



TreeTop Child Advocacy Center

# ANNUAL REPORT

Showing Our Progress and Setting the Stage for  
the Future of Colorado's 5th Judicial District.

**PREPARED BY**

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**PRESENTED BY**

Amy Oliviera

# 2024

[www.treetopcenter.org](http://www.treetopcenter.org)

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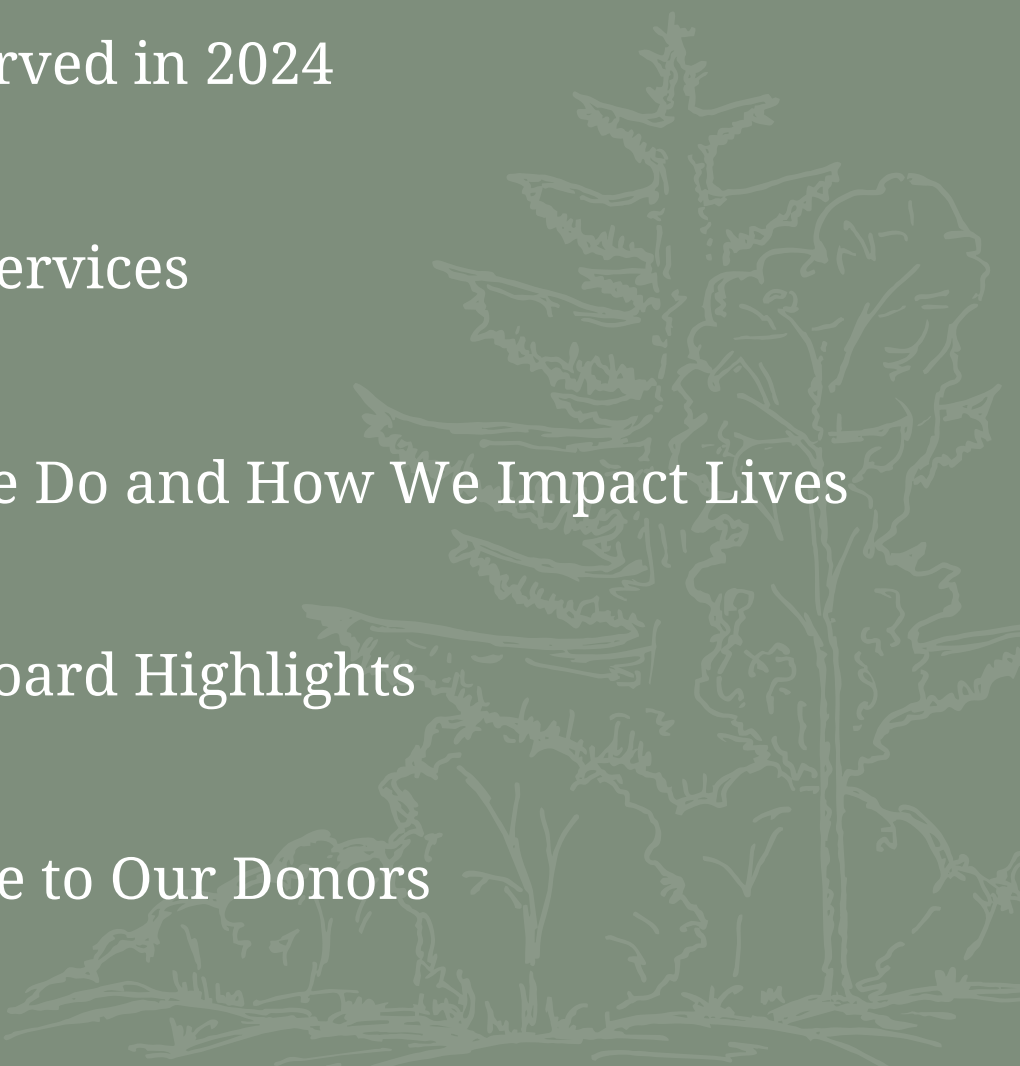
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# A Note from Amy

## Dear Friends and Supporters,

As I reflect on the past year, I am filled with gratitude for the incredible strength and resilience shown by the children, families, and communities we serve. This has been a year of challenges, growth, and profound impact — all made possible through your unwavering support.

At TreeTop Advocacy, our mission to advocate for and support children and their families has never been more critical. This year, we were privileged to assist **53 children and 87 secondary victims**, providing the tools and resources they needed to find hope, healing, and empowerment. Each story represents a life touched and a future brightened.

Our success is deeply rooted in the dedication of our team and the vision of our Board of Directors. This year, we welcomed 5 new board members, whose expertise and passion will guide us into the future. At the same time, we bid farewell to Debra and David, whose past years of service left an indelible mark on TreeTop. Their leadership has been a true gift, and we are forever grateful.

The pages of this report are a testament to the lives changed by your generosity. From the heartfelt stories of families who overcame incredible odds to the data that highlights the impact of our programs, I hope you see the profound difference we are making together.

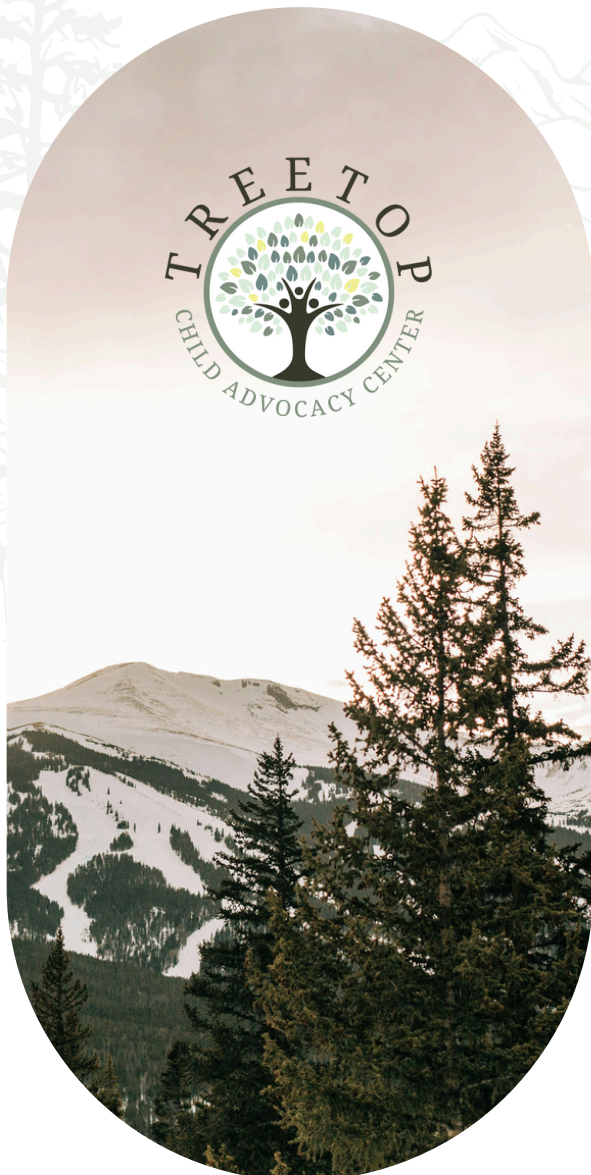
As we look ahead to 2025, we are more committed than ever to expanding our reach and addressing the evolving needs of the children and families we serve. With your continued partnership, we will keep climbing higher, ensuring that every child has a voice and a future full of promise.

Thank you for standing with us.



# VISION

A community where all children and families feel supported, safe, and empowered to pursue justice after experiencing abuse.

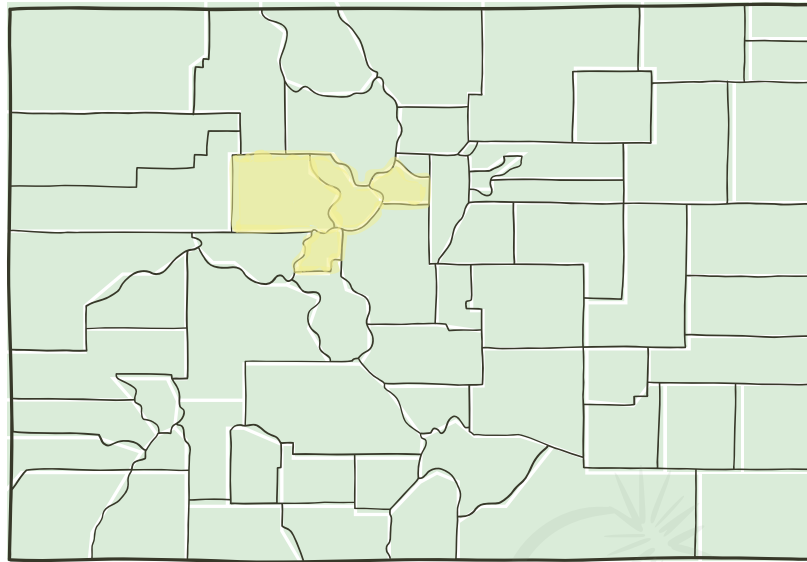


# MISSION

Our mission is to support child victims of abuse and their families through intervention, advocacy, and support services.



# COLORADO'S 5TH JUDICIAL DISTRICT



TreeTop Advocacy proudly serves Colorado's 5th Judicial District, encompassing Eagle, Summit, Clear Creek, and Lake Counties — a vibrant and diverse region home to countless families and communities. Within this area, we provide critical services, including forensic interviews, advocacy, and support, to children and families navigating some of the most challenging moments in their lives.

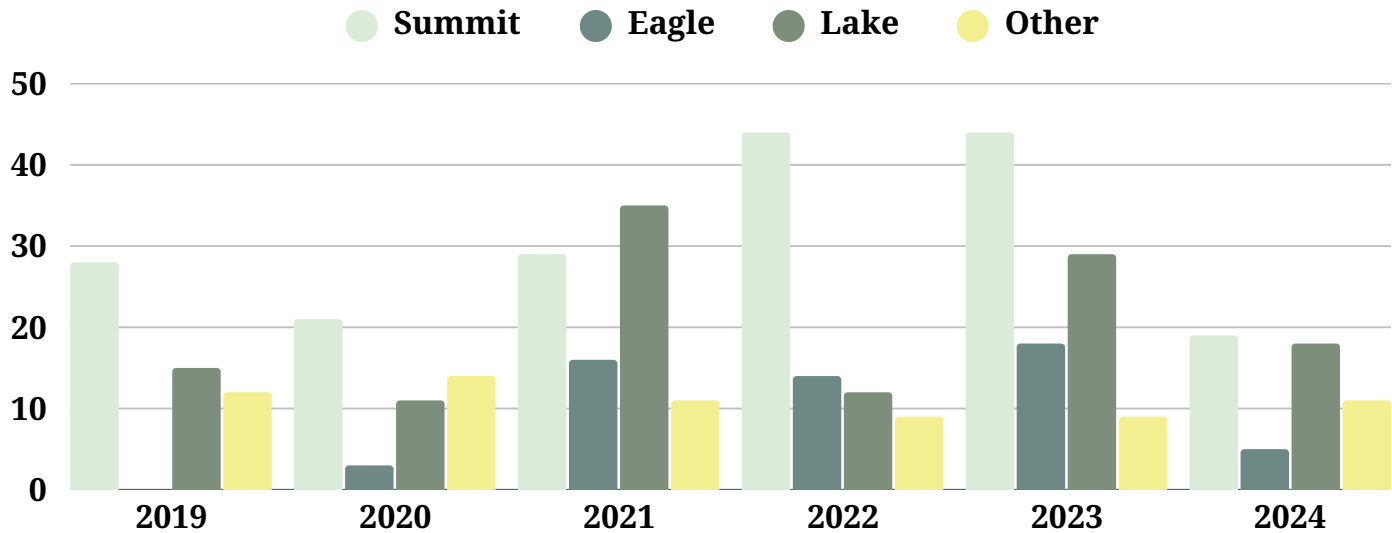
While our focus is on the 5th Judicial District, our commitment knows no boundaries. TreeTop has welcomed cases from across Colorado and beyond — offering support to those passing through, traveling between destinations, or seeking refuge far from home. We believe that no one in need should ever face barriers to accessing the compassionate care they deserve.

Forensic interviews are a cornerstone of our work, providing children with a safe, trauma-informed space to share their experiences. These interviews are not just vital for the investigative process but also serve as the first step toward healing for many families. Our ability to adapt and remain flexible — whether meeting the needs of local families or accommodating those from outside our region—underscores the critical nature of these services.

TreeTop is here for all, regardless of where they come from or where they are headed.

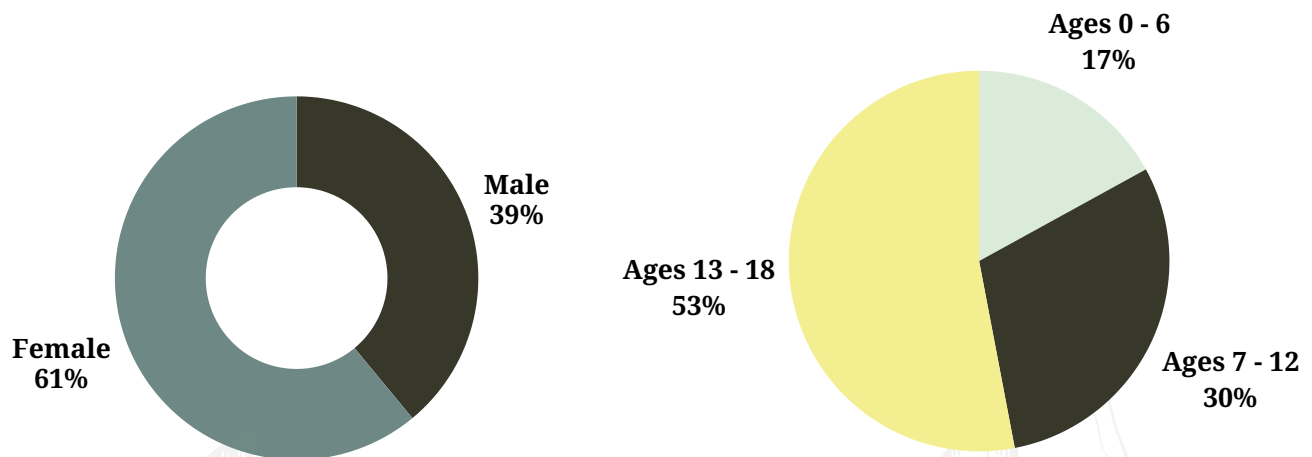
## CASES SERVED IN 2024

In 2024, TreeTop Advocacy provided support in 53 cases, each representing a child and their family navigating the devastating impact of abuse, neglect, or other forms of trauma. These numbers reflect not just the volume of our work but also the importance of having dedicated resources for children in need of a voice, safety, and healing.



### IMPACTED COUNTIES IN 2024

While TreeTop Advocacy primarily serves the 5th Judicial District, we provided critical services to children from a variety of counties. This includes Eagle (5 cases), Lake (18), and Summit (19), as well as children from Grand, Chaffee, Jefferson, Homeland Security, El Paso, and Fairplay. These statistics demonstrate TreeTop's flexibility and commitment to serving children wherever they are from, ensuring no one is turned away.



### GENDER IN PROGRAM IN 2024

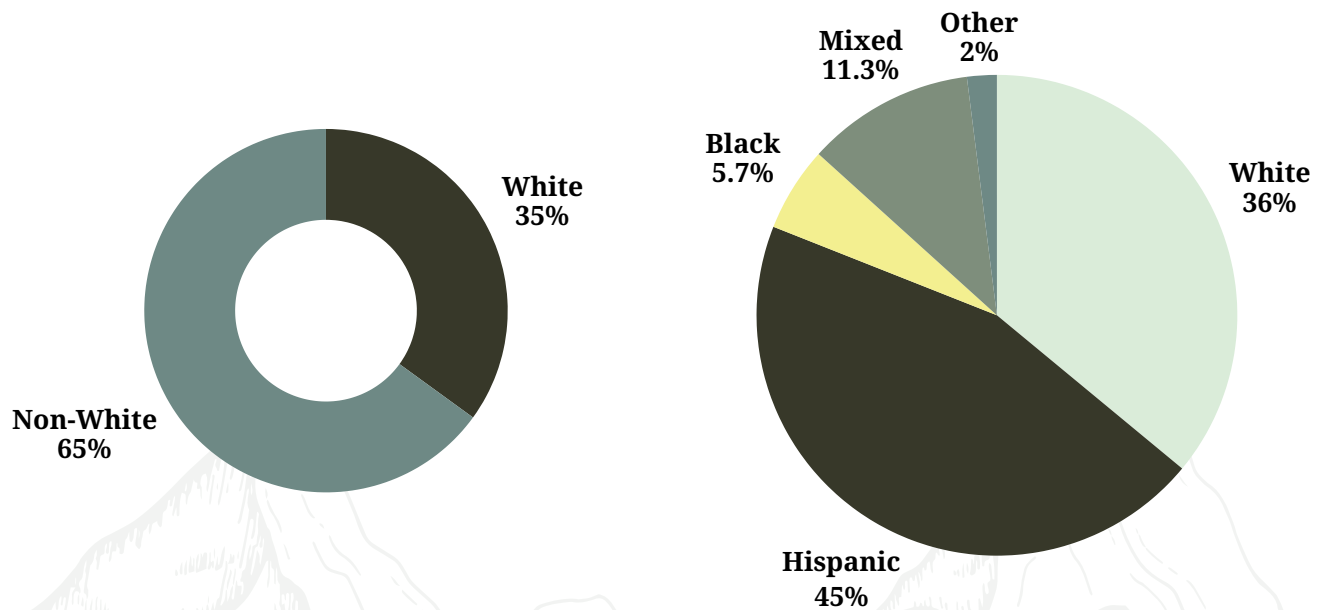
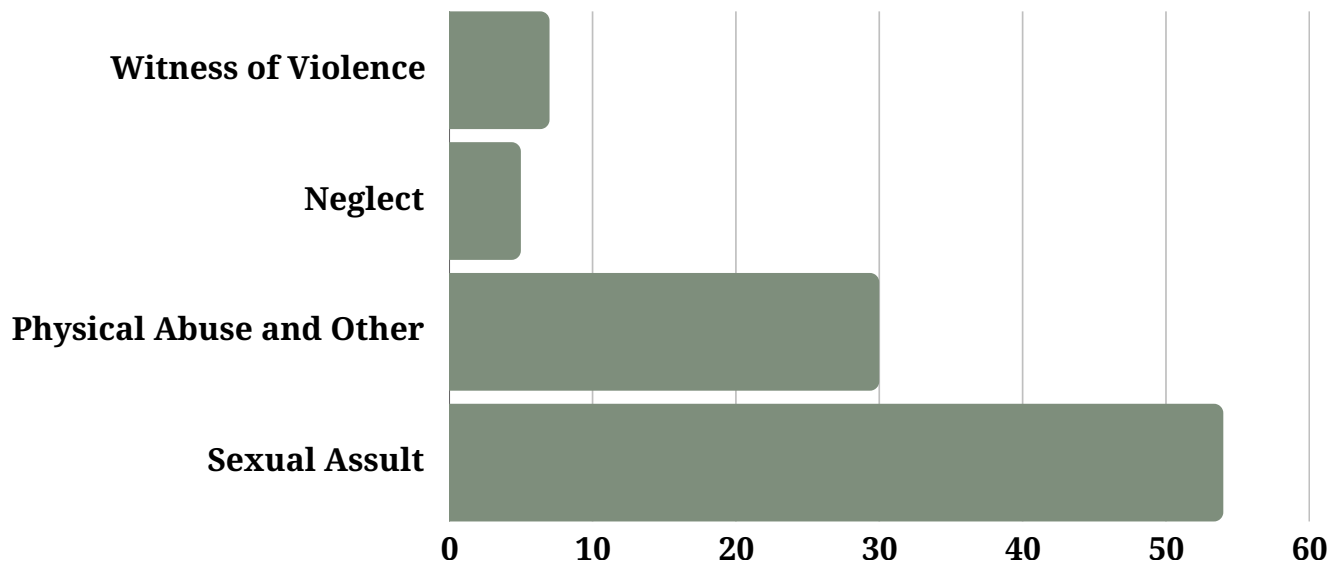
Of the children served, 32 identified as female and 21 as male. This distribution reinforces the importance of offering trauma-informed services tailored to the unique needs of all children, regardless of gender.

### AGE IN PROGRAM IN 2024

Children of all ages came through TreeTop's doors, from the youngest, ages 0-6 (9 cases), to those navigating their teenage years, ages 13-18 (28 cases). The majority of cases fell within the 13-18 age group, highlighting the critical need to address challenges during formative adolescent years.

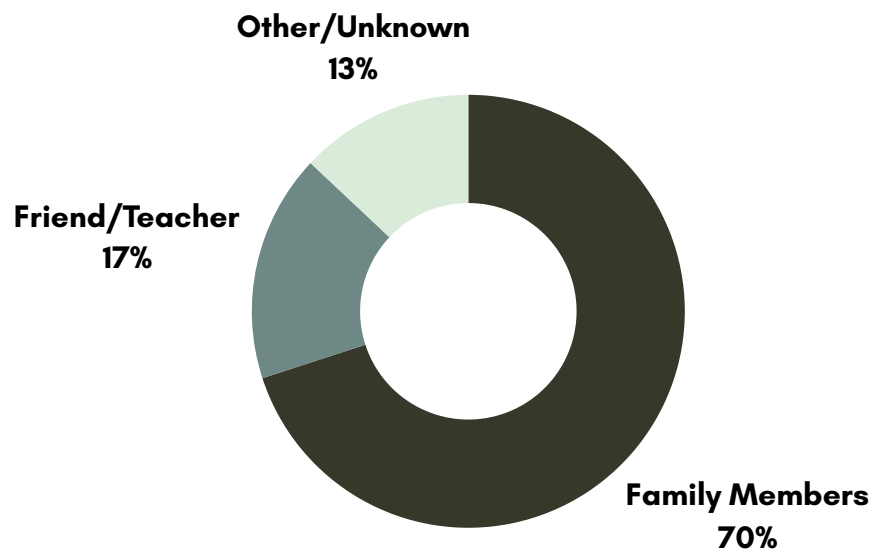
## TYPES OF ABUSE IN 2024

The cases handled in 2024 reflect the complex and often overlapping forms of harm children face. The majority (29 cases) involved sexual abuse, followed by physical abuse (16 cases). Additionally, 4 children were witnesses to crimes, and 5 suffered from neglect. These numbers underscore the necessity of TreeTop's advocacy and forensic interview services to address a wide spectrum of trauma.



### Race and Ethnicity

TreeTop supported children from diverse backgrounds, with 24 identifying as Hispanic, 19 as White, 3 as Black, 6 as mixed-race, and 1 as other. These statistics remind us of the importance of cultural competency and inclusivity in our services, ensuring every child feels understood and respected.



### Offenders

The majority of offenders identified in these cases were family members (37), followed by friends, teachers, or acquaintances (9). In 7 cases, the offender was classified as other or unknown. These numbers highlight the devastating reality of abuse often occurring within a child's circle of trust and the critical need for prevention and intervention services.



### Secondary Victims

Beyond the children directly served, TreeTop supported 87 secondary victims—family members, caregivers, and others present during interviews or engaged in services. This number reflects the ripple effect of trauma and the importance of providing holistic support to entire families as they navigate the path to healing.

## COST OF SERVICES: THE VALUE OF YOUR SUPPORT

At TreeTop Advocacy, every dollar you give provides critical support to children and families facing trauma. The cost of services varies—some families need only a few check-ins, while others require ongoing advocacy, housing assistance, or crisis support. No matter the need, your generosity ensures no child is turned away.

### The Cost of Care: \$5,000 Per Child

At TreeTop Advocacy, every child's journey to healing is unique, but one thing remains constant — comprehensive, compassionate care is critical. On average, it costs \$5,000 to provide a child and their family with the full range of services needed to navigate crisis and begin healing.

Your contributions make this possible by funding:

- A forensic interview conducted by a trained specialist in a safe, child-friendly space—so a child only has to tell their story once.
- A dedicated family advocate offering personalized support, crisis intervention, and guidance through the legal system.
- Access to mental health resources, including trauma-informed therapy referrals and ongoing care coordination.
- Multidisciplinary case support, ensuring collaboration between law enforcement, medical professionals, and child welfare agencies to protect the child's best interests.
- A child-centered, bilingual approach, so language is never a barrier to support.
- Medical care access, including specialized Sexual Assault Nurse Examiner (SANE) services when needed.
- Long-term follow-up to ensure every child and their family receives continued support on the road to recovery.

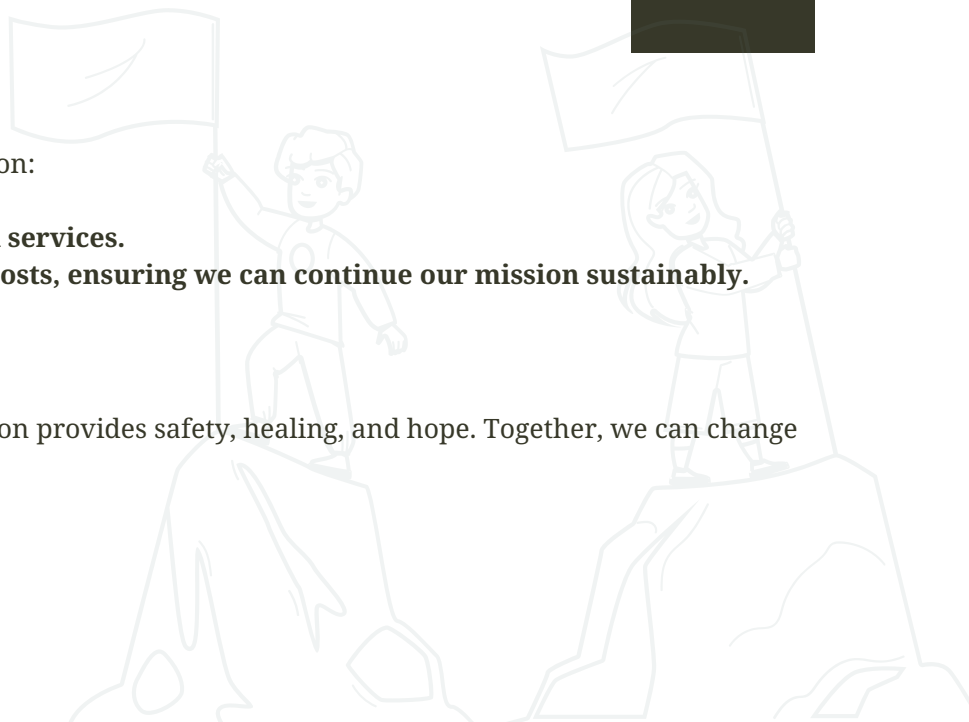
### Making Every Dollar Count:

At TreeTop, we maximize every donation:

- ✓ 85% goes directly to programs and services.
- ✓ 15% covers essential operational costs, ensuring we can continue our mission sustainably.

### Every Contribution Matters

Whether it's \$50 or \$5,000, your donation provides safety, healing, and hope. Together, we can change lives—one child at a time.

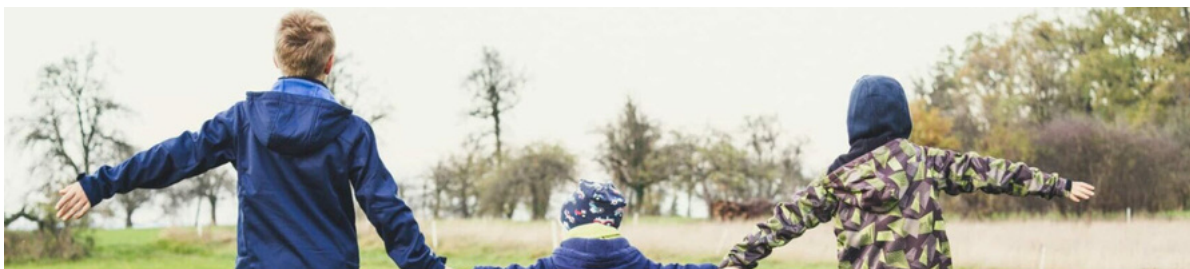




# COMMUNITY AND OUTREACH



TreeTop Advocacy thrives on the strength of our partnerships and collaborations, which have been instrumental as we expand our reach across the entire 5th Judicial District. From working alongside law enforcement and multidisciplinary teams (MDTs) to ensuring comprehensive responses for children and families, to teaming up with schools and community programs like Smart Bellies to address broader needs, we are building a network of care. Our resource page reflects the breadth of these connections, offering families direct access to the organizations and services they need most. Every collaboration reinforces our shared mission of supporting children and families, creating a web of resources that fosters resilience, healing, and hope. By working together, we are making our communities stronger and more connected.



# A Year of Growth AND HEALING

## What We Do and How We Impact Lives

### 1

#### **Forensic Interviews: A Safe Space to Share**

- **Achievement:** TreeTop conducted 53 forensic interviews this year, offering children a safe, welcoming environment to share their stories.
- **Impact:** By reducing the number of times a child has to recount their experience, we help minimize trauma and ensure accurate, compassionate information gathering.
- **What's New:** Expanded partnerships with law enforcement, DHS, and other agencies have streamlined the process, enhancing collaboration during investigations.

### 2

#### **Child Advocacy and Support: Navigating the Path Forward**

- **Achievement:** Our Advocates supported all families visiting TreeTop, providing resources and referrals for legal, financial, and mental health needs.
- **Impact:** Advocates maintained ongoing contact with families, ensuring they were not alone as they navigated the complexities of recovery.
- **What's New:** The addition of Mariana Wenzel as a Bilingual Case Manager has been transformative, allowing us to better serve Hispanic families and bridge critical communication gaps.

### 3

#### **Behavioral Health Partnerships: Expanding Healing Resources**

- **Achievement:** Partnering with Mile High Behavioral Health and other local providers, TreeTop made critical referrals for therapy and counseling.
- **Impact:** Families accessed targeted behavioral health services to address trauma, reinforce healthy coping mechanisms, and restore trust in relationships.
- **What's New:** Increased focus on early intervention and therapy options tailored to children's developmental and emotional needs.

### 4

#### **Community Collaboration: Building a Stronger Network**

- **Achievement:** TreeTop expanded partnerships with schools, multidisciplinary teams (MDTs), and organizations like Smart Bellies to address the broader needs of children and families.
- **Impact:** By fostering collaborations, we enhanced access to food security, education, and community resources for those in need.
- **What's New:** Strengthened outreach efforts across the 5th Judicial District, ensuring families in all four counties—and beyond—know they can turn to TreeTop for help.



# Staff Highlights



## **Becca Largent** **Family Victim Advocate +** **Operations Manager**

Becca is the Operation's Manager and Family Victim Advocate for Treetop Advocacy. Her passions include engaging in the fine arts, protecting our national parks/wildlife, and being fiercely supportive of those in need. She has spent the last 6 years working in Child Welfare and Supportive Services for families and children and hopes experience within those fields will bring a unique perspective to this role.

She is known for her sunshine personality, deep love for her family, and overall goofy nature (She occasionally breaks out into song). She has three sweet and obnoxious 4-legged children at home named Jellybean, Pudge, and Otto Von Biscuit who are her world. Becca is looking forward to servicing and connecting with the community in her new role.

## **Mariana Wenzel** **Case Manager, Translator, and** **Bilingual Advocate**

Mariana brings deep expertise and unwavering compassion to her role at TreeTop Advocacy. Fluent in Spanish and English, she bridges language gaps for families, ensuring every voice is heard and understood. As a Case Manager, Mariana provides tailored guidance, connecting children and families with the critical resources they need to heal and thrive.

Since joining TreeTop, Mariana has been instrumental in expanding our outreach to diverse communities across the 5th Judicial District. Her commitment to empowering families through advocacy and her ability to navigate complex systems make her a cornerstone of our mission.

# Staff Highlights



## Cailin Ellis

### Marketing + Development Specialist

Cailin's passion for storytelling and community building fuels her work as TreeTop Advocacy's Marketing and Development Director. With a creative approach and a keen eye for detail, she ensures that TreeTop's mission and impact are shared with the broader community, inspiring support and engagement.

### A Cornerstone of TreeTop's Growth

Development and marketing efforts have been instrumental in TreeTop Advocacy's journey, creating opportunities to expand our reach and deepen our impact. Through improved CRM email management and dynamic social media strategies, TreeTop has cultivated stronger connections with supporters, keeping them informed and engaged in our mission.

These efforts have also fueled the success of events that unite donors, advocates, and families, reinforcing a shared commitment to supporting children. More than just raising funds, development has built bridges within the community, nurturing meaningful relationships and securing vital resources.

Feb - Dec 2024

♥ 1,096 Contacts

➔ 29 Emails Sent

💬 16,234 Recipients

📌 Thank YOU

### Email and Social Media Highlights

Starting from zero in April, TreeTop Advocacy built a database of 942 active subscribers and sent 29 emails to a total of 16,234 recipients.

- Open Rate: 29.3% (excludes Apple MPP)
- Click Rate: 5.7%
- Unsubscribe Rate: 0.58%

Our engagement rates exceeded nonprofit benchmarks, reflecting a strong connection with our audience.

#### Top-Performing Emails:

- Highest Open Rate: Newsletter 4 (June)
- Highest Click Rate: Newsletter 10 (December)

In 2024, we launched new Facebook, Instagram, and LinkedIn pages to broaden our reach.

- Featured multiple times in local news outlets, including the Summit Daily.
- Attended numerous community events to raise awareness and connect with supporters.
- Introduced radio ads to amplify our message to a broader audience.





# Our Board



**Melissa  
Barbour**



**Mark  
Hurlbert**



**Kacy Cowie**



**Thomas  
Wright**



**Jenny Wood**



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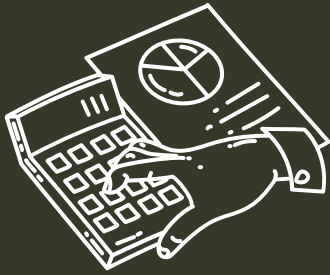
DONORS

\$200,000+

DONATION RAISED IN 2024







# FINANCIAL INFORMATION

## 2024 BUDGET

### A Year of Growth and Generosity

In 2024, we experienced a transformative increase in support, both financially and through the dedication of our community. Thanks to the generosity of our donors, partners, and grantmakers, our revenue grew significantly—enabling us to deepen our impact and expand our programs for children and families.

### Revenue Highlights

This year, total revenue reached \$458,236.46, a remarkable increase from \$271,649.07 in 2023. This growth was driven by substantial increases in grants, individual donations, and fundraising efforts:

- Grants more than doubled, rising to \$299,610.12, thanks to new funding partnerships and expanded program proposals.
- Donations and fundraising efforts also saw notable growth, reflecting stronger community engagement and successful event outreach.
- Support from local government remained steady at \$82,000, providing crucial stability to our core programs.

Revenue Source	2024	2023
Grants	\$299,610.12	\$136,549.93
Local Government	\$82,000.00	\$82,000.00
Foundations	\$25,000.00	\$42,500.00
Fundraising	\$11,863.38	\$325.00
Donations	\$37,840.50	\$10,203.87
Other	\$1,922.46	\$70.27
Total Revenue	\$458,236.46	\$271,649.07

Expense Category	2024	2023
Marketing	\$36,192.10	\$1,807.41
Management & General	\$52,151.97	\$45,000.00
Program	\$346,241.01	\$222,529.50
Total Expenses	\$434,585.08	\$269,336.91

### Expenses Overview

We remain deeply committed to financial responsibility, ensuring that the majority of our resources are directed toward program delivery. In 2024, expenses totaled \$434,585.08, with nearly 80% allocated to programmatic work:

- Program expenses increased to \$346,241.01, reflecting expanded services and outreach initiatives.
- Marketing investments grew this year to support greater visibility and advocacy impact.
- Management & General costs were carefully managed, ensuring operational efficiency.

### Closing Thoughts

The growth we experienced this year reflects a collective belief in our mission and a shared commitment to advocating for every child's right to safety, dignity, and opportunity. With careful stewardship and continued community support, we are entering the next year with strength and hope.

# Gratitude to Our Donors: FUELING TREETOP'S MISSION

Our donors are the heart of our mission. Your generosity enables us to provide critical services, create safe spaces for children, and foster resilience in families. In 2024, we witnessed the incredible impact of your support, and we are excited to share how your contributions have made a difference and what's on the horizon for 2025.

## 1

### 2024: A Year of Firsts and Impact

- **Our First Fundraiser:** This year, we hosted our inaugural fundraiser, bringing together community members and advocates in support of TreeTop. The event not only raised critical funds but also deepened our connection with the community.
- **Colorado Gives Day Success:** TreeTop participated in our first-ever CO Gives Day campaign, raising over \$8,000 thanks to your generosity. To celebrate, we hosted a community gathering at Mi Casa, where funds were donated to support our mission.
- **Collaborations for Awareness:** In April, Child Abuse Prevention Month, we partnered with CASA of the Continental Divide and local schools to spread awareness. Events included blue ice cream for locals at Higgles, Pinwheels at Ready Paint Fire, and a series of community-focused activities that engaged families and supporters.
- **Creating a Lasting Tribute:** This year, we began creating a mural in our facility to recognize our donors with aspen leaves, symbolizing the strength and interconnectedness of our community. This "Leaf Program" will launch fully in 2025, celebrating the donors who make our work possible.

## 2

### Your Impact in 2024

- **Critical Services Delivered:** Funds raised through donations and events enabled TreeTop to serve 53 children and their families with forensic interviews, advocacy, and support.
- **Community Outreach Expanded:** With donor support, we grew our partnerships and extended our reach into new areas, making our services more accessible to families across the 5th Judicial District and beyond.
- **Spaces of Healing:** Contributions also helped enhance our child-friendly facility, ensuring a welcoming, supportive environment for every family who walks through our doors.

## 3

### Looking Ahead to 2025

- **Donor Wall Launch:** In 2025, we will unveil our donor wall, featuring the "Leaf Program" to honor our supporters in a meaningful and lasting way.
- **Growing Monthly Donors:** Expanding our monthly donor program will allow TreeTop to sustain and grow our services, reaching even more families in need.
- **Expanding Our Reach:** We are setting our sights on increasing services in Eagle County, ensuring that every corner of the 5th Judicial District has access to the advocacy and care that TreeTop provides.

# OUR PARTNERS





**WE THANK YOU  
FOR YOUR CONTINUED  
SUPPORT IN  
OUR PROGRAMS**