



FY22 Annual Report

July 1, 2021 to June 30, 2022





Dear Friends,

This fiscal year, we saw the expansion of the reach of Stop It Now!'s unique perpetration prevention message and tools into new domains. And as a result, new conversations about what prevention can look like happened with new audiences. We are honored to be a part of so many conversations exploring how to establish a prevention-based culture, and we are grateful for the new partnerships begun and for those continued during this year. We are pleased to share some of the highlights of our 2022 fiscal year, and we hope that through reading this report, you'll learn more about the impact Stop It Now! is making.

I've worked in child welfare for decades, as a therapist, working in residential and foster care, as an educator and as a Helpline counselor. In many ways, the work has remained the same: creating safe environments for children and adults, taking action to interrupt concerning behaviors before they become abuse, empowering adults to get help when they and their loved ones need it, and supporting the courageous healing and recovery after harm has occurred. But every year, I am more inspired by the outstanding team I get to lead at Stop It Now! They are forever committed to learning how to better support the adults – and now the young people – who need us, and they serve every organization and every individual seeking support and education with compassion and hopefulness.

We are proud of the projects, leadership and other successes illustrated on the following pages. We thank the foundations, individual donors and other partners who make this work possible, and we look toward the future with growth and hope in mind.

Sincerely,



Jenny Coleman, MA, LMHC
Director, Stop It Now!

OUR HELPLINE



Our Helpline continues to serve as a vital lifeline for people with questions and concerns about child sexual abuse. Our expert counselors help young people and adults navigate uncertain situations, practice tough conversations and, if necessary, make a report.

Since launching in 1995, our Helpline has had 30,000 conversations that teach us about child sexual abuse, the situations that put young people at risk and the tools that adults need to have difficult conversations and take action.

This fiscal year, our Helpline received 2,034 personal inquiries. Of those, **29% were people contacting us about their own thoughts and behaviors. This is a significant increase over the last few years.** We suspect this increase in outreach is due to several factors, including increased isolation during COVID-19 lockdowns, an increase in our deterrence partnerships and an increase in our advertising through the WhatsOK project. (See next page.)

This was the founding focus of our Helpline, and we are eager to continue serving the youth and adults who want help to be accountable, stay safe and live healthy lives.

HELPLINE CONTACTS BY THE NUMBERS

2,034
contacts through phone,
email, letters, chat, text
and social media.

57%
of contacts had never
talked to a professional
about their concerns.

29%
of contacts sought help
for their own concerning
thoughts and behaviors.

WHATSOK



In October 2021, we launched our newest initiative: WhatsOK. Funded by World Childhood Foundation, WhatsOK is a free, confidential helpline and website (whatsok.org) for youth ages 14 to 21. These services are an extension of Now!'s existing programs for people who have concerning sexual thoughts and/or behaviors toward younger kids, as well as a tool to teach and reinforce healthy sexual boundaries, consent and safety.

Research shows that the average age of first-time sexual perpetration (engaging in sexual activity with someone who is too young to provide consent) is 15-16 years (source), and that most child sexual abuse offenses are at the hands of other juveniles (76.7% for males, 70.1% for females, source). This demonstrates the critical need for resources for youth to divert potential harmful behaviors.

WhatsOK is the only resource in the world available for youth to inquire about their own sexual interests and behaviors, particularly when they are feeling concerned about what they are interested in or doing, or have concerns about someone else's behaviors. The feedback on this project is positive, with professionals and experts recognizing the need for this unique resource to support young people early, before harm occurs.

This project was awarded a second year of funding for 2022. We're pleased to continue reaching young people – and spreading the word among professionals. [View an article about the WhatsOK pilot in the ATSA Blog.](#)

WHATSOK BY THE NUMBERS

165

contacts through phone, email, chat and text.

60%

of contacts had never talked to a professional about their concerns.

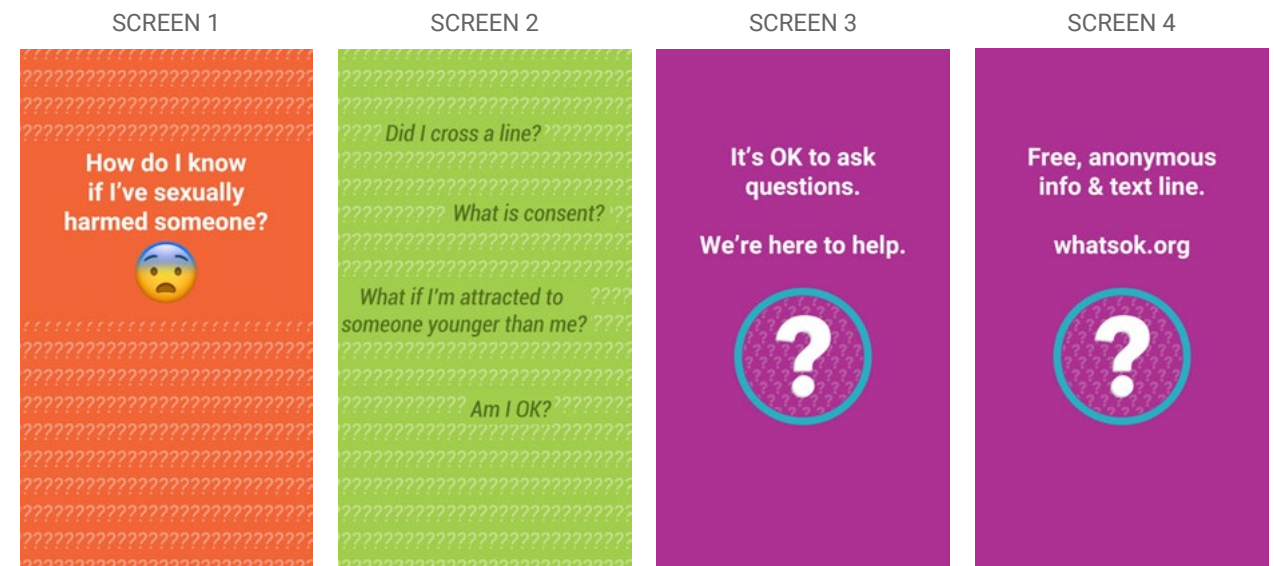
35%

of contacts sought help for their own concerning thoughts and behaviors.

WHATSOK

SOCIAL MEDIA ADVERTISING

A key component of WhatsOK is reaching youth with resources. We know that youth are exposed to messaging of all types, and our goal is to reach them with information that is not shaming or triggering. To accomplish this, we run targeted ads about WhatsOK on Snapchat, Instagram and TikTok to raise awareness of the project and free resources. As of June 2022, the ads have been seen nearly 2 million times and are the primary way people find the website, whatsok.org. [View all ads here.](#)



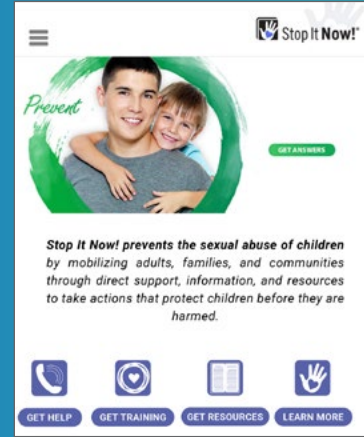
YOUTH ADVISORY COUNCIL

For this project, Now! developed a youth advisory council featuring an incarcerated youth, teens on a youth board at NCSBY who were formerly in a treatment group, and a group of teens from a Massachusetts-based, student-led high school group called Students Against Sexual Harassment. These young people consulted on language, social media advertising and other content reviews to ensure WhatsOK speaks to youth authentically.

Help spread the word! Scan the QR code to access a shareable flyer, social media content and an infographic about WhatsOK.



ONLINE RESOURCES



Our website, stopitnow.org, is the first place countless adults visit when seeking resources to prevent child sexual abuse, have a conversation about concerning behaviors, or understand next steps after a child has been sexually harmed.

This fiscal year alone, more than **1.4 million people around the world** visited our website to access essential resources, from our tip sheets to our advice column to our Online Help Center. Our most popular resources include: [children's behavioral warning signs of possible sexual abuse](#); [what might happen after a report is filed](#); [age-appropriate sexual behavior](#); and [our advice columns](#). We regularly review and revise our resources with the latest research, learnings from our helpline, and trending topics in child sexual abuse prevention.

Beginning in the fall, we partnered with an adult website to offer **deterrence messaging and resources for adults concerned about their own behaviors**. When searching illegal or concerning terms on adult websites, users will now see a stark message about child sexual abuse material (CSAM, formerly called child pornography) being illegal – but that help is available from Stop It Now!. Our sister Now! chapters offer similar messaging in their home countries, and we collaborate to share learnings. In the US alone, more than 70,000 users clicked through to our website to access resources and support for your own behaviors.

WEBSITE IMPACT BY THE NUMBERS

1.4 MILLION+
people visited our website for resources, training and support.

33%
of our website users are seeking help from outside of the US.

70,000+
website users sought our help after searching for concerning content on adult websites.

ONLINE RESOURCES

NEW WEBINARS

In coordination with the launch of our WhatsOK project in October, we hosted two [webinars](#) on the unique challenges and opportunities in serving young people who have concerning thoughts or behaviors, or who may have sexually harmed another young person. By sharing these voices and experiences, we equip professionals working with youth to better understand the questions and concerns from young people.

In October, guest presenter **David Prescott, LCSW, LICSW**, joined Now! for a webinar on youth help-seeking when they are concerned about their own thoughts and behaviors. We discussed the unique experience of the young person recognizing that their own sexual feelings, thoughts, and behaviors towards children and others could be harmful, and who are specifically interested in how to manage these and live a harm-free and fulfilling life.

In June, advocate and survivor **Jane Epstein** joined us for a webinar on sexual abuse between siblings. While it can be common for siblings to engage in mutual, sexually explorative behavior, sexually harmful behaviors between siblings can occur – and it is rarely disclosed, or even discussed. Through the webinar, we discussed the definitions of sibling sexual abuse, next steps, therapy, safety, and how to move forward as a family.



[View the October webinar on youth seeking help for themselves.](#)

Healthy	Variable	Unhealthy
Curiosity, Discovery, Processing	Motivation	Coercion/control, Emotional Need, Reactive
Mutual consent, Equal power, Spontaneous	Dynamic	Manipulation, Threats, Unequal dynamic, Repetitious, Strategized
Looking, Touching, Showing	Activity	Adult sex-like activity, Repeated behavior
Fun, Silly, Spirit of play	Affect	Fear, Shame, Entitled, "Sneaky"

[View the June webinar on sexual abuse between siblings.](#)

TRAINING

Key Concepts for Prevention

- HOPE
- ADULTS ARE RESPONSIBLE
- Learn about sex abuse
- Plan for safety
- Promote healthy sexuality development
- Recognize and respond
- Develop confidence
- Take action - speak up
- Implement prevention focused, effective policies and procedures



In the fall, we hosted a virtual offering of our signature training, [Circles of Safety](#). Developed for safety during COVID-19, our virtual trainings have proven incredibly effective – though we are eager to return to in-person trainings in the near future!

Through our hosted trainings, we trained professionals from: our parent organization Klingberg Family Centers; Children’s Center of Southwest Missouri; Chicago Children’s Advocacy Center; Camp Ramah in the Poconos; the Montana Office of Public Instruction; the Winchester, New Hampshire Police Department; the West Virginia Foundation for Rape Information and Services; and many others.

We also continued updating our Circles of Safety: Training of Trainers curriculum, including our booster sessions to maintain and expand the learnings of certification. We certified 9 new trainers this year to facilitate Circles of Safety in their communities!

We continue to specialize in prevention training for youth-serving organizations, including child advocacy centers, child protective services, community mental health organizations and many other groups. Our participants report increased readiness and confidence in taking next steps to both engage in early protective tasks and to respond to early warning signs of boundary violations. [Learn about training for your workplace or community.](#)

CIRCLES OF SAFETY BY THE NUMBERS

25,000

adults trained across prevention initiatives.

100%

of participants feel more prepared to prevent child sexual abuse.

100%

of participants would recommend the training to others

TRAINING PARTNERSHIPS

USA FOOTBALL PARTNERSHIP

In fall 2021, USA Football, the sport’s national governing body and a member of the U.S. Olympic & Paralympic Committee, came to Stop It Now! asking for prevention-based training and resources to support America’s youth football family. As part of their coach certification, our Circles of Safety training will be adapted and offered through training videos, webinars and future live workshops. **As a result, approximately 100,000 youth football coaches across the country will complete prevention training.**

Our partnership includes supportive prevention materials and builds on our Helpline resources for this particular audience. Committed to the whole child, and to the fun and fitness that football delivers for our kids, USA Football recognizes the importance of instilling prevention-focused practices and education into its programming for safer youth sports experiences.

In 2021, we developed the first of several modules that will be required for every coach. Additionally, we delivered an Awareness to Action training to their master trainers, who will further support coaches in the field. We’re pleased to collaborate with USA Football as an organization that demonstrates a continued and strong commitment to offer accessible resources and support youth athletics.



VECTOR SOLUTIONS PARTNERSHIP

In a new partnership with training software provider Vector Solutions, our team designed an online sexual safety curriculum for middle school students and teachers. The curricula emphasizes consent and respect, reducing isolation by encouraging conversation and prevention of online sexual abuse. This information has the potential to reach thousands of schools nationwide.

Since our founding, Now! has emphasized adults’ roles and responsibilities to prevent child sexual abuse. Through this Vector collaboration and our WhatsOK project, we are expanding prevention to prevent peer-to-peer harm.

COLLABORATIONS

Oak Foundation granted a capacity-building grant to a partnership between Stop It Now! in the US and Stop It Now! UK & Scotland, to conduct a focused study collaborated of all of the Now! programs with researchers from the [Sexual Violence Research and Prevention Unit](#) at the University of the Sunshine Coast in Australia to detail our story and outline replicability of the Now! model, its unique success points, and opportunities for the future. View the full report on our website.

Beyond the report, the Oak funding has enabled more outreach and connection among our sister organizations to share learnings, resources and opportunities. We look forward to more connections in the future.



Outside of this grant, the Now! chapters collaborated on a newest addition to the Palgrave Studies in Risk, Society, and Crime Series. Published in January 2022, the newest book is called *Challenges in the Management of People Convicted of a Sexual Offence: A Way Forward*. Now! chapters authored "Moving Forward in Offender-Oriented Prevention: The Stop It Now! Prevention Project from an International Perspective." [View an abstract here.](#)

COLLABORATIONS

NATIONAL LEADERSHIP

Stop It Now! Director Jenny Coleman, LMHC, serves on numerous national committees, coalitions and boards committed to preventing child sexual abuse, advocating for survivors and helping people at risk to sexually harm to stay safe. Through these groups, Jenny shares expertise from her 30 years in the field and learnings from Now! to shape policy and programming nationwide. Likewise, we gain insights from peers and experts across the prevention spectrum. Service highlights include:

- Interim co-chair of the prevention committee and a member of the campus prevention committee for the **Association for the Treatment and Prevention of Sexual Abuse (ATSA)**.
- A program advisory council for **National Center for Missing and Exploited Children (NCMEC)** specific to peer-on-peer sexual victimization.
- An advisory committee for the **Talking for Change Helpline**, a nationwide service for adults to get support to prevent intimate partner violence.
- Membership in the **Institutional Abuse Prevention Roundtable**.
- Joining partners in supporting the Violence Against Women Reauthorization Act of 2022.
- Signing support for inclusion of \$10 million in federal funding for research on child sexual abuse prevention through the Division of Violence Prevention at the Centers for Disease Control and Prevention.

NATIONAL PLAN TO PREVENT CHILD SEXUAL ABUSE

As chair of the national plan revision committee for the National Coalition to Prevent Child Sexual Abuse and Exploitation (Prevent Together), Director Jenny Coleman, LMHC, helped lead revisions and redesign of the national plan to prevent child sexual abuse. She also serves on Prevent Together's steering committee and DEI committee.

The plan provides a framework – Six Pillars for Preventing Child Sexual Abuse and Exploitation – for effective, comprehensive, and holistic prevention interventions that are culturally sensitive, include survivor and marginalized voices, strengthen child-friendly environments for collective impact, and act as a catalyst for social change for protecting children from abuse. [View the plan at preventtogether.org](#)

PROFESSIONAL TRAININGS

Beyond our direct service work through the helpline, our website and trainings, Now!'s mission includes sharing our learnings with clinicians, policymakers and other professionals to contribute to the larger field of child sexual abuse prevention. Throughout the year, we presented at numerous professional conferences, including:

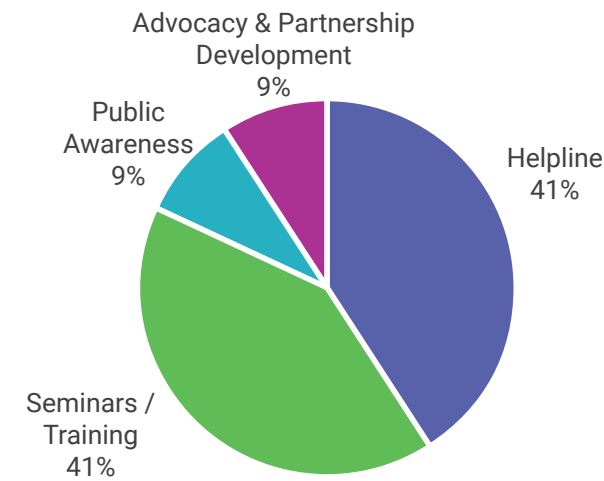
- Big Brothers Big Sisters invited Now! to present on Creating a Culture of Prevention across their national organization and local chapters.
- In collaboration with Ryan Shields, PhD, of the Help Wanted Project, Now! Director Jenny Coleman, LMHC, presented on our WhatsOK project and youth help-seeking behaviors at the annual MASOC professional conference.
- Research partner Melissa Bright, PhD, presented findings of our WhatsOK project at the Colloquium of the American Professional Society on the Abuse of Children (APSAC).
- Director Jenny Coleman, LMHC, presented at the 2021 International Conference on the Prevention of Child Sexual Exploitation, hosted by ECPAT TAIWAN.
- Prevent Child Abuse America invited Now! to lead a presentation on the fundamentals of child sexual abuse prevention planning, including best practices for families, organizations and communities.

PROFESSIONAL TRAININGS BY THE NUMBERS

1,000+

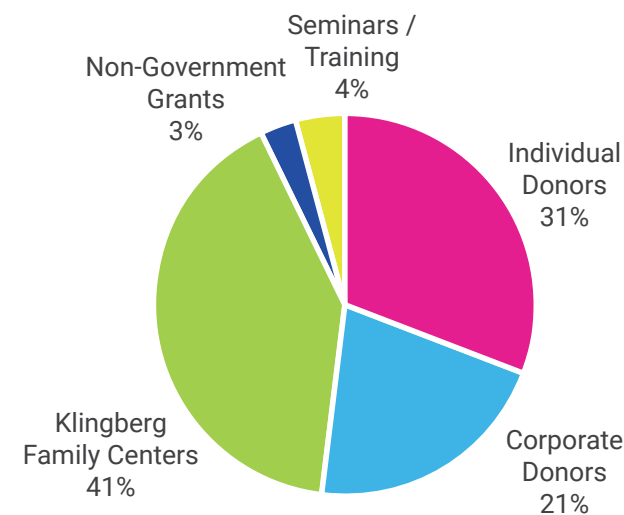
therapists, researchers and other youth-serving professionals reached.

FINANCES



FY2022 EXPENSES

Helpline	\$186,341
Seminars/Training	\$187,836
Public Awareness	\$41,662
Advocacy/Partnership Development	\$39,844
TOTAL:	\$455,683



FY2022 REVENUE

Individual Donors	\$140,840
Corporate Donors	\$96,975
Non-Governmental Grants	\$15,191
Klingberg Family Centers	\$186,721
Training Revenue	\$15,956
TOTAL:	\$455,683



[USA Today: Marjorie Taylor Greene and others throw 'pedophile' around with ease. That has to stop.](#)



[Telemundo: Residents react to statements by Pope Benedict on child abuse](#)

Questions about child sexual abuse? Our Helpline is here.

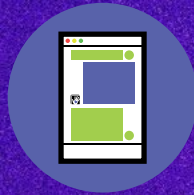
Our confidential, toll-free Helpline is available to anyone who is concerned about a child's sexual safety, including people who are worried about their thoughts or behaviors towards children.



PHONE
1.888.PREVENT



EMAIL
helpline@stopitnow.org



CHAT
stopitnow.org/chat



SOCIAL
facebook.com/stopitnow



Stop It Now![®]

351 Pleasant Street, Suite B-319
Northampton, MA 01060
stopitnow.org