

**Conversations that
build connections**

show compassion

and drive action.



Stop It Now!®

FY21 Annual Report

July 1, 2020 to June 30, 2021



Dear Friends,

Our 2021 fiscal year represented surprising and exciting updates for our programs, partnerships and teams. Throughout, we have been grateful for the support of our numerous donors and other stakeholders, who sustain our work and our mission.

Despite the ongoing pandemic, Now!'s work continued largely uninterrupted. As we learned at the end of our last fiscal year: our team is resilient and nimble. We rose to challenges and held our own to continue operating our Helpline, building out our rich online resources, and virtually delivering custom, high-quality trainings for adults to keep children safe.

In the pages that follow, you'll see highlights from across our programs. We're proud of these accomplishments, but they are truly a small part of what we do. The most important work that Stop It Now! does is in our homes and communities, ensuring that adults know how to create safety for children, have difficult conversations with loved ones, and act protectively when children need them. Many of those stories cannot be published here, but we know their value.

To the millions of people who access resources on our website, are supported by our Helpline or are equipped through our trainings: You're why we are here and why we'll continue to be here. Thank you to the adults who take action to prevent and stop sexual abuse. Together, we can stop abuse.

Sincerely,

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



Welcome to our new staff

In the spring, we welcomed two new staff members. Brittany Gordon is a PhD candidate with experience in sexual assault responses, domestic violence, hotlines and a passion for social justice, education and service. Brittany splits her time between being a Helpline counselor and being a project manager. Dylan Gagnon is our new administrative and communications associate. With a background in communications and film, Dylan brings lots of creative energy to our team.

Our free, confidential Helpline

Now!'s Helpline is a window into the real-life experiences of child sexual abuse prevention and perpetration that are rarely told. These are not stories heard on the news, but the concerns within individual families that all of us need to listen to and learn from. Since launching in 1995, our Helpline has had 28,000 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 1,894 personal inquiries. Of those, **23% were people contacting us about their own thoughts and behaviors – the highest percentage this has been in years.** 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.

1,894 contacts across phone, email, letters, chat and social media

43% of contacts know both the child and the person at-risk to harm

23% of contacts were about the person's own thoughts and behaviors

Continuum of behaviors

This year, nearly 55% of contacts were about situations where abuse had not yet happened, but there were warning signs and crossed boundaries. We refer to these as the yellow or orange areas of the spectrum of behaviors. Often, these conversations present the most immediate opportunity for protective actions, reinforcement of boundaries and support for children and adults before a child is harmed.

The next largest category of outreach (38%) was about abuse that had been disclosed and/or witnessed. We refer to these as being in the red area of behaviors. We counsel these callers through making a report to authorities, seeking therapy and/or finding other support.

Finally, 2% of our contacts were in the green area of behaviors. Now! strives to reach even more adults in this area, ensuring that prevention is an ongoing, everyday set of activities, conversations and behaviors that foster safety and healthy behaviors for every person.



Circles of Safety virtual classrooms

For safety over the last year, all of our Circles of Safety trainings moved to a virtual format. Although we have preferred the atmosphere of in-person trainings in the past, these online classrooms have proven very effective.

As our trainers prepared for virtual settings, we also increased the opportunities for youth-serving professionals to train in prevention. Through our hosted trainings, we trained professionals from New York State Court Appointed Special Advocates (CASA), West Virginia Foundation for Rape Information Services, and the Asian Counseling and Referral Service, among others.

In addition, we continued updating our Circles of Safety: Training of Trainers curriculum, including our booster sessions to maintain and expand the learnings of certification. This was another way we facilitated our move to virtual training platforms during COVID.

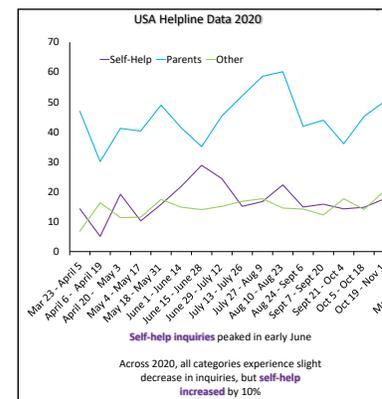
We continue to specialize in prevention training for youth-serving organizations, including child advocacy centers, child protective services, community mental health organizations and many other groups. Our participants report increased readiness and confidence in taking next steps to both engage in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

Research on help-seeking in early stages of COVID-19

Beginning in the summer of 2020, Michael Seto, PhD, and Kailey Roche, MSc, collaborated with us and Now! UK to understand how COVID-19 was impacting people who have sexual thoughts and feelings about children. Reviewing anonymized website and Helpline data, they prepared a report showing:

- A decrease in parent and general views of Now!'s website content by 40% and 46%, respectively, while views of self-help content increased by 46%.
- A 10% increase in self-help Helpline inquiries, while all other categories experienced a slight decrease.

The study, *Child sexual abuse prevention: Self-help seeking during the COVID-19 pandemic*, has been submitted for publication. So far, it has been shared as a poster at the 47th Annual International Academy of Sex Research Conference, and through a presentation at the annual Association for the Treatment of Sexual Abusers (ATSA) conference in fall 2021.



View the complete academic poster on our website.

Special Project: Canadian helpline

Helping other similar Helplines get off the ground has always been one of our most fulfilling services, and we have been thrilled to consult with and train staff at the **Centre for Addiction and Mental Health**, the largest psychiatric teaching hospital in the world. The hospital will be bringing a similar helpline service to support people whose sexual behaviors and/or interests might put children at risk. The service will be used at their main campus in Toronto, as well as their 10 community locations in the province of Ontario, Canada. [Learn more at talkingforchange.ca](http://talkingforchange.ca).

Perpetration prevention outreach

Beginning last fiscal year, **Elaine Spangler** generously donated \$20,000 to fund programs for people who are struggling with unwanted sexual interests in children. With a portion of this grant, we piloted ads on pornography websites to reach adults searching for legal but concerning terms that we know can be stepping stones toward viewing illegal child sexual abuse material (CSAM).

In just two months, these ads were seen 2.3 million times by people who searched for porn related to teens or incest. **The ads were clicked 8,000 times, bringing users to a custom page about getting free, non-judgemental support if they're concerned about their thoughts and behaviors.** Several of these adults contacted our Helpline, and we helped them make decisions to keep them and kids safe.

Worried about
what porn
you like?

You're not
a monster.

And you're
not alone.

Get FREE
confidential
support:
stopitnow.org

Our pilot included multiple animated ads, each offering hope and reassurance for people who want help.

Prostasia Foundation partnership

We have been pleased to partner with the **Prostasia Foundation** to offer support services to those who personally identify as minor-attracted, are committed to healthy and safe lives, and who seek out community to find resources, guidance and information. Helping to support those identifying as minor-attracted in an online forum, we are positioned to talk about barriers to seeking professional support, identify resources and generally encourage those seeking more information and help.

International Now! collaboration

We've enhanced our partnerships with Stop It Now! sister organizations in Europe: the United Kingdom & Ireland, the Netherlands and Flanders. Collaboration included work funded by **Oak Foundation** to share learnings and work with a research team from the Sexual Violence Research and Prevention Unit at the University of the Sunshine Coast in Australia. The researchers will compile a report on our model, our consistent approaches and our culturally- and nationally-specific strategies.

In addition, Now! US, UK & Ireland, Netherlands and Flanders collaborated on a chapter in a book about child sexual abuse prevention, due to be published by the end of 2021. In the chapter, "Moving Forward in Offender-oriented Prevention," we discuss insights from our combined international prevention initiatives. Using our Helpline framework, we also discuss what is needed for effective offender-oriented prevention.

In June 2021, we joined Now! UK and Now! Flanders for a presentation to the Ghent Group, a platform for forensic psychiatrists in Europe. By highlighting the similarities and differences among our organizations, we demonstrated the value of programs like Now! and the services we provide, particularly for adults who are concerned about their own thoughts and behaviors.

In the coming fiscal year, each Now! organization will celebrate a milestone anniversary. More to come on our continued global learnings!



Supporter Spotlight: Jeff Tjugum



When Jeff Tjugum of Tjugum & Associates, Inc. in Wisconsin contacted Stop It Now! to ask how his insurance agency could help our work, we described the need for increased capacity on our Helpline - to expand our hours and be available to more people. Jeff responded with a plan for future income to support our Helpline and with more immediate funding to help support a new staff member. Jeff has already made a significant impact by expanding our Helpline availability, so we can take more calls and chats at the moment people are reaching out for help.

National thought-leadership and policy development

Stop It Now! Director Jenny Coleman 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. Some highlights of this leadership include participation in:

- The **Association for the Treatment of Sexual Abusers (ATSA)** prevention committee.
- A review of the **Federal Policy Blueprint to End Sexual Violence against Children & Adolescents 2.0**.
- A focus group for the Department of Justice's new **National Strategy for Child Exploitation Prevention and Interdiction**.
- The Diversity, Equity and Inclusion (DEI) committee and the National Plan Revision committee of the National Coalition to Prevent Child Sexual Abuse, known as **Prevent Together**.
- A program advisory council for **National Center for Missing and Exploited Children (NCMEC)** specific to peer-on-peer sexual victimization, contributing expertise in identifying needs, establishing best practices for early prevention approaches, and providing specific recommendations for NCMEC.
- An advisory committee for the **10 to 10 Helpline**, a new service for Massachusetts adults to get support to prevent intimate partner violence. This allows us to bring our global expertise directly to our community!

Special report on Diocese of Springfield, Mass.

In late 2020, Stop It Now! was hired by the Diocese of Springfield in Massachusetts to collect and report on the voices of survivors of clergy abuse. Survivors are the most important group of stakeholders as the Diocese of Springfield seeks to improve the response to sexual abuse allegations. The Independent Task Force on the Response to Sexual Abuse within the Diocese of Springfield included our results in their final report. [View our report](#) and [view the diocese's report](#).

We are especially proud to have met these survivors and been trusted with their stories. Through their courage, they have already led changes in the ways the diocese prevents and responds to sexual abuse.



View Now!'s 60-page report on this project, our findings and next steps.

Grant funding

The World Childhood Foundation awarded us a competitive grant to reach young people with new resources to answer their questions and concerns about safe and healthy sexual behaviors and interests. The project includes developing a new website and social media campaign to reach 14-to-21-year-olds, providing a shame-free, safe and informative source for support.

American Family Insurance, in their commitment to support their communities, have joined our family of grantors. Their funding allowed us to increase our Helpline capacity to be available for more people the moment they reach out for help.

The Focus for Health Foundation is a new and exciting partner in our prevention work, awarding us a grant to support our overall services and operations. We are pleased to join their diverse and innovative partners.

The **Oak Foundation** awarded us a capacity building grant to fund two projects that better support our prevention efforts. We partnered with Now! UK & Ireland and researchers to document the journey and impact of the different Now! programs. And through ongoing work with a public policy consultant, we are better defining our voice and impact in shifting funding, policy and public conversations to prevention, and specifically to perpetration prevention approaches and resources.

Outreach and training activities

Child welfare agencies, professional groups and youth-serving organizations reach out to us regularly for presentations on our services and prevention. Here are a few highlights from this year:

The University of Massachusetts (Amherst) chapter of Kappa Phi Lambda.

This educational sorority has been a longtime donor, and this year they invited us to present an overview of Now!, with a special focus on perpetration prevention.

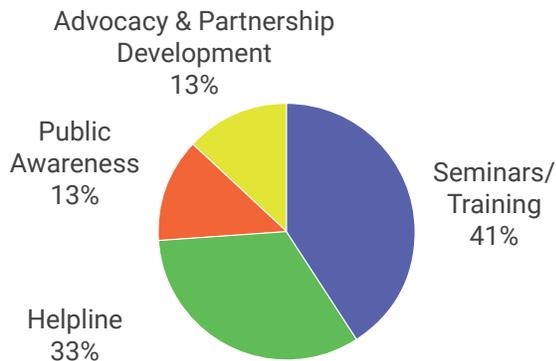
Hennepin County Attorney's Office Victim Witness Division. As advocates for victims of and witnesses to crime, this group works directly with vulnerable people and families in Minnesota. We presented how we can help their staff and clients, as well as on perpetration prevention.

National Children's Advocacy Center (NCAC). Director Jenny Coleman was invited to be a guest speaker for NCAC's virtual training center. Entitled *Keeping Kids Safe: Ask the Experts – A conversation about boundaries and consent with Jenny Coleman*, the training includes a conversation between Jenny and NCAC prevention director Pam Clagens.

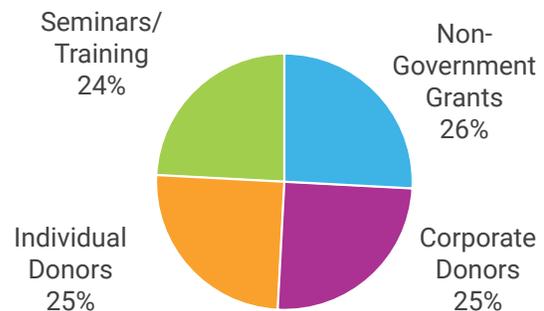
The National Coalition for Campus Children's Centers. This non-profit organization provides education for child-serving faculty and staff at institutions of higher learning across the U.S. and Canada. At their conference, Now! led a custom training on integrating sexual abuse prevention into early childhood care and education.

Finances

Expenses: \$370,481



Revenue: \$370,481



Material updates

With our website serving as a vital resource for more than 1.4 million people each year, we take our online presence seriously. We make continual updates, and we're eager to continue expanding our content.

Throughout the year, we conducted a thorough review of our online materials to ensure they are accurate, culturally competent and updated with the latest updates from our Helpline. These updates included a website audit, reviewing and revising our content for better organization and consistency.

We also led a specific review of our resource library, incorporating the latest learnings from research, resources from our partners in prevention, and scenarios that our Helpline callers have experienced.

Website impact FY21

1,459,258
visitors

2,410,322
pageviews

1,007,548 views of
Online Help Center

New webinar for parents of adult survivors



In January, we produced a new webinar: *My adult child just disclosed they were abused*. This webinar featured guest expert Mel Langston, PhD, LPC, the founder of **Mothers of Sexually Abused Children (MOSAC)**. In addition to outlining the immediate support of an adult child, the webinar covers legal options and ways caring bystanders and professionals can address healing and recovery. [Watch it on YouTube.](#)

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
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