LETTER FROM THE NASW FOUNDATION’S PRESIDENT AND CHAIR

We are pleased to report on the many accomplishments of the NASW Foundation during the past year. Thanks to the generous support of NASW members, friends, and sponsors, donations, as well as grants and contracts, increased significantly over the previous year.

The past year had numerous highlights, including: the Social Work Congress 2005, the launch of the National Social Work Public Education Campaign, the 50th Anniversary Gala, and the establishment of the NASW Center for Workforce Studies.

The multi-year National Social Work Public Education Campaign will raise awareness and understanding among the public and key decision makers of the value of the social work profession. Financed by donations, this year we produced professionally-designed advertisements and launched a Web site for the general public, www.HelpStartsHere.org, which includes a “How to Find a Social Worker” capability.

The NASW Foundation helped to lead the educational activities surrounding NASW’s 50th Anniversary, and to honor the leaders of the profession. Other accomplishments include: the establishment of the NASW Archives, publication of a book featuring reflections from NASW’s past leaders, and a traveling educational exhibit on NASW’s history.

The new NASW Center for Workforce Studies, housed in the Foundation, undertook the first-ever national study of licensed social workers. This is the first of many planned activities designed to ensure an adequate and well-trained social work workforce to serve the nation.

The Foundation provided generous funding for fellowships and scholarships to social work students who plan to work with underserved populations; provided financial support enabling an increase in social workers in San Francisco public schools; and served as a resource for the state and local charitable and educational programs of NASW’s 56 chapters across the country.

Other ongoing and new activities include training and educational activities in the areas of aging; children, youth and families; cancer; genetics; pain; health; health disparities; mental health; and end-of-life.

With the help of our donors and partners, we will continue to accomplish ambitious and crucial activities that will have a lasting positive impact on the profession and the lives of those we serve.

Sincerely,

Elizabeth J. Clark, PhD, ACSW, MPH
Joanne E. Tenery, MSSW, LMSW
NASW Foundation Highlights

NATIONAL SOCIAL WORK PUBLIC EDUCATION CAMPAIGN——
In conjunction with National Social Work Month, March 2005, the NASW Foundation launched a national media campaign to build awareness of the social work profession by showing how individuals, families and communities benefit every day from interaction with social workers. The public education campaign is the beginning of a long-term outreach strategy to increase public understanding for the profession and to improve access to services so social workers can better help those in need.

SOCIAL WORK CONGRESS 2005: A COMING TOGETHER OF THE PROFESSION——
More than 400 social work leaders came together in Washington, DC, March 16–18, for Social Work Congress 2005 to determine how social work can best address the challenges we will face throughout the next decade; to unify and advance the profession of social work; to develop a common agenda for the social work profession over the next decade; and to launch an action campaign to transform the social service landscape. Congress participants adopted 12 “imperatives” for the profession’s future, and worked to identify actions that would help the profession overcome challenges in each of four practice areas: Aging, Health and Health Disparities, Behavioral Health, and Children and Families.
NASW Foundation Programs

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
• National Social Work Public Education Campaign: Enhancing the public’s understanding of the social work profession, and promoting the profession’s ability to improve people’s lives, through an aggressive multi-media campaign based on research and strategic marketing plans.
• The NASW Center for Workforce Studies is established to conduct studies of the current social work labor force in order to determine trends in employment, training needs, barriers to quality service delivery, and to advance the role of the profession in multiple systems of care. The Center will also collect information from other data sources about social work employment, and serve as a unique clearinghouse and dissemination point for the profession.
• The NASW Foundation Fund: Providing 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)
• Social Work Congress 2005: Bringing together the leadership of the social work profession to map out an action agenda for the next decade. The resulting action plan will realign and unite social work groups to improve social services and access for all people.
• NASW Foundation 50th Anniversary Gala: On March 17, 2005, the NASW Foundation celebrated Social Work Month 2005 and the 50th anniversary of the founding of NASW with a 50’s Theme. More than 500 people attended the gala at the International Trade Center in Washington, DC. The National Social Work Public Education Campaign, “Social Workers. Help Starts Here.” was launched during the evening.
• L.E.G.A.C.Y. Project: Promoting and preserving NASW’s rich history. During 2005, a professional archivist developed a traveling exhibit detailing NASW’s 50-year history, with highlights from each decade.
• Partners in Program Planning for Adolescent Health (PIPPAH): Addressing adolescent health issues through a cooperative agreement with the Federal Government’s Maternal Health Bureau of the Health Resources Services Administration (HRSA).
• HIV/AIDS Spectrum: Mental Health Training and Education of Social Workers Project: Providing 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.
• WebEd Courses: NASW WebEd is a venue for online course offerings developed and offered by the NASW National Office. NASW WebEd courses are credited and social workers who pass the course exams receive CEUs. NASW has partnered to capture information on best practices to help social workers maintain current practice information to best serve their clients. More than 40,000 people in 90 countries have taken one or more of the WebEd online continuing education courses, including “Understanding Cancer: The Social Worker’s Role;” “Understanding Aging: The Social Worker’s Role;” “Understanding End of Life Care: The Social Worker’s Role.” Future topics include Understanding Genetics and Understanding Pain.

FELLOWSHIP AND SCHOLARSHIP PROGRAMS
• Jane B. Aron Doctoral Fellowship
• Eileen Blackey Doctoral Fellowship
• Consuelo W. Gosnell Memorial Scholarship
• Verne LaMarr Lyons Memorial MSW Scholarship

RECOGNITION AND AWARDS PROGRAMS
• Knee/Wittman Health & Mental Health Achievement Awards
• International Rhoda G. Sarnat Award
• NASW Social Work Pioneer® Program

For more information, visit the NASW Foundation Web site at www.naswfoundation.org

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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

Robert C. Arnold
Director of Development

Jennifer C. Watt
Assistant Director of Development

Bonita Williams
Executive Assistant

Nancy Perlman, JD, MA
Archivist

CONSOLIDATED STATEMENT OF FINANCIAL POSITION – JUNE 30, 2005

REVENUE AND EXPENSES

REVENUES – $2,115,209

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EXPENSES – $2,296,649

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Total Assets $3,889,857
Total Liabilities 753,248
Total Net Assets 3,136,609
Total Liabilities and Net Assets $3,889,857