

January 12, 2009

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Dear Friend,

First and foremost, I must begin with a hearty thanks to you for being a partner, supporter, and friend to Prevent Child Abuse Louisiana. Over the last two decades we have been honored to work with you. Over the last two years, we have been tremendously grateful for your ongoing belief that recovery to a brighter day is possible.

Prevent Child Abuse Louisiana is emerging from our own recovery and we are grateful to find ourselves in a place of renewal. The trials brought on by the hurricanes and the economic uncertainty we now face have prompted a self-reflection on how we can best accomplish our mission. Our mission is daunting, but we absolutely *know* and *believe* that it is possible to prevent child maltreatment in our state. To accomplish this we must be the best company we can be. Our self-reflection has brought about an entirely new way that we will do business. During the next several months we will begin shifting our focus from regional activity to mobile prevention service teams across the state.

In our current model, our outstanding regional staff has been charged with covering 10 to 12 parishes with multiple programs, fundraising, and awareness. They will begin to shift their focus to becoming full experts in a chosen child abuse prevention service. This will allow for stronger services to our partners and a higher commitment to best practices and excellence in our field. Our current prevention service activities will remain the same (please visit [www.pcal.org](http://www.pcal.org) for more info on our programs), but will evolve as the need demands. Ultimately, this will have a profound impact in how the State of Louisiana views and supports prevention of child abuse and neglect.

We will also begin to build our resources around awareness and advocacy – two areas critically important to changing the culture of our state. More citizens will understand that preventing child abuse and neglect is not only possible, but that they are part of the solution. We know that individuals want to be a part of the movement to put a stop to child abuse and neglect. Joining our Blue Ribbon Society or Ambassadors for Children will be one way they can declare their support, as a final shift in our model will be to enhance these annual fund campaigns.

Our new structure will greatly enhance our ability to assure all service partners and child advocates benefit from our national network with Prevent Child Abuse America. It will also strengthen how we learn from you—the true experts and advocates in our state. The solutions to child abuse and neglect are already in our communities. We are ready to listen and support the best prevention practices possible.

Our state is ripe for the conversation about what needs to be done—we look forward to working with you to create a stronger culture of commitment and caring for the children of Louisiana.

Sincerely,



Anna Fogle  
President & CEO