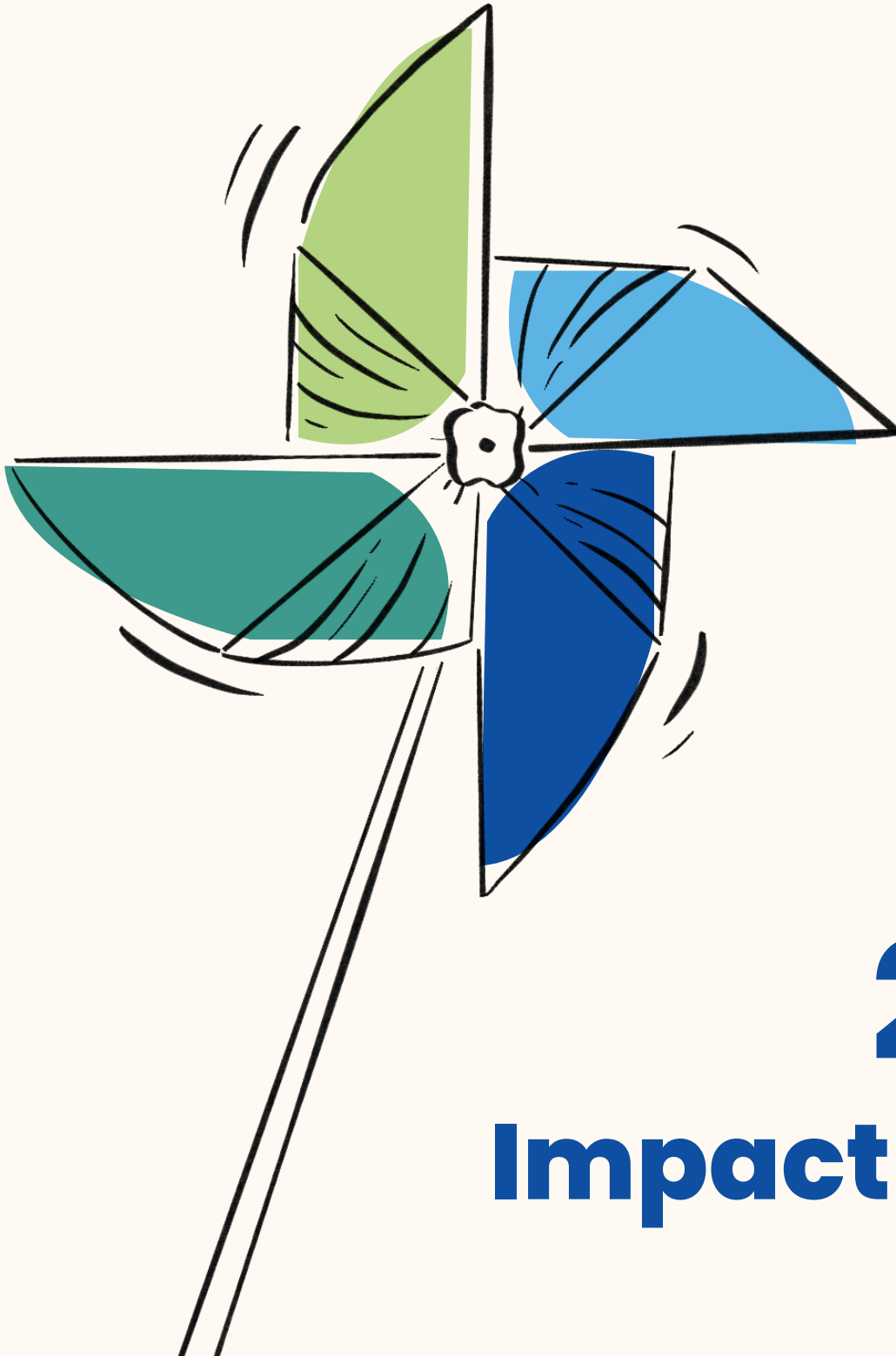


# NCAC

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**NATIONAL  
CHILDREN'S  
ADVOCACY  
CENTER**



# **2024 Impact Report**



Chris Newlin  
CEO

## from our CEO

As we reflect on 2024, I am incredibly proud of all we have accomplished together. This year marks a historic milestone for the National Children's Advocacy Center as we unveiled a new logo and branding for the first time in 39 years. This fresh look represents more than just a new design—it symbolizes our continued growth, evolution, and unwavering commitment to the children and professionals we serve. As we look ahead, this new chapter sets the tone for the next 40 years of championing and strengthening the global response to child abuse.

While our appearance may have changed, our dedication remains the same. Thank you for all the work each and every one of you do each day to support and advance our critically important mission. **We Are One, and We Are Making a Difference!**

**Our Mission: To Champion and Strengthen  
the Global Response to Child Abuse.**

## from our Board President

2024 has been a transformative year for the NCAC. I was proud to launch our three-year Strategic Plan—a multi-year process begun by Past President Allen Young—with considerable input from our dedicated staff and board. This plan reflects our shared vision for the future and our commitment to ensuring that every decision we make keeps children at the heart of our mission. Together, we are building a stronger foundation that will sustain our impact for years to come.

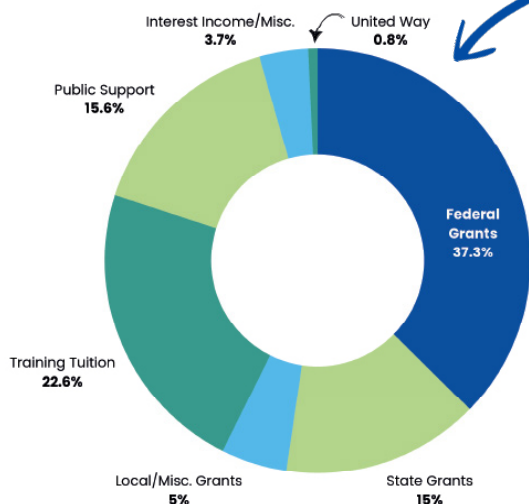
I want to congratulate our team on the development of our new branding and website. Both of these accomplishments will help drive the message of transforming the global response to child abuse through our distinctive training & services offered. One of the most significant milestones this year was welcoming LaDonna Bowers to NCAC as our first-ever Chief Operating Officer. We are confident that LaDonna's expertise will strengthen our daily operations, allowing CEO Chris Newlin to continue growing our presence on local, national, and international stages.

The future at NCAC is bright, and I am grateful for the opportunity to serve alongside such passionate individuals.



Joe Salls  
Board President

## 2024 Financials *unaudited\**



### REVENUE

Federal Grants	\$2,444,223
State Grants	983,790
Other Local/Misc. Grants	326,269
Training Tuition	1,481,708
Public Support	1,025,180
United Way	46,075
Misc./Interest Income	243,695

**Total Support and Revenue** \$6,550,940

### EXPENSES

Personnel	\$5,132,484
Travel	202,580
Supplies	104,904
Consultants and Contracts	1,165,075
Facility Costs/Depreciation	688,957
Other	242,837

**Total Expenditures** \$7,536,837



Serving children locally, strengthening care globally

## Board Officers

**President:** Joe Salls

**Vice President/President Elect:** Holly McCarty

**Secretary:** Kym Middleton, MD

**Treasurer:** Drew Davenport

**Past President:** Allen Young

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Wilson, Courthouse Facility Dog



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ASRI Corporate Giving Fund  
Astrion  
Best Care Home Services of North Alabama, LLC  
BMSS Legacy Fund  
C&A Printing  
City of Huntsville  
City of Madison  
Delta Foundation  
Donny's Diamond Gallery  
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Du Midi Woman's Club  
Edwards Oil Company of Lawrenceburg, Inc. Quik Mart Stores  
Fraternal Order of Eagles Grand Aerie, Auxiliary #3263  
Huntsville American Cabinets  
Huntsville Integrative Therapy  
Invariant Corporation  
Iron Mountain Solutions Employee Peaks Fund  
JDB Plumbing, Inc.  
Kappa Delta Sorority  
Madison County Commission  
Madison County Legislative Delegation  
Madison County Medical Alliance  
Mazda Toyota Manufacturing Corporate Giving Fund  
Millenium Corporation  
New York Life  
PST Development, LLC  
Radiance Technologies  
RE/MAX Distinctive  
Redstone Federal Credit Union  
ServisFirst Bank  
Star Market  
The Boeing Company  
The Daniel Foundation of Alabama  
The Olin King Foundation  
Torch Technologies, Inc.  
Toyota Motor Manufacturing Alabama  
United Way of Madison County  
Valkyrie Enterprises, Inc.

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## 180 Degree Society

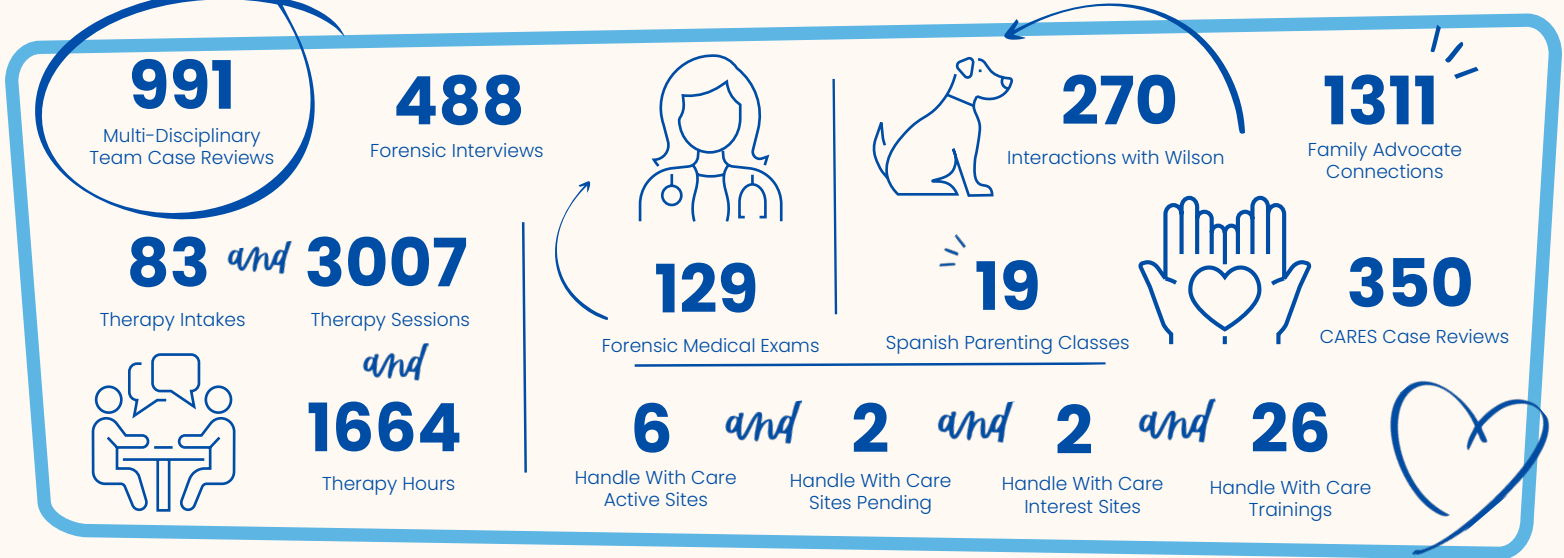
**\$5,000+**

Nancy and Daniel Archuleta  
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Marilyn and Walt Grundy  
Natalie and Darrin Hasley  
Helen McMillian  
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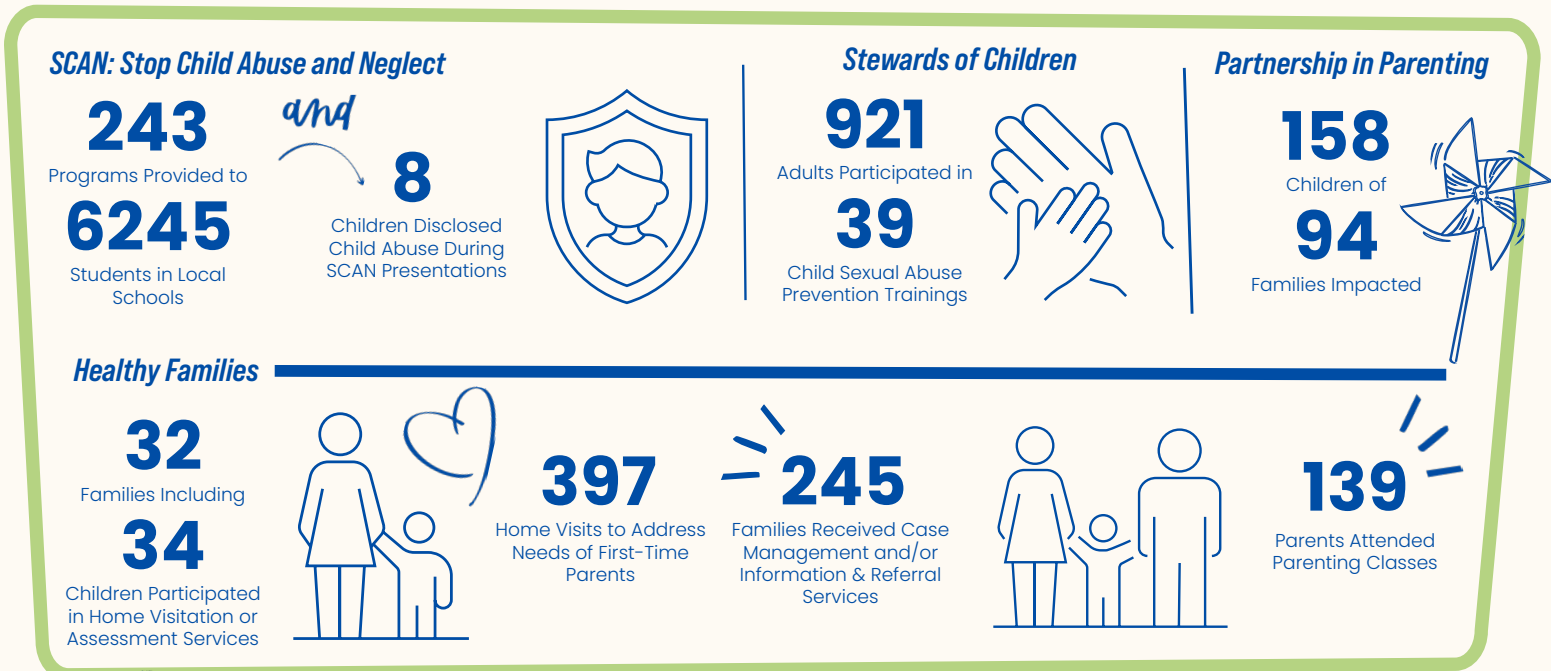




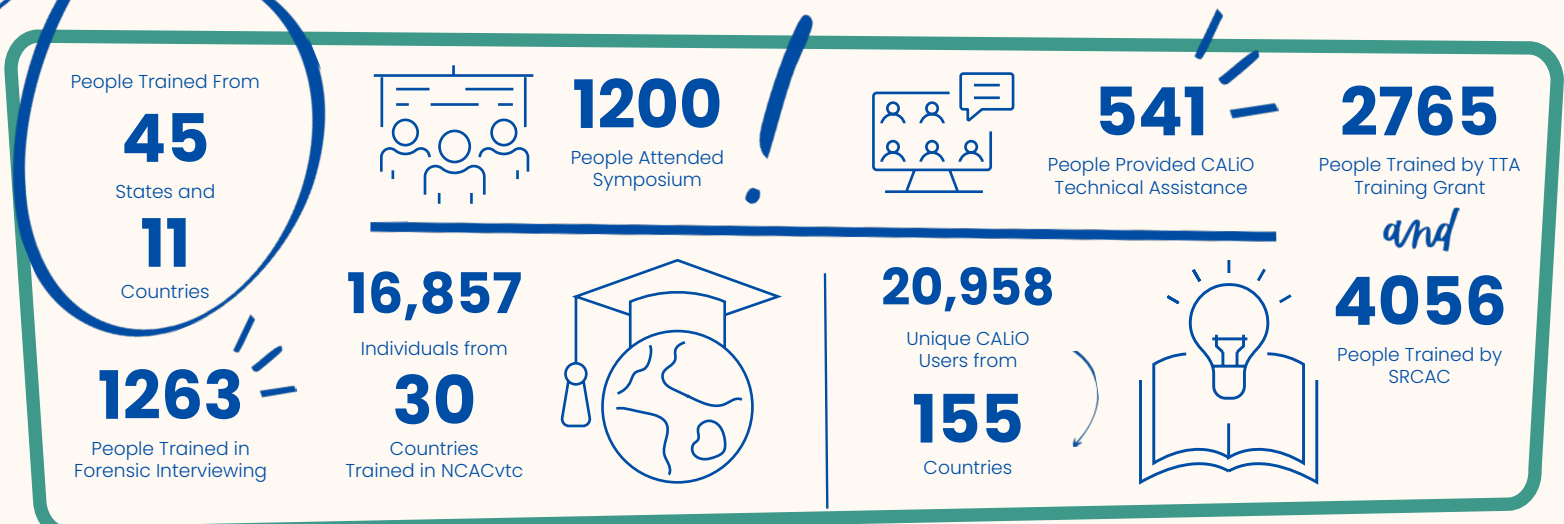
## Intervention



## Prevention



## Professional Services

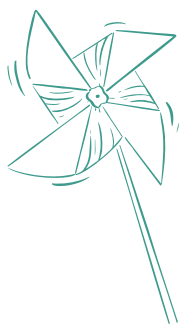




NATIONAL CHILDREN'S ADVOCACY CENTER

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*Thanks for your support!*



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**SANTA**

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