

NASW Foundation

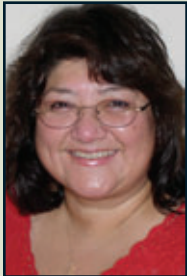
2006–2007 Annual Report

LETTER FROM THE NASW FOUNDATION'S PRESIDENT AND CHAIR



The NASW Foundation gratefully acknowledges the support of members, friends and sponsors. During our fiscal year July 1, 2006 through June 30, 2007, the social work community and its friends provided more than 45,000 individual donations both large and small. Your continuing generosity in gifts of time and money enabled the Foundation to pursue numerous projects in 2006-2007.

The NASW Foundation continued to support and promote the National Social Work Public Education Campaign to raise awareness and understanding of the social work profession. The consumer Web site, HelpStartsHere.org, continued to expand and attract visitors from the public and from the news media. Campaign advertisements were placed in national magazines and in print and outdoor advertising outlets across the country, with a potential of more than 55 million viewer impressions. A series of four full-page ads about real social workers and their clients in *O, The Oprah Magazine* in Fall 2006, as well as full-page ads in *More* and *Ladies' Home Journal*, helped to stimulate new donations and visitors to HelpStartsHere. Results of our NASW-New York Academy of Medicine survey of sandwich generation women were covered in *USA Today*.



NASW Board member and social work educator Jean Quam led efforts to raise support for the Public Education Campaign from schools and programs of social work. During 2006-2007, 52 schools joined or renewed their support, contributing \$181,500 to the national campaign.

The NASW Foundation continued to work with other foundations and non-profit organizations to pursue projects of importance to social workers. This year we continued important work in disparities at end of life, and trainings in cancer and HIV/AIDS. We were awarded a grant to plan a conference on prisoner re-entry, and we completed the production of a video on the crucial role of patient navigation programs. NASW member Diana Ming Chan and her husband Clarence committed an additional gift of \$230,000 to the Learning Springboard Endowment, which supports school social workers in San Francisco public schools, bringing their donations to the Learning Springboard Endowment to more than \$1 million.

Two Pioneer Listening Conferences were held at the National Office, in November 2006 and February 2007 to learn from our NASW Social Work Pioneers® about the historical context and previous investments in social work by the government and private funders. This material provided an important foundation for NASW's Social Work Reinvestment Initiative.

Also during 2006-2007, the Foundation provided nearly \$30,000 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 serves as a resource for 56 NASW chapters on fundraising for local educational and charitable initiatives, administering \$86,000 on behalf of NASW Chapters.

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 four-star rating 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,

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

Joanne E. Tenery, MSSW, LMSW
Chair, NASW Foundation (2005-2007)

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:

TOP PRIORITIES

- **The National Social Work Public Education Campaign** builds awareness of the social work profession, and promotes social workers' ability to improve people's lives, through a national and local outreach and media campaign based on research and strategic marketing. 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 600,000 people, from every U.S. state and overseas, have used HelpStartsHere.org in 1.4 million visits.
- **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. Following the successful completion of the benchmark national study of licensed social workers, the Center for Workforce Studies implemented an outreach strategy during FY2006-2007 to promote interest in the social work labor force. Findings from the national study were presented at the American Corrections Association Conference and at the National Network of Social Work Managers Conference. The Center developed and implemented a protocol to encourage the use of the benchmark database for additional analyses. In addition, the Center was awarded a \$25,000 Knowledge Dissemination Conference Grant from the Substance Abuse and Mental Health Services Administration (SAMHSA) to highlight the role of the social service workforce in ex-offender re-entry into communities.
- **NASW 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 continuing education courses, the "Understanding Series," which looks at the role of the social worker in a variety of areas, more than 128,000 courses have been completed by people in every U.S. state and 132 countries, in issues relating to aging, cancer, cancer caregiving, end of life, adolescent health, HIV/AIDS, genetics, and ethics.
- **The NASW Foundation Fund** provides essential funding for social work-related programs, to enhance the well-being of individuals, families, and communities.

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

- **L.E.G.A.C.Y. Project:** collects, preserves and archives 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.
- **Patient Navigation:** developed, produced, and disseminated in collaboration with C-Change, an educational video and toolkit on the role of patient navigation programs as a tool for improving cancer patient outcomes in a variety of healthcare settings.
- **Disparities at End of Life:** continued in the second year of a three-year grant from the Aetna Foundation for a NASW WebEd course and advanced trainings in The Role of Social Work in Eliminating Health Disparities in 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 2006-2007 of \$200 or more from individuals, and \$250 or more from organizations, are listed below.

INDIVIDUALS

Natalia Amchislavsky
Delwin M. Anderson
Lawanna R. Barron
Mark G. Battle
Jane Bierdeman-Fike
Gerard J. Burke
Virginia L. Burns
Kenneth S. and Margery P. Carpenter
Lewis W. Carr
Patricia M. Cedeno-Zamor
Elizabeth J. Clark
Robert H. and Ruth Cohen
Elvira Craig de Silva
Herman Curiel
Suzanne Dworak-Peck
Suzanne Dworak-Peck
in honor of Glenn S. Allison
Golda M. Edinburg
John S. Fine
Barbara L. Glaser
Stephen H. Gorin
John E. Hansan
Victoria J. Hansen
Jesse J. Harris
Marjorie G. Hart
Catherine D. Harvey
in honor of Elizabeth J. Clark
Merl C. Hokenstad, Jr.
Martha Kendall Holmes
Elaine M. Hopson
Mary C. Jennings-Holden
Amber B. Jones
Virginia Karl
Katherine A. Kendall
Ellen T. Kennedy
Marie C. Kennedy
Ruth I. Knee
Grace H. Lebow
Kenneth W. Lee
Joseph Lum
Jennifer Markens
Beth S. Meltzer

Cynthia D. Moniz
Betty I. Morningstar
James F. O'Sullivan
Curtis Pedersen
Mary M. Reddy
Helen Z. Reinherz
Susan Rubin
in honor of Eural Davis, Jr.
Elizabeth P. Salett
Donald C. Siddell
Jessie P. Smith
Wendy B. Smith
Stan Stojkovic
Delmar Stone
Joanne Cruz Tenery
in honor of Alicia Smalley
Joanne Cruz Tenery
in honor of Eural Davis, Jr.
Joan E. Thomason
Carol J. Trust
Bruce H. Ullerup
Betsy S. Vourlekis
Alan D. Wade
Kathleen Waugh
Joan O. Weiss
Camille Baudot Wheeler
in honor of Isabelle Fisch
Ronaele Whittington

CORPORATIONS/ ORGANIZATIONS

Benefit Services
Capitol Advantage, LLC
Case Management Society
of America, Inc.
KMJ Communications, LLC
Melcher & Tucker Consultants, LLC
National Hospice and Palliative
Care Organization
NASW Council of Chapter Executives
in honor of Eural Davis, Jr.
New York Academy of Medicine
T. Rowe Price Program for Charitable
Giving as directed by Delwin Anderson

SCHOOLS OF SOCIAL WORK

More than 50 Schools and Departments of Social Work supported the National Social Work Public Education Campaign with donations exceeding \$181,500 in FY2006-2007. We gratefully acknowledge all Public Education Campaign schools at www.naswfoundation.org.

NASW CHAPTERS

NASW-IN Chapter
NASW-NJ Chapter
NASW-OH Chapter
NASW-SD Chapter in honor of
Elvira Craig de Silva
NASW-TN Chapter in honor
of Gary Bailey
NASW-WV 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

FOUNDATIONS/GRANTS

Aetna Foundation
Bristol-Myers Squibb
C-Change - Collaborating to
Conquer Cancer
John A. Hartford Foundation –
Discretionary Grants Program as
directed by James F. O'Sullivan
The Bell-Eisenberg-Leber Fund of the
Lutheran Community Foundation

PLANNED GIVING AND BEQUESTS

Estate of Marvin Bogdanof
Clarence and Diana Ming Chan, for
the Learning Springboard Endowment
Estate of Ray Leber
Lutheran Community Foundation
Estate of Kurt and Betty Reichert
Stewart Family Fund of the Fidelity
Charitable Gift Fund, directed
by Joseph Stewart

WORKPLACE GIVING

Federal Employees, through
Combined Federal Campaign
of the National Capital Area



2006-2007 Board of Directors

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

Joanne E. Cruz Tenery, MSSW, LMSW
Chair, NASW Foundation
Manager, Member Relations
Parkland Community Health Plan

Victoria J. Hansen, LMSW-AP
Secretary-Treasurer, NASW Foundation
Executive Director, TX Chapter NASW

Elvira Craig de Silva, DSW, ACSW
NASW President
Associate Dean, Waukesha County
Technical College

Gary Bailey, MSW
Assistant Professor, Simmons
College Graduate School of Social Work

Catherine D. Harvey, DrPH, RN, AOCN
Principal, The Oncology Group, LLC

Amber B. Jones, M.Ed.
(term beginning July 2006)
Vice-Chair, NASW Foundation
(beginning February 2008)
Health Policy, Planning and
Management Consultant

Marie C. Kennedy
Communications Strategist

Barbara Conniff, LCSW, ACSW
Chair, NASW Foundation
(term beginning July 2007)
CEO, Milestone Centers, Inc.

Carla Howery
(term beginning July 2007)
Deputy Executive Officer (ret.)
American Sociological Association

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NASW President-Elect
(term beginning July 2007)
Provost and Vice President, Menlo College

Armin Weinberg, PhD
(term beginning July 2007)
Director, Chronic Disease Prevention and
Control Research Center, Baylor College
of Medicine

NASW FOUNDATION

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

FOUNDATION STAFF

Robert C. Arnold
Director

Patricia Hussey
Grants Writer

Nikita Lewis
Accounting Manager

Jennifer C. Watt
Assistant Director

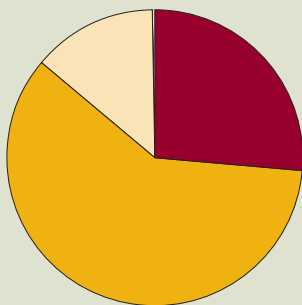
Kerri Criswell Major, MSW
Foundation Associate

Sally Cabellon
Accountant I

Bonita Williams-Davis
Executive Assistant

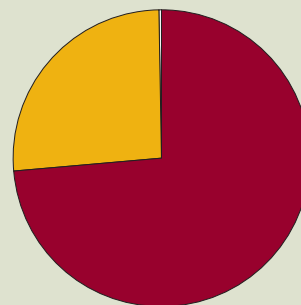
CONSOLIDATED STATEMENT OF FINANCIAL POSITION – JUNE 30, 2007

Total Assets	\$3,997,757
Total Liabilities	\$324,109
Total Net Assets	\$3,673,648
Total Liabilities and Net Assets	\$3,997,757



REVENUE—\$2,415,467

■	\$641,495 (26.56%) – Grants & Contracts
■	1,444,589 (59.81%) – Contributions
■	327,211 (13.55%) – Investment Income
■	2,172 (0.09%) – Other



EXPENSES—\$1,773,827

■	\$1,307,181 (73.69%) – Program Activities
■	465,617 (26.25%) – Management, Supporting Services & Fundraising
■	1,029 (0.06%) – Special Funds



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