THE SOCIAL WORK PROFESSION IS...

More than 100 years old, with a well-developed system of professional education, professional standards, and a code of ethics that requires social workers always to put their clients’ interests first.

There are more than 670,000 professionally educated social workers; approximately 310,000 hold state licenses. Social workers work in public agencies, private industry, and for-profit organizations. They are in schools, hospitals, mental health facilities, hospices, senior centers, private practices, prisons, the military, corporations, government, and non-profit agencies.

Social workers help more than ten million people each year – including Americans of all socioeconomic backgrounds and at all stages of life, from children to the elderly, from adoption to end of life care. They provide a safety net of services to the most vulnerable populations – to older adults, neglected and abused children, and those with the least access to health and behavioral health services and the highest risk for poor health outcomes.

“As social workers, on any given day we work to make a real difference in the life of an individual or in the lives of many.”

Gary Bailey, ACSW
President, International Federation of Social Workers

Suzanne Dworak-Peck, ACSW, LCSW
Chair, Campaign Advisory Committee
June 2011 marks the tenth anniversary of the NASW Foundation, created in 2001 to support NASW’s educational and charitable initiatives through projects that serve the social work profession, practitioners, and members of the public. Looking back, we are proud of the important programs the Foundation has shepherded on behalf of NASW and our members. We are especially pleased to highlight projects from fiscal years 2009 through 2011, featured in this report.

In 2009, we launched the Social Work Policy Institute (SWPI), which serves as social work’s think tank at NASW. We have convened research symposia and published reports on topics that are critical to social work’s growth and development and to the clients we serve, including comparative effective research, the role of supervision in child welfare, and social work in hospice and palliative care. Our Center for Workforce Studies continues to produce important insights about the profession, including the first national study of social work salaries and benefits.

The Foundation supports in-person and online training that strengthens best practices of social work practitioners and allied professionals both here in the U.S., and internationally. It honors and supports those social workers at the height of their careers with recognition awards, and those just starting out, with scholarships and fellowships.

The Foundation supports NASW’s efforts to improve the public’s understanding of, and access to, social work services and the many ways social workers strengthen the communities of every day Americans. And the Foundation responds in crisis, channeling the generous and compassionate outpouring from social workers following tragedies here and abroad, such as in Haiti in 2010 and Japan in 2011.

We are humbled and grateful that despite their own continuing economic challenges, social workers continue to be committed deeply to improving the health and well-being of individuals, families and communities. We are proud to represent the profession, and offer our thanks for the generous support of members, friends and sponsors who make the work of the Foundation possible.

Your continuing participation helps improve the quality of life for social workers and for all whom we serve. Thank you.

Sincerely,

Elizabeth J. Clark, PhD, ACSW, MPH
President, NASW Foundation
Executive Director, NASW

Barbara Conniff, MSW, ACSW
Chair, NASW Foundation
The NASW Foundation

The National Association of Social Workers Foundation (NASWF) is a 501(c)(3) organization created to support NASW's educational and charitable initiatives and to advance social work policy and practice.

THE NASW FOUNDATION SERVES:

- the Profession – by honoring and investing in social workers past, current and future
- the Practitioner – by enhancing social workers’ knowledge and skills, and
- the Public – by providing information and resources to help individuals, families and communities

The Foundation’s initiatives include projects that directly benefit the public, as well as those that help social workers better serve their clients.

THE FOUNDATION’S GOALS ARE TO:

- identify, develop and respond to social work policy and practice issues,
- support practice-based research, so that practice and research are directly linked,
- raise the visibility of social work and enhance public esteem for the profession,
- support the development of cutting edge continuing education that addresses critical issues,
- promote the appropriate application of new technology to the practice of social work, and
- assist with rapid response to social crises.
The NASW Foundation serves the practitioner…

Enhancing social workers’ knowledge and skills

The NASW Foundation supports research and education to strengthen and improve the best practices of frontline professional social workers, and to provide continuing education to disseminate the latest social work practice information to social workers and other health professionals across the country and around the world.

NASW WebEd

Through grant funding, the NASW Foundation supports NASW in developing free online courses to enhance social workers’ skills. Social workers who pass a course exam receive Continuing Education Units (CEU). Since the introduction of the series, “Understanding the Social Worker’s Role,” more than 280,000 courses have been completed by people from every U.S. state and from 140 countries, in issues relating to Adolescent Health, Aging, Cancer, Cancer Caregiving, End of Life, Genetics, HIV/AIDS, Cultural Competence, Malpractice, and Ethics. Visit www.naswwebed.org/ for full course listing and registration.

In partnership with the National Coalition for Cancer Survivorship and the Centers for Disease Control and Prevention, NASW and the NASW Foundation developed online education in “Hematologic Cancers–Strategies for Education & Outreach.”

Promoting Adherence to Cancer Oral Medication

Traditional cancer treatments include radiation, chemotherapy, or both, and are administered in hospitals. New cancer treatments that can be taken orally at home are being developed, but these regimens can be complicated to understand and follow. Grant funding to the NASW Foundation helped NASW and the National Coalition for Cancer Survivorship develop a new Web Ed course that offers online resources for patients and caregivers, and teaches social work practitioners to understand barriers and challenges in oral cancer medication adherence, enhance intervention skills to promote adherence, and access resources to assist clients in addressing adherence issues. Learn more at www.helpstartshere.org/tag/stacy-collins.

NASW Standards for Social Work Practice with Family Caregivers of Older Adults

The Foundation worked with the AARP Foundation and the John A. Hartford Foundation to support NASW in developing data-based Standards of Practice for social work practice with caregivers. NASW members from all over the country were invited to provide input on best practices for consideration. These standards are especially needed now as research shows family members and friends provide most of the care older adults receive in the U.S., but providing this care comes at significant cost to the caregiver’s physical, emotional, and financial well-being. The NASW professional standards enhance social workers’ knowledge and skills in this rapidly growing area of practice.

Social Work in Drug Policy Reform

SOCIAL WORKERS ACROSS NATIONS (SWAN)

SWAN is an umbrella for initiatives that provide a mechanism for social workers to offer their expertise and skills to serve humanitarian needs within the international community. Visit www.socialworkers.org/nasw/swan/ to learn more about NASW’s work with international social work.

SOCIAL WORK DELEGATION VISITS BRAZIL

NASW members had the opportunity to experience a close-up view of Brazil through the NASW–People to People trip, October 16-23, 2011. The delegation, led by Elizabeth J. Clark, NASW Executive Director and Richard L. Jones focused on cultural and professional programs. Professional visits included a trip to favelas—the shanty town communities that house the extremely poor. The delegation ventured into the favelas, not open to the public, to access the social work situation where it’s needed most. Another outreach program visit featured a hip-hop movement that recruits children and teens from the street and educates them in music and performance as a way to better their lives, and provide them with the necessary tools to support themselves outside the favela. The delegation witnessed social workers in Brazil working to improve education and health care, including preventive care and immunization. The final report is available at www.socialworkers.org/nasw/swan/brazil/2011.pdf.

TANZANIA SOCIAL WORKERS ASSOCIATION

The Tanzania Institute of Social Work, with funding from the American International Health Alliance, invited NASW to help revitalize the Tanzania Social Workers Association. NASW President James J. Kelly and Luisa Lopez, NASW director for human rights and international affairs, visited Tanzania in December 2009 to help social workers develop strategies for strengthening leadership, building membership and increasing revenues. Dr. Kelly said, “The Institute of Social Work in Tanzania and American Health International Alliance made it possible for us to assist NASW member Dr. Nathan Linsk in providing consultation to revitalize the Tanzanian social work professional association.” Kelly, Lopez, and NASW senior practice associate Amy Bess met with Tanzania social work officials to assist with their organizational self-assessment. Kelly said, “I hope social workers in the U.S. continue to encourage opportunities for professional interaction with our African colleagues, including teaching, research and faculty exchange.”

STRENGTHENING THE SOCIAL WELFARE WORKFORCE IN AFRICA: INVESTING IN THOSE WHO CARE FOR CHILDREN

NASW was asked by the US Agency for International Development (USAID) to convene a conference in November 2010 to focus on strategies to strengthen the social welfare workforce in Africa, with the aim of improving the well-being of children orphaned and made vulnerable by HIV/AIDS.

NASW worked with the PEPFAR Orphans and Vulnerable Children Technical Working Group and other key stakeholders, and provided technical expertise to
create a framework used in discussions about planning, developing and supporting the social welfare workforce.

Evelyn Tomaszewski, NASW’s senior policy adviser on human rights and international affairs, joined a 10-day mission to Ethiopia’s capital, Addis Ababa, to assess social work capacity for Family Health International (FHI) and Physicians for Peace. “Through site visits with FHI-Ethiopia programs, we identified current resources that focus on psychosocial issues of living with HIV and AIDS, including the care of orphans and vulnerable children,” Tomaszewski said. “We also assessed what needs could be met through current Physicians for Peace programs and how to incorporate more volunteers through SWAN.” The next steps are to make recommendations for training curriculum content that is culturally relevant to Ethiopia and to design content that can expand knowledge and skills in mental health care for persons living with and affected by HIV and AIDS. For more information on the HIV/AIDS Spectrum Project and NASW’s human rights and international affairs activity, visit www.socialworkers.org/practice/intl/default.asp.


NASW Foundation was awarded a grant from the United Nations Foundation for a project entitled “Healthy Families, Strong Communities,” part of a United Nations Foundation (UNF) initiative to motivate the international community to significantly improve maternal health and achieve universal access to reproductive health (Millennium Development Goal # 5). NASW held forums to engage social work students and social work practitioners across the country in discussing the importance of reproductive health and family planning in their own lives and the lives of those in developing countries. NASW will utilize a broad array of media and communications tools to disseminate materials on the topic to NASW members and the public. Find resources on global reproductive health issues at www.socialworkers.org/practice/intl/issues/globalhealth.asp.


During 2009-2011, the NASW HIV/AIDS Spectrum Project reached more than 1000 people working in social work, mental health, and substance abuse fields through in-person skill building workshops on topics such as substance use, mental health, ethics, medication adherence, and accessible care and treatment for individuals, families, and communities affected by HIV/AIDS. Participants include social workers, allied mental health care providers, and students in schools of social work. Access to web-based programming offered through the NASW WebEd course, “Understanding HIV/AIDS: The Social Worker’s Role,” has ensured that an additional 6000 social workers in 56 countries better understand HIV/AIDS as a global health pandemic. Since December 2010, the WebEd course is also available in Spanish. The project is supported through a renewed five-year contract with the Center for Mental Health Services (CMHS) of the Substance Abuse and Mental Health Services Administration, United States Department of Health and Human Services. For more information visit: www.socialworkers.org/practice/hiv_aids/default.asp.
While I learned the “stages of change” theoretically in graduate school, the attention and experiential learning model used in the workshop gave me an increased understanding, making it more practical and meaningful. Recently, using the lens of the stages of change in examining clients, I was able to apply these skills effectively in working with clients with alcohol abuse problem who appear to be in denial of, or to minimize their problem.

Rita Amadi, PhD, MSW

NASW ANNUAL PRACTICE CONFERENCE, “SOCIAL WORK’S CRITICAL ROLE IN END OF LIFE CARE”

Modern advances in medicine have prolonged life but have also transformed the experience of dying. There is a growing movement driven by a hope for a better death, with professionals, patients, and the public encouraging discussions of what constitutes appropriate end of life care. NASW partnered with NASW Assurance Services and NASW Massachusetts Chapter at a conference in Boston, August 3-4, 2010, to provide 350 participating social workers with up-to-date information and tools to enhance their leadership skills and respond to critical issues in the field of hospice and palliative care. Strategies were recommended for working with individuals affected by serious and life-limiting illnesses and their families, and to better understand the social worker’s role in providing professional biopsychosocial services to these clients.
The NASW Foundation is committed to enriching the social work profession, honoring its history, and empowering social workers to be leaders in social policy and practice.

NASW FOUNDATION RECOGNITION AND AWARDS PROGRAMS

The NASW Social Work Pioneers® Program identifies and honors social workers who have contributed to the evolution and enrichment of the profession, and whose unique dedication, commitment and determination have improved social and human conditions. More than 600 individuals have been nominated by their peers and named NASW Social Work Pioneers®, to serve as role models for future generations of social workers.

Their contributions are reflected in every aspect of the profession, and in the establishment of social policies and human services programs, through practice, teaching, writing, research, program development, administration, advocacy, legislation, and election to public office.

The LEGACY Project collects, preserves and archives documents, photographs and other artifacts related to the history of NASW and the social work profession. LEGACY and other Pioneers® projects bring a historical perspective to current issues and challenges, and insight to emerging social problems.

The NASW Social Work Pioneers® host an annual program in Washington, DC with more than 100 attendees from around the country and from DC-area schools of social work. The 15th Anniversary Event and Luncheon on October 23-24, 2009, included Samira K. Beckwith, ACSW, LCSW, FACHE, President and CEO of Hope Healthcare Services in Fort Myers, Florida; and Richard Barth, PhD, MSW, Dean and Professor of the School of Social Work, University of Maryland Baltimore.

The October 23, 2010 event featured Jeanette Takamura, PhD, Dean of the Columbia University School of Social Work and Nancy Humphreys, past NASW President and Director of the Nancy A. Humphreys Institute for Political Social Work at the University of Connecticut. Pioneer Volunteers Mark Battle and Ken Carpenter were recognized. Biographies of all the NASW Social Work Pioneers® at www.naswfoundation.org/pioneer.

KNEE/WITTMAN HEALTH & MENTAL HEALTH ACHIEVEMENT AWARDS

The Knee/Wittman Health and Mental Health Awards are honorific awards recognizing outstanding achievements and significant contributions in the fields of health and mental health. The Knee/Wittman Award Program was established to recognize those who represent the values, ethics and approaches exemplified by two dedicated social work pioneers, Ruth Knee and Milton Wittman, who guided the development of social policy and standards.

Samira K. Beckwith, ACSW, LCSW, FACHE, received the 2009 Ruth Knee/Milton Wittman Award for Lifetime Achievement in Health and Mental Health Practice at the NASW Foundation Awards Ceremony on March 24, 2010 at the NASW National Office in Washington,
DC. Ms. Beckwith has over 30 years’ experience in professional health care and social services, and has served as President and CEO of Hope Healthcare Services, in Fort Myers, Florida, since 1991. Her personal experiences as a young woman facing a life-threatening illness informed her career in health social work.

Ronald W. Manderscheid, PhD, received the 2009 Ruth Knee/Milton Wittman Award for Outstanding Achievement in Health and Mental Health Policy Awards Ceremony on December 9, 2010 at the NASW National Office. Dr. Manderscheid’s career spans the public, private and academic sectors. While at National Institute of Mental Health (NIMH), Dr. Manderscheid served as chief of evaluation research and as a founding chief of the mental health services grant and intramural research program. At the Substance Abuse and Mental Health Services Administration (SAMHSA), Dr. Manderscheid led the national mental health statistics and informatics programs. He is currently the Executive Director of the National Association of County Behavioral Health and Developmental Disability Directors.

International Rhoda G. Sarnat Award

The International Rhoda G. Sarnat Award is given to an individual, group, or organization that has significantly advanced the public image of professional social work. This monetary prize is made possible from an endowment fund established by a generous contribution in 1996 from distinguished social worker Rhoda G. Sarnat, LCSW and Bernard Sarnat, MD.

John E. “Jack” Hansan, PhD, ACSW retired social welfare administrator and socially-minded business entrepreneur, received the 2009 International Rhoda G. Sarnat Award for advancing public understanding of the social work profession. In the 1990’s, Hansan published Aging Network News, a monthly magazine for professionals in the field of aging. He founded several companies that provide services for aging people, and his published books include: 365 Ways...Retirees’ Guide to Productive Lifestyles and Personal Assistance: The Future of Home Care. From 1986-2009, he and his family operated Capitol Advantage, helping organizations empower citizens through products including congressional directories and Capwiz online grassroots advocacy. Dr. Hansan also developed the website www.socialwelfarehistory.org to showcase the full range of social welfare in the U.S., with an emphasis on social work’s contributions and impact. Dr. Hansan was recognized at the NASW Foundation Awards Ceremony on March 24, 2010 at the NASW National Office in Washington, DC.

NASW Foundation Scholarships and Fellowships

NASW Foundation scholarships and fellowships help to provide the financial resources to support students pursuing a variety of social work specialties.

The Jane Baerwald Aron Doctoral Fellowship on Healthcare Policy provides partial support to social work doctoral students who are engaged in dissertation research in health care policy and practice. The fellowship program was established in 1987 as a tribute to Jane Aron, who was a leader in health care policy and education.
Shawn D. King of Chauncey, Ohio received the Jane B. Aron Doctoral Fellowship for $1,000 for 2009-2010. Mr. King will explore the factors affecting health care service delivery and the subsequent impact this has for the LGBT community, specifically for gay men. Mr. King’s study seeks to uncover the specific barriers older gay men face when they access health care services, in order to improve health policy and outreach to these individuals.

Sherma Charlemagne of Loma Linda University, Department of Social Work and Social Ecology received the Aron Doctoral Fellowship for 2010-2011 for her research on “Impact of Family Involvement in Inpatient Psychiatric Care on Mental Health Outcomes for Children and Adolescents - The Role of Clinician Beliefs.” The study will examine whether mental health outcomes for children and adolescents in psychiatric hospitals vary by clinician based on family involvement in inpatient planning, visitation and discharge planning for children and adolescents with emotional and behavioral disorders.

The Eileen Blackey Doctoral Fellowship on Welfare Policy was established in 1987 as a tribute to Eileen Blackey, who was a pioneer in the planning and use of staff development programs in public welfare agencies and the U.S. Veterans Administration.

Miguelina I. Leon of Alexandria, Virginia received the Eileen Blackey Doctoral Fellowship for $1,000 for 2009-2010. The HIV/AIDS epidemic among women in the US disproportionately affects African American and Latina women, who are often poor. Leon’s research will examine the relationship between socio-economic status, social capital and HIV-related sexual risk behavior among these women. Ms. Leon hopes hopes to inform the development of more effective prevention interventions that address the different needs of African American and Latina women.

Jennifer Courtney of the University at Albany – SUNY, School of Social Welfare received the Blackey Fellowship for 2010-2011 for her research on “The Posttraumatic Stress Disorder (PTSD) Family Workshop: A Pilot Study of Preliminary Outcomes and Effect Sizes of an Attachment-Based Intervention for Family Members of Veterans with Combat-Related PTSD.”

The Verne LaMarr Lyons Memorial Scholarship is a monetary grant awarded to a master’s degree candidate in social work who demonstrates an interest in, or has experience with, health/mental health practice and has a commitment to working in the African American community. The scholarship is a memorial to social worker Verne LaMarr Lyons, who committed his life to increasing awareness of pernicious health concerns affecting African Americans such as insufficient prenatal care, infant mortality, AIDS, cirrhosis, and general life expectancy.

Nicole R. Goodman of Washington, DC received the 2009-2010 Lyons Award for $1,000 for her work with African American youth with mental health conditions.

Jacquelyn Coats of the George Warren Brown School of Social Work at Washington University, Saint Louis received the 2010-2011 Verne LaMarr Lyons Memorial MSW Scholarship.
GOSNELL MEMORIAL SCHOLARSHIP

The Consuelo W. Gosnell Memorial Scholarship is a monetary grant awarded to master’s degree candidates in social work who have demonstrated a commitment to working with, or who have a special affinity with American Indian/Alaska Native and Hispanic/Latino populations, or in public and voluntary nonprofit agency settings. The Gosnell Scholarship was established through a bequest of Consuelo Gosnell, a social work practitioner who was a champion of civil and human rights and worked diligently to ameliorate conditions for critically under-served American Indians and Latinos in the Southwest. Each of the following recipients received a $2,000 scholarship for 2009-2010.

- Kari A. Baars of Superior, CO - Univ. of Denver
- Julia Clark of Baltimore, MD - Univ. of Maryland, Baltimore
- Mark A. Heinbockel of Elizabethtown, PA - Univ. of Pittsburgh
- Maureen Jerkowski of El Paso, TX - Fordham Univ.
- Jennifer E. Kimball of Seattle, WA - Univ. of Washington
- Victor Ortiz of Worcester, MA - Simmons College
- Kelly A. Quinn of Medfield, MA - Salem State College
- Audrey Sherman of Austin, TX - Univ. of Texas at Austin
- Linda E. Spotts of Newark, DE - Delaware State Univ.
- Matthew L. Vasquez of Iowa City, IA - Univ. of Iowa

These awardees received a $2,000 Gosnell Scholarship for 2010-2011

- Michelle Chaitow, Univ. of Maryland – Baltimore, School of Social Work
- Jennifer Saw Corado, Univ. of Southern California, School of Social Work
- Alexis Diaz, Columbia Univ., School of Social Work
- Ashley Hammonds, Boston College, Graduate School of Social Work
- Megan Hope, Univ. of Denver, Graduate School of Social Work
- Monica Polanco, New York Univ., Silver School of Social Work
- Fatima Reyes, Univ. of Southern California, School of Social Work
- Amiramia Rodriguez, Univ. of Houston, Graduate School of Social Work

RUTH FIZDALE CHAPTER RESEARCH PROGRAM

The Ruth Fizdale Program underwrites research projects that link practice and policy issues with relevant social issues. Created in 1987 by Dr. Helen K. Rehr and other friends of Ruth Fizdale to honor her contributions to social work, the fund is intended to underwrite studies related to people with social needs, and to facilitate effective service delivery. The program provides opportunities for NASW chapters to conduct pilot research projects targeted to a specific emerging issue. These pilot projects then may serve as cornerstones for developing more comprehensive research projects.

NASW Massachusetts Chapter received the NASW Foundation’s 2009-2010 Fizdale Grant for their project, “Hospital Social Workers: The Needs They Address and the Services They Provide.” Massachusetts Chapter Executive Director Carol Trust wrote, “Social work has been viewed as a soft profession unable to prove its contributions to positive outcomes in hospital. Research to document what social workers do in hospitals is lacking, and is needed to establish the importance of social work to hospitals overall mission.” The Massachusetts report will soon be available to NASW members. No award was made for 2010-2011.

The NASW Foundation Fund provides essential funding for social work-related programs, to enhance the well-being of individuals, families, and communities.

The Foundation also provides ongoing assistance and counsel for NASW Chapter funding questions for charitable and educational activities and projects. NASW Foundation has assisted Chapters with $117,000 in donations to Chapter educational activities from July 2009 through June 2011.
The Social Work Policy Institute (SWPI) is a think tank established in 2009 within the National Association of Social Workers Foundation (NASWF). SWPI’s mission is to strengthen social work’s voice in public policy deliberations, inform policymakers through the collection and dissemination of information on social work effectiveness and create a forum to examine current and future issues in health care and social service delivery. Since 2009, SWPI has convened four research symposia and published follow up reports. Interdisciplinary groups of invitees and speakers include leaders from practice, policy, research, and education, including representatives from federal agencies, national organizations, foundations, universities, insurers and state and local service-providing agencies.

Social Work Research and Comparative Effectiveness Research (CER): A Research Symposium to Strengthen the Connection, November 16, 2009, examined how the social work profession might best contribute to the expanding attention to CER and developed an agenda for action that addresses areas for further social work research, training of researchers, interdisciplinary collaborations, research/practice connections, and communication and outreach efforts.

Hospice Social Work: Linking Policy, Practice, and Research, March 25, 2010, explored the connections between quality hospice social work services, the mission of hospice, federal requirements, professional standards, and the current state of hospice research by social workers. The recommended action steps to enhance excellence in hospice care highlight strategies that can be undertaken to promote research/practice linkages, interdisciplinary team functioning, collaboration with federal agencies and research on hospice social work.

Supervision: The Safety Net for Front-Line Child Welfare Practice, November 18, 2010, was convened in conjunction with the NASW Center for Workforce Studies & Social Work Practice and the National Child Welfare Workforce Institute (NCWWI), with Casey Family Programs (CFP) as a contributing partner. The symposium highlighted the growing evidence that effective supervision is a critical ingredient in addressing child welfare staff retention, organizational culture and climate, culturally competent practice, transmission of evidence-based practices, and child and family outcomes.

Investing in the Social Work Workforce, May 18, 2011, was held in collaboration with the Action Network for Social Work Education and Research (ANSWER) to examine policy issues and current strategies related to professional education and training and payment/reimbursement for services across fields of practice and across population groups. The goal is to focus on current status, existing challenges and potential opportunities, and then make recommendations for future actions to enhance investments related to the recruitment, retention, and training of social workers.

Betsy Vourlekis, Sarah Gehlert and Rick Barth at a SWPI event honoring Gehlert.
THE NASW CENTER FOR WORKFORCE STUDIES

The NASW Center for Workforce Studies was established in 2004 to conduct studies of the current social work labor force to determine trends in employment, to identify training needs and barriers to quality service delivery, and to advance the role of the profession in multiple systems of care. The Center conducted the first-ever national study of social work salaries and benefits. The resulting report, 2009 Compensation & Benefits Study: Summary of Key Compensation Findings was augmented by 12 Occupational Profiles that examined specific areas of social work practice related to salaries. The Center also administered a comprehensive NASW Member Satisfaction Survey.


The National Social Work Public Education Campaign builds awareness of the social work profession, and promotes public access to social work services. The Campaign has conducted surveys, placed advertisements and public service announcements, and developed print, broadcast and digital tools to educate the public about the value of the social work profession.

www.HelpStartsHere.org is the Public Education Campaign’s free social work resource for consumers searching for information and guidance on issues affecting themselves and their families. Visitors can explore issues of concern, learn from social work experts, and use the Social Worker Finder to locate a social worker who can assist them. Some of the most frequently searched topics on the Social Worker Finder include depression, marital and family issues and addictions.

www.BeASocialWorker.org was launched in 2009 to provide high school and college students with information about the profession and tools to help recruit passionate future social workers.

www.SocialWorkersSpeak.org was developed under the banner of the NASW Communications Network (NCN) to give social workers a voice in influencing how the entertainment industry and news media depict social work issues and the social work profession. The NASW Foundation supports NCN activities such as Picture This: Women’s Health, a report and briefings with television writers and producers to educate on health issues.

Schools of Social Work participate in the National Social Work Public Education Campaign to raise awareness of the profession, instill pride in their graduates and alumni, and raise the profile of social work programs on campus. Many schools of social work recognize their graduating students with the Professional Social Worker pin.
“As social workers, on any given day we work to make a real difference in the life of one individual or in the lives of many. Unfortunately, many do not fully understand or appreciate the important role social workers have played in working with the most vulnerable in their communities, and advocating on behalf of the development of policies and programs to help them. When asked, the average person believes that he or she will never personally need the help of a social worker.

Through the National Social Work Public Education Campaign, and its consumer Web resource HelpStartsHere.org, we are articulating the value of social work to new audiences and developing new allies.”

Gary Bailey, ACSW
Chair, National Social Work Public Education Campaign

Suzanne Dworak-Peck, ACSW, LCSW
Chair, Campaign Advisory Committee

**DISASTER ASSISTANCE**

The NASW Foundation Social Work Disaster Assistance Fund was created to ensure a rapid social work response to disasters and emergencies.

NASW members and friends raised more than $21,000 in donations for disaster relief following the January 2010 earthquake that devastated the Caribbean island nation of Haiti. The NASW Foundation partnered with the National Hospice Foundation in supporting Holy Angels Hospice in Port-au-Prince, Haiti, the Albert Schweitzer Hospital in Deschapelles, Haiti, and Boston-based Partners In Health. All three organizations provided palliative and end-of-life care to severely injured victims of the 7.0-magnitude earthquake. The NASW Foundation also partnered with Physicians for Peace to provide services to child amputees. Physicians for Peace coordinates with Haitian organizations to provide children with prosthetics and help them recover from the tragedy.

The NASW Foundation activated the Social Work Disaster Assistance Fund and raised more than $30,000 in the two weeks following the March 2011 earthquake and tsunami in Japan. 100% of those donations went to our colleagues in the Japan Social Work Association to provide services to those affected by the disasters.
Donors & Sponsors

The NASW Foundation gratefully acknowledges all our thousands of supporters on the NASW Foundation website at www.naswfoundation.org. Gifts to the NASW Foundation during fiscal years 2009-2011 of $100 or more from individuals or organizations are listed below.

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Association of Baccalaureate Social Work Programs Directors
Association of Oncology Social Work
Association of Social Work Boards
Beatrice and Leon Friedman Charitable Foundation
California State University
Los Angeles Association of Student Social Workers
Case Management Society of America
Casey Charitable Matching Programs
CFC-United Way of Metropolitan Atlanta
Children's National Medical Center
Clinical Social Work Federation
Collinge and Associates
Council on Social Work Education
GoodEndings
Group for the Advancement of Doctoral Education (GADE)
Hospice of the Bluegrass
Institute for Geriatric Social Work
Limbertwig Press
Lutheran Community Foundation
Minnesota Chapter of Assoc of Black Social Workers
National Association of Black Social Workers
National Association of Deans and Directors of Schools of Social Work
National Coalition for Cancer Survivorship (NCCS)

Pacificare Health Plan Administrators, Inc.
Society for Social Work Leadership in Health Care
Socket Mobile, Inc.
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United Behavioral Health
US Committee International Council on Social Welfare
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Barry University
Belmont University
Bennett College
Bethel College
Boston College Graduate School of Social Work
Buffalo State College
California University of Pennsylvania
Campbellsville University Carver School of Social Work
Carthage College
Catholic University of America
Chatham University
College of St. Benedict
Concordia University-Wisconsin
Delta State University
Dominican University Graduate School of Social Work
Eastern Kentucky University
Edinboro University of Pennsylvania
Florida Memorial University
Hood College Social Work
Indiana University East
Kennesaw State University
Lock Haven University of Pennsylvania
Luther College
Marist College
Marywood University
Methodist University
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Mississippi Valley State University
Monmouth University
Northern Michigan University
Northwestern College
Northwestern Oklahoma State University
Park University
Plymouth State University
Presentation College
Providence College
Regis College
Rhode Island College
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Salisbury University
Saint Francis University
Seattle University
Siena Heights University
St. Catherine University
Tarleton State University
Tennessee State University
Texas A & M University-Central Texas
Texas Christian University
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University of North Carolina at Greensboro
University of North Carolina Charlotte
University of North Dakota
University of North Texas
University of Saint Francis
University of Southern California
University of Southern Indiana
University of Southern Mississippi
University of St Thomas
Virginia Union University
Walla Walla University
Wartburg College
West Virginia State University
Westfield State University
Youngstown State University

NASW Chapters
NASW Florida Chapter
NASW Indiana Chapter
NASW Texas Chapter

Federal Government
U.S. Department of Health and Human Services, Center for Mental Health Services, Substance Abuse and Mental Health Services Administration
PLANNED GIVING AND BEQUESTS

Workplace Giving
Federal Employees from across the United States, and internationally, through Combined Federal Campaigns, and State Employee Charitable Campaigns in 12 states. NASW Foundation is CFC #12538

The NASW Foundation (NASWF) is a charitable organization as defined by the IRS Code, 501(c)(3). Contributions to the NASW Foundation are tax deductible.

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Joan Zlotnik, Director, Social Work Policy Institute
2010 Financial Overview

The NASW Foundation maintained a strong financial position throughout 2010. The following charts represent the foundation’s net assets, revenue and expenses.

**Net Assets** $3,364,983
- Supporting the Profession ■ 1,215,191
- Practitioners ■ 886,799
- Public ■ 928,150
- Chapters ■ 166,613
- Management & General/Other Funds ■ 168,230

**Revenue** $1,979,967
- Contributions ■ 1,298,522
- Grants & Contracts ■ 369,718
- Net Investment Income ■ 311,727

**Expenses** $1,762,023
- Supporting the Profession ■ 44,159
- Practitioners ■ 858,428
- Public ■ 359,211
- Chapters ■ 16,429
- Fundraising ■ 8,999
- Management & General/Other Funds ■ 474,797
2011 Financial Overview

THE NASW FOUNDATION MAINTAINED A STRONG FINANCIAL POSITION THROUGHOUT 2011. THE FOLLOWING CHARTS REPRESENT THE FOUNDATION’S NET ASSETS, REVENUE AND EXPENSES.

**Net Assets $3,584,775**
- Supporting the Profession ■ $1,300,713 (36%)
- Practitioners ■ $1,154,332 (32%)
- Public ■ $835,180 (23%)
- Chapters ■ $162,422 (5%)
- Management & General/Other Funds ■ $132,128 (4%)

**Revenue $1,733,135**
- Contributions ■ $930,305 (54%)
- Grants & Contracts ■ $408,346 (23%)
- Net Investment Income ■ $394,484 (23%)

**Expenses $1,513,340**
- Supporting the Profession ■ $44,678 (3%)
- Practitioners ■ $484,689 (32%)
- Public ■ $385,175 (25%)
- Chapters ■ $85,671 (6%)
- Fundraising ■ $9,045 (1%)
- Management & General/Other Funds ■ $504,082 (32%)
Social workers provide counseling, education, and psychotherapy to help their clients function better in their lives, improve their relationships with others, and solve personal and family problems.

Social workers understand complex support systems and work to connect people to the resources they need.

Social workers are specifically trained to treat the whole person in his or her environment – they evaluate and understand their clients’ social systems, family dynamics, personal beliefs and customs in order to identify and build support networks and decrease barriers to accessing help or making the changes that are needed.

Social workers help improve patient outcomes and decrease hospitalization costs by identifying and helping to overcome barriers to care. Social workers play the largest role in helping patients maintain a course of therapy or adhere to a prescribed medical treatment.

Social workers are the nation’s largest group of mental health service providers—more than psychiatrists, psychologists, and psychiatric nurses combined – and may be the only mental health professionals in many rural areas.

Social workers speak out— they are informed and responsive, and will mobilize to seek change on behalf of their clients.
Letter From NASW Foundation Donor

My involvement with the NASW Foundation began when I was a student member, and was serving on the National and Texas Chapter Boards of Directors. I learned first-hand how our contributions to the Foundation helped other social work professionals and social work students. At that time, the Pioneer Room was under development and Hurricane Iniki had devastated the Hawaiian island of Kauai. My contributions, no matter how small, went to these and other projects.

Of particular interest to me when I was a student, and now, as a professional, are the NASW scholarships and awards. It hasn’t been so long that I can’t recall how tight my finances were when I was going to graduate school, and how few resources there were available. When I donate to scholarships, I believe that I’m helping to ensure that the social work profession continues.

As a professional, I continued to be dismayed at how inaccurately the general public perceives the social work profession and how they perceive us, the social worker. Contrary to what I’ve seen on television, I’ve never taken clients to my home to care for them, never tore children away from caring families, and never EVER not listened when someone shares their side of the story. Our facets are myriad, there is no one job description that fits all social workers, but what unites us is how we approach our clients: person-in-environment. Our Public Education Campaign arose from the need and desire to inform and educate others about who we are. We have made some progress on this front, but more help is needed.

The NASW Foundation has worked with me to make donating easy. I currently make monthly donations to both the NASW General Fund (so that my donations can be used where they are needed) and to the Public Education Campaign. I encourage all of you to “pay it forward” and get involved with the NASW Foundation. Your contribution may be the one that helps a social work student graduate, helps a colleague who has been affected by disaster, or changes the mind of someone who never thought they would need or want help from a social worker.

Joanne E. Cruz Tenery, MSSW, LMSW