

# ProKids



**2024 Report to the Community**



# Who We Are

## Our Vision

A safe, permanent, and nurturing home for every child.

## Our Mission

**What:** ProKids mobilizes our community to break the vicious cycle of child abuse and neglect.

**How:** ProKids helps our community to discover the power of investing in the promise of our children. We recruit, train, and support community volunteers to speak up for children who have been abused and neglected and help guide them into safe environments where they can thrive. ProKids creates alliances within the child protection system to maximize outcomes for our children.

**Why:** To create a new cycle of growing up safe and secure, fundamentally changing the future for our children and our entire community.

## Our Volunteers

At ProKids, Court Appointed Special Advocates – known as CASA Volunteers – speak up for children in crisis. With ProKids CASA Managers and ProKids staff attorneys, these CASA Volunteers are powerful, adaptable collaborators who advocate for the best interest of our community's abused and neglected children. Working alongside county case workers, therapists, teachers, and other professionals in the child protection system, ProKids CASA Volunteers bring valuable insight and vital recommendations to Hamilton County Juvenile Court, making the outcomes presented here possible.

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# From the Desk of Our Director



*ProKids Executive Director Tracy Cook*

As of late, ProKids has been busy getting holiday gifts to our kids. But with the completion of our annual audit comes an opportunity to share what we've accomplished.

2024 was a significant year. Our still-new space made countless moments of system collab possible. Our leaders met often with court representatives, Job and Family Services, and the public defender's and prosecutor's offices, focused entirely on system improvements.

Even in a year filled with change, ProKids volunteers remained the heart of our work. When asked why they serve, they had some beautiful answers. Like this one:

"I serve as a CASA because there are so many children that just need one person to make a difference in their lives. I want the opportunity to be that person."

On the other hand, we had a lot of folks who recognized the role was serving them:

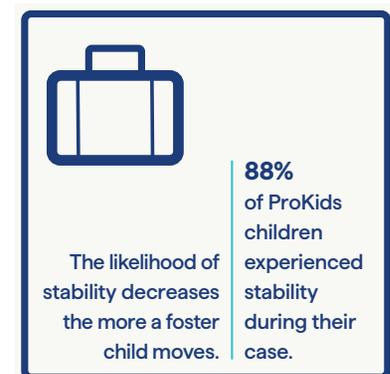
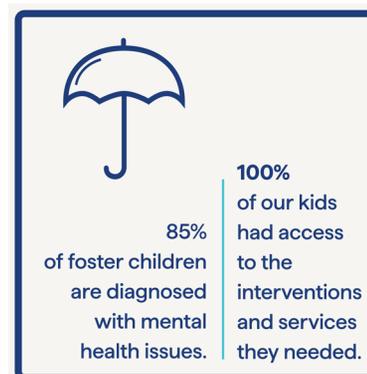
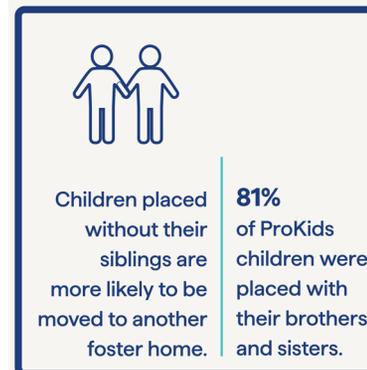
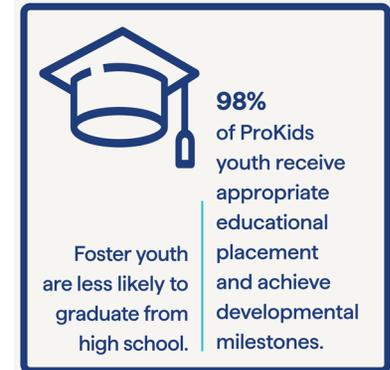
"I do it because I honestly think it's one of the greatest blessings I've had in my life."

"When you show up for a visit and the child runs to give you a hug, this will keep you volunteering for years."

Like past editions, this report contains our financials and names our supporters. As a special feature, it introduces you to a volunteer named Cynthia, one of our 2024 Advocates of the Year. I'm pleased you get to meet her, but first take a look at our outcomes!

# ProKids Outcomes

In 2024, ProKids Advocacy Teams served **965** children. Thanks to **301** committed CASA Volunteers, ProKids demonstrated an incredible return on investment.



Learn more at [www.prokids.org/outcomes](http://www.prokids.org/outcomes)



## Award Winner Puts Focus on School

As someone who's commuted by bus her whole life, Cynthia Wright was no stranger to ProKids' vision. She saw it — a safe, permanent, and nurturing home for every child — again and again on bench ads throughout the city.

Now a CASA Volunteer of 8 years, Cynthia catches the bus to home visits, to court hearings, and to the ProKids office to pick up gifts, resources, and even birthday cakes for her children — one being "Lily," who was in kindergarten when she entered the system.

Because Lily had missed out on earlier schooling, by the end of kindergarten, she was behind on fundamentals. Lily couldn't read, count, or even write her own name.

On trips they took to the library, Cynthia witnessed Lily struggle.

She spoke with Lily's teachers, wanting to know if repeating the grade would be beneficial. It took discussion and coordination with Lily's caregivers, but all could see her plan was reasonable. After a second go at kindergarten, Lily knew her numbers to 50. She could later count to 100!

According to Cynthia, she gained "humongous ground," but education remains a major focus. Each month, one of her two scheduled visits is devoted to time spent learning with Lily.

Sometimes, Lily reads her a book. Other times, they work through Barbie-themed matching cards, which Cynthia found in ProKids' CASA Resource Closet. And Cynthia continues building relationships with Lily's teachers and counselors.

On Cynthia's second monthly visit, they get up to something fun — like going round and round on a carousel or seeing Santa Claus rappel down Fountain Square.

It's a practice — a balance — that Cynthia credits to her own mom, who always valued education just as much as fun. She recalls reviewing flashcards as a child just as readily as the time she saw Disney on Ice.

"I'm a big proponent of just allowing kids to be kids," Cynthia said, "because sometimes, that takes them away from what they're going through."

For a kid in the system, these moments of normalcy mean everything. Thanks to her CASA, Lily can feel confident in the classroom. She can experience joy like any child. And she can feel supported on her journey toward a safe, permanent, and nurturing home.

*Cynthia was named a Darlene Kamine Advocate of the Year in 2024 due to the powerful voice she lends to her kids, Lily included.*





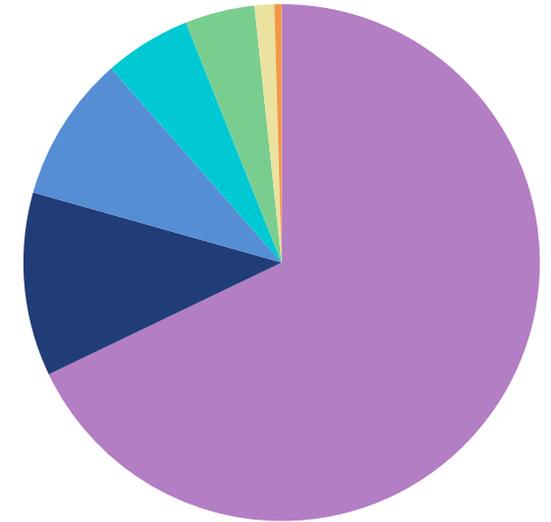
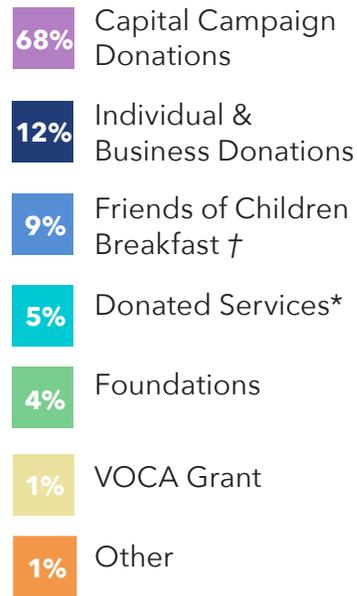
## Review Our Financials

In September of 2022, ProKids launched A Chance at a Childhood, an impact campaign with three pillars of investment: a generational home for ProKids, support for every child in need, and a stable future for all children.

Donations have and will benefit kids in the system directly — through critical programmatic investments, the launch of a professional development academy for system partners, and the direct financial support of the everyday needs and dreams of our children.

In addition to our operating revenue, ProKids raised \$8,630,888 in non-operating revenue as part of that campaign in 2024.

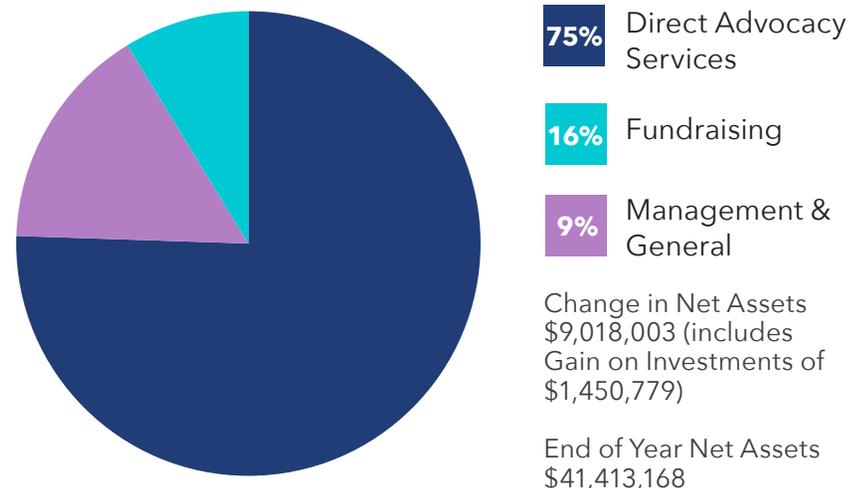
### 2024 Revenues \$12,714,536



† Friends of Children Breakfast pledges include future promises to give. Members commit to supporting ProKids for five years or more at a minimum level of \$1,000 per year.

\* Donated services include valuation of CASA Volunteers' donated time (\$690,387).

### 2024 Expenses \$5,147,312



# Meet Our Supporters

## Foundations

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Agnes Nordloh Charitable Trust  
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## Sponsors

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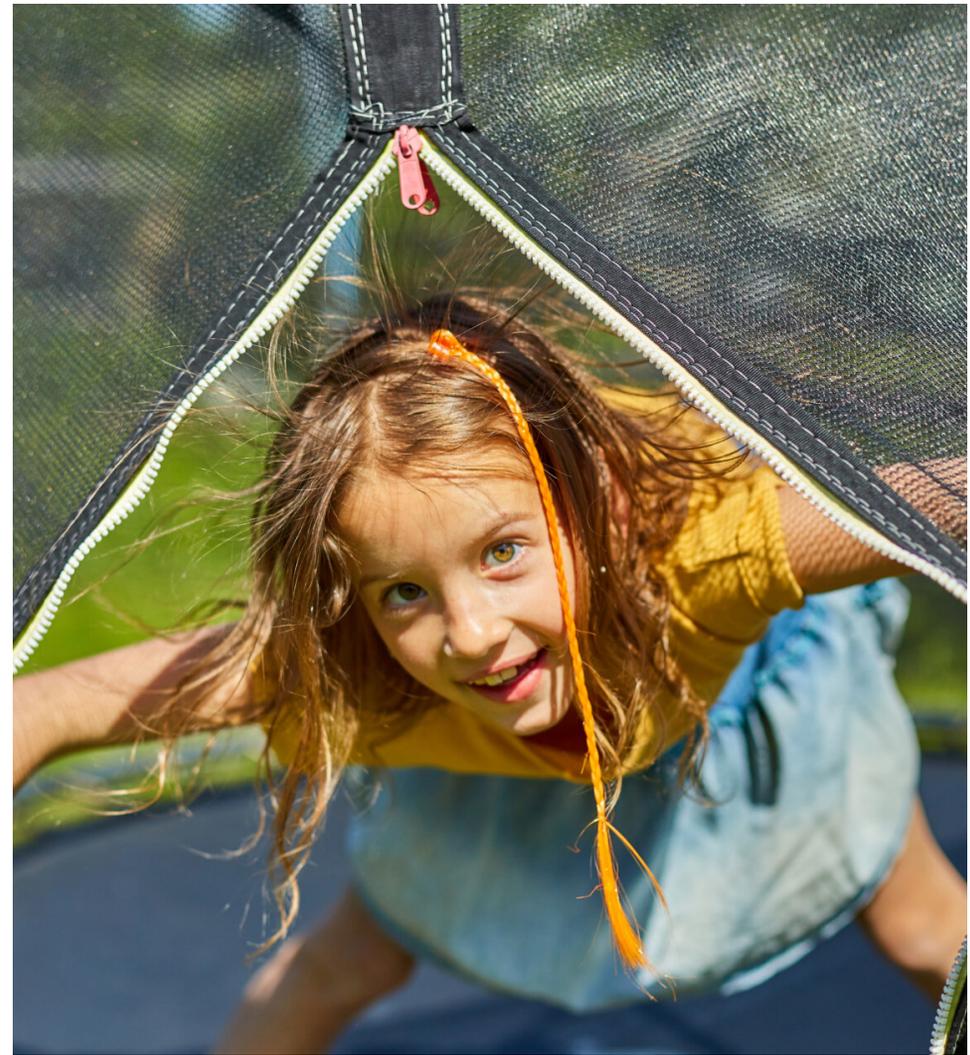
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No matter how you give — as a Friends of Children Society member, a one-time donor, or as a volunteer whose time and advocacy is an incredible investment in our children — know that your gift shaped our outcomes in 2024.

At ProKids, we deeply value your trust and generosity, and as part of our ongoing commitment to respecting your privacy, we have chosen not to include individual donors in our annual report going forward.

# Stand With Us

Consider these ways to help, as engaging even more community members will be critical in reaching our goal to serve all kids in the system.

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**Learn.** Explore our website or join an information session to learn more about our mission. Either way, you can start right here: [www.prokids.org/volunteer](http://www.prokids.org/volunteer).

**Serve.** Understand our work already? The next step in becoming a CASA Volunteer is our flexible and supportive training, which prepares you to work directly with our children. Find out more at our website or by contacting Staci at (513) 487-6442 or [sbell@prokids.org](mailto:sbell@prokids.org).

**Contribute.** Your financial support enables ProKids staff and volunteers to speak up for abused and neglected children in Hamilton County. Donate online anytime at [www.prokids.org](http://www.prokids.org).

**Create.** By making a gift to an endowment or by including ProKids in your estate planning, you create a legacy for the future well-being of our community. For more information on these options, contact Raynal at (513) 487-6448 or [rmoore@prokids.org](mailto:rmoore@prokids.org).

**Share.** Follow us on Facebook, Instagram, or LinkedIn to be part of our outreach. Share our content to inspire others to join us!



# ProKids

[www.prokids.org](http://www.prokids.org)

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