



2005 ANNUAL REPORT

PEI Kids
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Mission Statement:

PEI Kids is dedicated to promoting and maintaining a safe environment for all children.

PEI Kids works with the child, family and caregiver to provide prevention, education and intervention programs relating to personal safety, sexual abuse and the over all well-being of the child.

Executive Director's Message

For PEI Kids, 2005 marks 20 years of service to the children of Mercer County. 20 years of working to teach children to be “safe, strong and free,” 18 years of providing crisis intervention services to child victims of sexual abuse, 20 years of growing and meeting community needs as they have arisen, 20 years of sticking solely to our mission to promote and maintain a safe environment for all children.

From a small group of devoted supporters (who also served as staff and trustees) to a staff of 42 employees, a Board of Trustees of 15 members and approximately 17,000 children served annually—we’ve come a long way. In many ways the need for our services has changed little. Prevention programming is still essential in helping to keep kids safe. Crisis Intervention remains the only immediate resource for kids and families coping with the trauma of sexual abuse in Mercer County. In other ways, we have been able to respond to new needs that go hand-in-hand with our mission. Here are some of the agency’s new initiatives during 2005:

- Conducted a community-wide conference for parent and caregivers entitled “Loving Your Kids—Can It Keep Them Safe?” Barbara Coloroso, an internationally recognized author and speaker on parenting, presented the keynote address.
- Received funding to initiate the Early Suicide Prevention and Intervention program.
- Participated in a pilot program for bullying prevention in grades K-2, while experiencing an even larger demand for the “No More Bullies, No More Victims” program in grades 3-8.
- Expanded our Anger Management programming to include three Trenton middle schools in addition to our county-wide Wednesday night session.
- Added a literacy improvement and job readiness component to Juvenile Offenders Outreach Program and the Wednesday night Anger Management program.
- Became a certified provider of professional development credits for the NJ Department of Education.
- Created more flexible client appointment hours in Crisis Intervention by increasing evening and weekend hours.
- Presented ACT parenting classes for adults who have DYFS, Family Court or Child Welfare Services involvement through funding from the Children’s Justice Act.

Yet we still have much work to do! With the support of the community: our Board of Trustees, corporate and foundation supporters, as well as individuals, we are able to provide the best possible services to the maximum number of children and families. Our growth and excellent standard of service are a tribute to the support we receive financially and emotionally. We are very fortunate to have many partners in our ongoing mission to ensure safe kids with sound futures!

With warm regards,

Erin A. Gill

Board of Trustees & Department Supervisors

Board of Trustees*

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Parker McCay

Gerard J. Meara
AFSCME, Council 37

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TGS Management Corporation

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Keith Smith
Merrill Lynch

Andy T. Zalescik
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* Company/organization names for identification, not endorsement, purposes.

Evelyn A. Gill
Executive Director

Department Supervisors

Martina Davidson
Operations Officer

Dr. Juanita Johnson Brooks
Director of Clinical Services

Jan Welsh
Director of Support Services

Robert Fiorello
Juvenile Intervention Services Coordinator

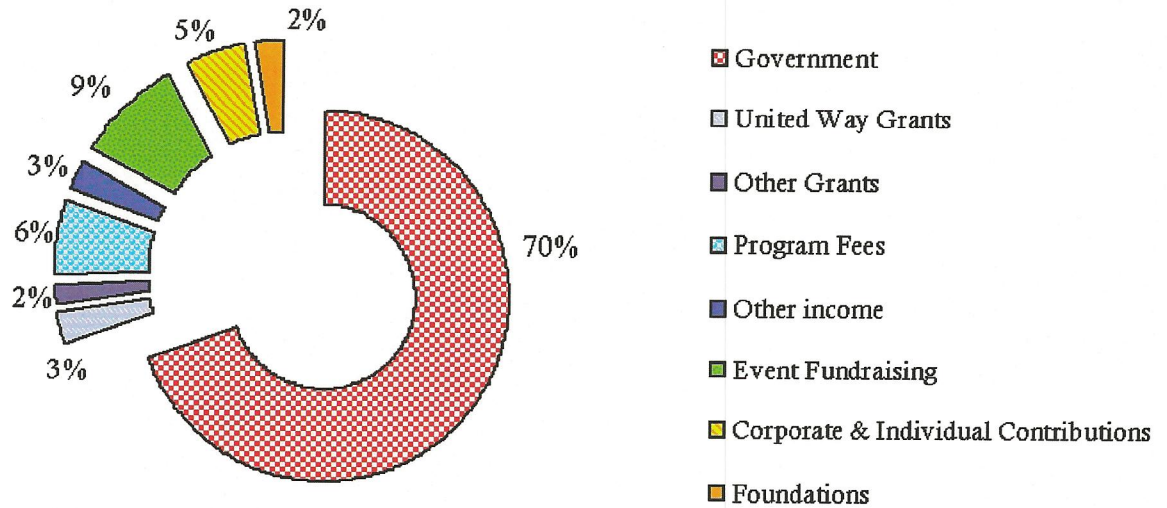
Denise Nadeau
Director of Public Relations

Melody Powell
Director of Prevention Services

Carmen Alicea
Supervised Visitation Coordinator

Finances

Revenues

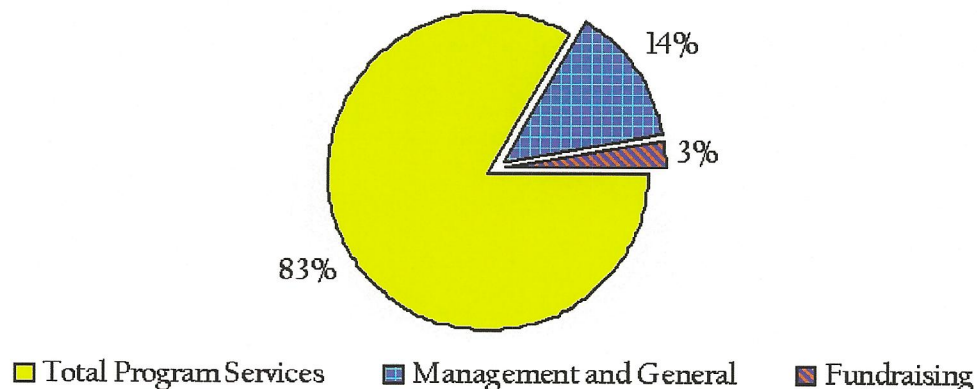


In 2005 PEI Kids' operating budget was \$917,913. The agency continues to attempt to diversify its funding sources and become less dependent on government funding. This year we generated \$84,266 in gross income through our fundraising event efforts. When compared to 2004, this is an 3% increase (see following page for details).

While the amount of revenue we raised from non-governmental sources increased, our overall percentage of government funding also increased by 8%. This is due primarily to the initiation of the ACT—Adults & Children Together—Against Violence Program's parent workshop component, which received a \$25,000 grant from the Children's Justice Act administered by the New Jersey Task Force on Child Abuse and Neglect.

We are very proud that 83% of our expenses are direct-service related, with only 17% being dedicated to general administration and fundraising. In 2005, the agency reduced its general administration expenses by 1%. Fundraising expenses remain minimal at only 3%.

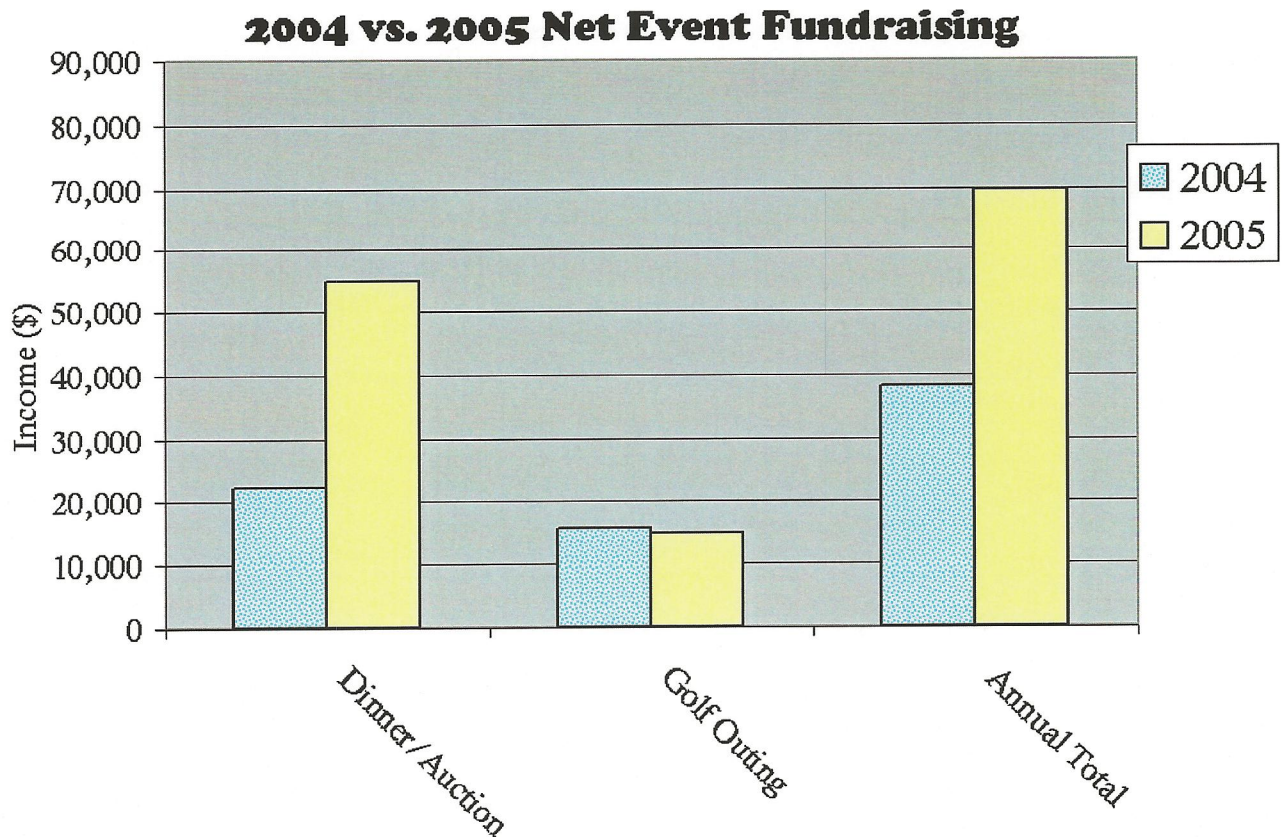
Expenses



Fundraising Events

Fundraising continues to be very successful. Our annual dinner auction was held on April 10th, 2005 at the Nottingham Ballroom in Hamilton Square. This event marked the 20th Anniversary of PEI Kids. There were 207 dinner reservations, 28 corporate-level sponsors and 135 donors to the silent auction. The event generated \$54,865 in net income to support the agency's programs.

The annual golf outing, held on October 17th, 2005 at the Falcon Creek Golf Club on McGuire Air Force Base, had 70 golfers and 14 different corporate sponsors (not including hole sponsors). The event recorded a \$14,809 in net profit.



Prevention Programs

Child Assault Prevention (CAP) Program

Goal: To educate students between pre-school and early teen ages about their personal safety, how to recognize potentially dangerous situations and how to avoid those situations.

CAP is a primary prevention program presented nationally and internationally. PEI Kids is the Mercer County provider of NJ CAP, presenting child and adult workshops. Workshops are presented by trained facilitators, primarily in schools, via interactive role-play and discussion group methods. Skills emphasized are self-assertion, peer support, and communication with a trusted adult. Adult workshops include extensive information on assault, prevention techniques, identification of abused children and reporting procedures.

2005 Statistics:

- 7,434 children participated in 426 workshops.
- 483 adults participated in 38 workshops.

“No More Bullies, No More Victims” (NMB) Program

Goal: To sensitize children in 3rd-8th grades to the problems and consequences of bullying, as well as to assist in the facilitation of school's development or improvement of anti-bullying policy.

The “No More Bullies, No More Victims” Program is a NJ CAP curriculum designed in response to demand in communities across the country. Only participants who have already had the CAP program are eligible to receive this curriculum. Like the CAP program, its methodology is highly interactive involving students in role plays and discussions. Adult workshops familiarize attendees with bullying, and help develop strategies for schools and parents to discourage bullying. As a requirement a committee is formed composed of parents, school officials and students. The committee is charged with the responsibility of reducing bullying behaviors in the school community.

2005 Statistics:

- 1,812 children participated in 86 workshops.
- 291 adults participated in 14 workshops.

Kids on the Block (KOB) Program

Goal: To educate students in pre-kindergarten through sixth grades using large puppets as “assistant facilitators” to address a variety of topics from personal safety, sexual and physical abuse to learning about handicaps.

The Kids on the Block program is also an internationally renowned program initiated in 1971 to address the integration of children with handicaps into classrooms. As a result of its success, its curriculums have broadened significantly since its conception. In addition, children often have less hesitation speaking and interacting with puppet characters.

2005 Statistics:

- 5,403 children participated in a total of 81 workshops.

Prevention Programs

Peaceful Solutions (PS) Program

Goal: To strengthen problem solving skills and emphasize conflict resolution at the third grade level.

The Peaceful Solutions program was a collaborative design effort between Anchor House, Womanspace Inc. and PEI Kids. Trained facilitators present workshops to children. Specific topics covered during workshops are: meanings of peace, awareness of differences and similarities within family units, awareness of one's own and others' feelings, and awareness of each individual's special characteristics.

2005 Statistics:

- There were 81 workshops for children with 306 participants.

ACT- Against Violence Program

Goal: To educate the Mercer County community about how to protect children from violence by addressing adults who influence a child's life through role modeling on a day to day basis.

The Adults & Children Together—ACT—Against Violence program was developed by the American Psychological Association and the National Association for the Education of Young Children and is based on decades of scientific research regarding early childhood development and risk factors that lead to violent behaviors. The program is designed as a “train the trainer” model, so once an individual is trained they can present the information they have learned within their own sphere of influence, thus spreading the messages and knowledge of ACT throughout the community.

2005 Notables:

- A parent/caregiver conference entitled “Loving Your Kids-Can it Keep Them Safe?” was held on October 8, 2005 at Rider University. Barbara Coloroso, internationally renowned author and speaker on parenting, teaching, school discipline and non-violent conflict resolution, presented the keynote address.
- A 2-day training seminar regarding the ACT curriculum was conducted. Attendees, in turn, shared the ACT-Against Violence concepts with additional community members.
- Two 5-session parent programs were held, a third began during this calendar year, but concluded in 2006

Stress, Anxiety & Depression (SAD) Program

Goal: To help adults in the community become more aware of risks associated with youth stress, anxiety, depression and the warning signs of suicide.

The program was designed to provide information, as well as practical tips for adults to implement with children, so managing the complex issues of growing up today is easier. The presentations also teach attendees warning signs and early intervention strategies for kids that may be at risk for hurting themselves. Several presentations were made in Spanish.

2005 Notables:

- There were 12 adult presentations during 2005 with a total of 368 attendees.

Prevention Programs

Prevention Statistics

	CAP	NMB	KOB	PS	ACT	SAD	TOTALS
# of Workshops for Kids	426	86	73	81	N/A	N/A	666
# of Kids Participated	7,434	1,812	5,403	306	N/A	N/A	14,955
# of Workshops for Adults	38	14	N/A	N/A	1	12	65
# of Adults Participated	483	291	N/A	N/A	15	368	1221

Intervention Programs

Crisis Intervention for Child Victims of Sexual Abuse

Goal: *To provide immediate short-term counseling to child victims and supportive family members after the disclosure of sexual abuse.*

The Crisis Intervention Program was initiated in 1987 after noting the absence of any local service which would provide an immediate response to children who had been sexually abused. The clients are between 3 and 18 years of age. Counseling is available in English and Spanish. Supportive family members are regularly updated and are encouraged to contact the counseling staff for advice and recommendations. Support groups are held twice a month for parents, young children and adolescents.

Individual sessions are scheduled weekly and provide treatment and information. Clients are seen for twelve consecutive sessions. Court preparation and accompaniment are available by request. Abuse Reactive counseling is also offered.

2005 Notable:

We have increased our late afternoon and evening hours as well as our Saturday time availability.

Statistics:

- 480 clients served with 240 children served.
- 4,880 hours of counseling for children and supportive family members.

Juvenile Auto Theft Prevention/ Juvenile Offenders Outreach Program

Goal: *To redirect youth involved in the probationary system towards more positive life pursuits.*

The 12-week curriculum is designed to assist enrollees in recognizing their behaviors as inappropriate and to foster self-worth, positive values, conflict resolution skills and respect for authority.

2005 Notable:

A job readiness and literacy improvement component was added for program graduates.

Statistics:

- There were a total of 66 JATP/JOOP workshops including the Summer Initiative Session.
- 80 new teens were involved in the JATP/JOOP program with 72 graduates.
- 20 kids participated in the Summer Initiative Session and 17 graduated the program.
- 52 adults participated in the JATP program, 11 of them participated in the Summer Initiative Session.

Intervention Programs

Anger Management/Violence Prevention

Goal: *To redirect youth who have a history of aggressive, disrespectful and generally exceptionally rebellious behaviors towards more positive life choices.*

The Anger Management/Violence Prevention (AM/VP) Program is an in-depth, eleven-week, eleven-session, 2.5-hour program for twenty juveniles per program cycle in Mercer County. The program, featuring key elements of the Phoenix Anger Management Curriculum, stresses the development of emotional intelligence, critical interpersonal and communication skills, conflict resolution, and anti-violence skills. Topics include gang awareness and alternatives, as well as methods for coping with peer pressure.

2005 Notable:

A job readiness and literacy improvement component was added for program graduates.

Statistics:

- 66 kids participated in the program
- Of these 66 students, 87% graduated

Girls at Risk: Urban Survival

Goal: *To empower young girls within the Trenton public schools with interpersonal and communication skills and resistance training.*

This program was developed in conjunction with the Trenton School District for the 21st Century Community Learning Centers Grant. It is designed to allow pre-teen and teen girls to gather with a group of peers to learn how to manage the many emotions and scenarios they encounter daily. They begin to recognize the worth of positive peer support, as they discuss issues they face such as negative peer pressure, sexual harassment, and substance abuse, among other issues. The program meets after school once per week for ten weeks at different school sites throughout the city.

Statistics:

- 198 girls attended the program beginning in January 2005.

Advocacy Programs

Transportation Plus

Goal: *To provide reliable transportation for clients involved with the Division of Youth and Family Services (DYFS) to various appointments including family visits, doctors, hospitals, and residential facilities.*

PEI Kids has a fleet of six vehicles, three of which are driving five days a week solely for Transportation Plus. The other three vehicles, maintained by Transportation Plus, are used for the Supervised Visitation and the Social Service Aide (PEI Kids' employee shared with DYFS).

2005 Statistics:

- Per week, an average of 40 round trip transports are conducted.
- 3,559 hours of transportation were logged.

Supervised Visitation

Goal: *To facilitate family visits for clients involved with the Division of Youth and Family Services (DYFS).*

PEI Kids provides a neutral observer/supervisor for visits occurring between parents and children, grandparents and children and siblings.

2005 Statistics:

- Nine families were reunited.
- 43 families, referred by DYFS, participated in supervised visits. 1,026 visits were scheduled and 988 individuals were supervised for an average length of one hour, bi-weekly. We served 500 children, 219 of which were from Trenton.

Notables:

A new foster parent packet was sent out to inform foster parents about the program and the program's general expectations.

Adoption Resource Center (ARC)

Goal: *To assist the Adoption Resource Center (ARC) segment of the Division of Youth and Family Services (DYFS) in the transportation and visitation arrangements of clients.*

PEI Kids provides both reliable transportation for ARC clients, as well as neutral observation/supervision during visits. Many of these cases involve long distance travel and clients are located in all areas of New Jersey.

2005 Statistics:

- Due to the long distance travel involved in this program approximately 5-7 visits/transports occur per week.
- 1,772 hours were logged.