



**We inspire a positive generational cycle  
empowering every child to reach their  
infinite potential.**

## Our Mission

American Society for the Positive Care of Children (American SPCC) was formed in 2011 as a **first-of-its-kind** 501 (c)(3) nonprofit dedicated solely to the prevention of child maltreatment and raising awareness of the lifelong impacts of both Adverse Childhood Experiences (ACEs) and Positive Childhood Experiences (PCEs).

By providing parents with the skills, tools, and educational resources that build their confidence and capacity as caregivers, we work to create **a brighter future for all.**



# Our Values

## Child-Centric Approach:

We put the needs and well-being of children at the forefront of all our efforts, ensuring that their best interests guide our actions and decisions.

## Inclusivity:

We believe in the inherent worth of every child. Children from every background, ability, and circumstances deserve an inclusive and equitable society.

## Collaboration:

We recognize that the positive care of children requires the collective efforts of families, communities, educators, policymakers, and organizations, so we foster collaboration to maximize our impact.

## Empowerment:

We empower caregivers and adults with the knowledge, skills, and resources necessary to help them recognize and heal from their own traumas and triggers (ACEs), so they can provide the best possible care and support to children (PCEs).

## Advocacy:

We serve as a voice for children, advocating for policies and initiatives that enhance their safety and well-being and protect their rights.





“ It's hard to be a parent in today's world! I'm always looking for ways to improve my parenting skills, and the American SPCC has a great website where **I can find loads of great info about being a better dad.** I am excited to have found this organization and intend to support it.”

# Helping Parents = Helping Children

*“Effective prevention to child maltreatment includes supporting parents and teaching positive parenting skills, and enhancing laws to prohibit violent punishment.” - **World Health Organization***

Regarding prevention of child abuse and neglect, two of the five key strategies are to “change social norms to support parents and positive parenting and enhance parenting skills to promote healthy child development” - **U.S. Center for Disease Control (CDC)**

According to a **Harvard Study**, as of 2021, more than two-thirds of our population have reported having at least one ACE, and nearly a quarter have experienced three or more.



# Adverse Childhood Experiences

Adverse Childhood Experiences (ACEs) are potentially traumatic events in a child's life that can have negative and lasting effects on health and well-being.\* These experiences occur before the age of 18 and are remembered by that child as an adult.

Such traumatic events may include: psychological, emotional, physical, or sexual abuse; violence against mother; or living with household members who were substance abusers, mentally ill, suicidal, criminal or imprisoned.



\*CDC & Kaiser Study: Relationship of Childhood Abuse and Household Dysfunction to Many of the Leading Causes of Death in Adults-The Adverse Childhood Experiences (ACE) Study (1998); [CLICK HERE](#)



## Potential Long-Term Impact of ACEs:

**Lower educational outcomes**

**Lower economic success**

**Impaired social success**

**Alcoholism**

**Depression**

**Drug abuse**

**Eating disorders**

**Obesity**

**High-risk sexual behaviors**

**Smoking**

**Suicide**

**Certain chronic diseases**

# Positive Childhood Experiences

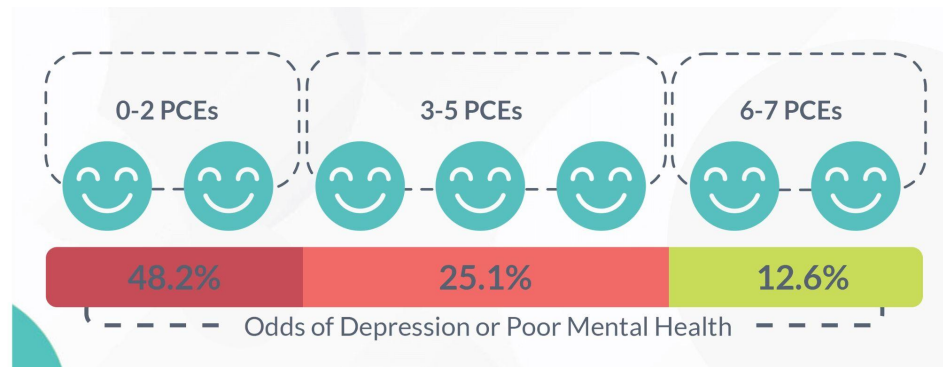
Adverse Childhood Experiences are not the full story. Positive Childhood Experiences (PCEs) stem from safe, stable, nurturing relationships and environments, and **have the power to prevent or protect children from traumatic events, toxic stress, or Adverse Childhood Experiences (ACEs).**

These positive experiences can happen both in and outside the home. Parents, caregivers, relatives, teachers, community members, and neighbors can create environments, experiences, and relationships that allow children to feel protected and cared for.

## The 7 PCEs:

- Feel able to talk with family about your feelings
- Feel that your family stood by you during difficult times
- Enjoy participating in community traditions
- Feel a sense of belonging in high school
- Feel supported by friends
- Have at least two non-parent adults who took a genuine interest in you
- Feel safe and protected by an adult in your home

## The Impact of PCEs:



Research by Dr. Christina Bethell at John Hopkins





“Amazing nonprofit doing amazing things to **break generational trauma** and build a brighter future for all!

# Our Approach

American SPCC offers a groundbreaking solution: a comprehensive, evidence-based, accessible education program for parents and caregivers.

By equipping parents, caregivers, and communities with the knowledge, skills, and resources, we intervene before problems escalate, **reducing the long-term consequences on children's health and well-being.**

American SPCC has developed a streamlined curriculum that distills the most critical information and skills into an accessible format. Through engaging workshops, online resources, and dedicated support, we provide parents with practical knowledge and tools that can be implemented immediately.



Educational Resources



Child Safety Campaigns



Advocacy & Policy Impact



Community Engagement



Support Networks



## Educational Resources



We provide comprehensive resources, training materials, and workshops for parents, caregivers, and educators to promote positive parenting techniques, child development, and emotional well-being.

Our **Parenting Resource Center** is a library of reliable parenting tools and resources which serves more than 20,000 people a week who rely on us for this support through our easily accessible, evidence-based, and actionable parenting resources. Our team monitors and synthesizes the latest parenting research and trends to provide timely, relevant information caregivers can count on, all in one place, covering topics such as:

**Positive Parenting**

**Effective Discipline**

**Bullying & Cyberbullying**

**Child Safety**

**LGBTQ+ Children & Parents**

**Mental Health**

**Pregnant & New Parents**

**Child Abuse**

**Adoption & Foster Care**

**Health & Development**



## Child Safety Campaigns



We raise awareness about child safety, online security, and protection against child maltreatment, equipping both children and adults with tools to recognize and respond to potential risks.

We run digital campaigns in partnership with community-based organizations across social media, targeted emails, and online advertisements covering topics such as body safety, safe sleep, online safety, outdoor play, and more.

Part of our strategic plan is to invest more heavily in campaigns to reach broader audiences and educate more parents on risks associated with certain behaviors before adversity strikes.



## Community Engagement



Through community events, seminars, and partnerships, we encourage a sense of shared responsibility for the positive care and upbringing of children. When we know more, we can do more.

**The ACEs and PCE assessments** are helpful tools for raising awareness about the impact of different childhood experiences, on both an individual and community level. Understanding how trauma has long-lasting impact is a key part of healing and, most importantly, prevention.

Receiving an ACE score is often a transformative time for individuals on their path toward recovery. The quiz score is based on ten types of childhood trauma measured in the original ACEs study, and our Parenting Resource Center provides a variety of support options for individuals to find healing and break cycles of generational trauma.

\*The ACEs assessment was developed by the Center for Disease Control and Kaiser Permanente and does not take into account systemic ACEs and is facilitated by American SPCC online



## Support Networks



Through our **Trusted Parenting Network**, we facilitate support networks for caregivers, providing spaces for sharing experiences, seeking guidance, and deepening their parenting journeys.

The internet has opened the doors to a flood of parenting information – and now determining what is reliable and what is ill-informed or even dangerous can be difficult.

The result: parents and caregivers are often confused and frustrated. They aren't sure where to turn out of thousands of social media sources and search engine results. **That's where our Trusted Parenting Network (TPN) comes in**, which harnesses the power of the internet to further American SPCC's mission of bringing meaningful parenting support to the millions of families that rely on us. From offering impactful resources to hosting online interviews and webinars, members of our Trusted Parenting Network offer unique insights and solutions as subject matter experts on today's top parenting topics.



## Advocacy & Policy Impact



At American SPCC, we want to provide parents and families the opportunity to learn how to advocate for their children, but also for children and families around the nation. Advocacy for children is so important because they don't often have the language to be able to speak out on their own. We advocate to help shape legislation and policies that prioritize the needs of children by supporting grassroots organizations championing their rights and well-being on a state and national level.

The United States is the only country in the United Nations that has not ratified this treaty. Our main policy initiative is the Convention on the Rights of the Child (CRC), a human rights treaty for the protection of children and families created by the U.N. over 30 years ago. The CRC establishes a legal framework and positive rights for all those under age 18. National and state legislatures, courts, and administrative bodies can use this template to promote domestic laws, policies, and practices that protect children and promote healthy families.



“ Impactful and powerful nonprofit making a difference in the lives of children and families across the globe. Efficient and effective. **Thank you for your work!**”

# Why Invest in American SPCC

## Prevention and Early Intervention:

By equipping parents with the necessary knowledge and skills, we address issues at their root, helping to prevent the development or escalation of Adverse Childhood Experiences (ACEs).. This approach saves significant costs associated with treating these issues later.

## Sustainable Impact:

By empowering parents to create positive, nurturing environments for their children, we foster long-term changes in family dynamics. This leads to improved mental health outcomes, reduced homelessness rates, and decreased incidents of violence.

## Scalable Model:

American SPCC has developed a scalable model that can reach a large number of families across the nation. By utilizing a combination of workshops, online resources, and dedicated support, we efficiently disseminate our program and impact even more families across the nation and globe.

## Collaborative Approach:

American SPCC actively collaborates with other organizations, community leaders, and stakeholders to amplify our impact. By leveraging existing networks and resources, we maximize the reach and effectiveness of our programs, generating greater results from each donor dollar.

## Measurable Outcomes:

American SPCC places a strong emphasis on data-driven evaluation and impact measurement. We regularly monitor and assess the effectiveness of our programs, ensuring that donor investments are allocated in the most impactful way.



## Our Impact

By empowering parents, American SPCC aims to reduce the prevalence and impact of ACEs within our communities. Our program has already demonstrated impressive outcomes, including **helping over 1.5 million individuals** to understand and heal from their childhood trauma, break intergenerational cycles, and pave new parenting paths. Through these transformative programs, we have fostered healing, resilience, and healthy relationships, resulting in a ripple effect of positive change that extends far beyond the individuals directly served.

By investing in the positive care of children, we have laid the foundation for a society that values and nurtures the well-being of every child, paving the way for a better, more compassionate future for all.

A photograph of a diverse group of people, including adults and children, huddled together in a supportive embrace. The image is partially obscured by text overlays.

Nearly 1 Million

Caregivers rely on our Parenting Resource Center annually

Over 415,000

Understood and began to heal from childhood trauma in 2021

83% of caregivers

return to our Parenting Resource Center for additional support

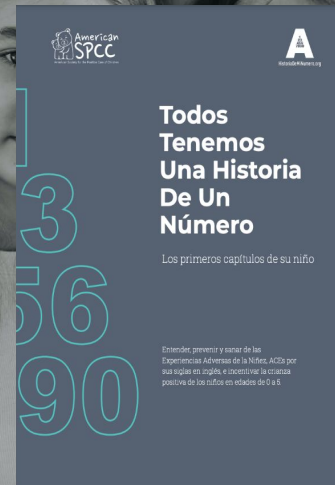
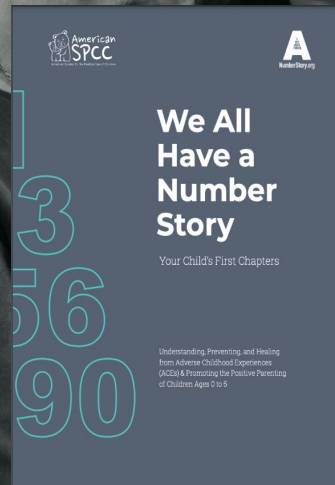
# Featured Partnership



## ACEs Resource Network

ACEs Resource Network exists to bring awareness of Adverse Childhood Experiences (ACEs), childhood adversity, and the lasting effects of toxic stress, and to promote healing strategies, hope, and resilience. American SPCC partnered with their team on a variety of resources for caregivers on their journey to understand and heal from childhood trauma.

- Number Story Parenting Toolkits in both English and Spanish (shown to the right)
- In-Depth interview discussing the science behind ACEs
- Collaborated on Parenting Resources focused on inclusion in ACEs understanding and education
- Trauma-Informed Holidays Campaign
- Co-Hosted Training



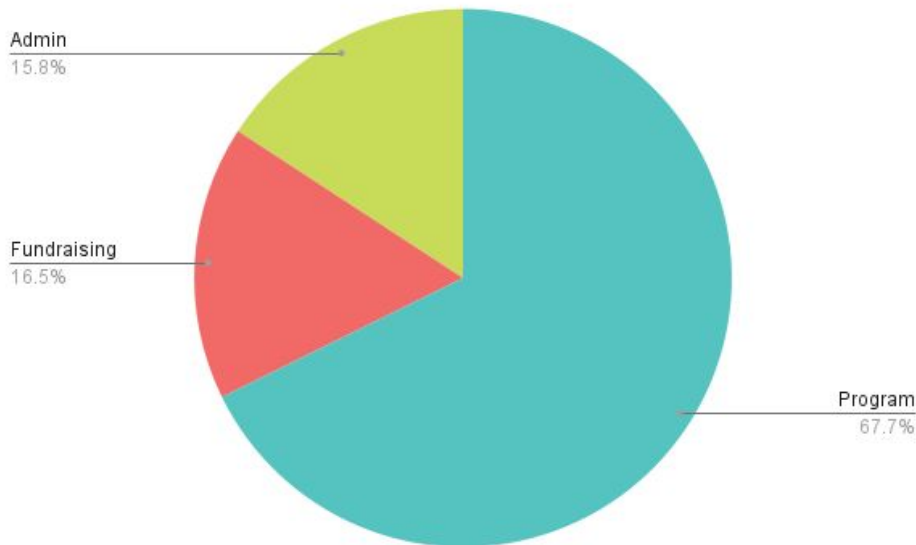
**Over 6,000  
downloads!**



# Financials

American Society for the Positive Care of Children's fiduciary responsibility lies at the core of its mission and operations and is committed to ensuring accountability and transparency.

American SPCC strives to utilize its resources efficiently and effectively, prioritizing the fulfillment of its charitable objectives while maintaining integrity and trust among its supporters, donors, and the community it serves. Through our fiduciary commitment, the organization sustains a solid foundation, enabling it to continue its vital work in advocating for the well-being and protection of children across the nation.



# Sponsorship Opportunities

Partnering with American Society For the Positive Care of Children is an investment you can count on. Your sponsorship enables us to bring positive change to millions of people, through prevention, advocacy, and education.

## PARENTING TOOLKIT

Create your own customized resource kit and help spread awareness and information among your audience! Establish your organization as a promoter of knowledge, and reach a broad and growing audience.

## PUBLIC SERVICE ANNOUNCEMENTS

Sponsor and create a co-branded Public Service Announcement (PSA) to raise awareness and share a valuable message with millions of individuals! Play a vital role in increasing public awareness of key issues, and establish your organization as a key information and education provider.

## WORKSHOP SPONSORSHIP

A unique opportunity to present a workshop to a diverse and focused audience, hosted and housed by American SPCC! Be recognized as a leader and forward-looking enabler of child protection online, and increase brand visibility within your target audience!



## SPONSORSHIP OF PRC RESOURCE

Sponsor a Parenting Resource Center post, with the option of focusing on a specific topic. Reach our focused and engaged audience, averaging in the tens of thousands monthly, and establish your company as a promoter of prevention, advocacy, and education.

## GUEST BLOG WRITING

Reach a broad and targeted audience and publish with us on American SPCC's blog! Engage with our focused and dedicated audience, consisting of thousands of caretakers and receive valuable community feedback.

## WEBSITE LINK INSERTION

Link build with our blog and Parenting Resource Center, and help your content grow! Drive organic traffic to your site, as well as improve your SEO. Reach our tens of thousands of monthly website viewers, and raise brand awareness exponentially!



“A champion for kids! A progressive and efficient approach to prevent childhood adversity by **supporting parents with tools and resources they need** to succeed.”

# Thank you!

Your generous contribution could play a vital role in helping us continue our mission of ensuring the well-being, safety, and happiness of every child.

Whether it's providing educational resources, advocating for child rights, or offering support to children and families, **your partnership will enable us** to create a brighter future for countless young lives.

We understand that the choice to give is a personal one, and we are honored that you have chosen to stand by our side in this journey.





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## Follow:

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## Learn More:

AmericanSPCC.org

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