi Smulders (Netherlands), Zaida Torres (Mexico), Juliana Schweidzon Machado (Brasil), Laura Slesar (Vermont), Praveen Vempadapu (India), Kim Leisey (Maryland/DC), Dmitri Nadot (New York), Zeina Hobeiche (Lebanon).
KIDPOWER THANKS OUR DONORS

INDIVIDUALS

$10,000 AND ABOVE
Anonymous • Jody Buckley • Mark Horowitz • Victor Cheng • Karen Ho

$5,000-$9,999
Anonymous • Tom & Nancy Driscoll • Robert Stephens

$1,000-$4,999
Anonymous • Adria & Beau Brown • Joan & John Bowker • Eileen & Stephen DiFranco • Janice Flynn • Linda Gryzcan • Arnie Kamrin • Kimberly Lelsey • Beth McGreevy & Adam Winer • Kevin Postlewaite • Elaine Regelson & Jim Sites • Amy & Michael Tiemann • April Yee

$500-$999
Anonymous • Abby Bleistein & Rich Perry • Adrien Del Bonta • Dene & Micah Dirkson • Jennifer & Ralph Durham • Sue Klapholz & Patrick Brown • Peter & Karole Lewis • Nancy McClain • Sandra Menefee • Ken Regelson & Judy Wong • Dave & Marcia Segre • Michael Weiss-Malik

$100-$499
Anonymous • Lanre Akintujoye • Fevzi Amzaiev • Fiona Barrett • Tracy Barrett • Yael Bloom • Debora Burgard & Marybeth Binkley • Jackie Burhans • Lili Byers • Kristen Calcutta • Stacy Harris Carriman • Emily Cooke • Victoria Emery • Emily Ho Kwan • Tricia & Dennis Kwan • Cheryl Hurwitz • Sharon Indira-Meers • Jan Isaacs-Henry • Justine Jacob • Erika Jensen • Harold Johnson • Kim & Peter Johnson • Brenda Jones • Hillary Kemp • Firat Kokioli • Rebekah Krispinsky • Claire Laughlin • Nanci Lim-Yee • John Luna-Sparks • Jonathan Mannon • Jennifer Mclean-Madera • Caroline Mestrallett • Rita Pao • Steve & Dorrie Pollack • Karina Pushn • Thabiso Rahkare • Katherine Regelson • Kathy Riley • Jari Rizvi • Teresa Roberts • Krista McClain-Rocha & John Rocha • Nancy Schimmel • Shane L. Schmitt • Christine Seo • Pavol Toth • Elizabeth Troncoso • Jennifer Turner-Davis • Alexander Vikulov • Charles Wagar • Nick Woolley • Mingquan Zuo

UP TO $99
Anonymous • Diana Adamic • Osahon Akpata • Loren Amduursky • JoAnn Arnold • David Arturo • Ellen Bass • Robert Baylis • Paul Begin • Kimberly Belknap • Sara Benson • Douglas E. Bergman • Elissa Berrol • Lana Blackburn • Nicola Blackford • Nickolai Boboshko • Brenden Bolar • Jennifer Boldrini • Pavel Bolshakov • Sergey Borovkov • Jason Bowcutt • Sean Buchholtz • Sean Buckley • Brooke Burhalter • Charisse Cabral • Karen Calcagno • Luciana Caletti • James Chan • Jen-Chien Jack Cheng • Victoria Cheng • Stephen & Laurel Chessin • Cynthia Chuang • Jennifer Cray • Bill Curran • Stephen Daley • Dee Dao • Kris and Kerrit Dawtyler • Arnmita Davidson • Susan Davison Barb • Erik de Waard • Thierry Depeyrot • Joyann & John Derby • Ben Dingler • Eric and Stacey Doshi • Paul Eisenberg • Anja Eisenreich • Yvonne Ellefson • Florence Evina-Ze • Mark Falzone • Demid Fedorov • Merilee Ferdinand • Maria Ferreiro • Davide Ferrero • Daniel Fitzpatrick • Ellen Frankel • Regina Frenkel • Alexandra & Joshua Galanter • Timur Garipov • Bernard Garnett • Michael Garson • Matt Glass • Jeremy Golan • Eric Gons • Jongho Gubala • Mark Gulley • Evan Gutoff • Cheri & Mitch Haft • Ruth & Marc Halperin • Patrick Hanlon • Alice Harkey • Angela Harris • Lisa & Donald Hartley • Xueyang He • Graham Healy-Day • David Herman • Michael Hernandez-Soria • Porshia Ho • Nicholas Hoelker • Suzy Holsinger • Dana Horton • Alice Householder • Didier How Lin Fat • Grace Hynd • Marta Insogna • Sara Jacobs • Juliet Jamshedd • Karen Jensen • Shahir Jinabhai • Harold Johnson • Roberta Jurash • Gary Kang • Sarah and Greg Kaplan • Aaron Kennedy • Dmitry Khodlov • Hani Kim • Edie Kissko • Paul Klick • Carrie Laaker • Melissa Larmoyeux • Wendy Lee • Ravi Lescher • Lai Ling Li • Beth Trevor and Jonah Liebert • Katie Lin • Karen Lindquist & Kenneth Evans • Lili Liu • Shane Logfren • Lingyun Lou • Alice Lowe • Wade Lovell • Lori and Conan Low • Yuan Lung Luo • Judy Luther Tremolada • Marcie MacDonough • David Mangold • Zach Marine • Charles Marquis • Jolanta Masojada • Kary Mclemore • Jennifer Meegan-Van den Bergh • Catherine Menezes • Jan Milberg • Mihail Melea • Cindy Miner-Kapelke • Andrey Mironenko • Pete Mockaitis • Stephanie Morgan • Robyn Mortensen • Catherine Moya • William Murry • Alice Myerhoff • Lisa Namyet • Diz & Usha Nesamoney & Raj • Kayode Odeleye • Kevin Ofori • Christina Pan • Sofoklis Papanikolaou • Rachel Parakh • Caruso Park • Charity Peak • Mike Pinter • Alexey Pirashtov • Eileen Prefontaine • Mark Pydynowski • Desislava Radieva • Joceane Ribeiro-Wai • Stacy Rinker • Tonya Roope • Andre Rosalen • Ming Ruan • Mark Sangster • Justin Sasaki • Silvio Scagnelli • Lisa Scheff • Heidi Schell • Lauren Schiefer • Ivo Schutz • Christine Seeley • Melissa Selcher • Christina Shaw • David Sherwood • Christine Shulse • Slobhan Skagen • Sharon Skinner • Amy Smith • Kirsten Smith • Peter Sonke • Alexander Sorkin • David Staley • Katie Stamos • Daniel Stauo • Stephen Sutherland • Delia Swigart • Vincent Tan • Kyle Taylor • Suzanne Taylor & Michael McDadden • Jai-mee Teh • Angela Thalls • Amy & Andrew Thornborow • Dinesh Babu Thotakura • Patty Thowatana • Marie T. Ung • Lauren Uppington • Cristoph van der Klauuw • Evert van Walsum • Giena Vogel • Wienna Wang • Miranda Weigler • Jessica Weiss & Vladislav Luskin • Rob Whiting • Adam Wolgamoto • Kevin Wood • Chia-Hung Wu • Leanne Wydick • Wouter Wynberg • Jing Yao • Edmund Yee • Thomas & Marie Yu • Tracy Zeltser • Pietro Zerbi • Lixun Zhang • Sergey Zykov

Foundations and Corporations

$50,000 AND ABOVE
Henry O. Eggert Trust • John & Marcia Goldman Foundation • Verizon Foundation

$10,000-$49,999
Autism Speaks • Annuziata Sanguinetti Foundation • Council on Disabilities - Area Board 4 • Council on Disabilities - Area Board 7 • Driscoll’s Charitable Fund • Finish Line Youth Foundation • Hitachi Foundation • Irene S. Scully Foundation • Kaiser Permanente • San Francisco • Monterey Peninsula Foundation • Robert & Audrey Talbott Foundation

$5,000-$9,999
Frieda & Fox Family Foundation • In-N-Out Burger Foundation • Insurance Industry Charitable Foundation • Wells Fargo Foundation • Western Digital Charitable Foundation

$1,000-$4,999
Brickyard Berridge Fund • Build-A-Bear Workshop Foundation • C.M. Capital Foundation • CVS/CareMark Corporation • East Bay Foundation on Agency • June and Julian Foss Foundation • Kaiser Permanente, Greater Southern Alameda Area • Leslie Family Foundation • Lowell Berry Foundation • Mission City Community Fund • Novartis • Palo Alto Medical Foundation • Plantronics • Richmond Rotary • Safeway Foundation • Seagate • Stanley S. Langendorf Foundation • Whole Foods Market

UNDER $1,000
Bay Federal Credit Union • Los Altos Rotary • Office Depot Foundation • United American Bank

American Bank Rotary • Office Depot Foundation • United Bay Federal Credit Union • Los Altos Rotary • Office Depot Foundation • United American Bank Rotary • Office Depot Foundation • United
Special thanks

To Google AdWords for the donated AdWords that make Kidpower more visible on the Internet.

To Salesforce for the donated Contact Management System that makes us more effective in keeping track of clients and supporters.

To the Taproot Foundation for three major pro bono service grants – for our visual image branding, our website redesign, and our first official Annual report. Thank you to 2010 Annual Report team members Pamela Alexander-Beutler, Christina Caamano, Cate Gaffney, Sherree Lucas, Max Sarrazin, Miguel Tam, Meghan Williams, and Patty Winter.

To Ed van der Zande for pro bono strategic planning, financial management, and grant development services, and for donating office space.

To Ian Price for creating our logo and extensive pro bono services to design our publications.

To María Gisela Gámez for pro bono translation of Kidpower materials into Spanish.

To Beth McGreevy for hosting our listserve and providing pro-bono strategic consulting.
“As an advocate for children, parenting, and community, I highly recommend this powerful and life-changing program. Kidpower gives children the chance to voice their feelings and empower their spirit. It reminds parents and their kids of the importance of understanding their human right to clear boundaries, physical and emotional. I highly recommend this program for any individual family, any school, and any organization. We ALL need Kidpower! ”

Scott Gelfand
Owner and Founder
The Buddy Club Children’s Shows