

2018

Annual Report



<http://www.peikids.org>

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Message from the Board President

Dear Friends,

In its 34th year as the premier provider of child safety and child assault prevention programming in Mercer County, PEI Kids looks back with pride on what we have accomplished in 2018. Our Prevention Education workshops reached over 10,000 children, teachers, and parents 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 1,684 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 367 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 2018, 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



**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

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 and youth-serving organizations how to create a safe environment for children, respond appropriately to actual or suspected abuse; and 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 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 biological family members in a safe, nurturing environment. Through our Transportation Plus program, we provide assisted transportation – enabling children in foster care to attend doctors' appointments, counseling sessions, court-ordered activities, and community-based programs that promote well-being.

Programs' Impact

For 34 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, delinquency and online predation. All of PEI Kids' programs are focused on empowering and helping children – the most vulnerable among us – to stay safe. Our programs help children at a crossroads working through some of the most difficult times in their lives.

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 2018, we presented 494 workshops for over 11,000 children, teachers, administrators, and parents.

Following each child assault prevention workshop, students had an opportunity to have one-on-one "Review Time" discussions with our trained Facilitators. This is often when children may disclose incidents of assault and abuse. In each instance, we were directly involved in linking these children to critical interventions to address their personal safety needs.

Following Review Time sessions in 2018, we provided support and intervention for...



- 124 bullying victims
- 14 child abuse/sexual abuse victims (reported to authorities)
- 4 sexual harassment and/or domestic violence victims
- 91 students needing in-school assistance or counseling

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

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 Intervention for Child Victims of Sexual Abuse counseling program, our Juvenile Intervention Services programs, and our Support Services for children in foster care. In 2018, these programs served:

Crisis Intervention Counseling

367 child victims & supportive family members

Family Support Services

117 children in foster care and family members

Juvenile Intervention Services

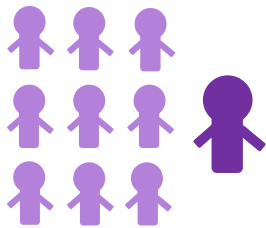
137 adjudicated and at-risk youth

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

10,847 YOUTH
SERVED



+399
ADULTS
TRAINED



SCHOOL- BASED
WORKSHOPS



Child Assault Prevention/Personal Safety • 6410 participants



Bullying Prevention • 1,889 participants



Cyber- & Online Safety • 1,635 participants



Kindergarten/Pre-K Personal Safety • 603 participants



TEEN Assault Prevention & Dating Safety • 659 participants



Teacher/ Administrator Workshops • 50 Adults

11,246
lives
impacted

2018 PROGRAM HIGHLIGHTS

PEI Kids, Trenton Public Schools Partner for Teen Safety

With support from the Trenton Board of Education, PEI Kids partnered with the Trenton Public School District to deliver a district-wide Teen assault-prevention program for its middle schools students in the 2018 -19 schoolyear.

The TEEN Child Assault Prevention (CAP) program is a comprehensive curriculum which addresses developmentally-appropriate issues like teen dating, personal safety, sexual consent and legal implications of sexually-inappropriate behavior. PEI Kids' Prevention Director, Erika Hillman explained, "The Teen CAP program, like all CAP curriculum, 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."*



The District-wide Teen CAP program was implemented in three of Trenton's middle schools -- Joyce Kilmer Middle School, Grace A Dunn Middle School, and Luis Munoz Rivera Community Middle School -- as a preventative measure to minimize the likelihood of misinformation or uninformed behavior that could result in victimization. PEI Kids' Executive Director, Roz Dashiell explained "This was one of the most comprehensive district efforts I've seen around teen safety and assault prevention, and I applaud Trenton Board of Education and Superintendent Frederick A. McDowell, PhD for such commitment on this very important issue."

In 2018, PEI Kids provided 494 personal-safety, bullying- and assault-prevention workshops in 65 Mercer County schools.

NetSmartz Expansion Reduces Online Vulnerability

In 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 bullying, predation, and victimization. NetSmartz is an interactive, evidence-informed, educational program produced by the

National Center for Missing & Exploited Children. The program -- designed for children ages 5 to 17, parents, guardians, educators, and law enforcement -- provides age-appropriate training and resources to help teach children how to be safer online and offline.

PEI Kids introduced NetSmartz in response to school and district requests to provide training and best practices for students navigating the internet. In the launch year, PNC Foundation provided a grant which enabled PEI Kids to deliver NetSmartz' classroom-based workshops to all fifth-grade students in the Trenton Public School District. "NetSmartz met with remarkable success and positive feedback from teachers, parents, and students," explained Prevention Director, Erika Hillman.

Following this introduction, PEI Kids successfully proposed the project's expansion to the NJ Department of Children & Families (DCF) in 2018; and for the upcoming school year, NetSmartz will be made available to other interested school districts throughout Mercer County thanks to DCF support and funding. The program will be expanded to third-grade students; and PEI Kids' facilitators will be trained in the module for high-school students so NetSmartz workshops can be provided to students in Trenton's Ninth-Grade Academy.

"NetSmartz offers timely and appropriate subject matter and critically important training, especially given the proliferation of social media options and platforms now available to young people," explained Roz Dashiell, Executive Director. NetSmartz' program goals are to educate youth on how to recognize potential internet risks, engage with adults in a two-way conversation about online and offline risks, and to empower them to report victimization to a trusted adult and prevent themselves from being exploited.

In 2018, PEI Kids trained 1,635 workshop participants in online safety and cyber-safety best practices.

Crisis Intervention for Child Victims of Sexual Abuse

Through our Crisis Intervention counseling program, we have helped more than 6,000 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.

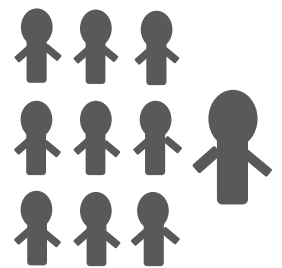
Crisis Intervention Counseling Program

166 CHILDREN
+201
SUPPORTIVE
ADULTS
COUNSELED

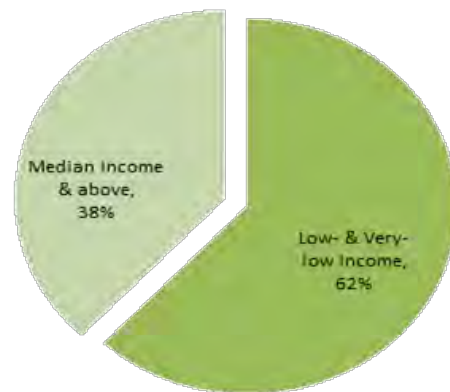


SPECIALIZED
SUPPORT GROUPS

100% OF
CHILDREN
COULD
FUNCTION
WELL IN SCHOOL
AFTER COUNSELING



Clients' Household Income



2,098 counseling sessions were provided for child victims

88% reduced PTSD symptoms

95% enhanced positive coping skills

94% regained self-esteem

Impact Summary

The Crisis Intervention for Child Victims of Sexual Abuse 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 children reduce the trauma they experience and regain their sense of self-esteem, healthy functioning, and well-being. Through the healing process, child victims experience a reduction of PTSD symptoms and begin to recapture their childhoods and embark on a better quality of life.

2018 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:

- **Support Groups**

PEI Kids' 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.

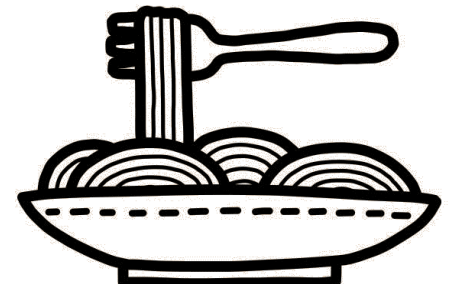
Helping Girls Achieve is our therapeutic and educational peer support group for teen girls. Recognizing that child sexual abuse victims are statistically at higher risk of future victimization, we launched this teen peer support group to address the unique sexual health and education needs of teen girls and help them 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 for them to stay safe and reduce their unique risks.

- **Ancillary Services**

To reduce barriers to accessing quality services, PEI Kids provides several ancillary and support services for our counseling clients.



Our professional staff drivers provide transportation for clients from low-income households who have no means of transport so they can attend counseling sessions. We find that consistent attendance and participation improve therapeutic outcomes.



We provide families with a light meal so they can participate in our evening support group sessions.



We provide childcare for young siblings so moms and daughters can participate in Mother/Daughter Support Group sessions together.



We advocate for child victims in custody and arbitration matters.



We assist child victims with court preparation and accompaniment to help reduce the trauma of facing their abusers in court.

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

137 YOUTH
SERVED
IN 2018



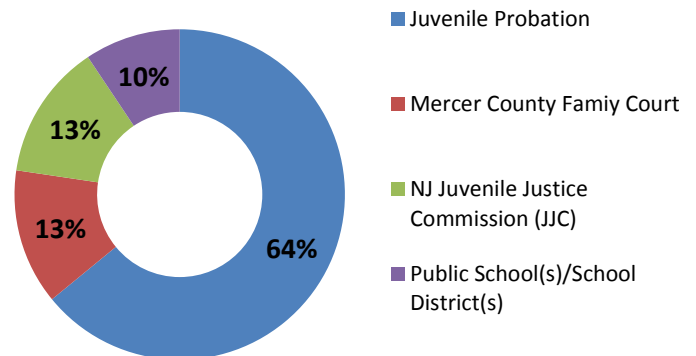
**COMMUNITY SERVICE
PROJECTS COMPLETED**

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)¹

¹ Based on one year post-program follow-up reporting

2018 PROGRAM HIGHLIGHTS



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



A participant from PEI Kids' Comprehensive Juvenile Offender Outreach Services (CJOOS) program poses a question to candidates during the mayoral debate held at Rider University in April.

PEI Kids: Generation Change

PEI Kids was originally approached by the documentary film company Seven13 films in 2017 to discuss a project focused on participants in our Juvenile Intervention programs -- youth involved in the juvenile justice system or at risk of system 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 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 the year, in which our youth participated on post-screening panels. Youth in our programs shared their thoughts, concerns, and experiences with community leaders including mayoral candidates during the City of Trenton's mayoral debates in April 2018. It was the beginning of a valuable community dialogue which we hope will continue, and lead to solutions that help make a real difference for youth 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 program youth 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 23 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 and Permanency (DCPP) to provide consistent opportunities for parents to strengthen family bonds and demonstrate parenting abilities, with the ultimate goal of family reunification. In 2018, we supervised 1,684 family visits, and through our Transportation Plus program, we provided 3,302 hours of assisted transportation for children in foster care and their families.

Impact Summary

In 2018, we served 117 clients through our Family Support Services programs with our youngest client being only 6 months old. Run in coordination with DCPP, PEI Kids provides a nurturing environment for families in transition to foster healthy bonds and maintain and stabilize familial relationships with the goal of family reunification.

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.

Supervised Visitation



In 2018, we supervised **1,684 hours** of family visitation for **63 children** and **54 adults**.

Transportation Plus



We provided **3,302 hours** and **31,698 miles** of assisted transportation for children in foster and their families.

"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

2018 FINANCIAL HIGHLIGHTS | STATEMENT OF ACTIVITIES*

REVENUES AND SUPPORT

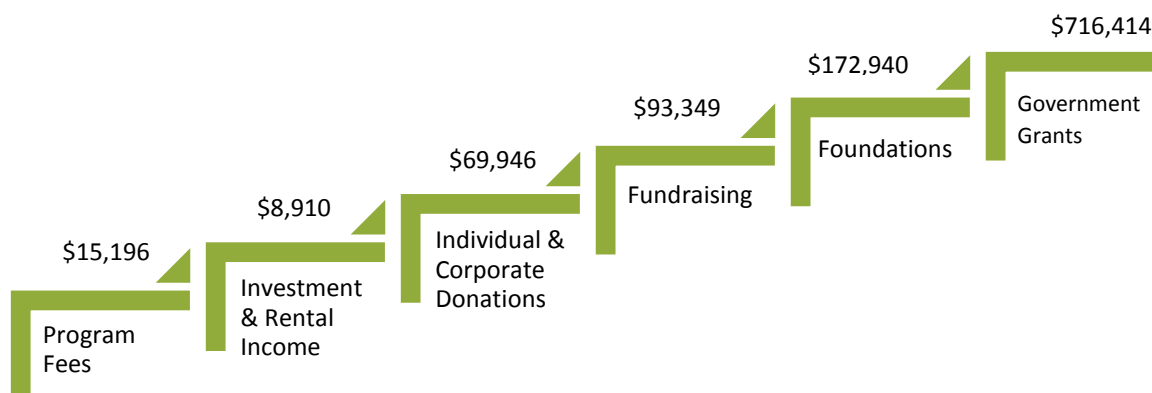
Government Grants	\$ 716,414
Program Fees	15,196
Fundraising (net of expenses)	93,349
Foundation Contributions	172,940
Individual & Corporate Donations	69,946
Investment & Rental Income	8,910
Total Revenues & Support	\$1,076,755

EXPENSES

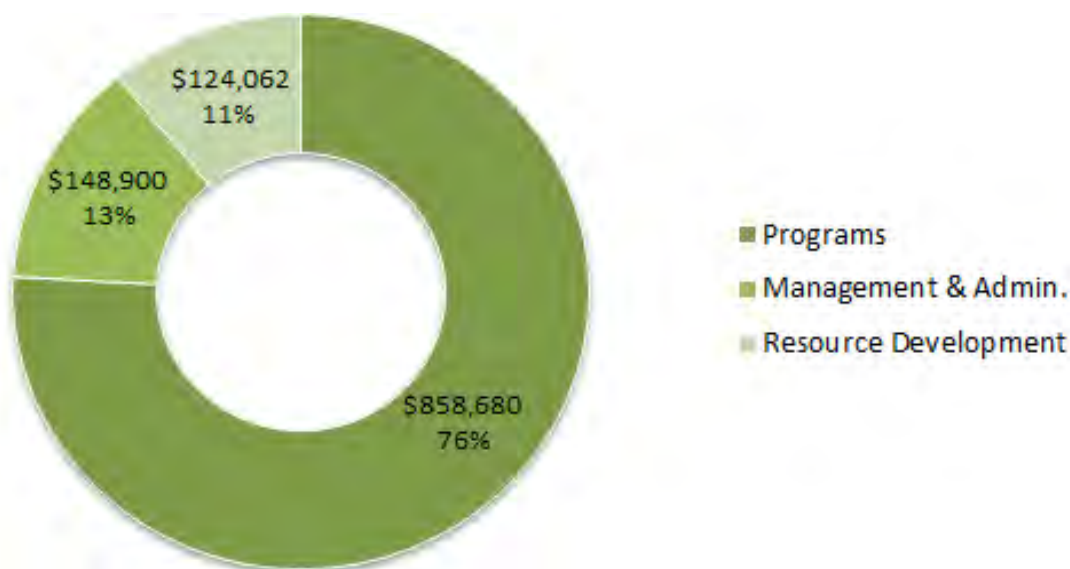
Programs:	
Prevention	\$ 158,924
Crisis Counseling	233,007
Juvenile Intervention Services	138,464
Foster-Care Support/Visitation	240,319
Foster-Care Support/Transportation	87,784
Total Programs	858,680
Management & Administration	148,900
Resource Development	124,062
Total Expenses	\$1,131,642

* January 1, 2018 through December 31, 2018

SOURCES OF REVENUES & SUPPORT IN 2018: \$1,076,755



OPERATING EXPENSES IN 2018: \$1,131,642



Thank You to All of Our Donors

Government Funders*

Mercer County Department of Human Services

NJ Child Assault Prevention Project at Camden County College

NJ State Department of Children and Families

NJ Department of Law & Public Safety, Office of the Attorney General

NJ Department of Law & Public Safety, Juvenile Justice Commission

Community Organizations

100+ Women Who Care of Mercer County

Hopewell Township PBA Local 342

Hopewell Township Police Superior Officers Association

Lawrence Township Community Foundation

Princeton Area Junior Woman's Club

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*PEI Kids' Crisis Intervention for Child Victims of Sexual Abuse program was supported by Grant Number 2016-VA-GX-0072 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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ETS Cares
Johnson & Johnson Family of
Companies Matching Gifts Program
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Program
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Prudential Foundation Matching Gifts
Program
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Matching Gifts Program

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Fennelly Associates, Inc.
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ACKNOWLEDGEMENTS

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

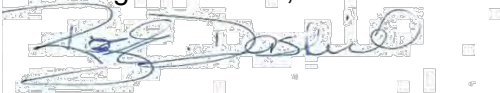
Through our partnership with The Bonner Center for Community-Engaged Learning at The College of New Jersey (TCNJ), Bonner scholars supported our Juvenile Intervention Services programs. By dedicating their time and genuine care to the young people in these programs, these students demonstrated the power of peer mentoring. We are also grateful to ETS and Capital Health Medical Center for their generous program support and partnership. From offering life-saving training to providing warm coats in the winter, you have shown the youth in our juvenile intervention programs what caring looks like.

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 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 acts of 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 including the student groups, affinity organizations, and individual volunteers who provided event support. Of course, none of it would be possible without the support of local businesses, merchants, vendors, and restaurateurs who generously donated their goods and services to support our fundraising activities. On behalf of those we serve, thank you.

Finally, I 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,

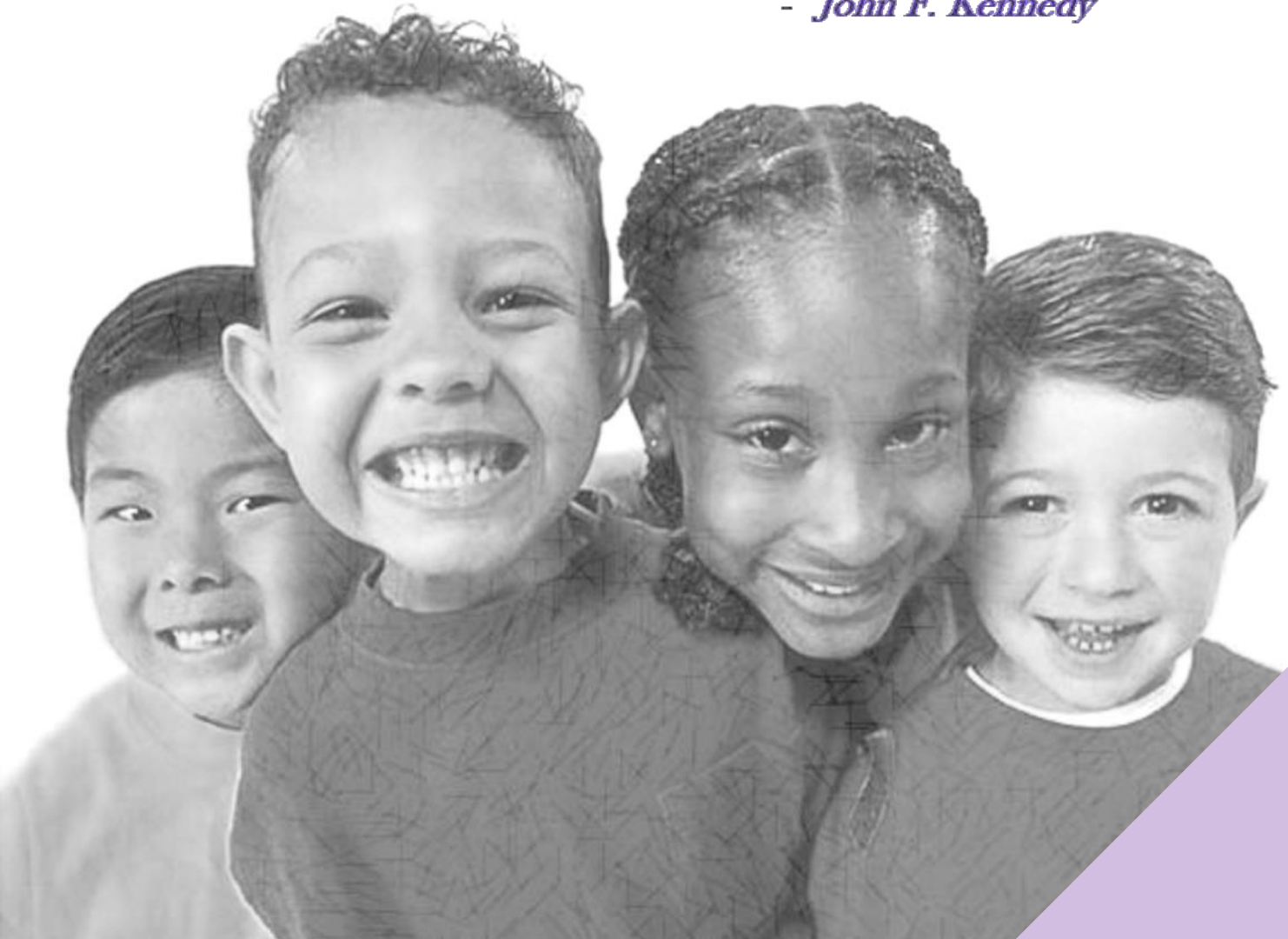


Executive Director



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

- John F. Kennedy



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