

NASW Foundation

2008 Annual Report

LETTER FROM THE NASW FOUNDATION'S PRESIDENT AND CHAIR



Each year, thousands of social workers benefit from training, research, scholarships and projects supported by the NASW Foundation. In turn, they assist hundreds of thousands of clients and have a far reaching impact on policy and practice. On their behalf, we gratefully acknowledge the support of members, friends and sponsors who make the work of the Foundation possible. Your continuing generosity in 2007-2008 enabled the Foundation to undertake numerous projects.

The National Social Work Public Education Campaign remained a priority, raising awareness and understanding of the social work profession. In October 2007, we released "On Any Given Day," a five-minute video highlighting three social workers on a typical day in widely varying practice areas. The DVD aired on Public Broadcasting Service stations across the U.S., and was widely distributed to schools, chapters and individual members to use as a teaching and recruitment tool.



The consumer Web site, HelpStartsHere.org, continued to expand and attract visitors from the public and from the news media. Through HelpStartsHere, NASW is successfully connecting social work experts to writers and producers looking for knowledgeable authoritative sources on a wide range of topics. We partnered with the New York Academy of Medicine in a survey of caregiver stress and the role of social work, which received media coverage from *USA Today*, *Good Morning America* and other national outlets.

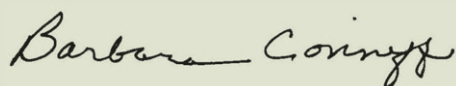
NASW Foundation collaborated with other foundations and non-profit organizations to pursue projects of importance to social workers. We continued important work in cancer care, HIV/AIDS, and disparities at end of life, and developed trainings for best practices for adolescent health and mental health. We hosted a successful conference on prisoner re-entry, and developed the Cancer Patient Navigation Toolkit: A Guide to Community Navigation.

Also during fiscal year 2008, the Foundation provided \$26,000 in fellowships and scholarships to students pursuing social work degrees with emphases on health care policy and practice, welfare policy and practice, and underserved populations. The Foundation served as a resource for 56 NASW chapters on fundraising for local educational and charitable initiatives.

To fund these and other projects, NASW Foundation pursues opportunities for sponsorship and grants from foundations, corporations, and the federal government. We also rely on the generous support of NASW members, their friends, families, employers, and the social work community, and we appreciate your confidence and support. Once again, we are proud to have earned Charity Navigator's highest rating (four stars) for sound fiscal management.

Your continuing participation helps improve the quality of life for social workers and for the individuals, families, and communities we serve. Thank you.

Sincerely,



Barbara Conniff, MSW, ACSW
Chair, NASW Foundation



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

SUPPORTING SOCIAL WORK EDUCATION, RESEARCH, AND PRACTICE

The social work profession is based on three essential principles: education, research, and practice. Through research and education, we ensure that the social workers who address critical individual, family, community, and societal needs are thoroughly trained and highly qualified. With this goal in mind, NASWF supports a variety of programs, including the following:

SELECTED SPECIAL PROJECTS (For a complete program list, visit www.naswfoundation.org)

- **The National Social Work Public Education Campaign** builds awareness of the social work profession, and promotes public access to social work services. The Campaign's consumer Web site, www.HelpStartsHere.org, provides a social work resource on the Web for information on issues that affect individuals and families, such as caring for aging parents, health and health disparities, children and families, and behavioral health. HelpStartsHere provides links to resources and to social workers who can assist. Since it was launched in 2005, more than 1,000,000 people, from every U.S. state and overseas, have used HelpStartsHere.org in 2.6 million visits.
- **Grant Funded Education & Training**
 - ◆ In partnership with CancerCare, Inc., "**Psychosocial Oncology Best Practice Exchange: Eastern Europe and the United States**" is one of the first initiatives of **Social Workers Across Nations (SWAN)**. This is a two-year project to conduct in-person training for social workers in Hungary and Romania, with follow-on Web-based continuing education for social workers in the U.S.
 - ◆ In partnership with the National Coalition for Cancer Survivorship and the Centers for Disease Control and Prevention, we are developing online educational in "**Hematologic Cancers-Strategies for Education & Outreach.**"
 - ◆ The "**LGBTQ Out-of-Home Youth Project**" is a curriculum development and train-the-trainer initiative to prepare dozens of child welfare social workers to train hundreds of additional social workers in best practices for assisting LGBTQ youth in foster care.
 - ◆ With funding from the Leon Lowenstein Foundation, "**Transporting Evidence to Social Work Practice: Model Development for Suicide Prevention for Adolescent Girls,**" includes face-to-face trainings for social workers, and an online toolkit.
 - ◆ In partnership with the **Substance Abuse and Mental Health Services Administration**, the Center for Workforce Studies convened a conference on prisoner re-entry held in Washington DC for 150 participants.
- **The NASW Center for Workforce Studies** conducts 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. During FY 2008, the Center conducted a survey to examine workforce issues within the NASW membership; another explored child welfare workers' experiences with using mobile technology tools. The work of Center staff was included in several publications, including: *Health Affairs*; *The Social Work Encyclopedia (NASW) and Recruiting for corrections: A look at social work (ACA)*. In addition, the Center published several reports on topics ranging from social work education indebtedness to how social workers cope with stress.
- **WebEd and other Foundation educational activities** serve to strengthen and improve the best practices of frontline professional social workers, providing free continuing education to disseminate the latest social work practice information to social workers and other health professionals across the country. Since the introduction of our free, online WebEd continuing education series, "Understanding...the Social Worker's Role," 188,000 courses have been completed by people from every U.S. state and from 141 countries, in issues relating to aging, cancer, cancer caregiving, end of life, adolescent health, HIV/AIDS, genetics, ethics, malpractice and cultural competence.
- **The NASW Foundation Fund:** enables us to carry out all Foundation programs.
- **L.E.G.A.C.Y. Project:** collects, preserves, archives, and makes accessible documents, photographs and other artifacts related to the history of NASW and the social work profession.
- **NASW Social Work Pioneer® Program:** recognizes social work leaders, both living and historical. To date, more than 600 leading social workers have been elected by their peers. Biographies of each are being assembled at www.naswfoundation.org/pioneer. The Pioneers host an annual symposium in October in Washington, D.C.
- **HIV/AIDS Spectrum: Mental Health Training and Education of Social Workers Project:** provides the necessary HIV and mental health practice skills for people working in social work, mental health, and substance abuse fields to enhance and promote culturally competent practice with individuals, families, and communities affected by HIV/AIDS.
- **Cancer Patient Navigation Toolkit:** explores the role of patient navigation programs in improving patient outcomes in a variety of healthcare settings.
- **Racial and Ethnic Disparities in Health and End-of-Life Care:** provides online and advanced trainings in Racial and Ethnic Disparities in Health and End-of-Life Care.

FELLOWSHIP AND SCHOLARSHIP PROGRAMS

- Jane B. Aron Doctoral Fellowship on Healthcare Policy
- Eileen Blackey Doctoral Fellowship on Welfare Policy
- Consuelo W. Gosnell Memorial MSW Scholarship
- Verne LaMarr Lyons Memorial MSW Scholarship

RECOGNITION AND AWARDS PROGRAMS

- Knee/Wittman Health & Mental Health Achievement Awards
- Rhoda G. Sarnat Award for advancing the public image of professional social work
- NASW Social Work Pioneers® Program
- Ruth Fizdale Chapter Research Program

Donors & Sponsors

The NASW Foundation gratefully acknowledges all our thousands of supporters on the NASW Foundation Web site at www.naswfoundation.org. Gifts to NASW Foundation during fiscal year 2008 of \$100 or more from individuals or organizations are listed below.

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NASW Insurance Trust
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SRA International, Inc.
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School Board
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Support and Education,
Inc.
US Committee
International Council
on Social Welfare

SCHOOLS OF SOCIAL WORK

More than 90 Social
Work Schools and
Departments supported
the National Social Work
Public Education Cam-
paign in 2007-2008. We
gratefully acknowledge
all our partner schools at
www.naswfoundation.org.

NASW CHAPTERS

NASW Arizona Chapter
NASW Florida Chapter
NASW Missouri Chapter
NASW Ohio Chapter
NASW Tennessee Chapter
NASW Washington Chapter

FEDERAL GOVERNMENT

U.S. Department of
Health and Human
Services, Maternal
and Child Health
Bureau
U.S. Department of
Health and Human
Services, Center
for Mental Health
Services, Substance

Abuse and Mental
Health Services
Administration

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Aetna Foundation
Bristol-Myers Squibb
Foundation
C-Change -
Collaborating to
Conquer Cancer
John A. Hartford
Foundation Discretionary
Grants Program as
directed by James F.
O'Sullivan
Leon Lowenstein
Foundation
The New York Academy
of Medicine

PLANNED GIVING AND BEQUESTS

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Ming Chan, for the
Learning Springboard
Endowment
Community Foundation
of New Jersey
Lutheran Community
Foundation
Joan K. Parry Trust

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Federal Employees from
across the United States,
and internationally,
through Combined
Federal Campaigns.

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Executive Director, NASW

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NASW FOUNDATION

To enhance the well-being of individuals, families, and communities through the advancement of social work practice.

FOUNDATION STAFF

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Assistant Director

Bonita Williams-Davis
Executive Assistant

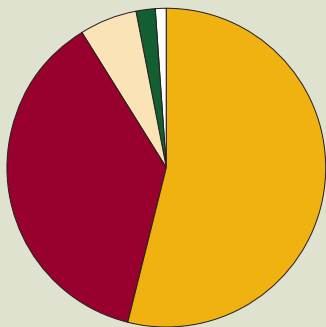
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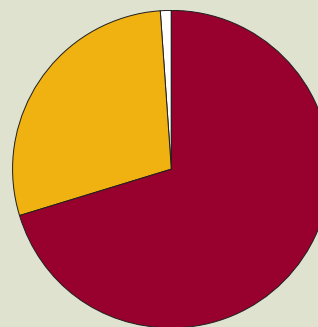
CONSOLIDATED STATEMENT OF FINANCIAL POSITION – JUNE 30, 2008



REVENUE—\$2,240,200*

Grants & Contracts	\$1,240,955 (55.39%)
Contributed Income	845,930 (37.76%)
Investment Income	127,429 (5.69%)
In-Kind Services	25,000 (1.12%)
Other	886 (0.04%)

* not included, \$398,922
Net Realized and Unrealized
Losses on Investments



EXPENSES—\$1,516,429

Program Activities	\$1,082,764 (71.40%)
Management, Supporting Services & Fundraising	433,515 (28.59%)
Special Funds	150 (0.01%)

Total Assets	\$4,468,666
Total Liabilities	\$470,169
Total Net Assets	\$3,998,497
Total Liabilities and Net Assets	\$4,468,666



CHARITY NAVIGATOR GIVES NASW FOUNDATION ITS TOP RATING OF ★★★★★ FOR SOUND FISCAL MANAGEMENT.