

# 2017-18

## Annual Report



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# Message from the Board President

Dear Friends,

In its 33rd year as the premier provider of child safety and child assault prevention in Mercer County, PEI Kids looks back with pride on what we have accomplished in 2017. Our Prevention Education workshops reached over 12,000 children and adults in every Mercer County municipality; and 82% of the teens graduating from our Juvenile Intervention programs were re-engaged with school and pursuing their educational and career goals. Our Support Services program provided 1,647 visits for children in foster care to regularly meet with their families and strengthen family bonds; and our Crisis Intervention for Child Victims of Sexual Abuse program counseled 354 child victims and supportive family members—helping these young clients heal and understand their value and importance in the world.

Thanks to the generous support of our community partners, our programs and services remain strong and available free of charge for children and families in need. We were fortunate to receive new funding from several organizations in 2017, and our fund raising events were also well received. With such strong support, our programs and services thrived along with the children, families and communities we serve.

After serving as a Trustee for many years, I am now privileged to help govern this highly-regarded organization as its Board President. I'm proud of our accomplishments over the past year and the impact that we've had on a generation of children and families in Mercer County who are counting on us. I'm also humbled and grateful for the tremendous outpouring of community support for the agency's mission and for the work we do every day.

Thank you for your support, dedication, and encouragement that make this very important work possible.

With sincere gratitude,

*Loni Hand*



*Loni Hand, Esq.,  
Board President. PEI Kids*

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## Mission

*PEI Kids' mission is dedicated to promoting and maintaining a safe environment for all children. PEI Kids works with the child, family and caregiver to provide prevention, intervention and advocacy programs relating to personal safety, sexual abuse and the overall well-being of the child.*

## Program Areas



### Prevention Education

Our Prevention Education programs seek to reduce children's vulnerability to physical and sexual abuse, bullying, assault, and neglect by teaching them how to be safe at home, at school, and in the community. We also teach adults how to create a safe environment for children and respond appropriately to actual or suspected abuse; and we teach youth-serving organizations how to reduce the risk of abuse within their organizations and programs.



### Crisis Intervention Counseling

Our Crisis Intervention for Child Victims of Sexual Abuse program is the only one of its kind in the region. We provide professional counseling, using Trauma-Focused Cognitive Behavioral Therapy (TF-CBT), to help child victims of sexual abuse—and supportive, non-offending family members—heal, resume normal healthy functioning, and reduce the risk of re-victimization.



### Juvenile Intervention Services

Our Juvenile Intervention Services programs have helped over 3,500 system-involved youth and at-risk teens – providing them with tools, knowledge and support to change the trajectory of their lives. Our Managing Aggression & Violence program helps youth at-risk of juvenile justice involvement improve interpersonal communication, conflict resolution, and violence-avoidance skills; and our Comprehensive Juvenile Offender Outreach Services program helps adjudicated and gang-involved youth turn their lives around and work toward more productive futures.



### Family Support Services

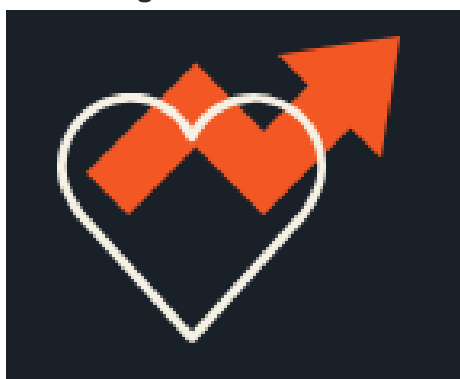
Our Family Support Services offer support and assistance for children in foster care and families under DCP&P supervision. Through our Supervised Visitation program, children in foster care spend quality time with their biological family members in a safe, nurturing environment. Through our Transportation Plus program, we provide assisted transportation for children in foster care – enabling them to attend doctors' appointments, counseling sessions, court-ordered activities, and community-based programs that promote well-being.

For 33 years, PEI Kids has served the Mercer County community, addressing the most intractable issues affecting children's safety including child assault, sexual abuse, bullying, gang culture and online predation. All of PEI Kids' programs are focused on empowering and helping children – the most vulnerable among us – to stay safe. With a mission dedicated to *promoting and maintaining a safe environment for all children*, PEI Kids' programs help children at a crossroads working through some of the most tumultuous times in their lives.

**Our Prevention Education programs** seek to prevent violence and abuse in the lives of children, and reflect the diversity of our area serving every (K-8) school district in Mercer County. In 2017, we presented 545 workshops for over 12,000 children, teachers in parents.

Following each child assault prevention workshop, students have an opportunity to have a one-on-one discussion with one of our trained Facilitators. This is often when children disclose incidents of assault and abuse. In each instance, a 24-hour response is scheduled, and we are directly involved in linking these children to critical interventions.

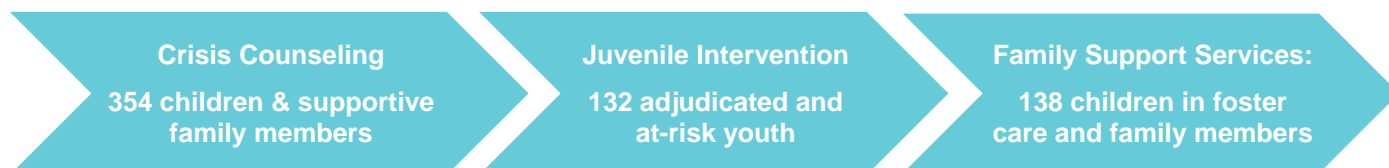
**Following Review Time sessions in 2017, we provided support and intervention for...**



- 424 bullying victims
- 9 child victims of abuse (reported to authorities)
- 71 students needing in-school assistance or counseling
- 5 sexual harassment and/or domestic violence victims

**In each instance we were able to link these children to support and intervention to address fear, abuse, danger or neglect in their lives.**

**Our Intervention programs** address violence, abuse, crime, and neglect in the lives of at-risk youth and seek to mitigate the traumatizing effects of abuse on child victims and prevent future victimization. Our Intervention programs primarily serve Mercer County's vulnerable children and families through our Crisis Counseling for Child Victims of Sexual Abuse program, our Juvenile Intervention Services programs, and our Support Services for children in foster care. In 2017, these programs served:

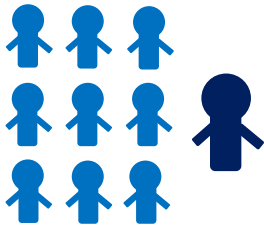


# Prevention Education

Our school-based prevention workshops reach students with age-appropriate messages on assault-bullying- and sexual-assault prevention, teen safety, dating violence, and personal safety skills and strategies. As the New Jersey Child Assault Prevention (CAP) designee for Mercer County since 1985, we provide training workshops to over 10,000 pre-K – 8th grade students each year. Our programs are based on an empowerment philosophy, and seek to reduce children's vulnerability to abuse and violence.

## Prevention Education Highlights

12,236 YOUTH  
SERVED



+412  
ADULTS  
TRAINED



SCHOOL- BASED  
WORKSHOPS



Child Assault Prevention/Personal Safety • 5,506 Students



Bullying Prevention • 2,353 Students



Cyber- & Online Safety\* • 385 Students



Kindergarten/Pre-K Personal Safety • 722



TEEN Assault Prevention & Dating Safety • 580 Students



Teachers, Administrators, and Parents • 412 Adults

12,648

lives impacted

*\*New program introduced in Fall, 2017*



# 2017-18 PROGRAM HIGHLIGHTS

## PEI Kids, Hopewell Valley Partner to Prevent Bullying

With funding support from the New Jersey Child Assault Prevention (CAP) project, PEI Kids partnered with Hopewell Valley Regional School District to deliver a district-wide bullying-prevention program for the 2017-18 school year.

The CAP Bullying-Prevention Program (CBPP) uses a comprehensive curriculum with a whole-school implementation approach which involves faculty, staff, parents, students, and the entire school community. The program gathers information to identify areas and times when students feel most vulnerable to potential bullying; gauges student and teacher perceptions; provides strategies for bullying victims, perpetrators, and witnesses; and provides administration with specific recommendations for responding to bullying incidents and creating a safer school climate conducive to learning, achievement, and healthy socialization.



According to PEI Kids' Executive Director, Roz Dashiell, "This was one of the most comprehensive district efforts we've seen and I applaud the District and Superintendent Thomas A. Smith, PhD for such a commitment to this very important issue." To effectively address an issue like bullying, it is critical to give all stakeholders a voice – teachers, parents, students, even the perpetrators themselves.

The District-wide bullying-prevention program was implemented in all four of Hopewell Valley's elementary schools as a preventative measure to minimize the likelihood of bullying behavior taking root or becoming a pervasive problem. PEI Kids' Prevention Director, Erika Hillman explains, "The Bullying-Prevention Program, like all CAP curricula, is based on an empowerment philosophy which teaches children that they have rights and provides strategies for exercising their rights to be *safe, strong, and free*." PEI Kids provides over 500 bullying- and child-assault-prevention workshops in 65 Mercer County public, private, and charter schools each year.

## NetSmartz Launch Reduces Online Vulnerability

For the 2017-18 school year, PEI Kids introduced new workshops from the NetSmartz series which is designed to help students stay safe online and reduce their vulnerability to online predation and victimization. NetSmartz is an interactive, educational program produced by the National Center for Missing & Exploited Children which provides age-appropriate resources to help teach children how to be safer online and offline. The program is designed for children ages 5 to 17, parents and guardians, educators, and law enforcement.

PEI Kids introduced the NetSmartz workshops in response to school and district requests to provide solutions and best practices for students navigating the internet, especially given the proliferation of social media options and platforms available to them. PNC Foundation provided a grant which enabled PEI Kids to launch NetSmartz by providing classroom-based workshops to all fifth-grade students in the Trenton Public School District during the 2017-18 school year. For the upcoming school year, the program will be expanded to include Trenton's third-grade students, and the workshops will be made available to other interested school districts in Mercer County.

NetSmartz goals are to educate children on how to recognize potential internet risks, engage children and adults in a two-way conversation about online and offline risks, and empower children to report victimization to a trusted adult and prevent themselves from being exploited. PEI Kids' Facilitators are available to answer individual questions for the students after each workshop.

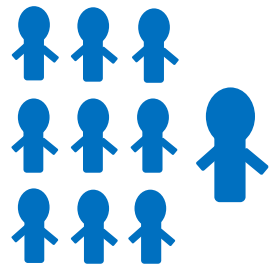
# Crisis Intervention for Child Victims of Sexual Abuse

Through our Crisis Intervention counseling program, we have helped more than 5,000 Mercer County children recover from the trauma of sexual abuse. On average, 200 cases of child sexual abuse are reported each year in the county, and the Prosecutor's Office refers 95% of these cases to PEI Kids for immediate crisis counseling. To eliminate barriers to accessing quality services, all of our counseling and program services are provided at no charge to victims or their families.

## Crisis Intervention Counseling Program

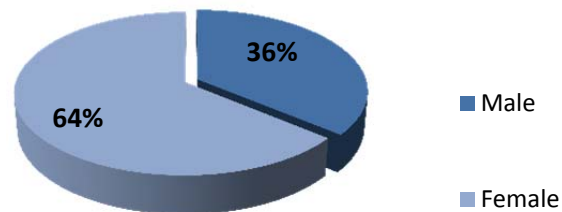
**181 CHILDREN  
+173  
SUPPORTIVE  
ADULTS  
COUNSELED**

**100% OF  
CHILDREN  
COULD  
FUNCTION  
WELL IN SCHOOL  
AFTER COUNSELING**



**SPECIALIZED  
SUPPORT GROUPS**

### COUNSELING CLIENTS



## Impact Summary

The Crisis Intervention counseling program provides short-term counseling for child victims and their supportive, non-offending family members immediately after the disclosure of child sexual abuse.

The program helps child victims reduce the trauma of abuse and regain their sense of self and self-esteem, healthy functioning, and well-being. Through the healing process, child victims experience a reduction in traumatic symptoms, and begin to embark on a better quality of life.

**1,964 counseling sessions provided for child victims**

**100% reduced PTSD symptoms**

**93% enhanced positive coping skills**

**92% regained self-esteem**



# 2017 PROGRAM HIGHLIGHTS

Thanks to community support and valued partnerships, our Crisis Intervention for Child Victims of Sexual Abuse program was able to advance its work through these special initiatives:

- **Mother/Daughter Support Group**

The Mother/Daughter Support Group promotes education, bonding and peer support for victims of child sexual abuse and their mothers and maternal caregivers. Led by licensed counselors, this specialized support group provides education, group counseling, and peer support which empowers women to be ambassadors and role models for the girls in their lives and in their communities

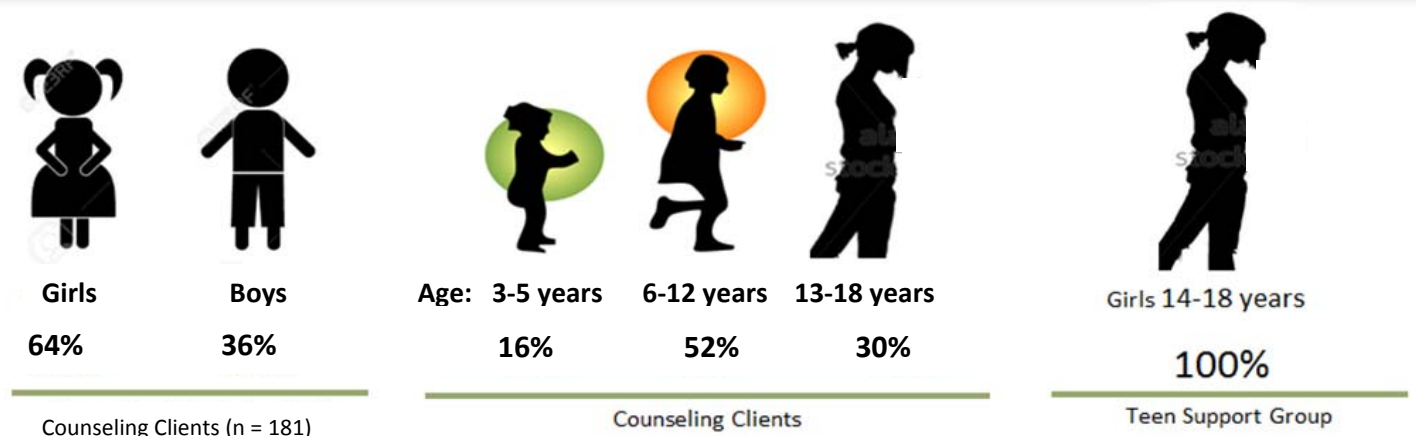


- **Helping Girls Achieve – A Therapeutic and Educational Support Group**

Recognizing that child sexual abuse victims are statistically at higher risk of future victimization, in 2017 we launched the teen peer support group, Helping Girls Achieve, to address their unique sexual health and education needs and help the girls develop into healthy young women, exercise standards of safety and self-care, and reduce their risk of (re)victimization. The group prepares adolescent girls for the freedom, challenges and decisions they face as they gain independence, and provides the psycho-education, support and tools necessary to stay safe and reduce their unique risks. In 2017, 34 girls graduated from this specialized program which was designed to:

- Address unique risk factors, sexual health, and education needs of at-risk teen girls
- Increase the girls' self-esteem and sense of control over their own lives and bodies
- Help teen girls successfully navigate the challenges of transitioning to adulthood with a focus on healthy decision-making, self-care, and goal-setting
- Connect girls with protective assets in their lives and communities

## COUNSELING AND SUPPORT GROUP CLIENTS



*"... turn stumbling blocks into stepping stones." —Amber Frey*

# Juvenile Intervention Services (JIS)

Our Juvenile Intervention Services help adjudicated and at-risk youth develop skills and competencies that prevent future involvement in the justice system, have long-term impact on quality-of-life factors, and address unmet needs that may be barriers to optimal daily functioning.

Through an evidence-based curriculum, mentoring, and experiential learning, program participants reduce recidivism, learn how to avoid violence and crime, build character and empathy, and work toward more productive futures.

## Impact Summary

Run with the support of local law enforcement, Juvenile Probation, and Family Court, our Juvenile Intervention Services significantly impact the lives of participants by providing a disposition alternative to confinement and detention and reducing their vulnerability to the lure of gangs and street life. Participants master life-changing skills and change the trajectory of their lives. Program graduates regularly demonstrate a renewed focus on career and educational goals.

## JIS Programs

132 YOUTH  
**SERVED  
IN 2017**

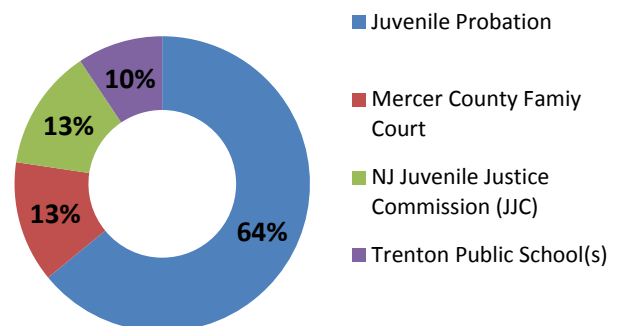


COMMUNITY SERVICE  
PROJECTS COMPLETED

7 OUT OF 10  
PROGRAM  
GRADUATES  
REMAINED FREE  
OF FURTHER  
SYSTEM  
INVOLVEMENT



## PROGRAM REFERRALS



100% of JIS graduates developed a support network

80% were re-engaged with school

70% did not recidivate (re-offend)<sup>1</sup>

<sup>1</sup> Based on one year post-program follow-up reporting

# 2017 PROGRAM HIGHLIGHTS



*Promotional poster for documentary, PEI Kids: Generation Change, which highlights PEI Kids' program youth featured in the film.*



*PEI Kids received the Garden State Film Festival's 2017 Broader Vision Award for "work dedicated to the greater good."*

## PEI Kids: Generation Change

In January 2017, PEI Kids was approached by the documentary film company Seven13 films to discuss a project focused on participants in our Juvenile Intervention programs -- youth involved in the juvenile justice system or at risk of juvenile justice involvement. It started with a simple question posed by Program Coordinator, Rob Fiorello, during a program session: "If you were mayor, what would you do to make life better in your community?" From that simple inquiry, a litany of issues and concerns emerged. Insightful conversations with program participants revealed acute awareness among our young people regarding the dangers, challenges, barriers, and misconceptions they face and the solutions they envision. Those conversations were captured in the film "PEI Kids: Generation Change," which debuted at the Garden State Film Festival in April and garnered the Broader Vision Award for work "dedicated to the greater good" and for "raising awareness on important social issues."

PEI Kids, in coordination with Seven13 films, had the opportunity to host several community screenings throughout 2017, in which our youth participated on post-screening panels and shared their thoughts, concerns, and experiences with community leaders. It was the beginning of a valuable community dialogue which we hope will lead to solutions that help make a real difference for young people in our community. As one young person so eloquently put it, "It starts with us."

We are grateful for this special project which provided our young people with a compelling platform to share their voices. A five-minute short of "PEI Kids: Generation Change" can be viewed online at:  
<https://www.youtube.com/watch?v=9u3V32ONNfk&t=4s>

# Family Support Services

Children placed in foster care need to feel as safe as possible. For 22 years, PEI Kids has provided Supervised Visitation in a safe, neutral and nurturing environment for Mercer County children in foster care. Through this intervention program, we work with the Division of Child Protection & Permanency (DCPP) to provide consistent opportunities for parents to strengthen family bonds and demonstrate parenting abilities, with the ultimate goal of family reunification. In 2017, we supervised 1,647 family visits while providing 38,647 miles of assisted transportation for children in foster care through our Transportation Plus program.

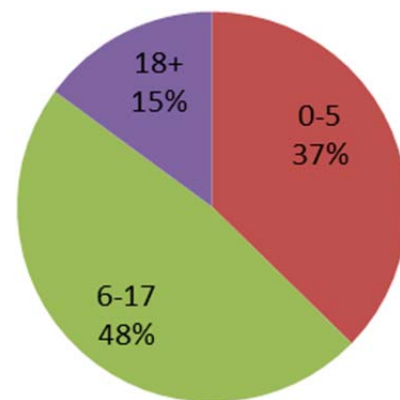
## Impact Summary

In 2017, we served 138 clients through our Family Support Services programs with our youngest client being only 3 months old. Run in coordination with the Division of Child Protection & Permanency (DCPP), PEI Kids provides a nurturing environment for families in transition to nurture healthy bonds and maintain and stabilize familial relationships. PEI Kids' Family Rooms provide a welcoming space where children in foster care benefit from the consistency of regularly-scheduled visits to spend quality time with their biological family members, visit with parents, grandparents and siblings, and share in important family milestones during their out-of-home placement.

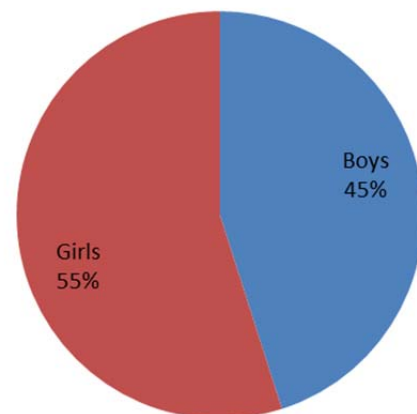
*"During visits in our Family Rooms, we see tender moments—children running into their mothers' arms, dads playing on the floor with their young children, and parents comforting their children through a difficult time."*

-- Roslyn Dashiell, Executive Director

## Age of Clients Transportation Plus Program



## Gender of Clients Supervised Visitation Program





# 2017 FINANCIAL HIGHLIGHTS | STATEMENT OF ACTIVITIES\*

## REVENUES AND SUPPORT

Government Grants	\$ 687,744
Program Fees	18,677
Fundraising (net of expenses)	102,140
Foundation contributions	178,424
Individual & Corporate donations	56,129
Investment & Rental Income	19,284
<b>Total Revenues &amp; Support</b>	<b>\$1,062,398</b>

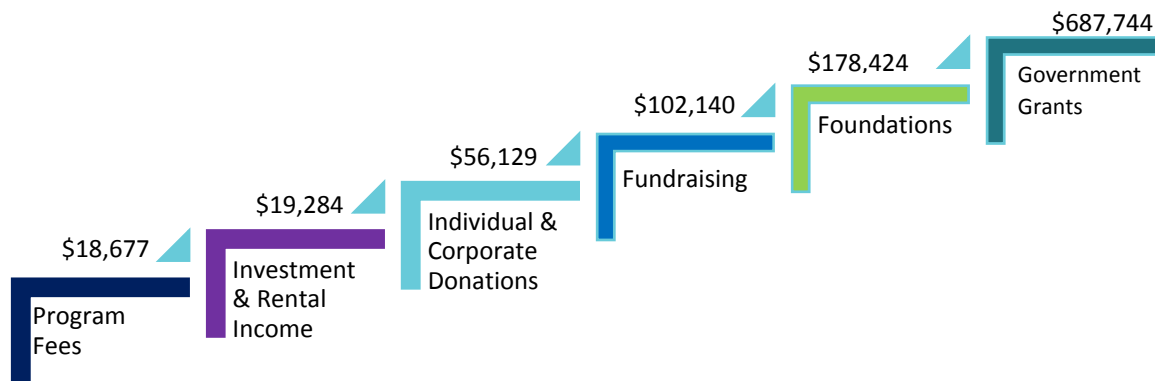
## EXPENSES

Programs:	
Prevention	\$ 174,993
Crisis Counseling	219,696
Juvenile Intervention Services	130,782
Foster-Care Support/Visitation	230,838
Transportation Services	84,436
<b>Total Programs</b>	<b>840,745</b>
Management & Administration	168,927
Resource Development	123,869
<b>Total Expenses</b>	<b>\$1,133,541</b>

\* January 1, 2017 through December 31, 2017



## SOURCES OF REVENUES & SUPPORT IN 2017: \$1,062,398



## OPERATING EXPENSES IN 2017: \$1,133,541





# Thank You to All of Our Donors

## Government Funders\*

NJ State Department of Children & Families  
Mercer County Department of Human Services  
NJ Department of Law & Safety  
NJ Child Assault Prevention Project at Camden County College  
City of Trenton Community Block Development Grant (CDBG)

## Community Organizations

Princeton Area Junior Woman's Club  
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Hopewell Twp PBA Local 342  
Hopewell Twp Police Superior Officers Association  
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\*PEI Kids' Crisis Intervention for Child Victims of Sexual Abuse program was supported by Grant Number 2017-VA-GX-0021 awarded by the Office for Victims of Crime, Office of Justice Programs, U.S. Department of Justice. The opinions, findings, and conclusions or recommendations expressed herein are those of the contributors and do not necessarily represent the official position or policies of the U.S. Department of Justice.

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Leonardo's II Mediterranean Grill	The Revere Restaurant
Longwood Gardens	The Titusville Academy
Jane Lowe-Rodriguez	The Tuchman Foundation, Inc.
John and Diane Lusdyk	Dave and Marlene Thompson
Maddalenas Cheesecake & Catering	Trent Jewelers
May Martin	Trenton Social
McCarter Theatre Center	Triumph Brewing Company
Daniel McElwee	Mr. & Mrs. Nick and Michelle Ventura
Theresa (Terry) McMonagle	Ventura Wealth Management
Mercer County Golf Academy	Michael Virok
George Meyer	West Trenton Fine Wines & Liquors
Jackie Meyer	West Windsor-Plainsboro High
Tom Miller	School-South
Mr. & Mrs. Craig and Susan Hubert	Wildflour Bakery & Cafe
Denise Nadeau	Young's Nail Studio & Day Spa
Rosemary Nadeau	Andrew and Jennifer Zalescik
NJM Insurance Group	
Jeffrey and Mary Noonan	
Nottingham Insurance	
Old York Cellars	
Organo Gold	
Pennington Quality Market	
Phoenix Advisors, LLC	
Piccolo Tratoria	
Pennington Quality Market	
Philadelphia Phillies	
Phoenix Advisors, LLC	
Piccolo Tratoria	
Janet Pietrak	
Jennifer and Paul Pierson	
Denise and Chris Pratico	
Project Linus-Mercer County Chapt.	
Reid Sound	
Steph Rodriguez	
Sal De Forte's	
Seasons 52	
Sesame Place	
Seven Thirteen Films	
Shiseido	
Signature Flight Support	
Skip's Candy Corner	
Ronald and Nan Smolow	

This annual report includes gifts made within the 2017 calendar year. PEI Kids has tried to recognize all who have contributed and we apologize if we have inadvertently omitted or misspelled any name. Please advise us of any errors, so that we may correct our records, by contacting Janina Akins, Development and Community Relations Coordinator, at 609.695.3739 or by email, at [jakins@peikids.org](mailto:jakins@peikids.org). Thank you.

# ACKNOWLEDGEMENTS

Community support and partnership are hallmarks of a strong community-based organization. PEI Kids would like to acknowledge this support and recognize the strategic partners and community volunteers who made our work possible over the past year.

Through our partnership with The Bonner Center for Community-Engaged Learning at The College of New Jersey (TCNJ), Bonner scholars supported our Juvenile Intervention Services programs. By dedicating their time and genuine care to the young people in these programs, they demonstrated the power of peer mentoring. We would also like to recognize Rutgers University, Rider University, and Temple University. Their graduate-student MSW interns supported our Crisis Intervention for Child Victims of Sexual Abuse counseling program and contributed to the success of our support groups for young clients and their families. Additional thanks goes to our dedicated team of community volunteers who make the Enough Abuse Campaign possible in Mercer County. Through their efforts, we were able to continue providing free community workshops, and have trained over 1,500 adults in how to prevent child sexual abuse. All of these programs are core to our mission and would not be quite as effective, and in some cases, not at all possible, without the generosity of dedicated volunteers and their selfless community service.

Crucial to PEI Kids' operating success are the fundraising events and activities which provide much-needed fiscal support that enables the agency to keep its programs running seamlessly. Event volunteers and committee members lend their time and talent with the heartfelt dedication that only a volunteer can. We owe a debt of gratitude to them and to the corporate volunteers from Bloomberg LP, Molina Medicaid Solutions, Janssen Pharmaceuticals, and others who came out to staff and support our signature fundraising events. We are also grateful to the small businesses, student groups, community and affinity organizations, and individual volunteers who provided administrative, project and event support to help meet our operational needs throughout the year.

Finally, we would be remiss if we did not acknowledge the selfless dedication of our Board of Trustees whose members made sure PEI Kids remained focused and strong. They ensured that the agency's resources were adequate to meet the needs of our community while working to position PEI Kids to do its best work well into the future.

With a grateful heart,



Executive Director



*“Children are the world’s  
most valuable resource and  
its best hope for the future.”*

*- John F. Kennedy*



**Connect With Us!**

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