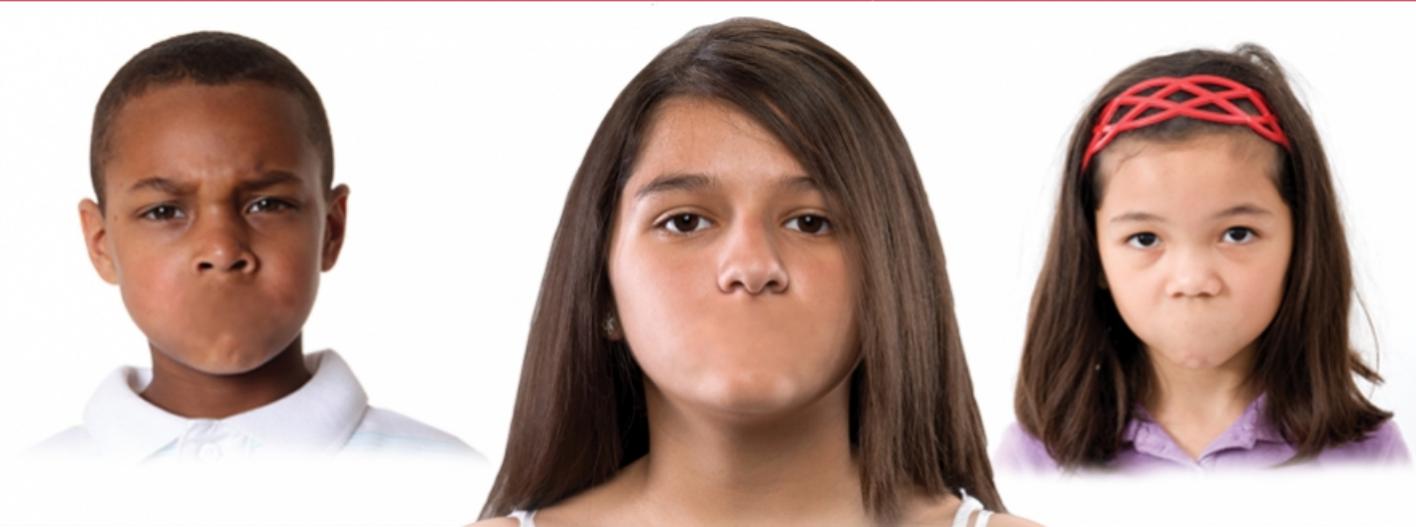


# Annual Report

2014



SAVING CHILDREN  
AND REVEALING SECRETS

BERMUDA

# SAVING CHILDREN AND REVEALING SECRETS

REGISTERED CHARITY # 922

ANNUAL REPORT FOR FINANCIAL YEAR JANUARY 1, 2014 – DECEMBER 31<sup>ST</sup>, 2014

## GUIDING PRINCIPLES

**SCARS' Mission** is to reduce the risk of child sexual abuse and to be an advocate and voice for children who have been sexually molested as well as their affected family. SCARS aims to reduce the risk of child sexual abuse by raising public awareness and speaking to key decision makers to put policies and procedures in place that best protect our children from the crime of child sexual abuse.

**SCARS' intent** is to provide information and training to all adults including Parent-Teacher Associations, Youth Serving organisations, Sports Programs, Faith-Based Groups and all other organisations that are entrusted with children in our community.

**SCARS' focus** is to stop sexual abuse before it happens and to provide resources for support when it does happen. Prevention is key because by the time the police, a government support agency or a therapist gets involved, the molestation has already occurred and a scar has formed.

**SCARS' believes** that If by reducing the number of sexually molested children in our community, there will be a reduction in drug abuse, alcoholism, teen pregnancies, mental illness, self injurious behaviors, eating disorders, promiscuity, violence, and suicide.



# TRAINING AND AWARENESS

## ***SCARS has achieved its tipping point!***

### **So what is the Tipping Point Theory?**

Tipping Point is a theory presented in the book, “The Tipping Point: How Little Things Can Make a Big Difference” by Malcolm Gladwell. The basic theory is that if 5% of a given population changes their behavior, a cultural shift is created and a momentum builds that, with continued work, may actually change societal values. Gladwell talks about how the adoption of an idea or an endorsement of a product by a few key influencers in a given population can lead to widespread change or shift in behavior.

It makes sense for SCARS to apply the tipping point theory to our community-based child sexual abuse prevention initiative. If the theory is valid, then a training goal of 5% of the adult population in Bermuda will create a change in the norm such that child sexual abuse is no longer tolerated.

Bermuda tipping point: ([www.census.gov](http://www.census.gov))

Population: 60,000

Adult Population:  $60,000 \times 75\% = 45,000$

Tipping Point:  $45,000 \times 5\% = 2,250$

**To date we have trained 2,363 adults** in Bermuda.

## ***Stewards of Children Training***

Stewards of Children is an *award winning* prevention training program that teaches adults how to prevent, recognize and react responsibly to child sexual abuse. The program is designed for organisations that serve youth, entrusted with the care of children, and for individuals concerned about the safety of children. It is the only nationally distributed, evidence based program proven to increase knowledge, improve attitudes, and change child protective behaviors. Outcomes of the program include increased awareness of the prevalence, consequences, and circumstances of child sexual abuse, new skills for adults to prevent, recognize, and react responsibly to child sexual abuse, positive change to organisational policies and procedures and an individual commitment to action through a personal prevention plan. In 2014 SCARS educated 1,323 people through the Stewards of Children Training.



## ***SAFE (SCARS Arms Families through Education) Program***

SCARS' objective is to raise public awareness of child sexual abuse in Bermuda and its devastating effects on both children and their family members. SCARS' intent is to ensure that our message is presented to all Parent-Teacher Associations, Youth Serving organisations, Sports Programs, Church Groups and all other organisations that have access to children in our community. Since October 2011, SCARS has presented its SAFE Presentation to 33 schools in Bermuda. In 2014 we provided this awareness initiative to 15 schools and 1 support agency reaching more than 300 people.

## ***SCARS Lending Library***

SCARS continues to operate its small book lending library, which provides parents and teachers that attend its SAFE presentations with books for parents, children, caregivers, and others entrusted with children to learn about the issue and ways to prevent abuse from occurring. This has been a powerful learning tool for parents to use after they hear SCARS' message. In 2014 SCARS loaned out more than 275 books.

## ***Prevent NOW!***

In April Darkness to Light produced a new Prevent Now documentary called "Into the Light". This powerful 22 minute documentary takes a poignant look at sexual abuse from the survivor's point of view. This initiative helps SCARS to share information with the community in short, concise but highly powerful method. Prevent Now has been effective in raising awareness, generating funds and increasing participation in the Stewards of Children Training and SAFE Programs. In 2014 SCARS made 8 presentations.

## ***Community Awareness Events***

- In September 2014, SCARS had a table at the PLP Back to School Fun Day at Victor Scott School. This was a very successful event for SCARS as many people signed up for the SCARS training, staff met the coordinator for the Bermuda Union of Teachers and secured a future SAFE Presentation at Victor School.
- SCARS was also invited to have a table at the Pediatric Health Fair at the Bermuda College in November.
- In October 2015 The Centre on Philanthropy sponsored a Community Day to unite corporate & non-profit members in a day of Community Service, 200 training kits were assembled by the staff of Legal & General Re.
- Also in October, Ariel Re reached out to assist SCARS and assembled 100 training kits.



## ***Training and Awareness Summary***

In 2014, SCARS has actively met with various Governmental Agencies, Schools, Churches, Sporting organisations and other Bermuda registered charities to provide assistance, information and training. Some of the entities that have heard our message and that SCARS has worked with in the past year include:

- Bermuda Cricket Board
- The Parole Board
- Staff at the Mirror's Programme
- Police Community Action Team
- Police Criminal Investigation Unit (over 3 days)
- Devonshire, Midland Heights & St. George's SDA Churches
- The Clergy of The Anglican Church
- Shekinah Worship Centre
- Mr. Zion & Allen Temple AME
- Teachers from over 16 schools including Pre-school, Primary, Middle, High Schools & Home Schools
- Bermuda Union of Teachers
- Dept. of Youth & Sport After School Leaders
- Child & Adolescence Services
- Staff of Tomorrow's Voices
- Counselors at The Family Centre
- The Reading Clinic
- Staff members of Benedict Associates
- Staff at Windreach
- Staff at The Reading Clinic
- Boys & Girls Brigade
- Bermuda Community Development
- St. Johns Ambulance volunteers
- Sharks Swim Club & Dolphin Swim Club
- Bermuda Gymnastics Association
- Team Hurricane Basketball Academy
- Staff at Bermuda Housing Corporation
- KEMH Nurses on the Maternity Ward - The Pediatric Nurses
- PHC & Somerset Football Clubs
- Young Men Social Club
- Catlin Insurance Employees
- Students at The Bermuda College for Nursing & Early Childhood Education

**In 2014 SCARS reached more than 2,066 people with the important message of how to prevent child sexual abuse!**



## ADVOCACY

SCARS continues to push for legislative change that will improve the policies, procedures and processes that impact victims and perpetrators. A definitive positive step this year has been the formation of a Joint Select Committee headed by SCARS Board member Mark Pettinghill. The Committee has been formed to address the Sex Offender's Register and other items presented to Cabinet by SCARS staff and Board Members. SCARS continues to play an active role in ensuring that decision makers keep the issue of child sexual abuse as a priority.



# FINANCIAL SUMMARY

SCARS is very pleased and thankful for the generous support of corporations, organisations and individuals. SCARS has been the recipient of donations this year from numerous and diverse sources.

SCARS conducted its annual Denim Day campaign fundraiser, which was supported by approximately 18 companies. Other fundraising donations came from The OBA Golf Fundraiser, Hamilton Lions Club/ Gas A Rama, The Mama Group, The Centre on Philanthropy Give Back Games, Argus Walk the Walk, and The Mirrors Programme.

Over \$20,000 was donated to SCARS by individuals in the community through Birthday donations, sporting events or simply a personal passion for the cause.

Sadly, SCARS had to postpone the Quiz Night Fundraiser at Dockside's due to Hurricane Gonzalo.

SCARS continue to be extremely grateful for the moral and financial support provided to the organisation.

SCARS continues to use donations to pay for training materials, resource material, a library of books, and general operating expenses that are specifically in pursuit of our objectives.

Attached to our Annual Plan is a complete financial report for 2014.



# OBJECTIVES FOR 2015

- Continue to educate the community through SCARS' training and awareness programmes with the goal of reaching at least 1600 participants.
- Produce a television special focused on building community awareness of child sexual abuse.
- Train at least 6 new facilitators to help present the Darkness to Light trainings.
- Complete a new Strategic Plan to guide the organisation over the next three years.
- To begin the process of Bermuda National Standards Certification with the goal of applying in September 2016.
- Begin research on the development of a Child Advocacy Center.



# BOARD OF DIRECTORS AND STAFF

## ***Board:***

Jon Brunson J.P., Chairman

Jerry Rivers

Mark Pettingill J.P., M.P.

Yvette Pierre

Glenda Edwards

Dr. S. Glenn Faries

Kelly Hunt

The Rt. Rev. Nicholas Dill

Lisa Boyles, Corporate Secretary

Karen Olson, Treasurer

## ***Staff:***

Debi Ray Rivers, Executive Director

Helen Ponte, Director of Programs and Operations



# ORGANISATION DETAILS

Name of Organisation: Saving Children and Revealing Secrets (SCARS)

Address: Turtle Point, 16 South Road, Southampton SN 01

Mailing Address: P.O. Box HM 3003, Hamilton HM MX

Phone #: 441-297-2277

Email Address: [info@scars.bm](mailto:info@scars.bm)

Registered Charity #: 922 (expiry date October 23, 2015)

Company Registration #: 45555

Financial Year: January 1 – December 31<sup>st</sup>

Charitable purpose: The advancement of education

