

SPRING 2011 INSIDE:

- ❖ Touching Lives
- ❖ Thanking Our Funders
- ❖ Enter our Contest!
- ❖ Meet Our Newest Board Member



Board of Trustees*

Nola R. Bencze, Esq., President
man, Ingersoll & Rooney, PC

James Bortolotti
First Choice Bank

Zachary A. Chester
Capital Health

Martin J. Deitchman
TGS Management Company, LLC

Loni M. Hand
NJM Insurance Group

Jane Lowe-Rodriguez
The Tuchman Foundation

George C. Meyer
Hopewell Township Police Dept.

Denise Pratico
Community Volunteer

Nicholas Ventura
Ventura Wealth Management

Kristen J. Vidas, Esq.
Pelletieri, Rabstein & Altman

Andrew T. Zalescik
AAA Mid-Atlantic

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

People Appreciated for Long Service (PALS)

Thomas A. Bartlett
Brig. Gen. Robert S. Dutko, Sr.,
USAF Retired

Eunice K. Jadlocki
Vince J. Scozzari, Jr.

Gloria S. Teti
David B. Thompson

A Letter from Penelope R. Ettinger, PEI Kids' New Executive Director

Dear Friend of PEI Kids,

Imagine arriving to your workplace each day, knowing that your organization makes a positive difference in the lives of the children and youth in our community. That is exactly how my work day begins here at PEI Kids. Our 50 plus full- and part-time staff, Board of Trustees and volunteers work to keep the children of the Greater Mercer community safe every day of the year. Every staff member – educators, drivers, department heads, and counselors – embraces his/her work to ensure that each child and family receive the best services! Every member of our Board is passionate about the mission of PEI Kids and our volunteers offer numerous hours during the year to help us accomplish our work.

PEI Kids has been providing exemplary primary prevention and intervention services in the Greater Mercer community for 26 years. As the new Executive Director of PEI Kids, my gratitude for this ongoing success goes out to the staff, Board, our volunteers, my predecessor and you. It is our partnerships with you and/or the companies, government agencies, schools and foundations you represent that help to ensure the safety of this community's children. It takes a Village to Raise a Child – and to keep them safe. PEI Kids is not a "charity." It is a non-profit organization that provides indispensable educational and intervention services to our communities most vulnerable children. Sadly, our world is not a perfect place – children continue

to be sexually abused, the societal pressures on young teens are vilely monumental, the child welfare system continues to serve hundreds of fragile families, the rate of aggressive bullying in and out of school is increasing -- but together we do make a difference!

It is exciting to be here at PEI Kids! I invite you to continue your partnership with us.

Throughout this newsletter, you will read about some of our partnerships, the

generosity of our financial donors, tips for parents and a client story. You may also want to visit our website at www.peikids.org. I have such gratitude for your support of PEI Kids. Thank you.



PNC Partners with PEI Kids & Trenton Schools to Stop Bullying

PEI Kids is excited to announce a newly created partnership of PEI Kids, Trenton City Schools and PNC. With the funding from the PNC Foundation together with the Trenton schools, PEI Kids will be providing a systemic approach to preventing and addressing bullying issues throughout the district's 16 elementary schools. This includes training of adults, the formation of an active school committee and continuum of prevention educational programs in 1st, 3rd and 5th grades. To read more about our generous funders, turn to page 3, and to learn more about this valuable program, go to page 6.



Partnership Highlights...

PEI Kids has been named "**Community Partner of the Year**" by **One Simple Wish**, an organization that has granted an array of wishes to children in our programs. PEI Kids will be among the award recipients honored at OSW's first annual "A Night of 1000 Wishes" on Saturday, September 24, 2011 at the Trenton Memorial. Learn more about the event and purchase tickets at www.onesimplewish.org/1000.

PEI Kids was a proud participant in Denim Day in NJ, a rape prevention education campaign, on Thursday, April 28. **Womanspace**, a partner in our United Way collaborative, was the local sponsor of this event. We at PEI Kids were happy to wear our denim proudly! Pictured left to right are some of the staff members who participated: PEI Kids Executive Director Penny Ettinger; Sarah Wright; Supervised Visitation Staff Member Denise Fleming; Director of Prevention Services Melody Powell; Supervised Visitation Coordinator Carmen Alicea; Director of Clinical Services Dr. Juanita Johnson Brooks; Operations Officer Martina Davidson; Director of Support Services Terry McMonagle; and Juvenile Intervention Services Coordinator Rob Fiorello.



The **College of New Jersey's Bonner Center for Civic and Community Engagement** has been a wonderful partner to PEI Kids, providing mentors each semester to youth involved in our Comprehensive Juvenile Offenders Outreach Services (CJOOS). The TCNJ Bonner Center, in partnership with the national Bonner Scholar program, has developed The New Jersey Bonner AmeriCorps*VISTA Fellow Program, a post-college national volunteer service program. Thanks to this partnership, PEI Kids is eligible to have a Fellow for one year. PEI Kids is seeking a PR/development associate with a focus on Social Media. For more information, visit the job openings section of our website, www.peikids.org.

Loni M. Hand Joins PEI Kids' Board of Trustees

PEI Kids is proud to announce the addition of Loni M. Hand to its Board of Trustees. Loni has a long history serving the Mercer County community. She was an Assistant Prosecutor in the Mercer County Prosecutor's Office from 1986-1998. Loni also has played a critical role in helping children and families throughout her career. Between 1994 and 1998, she was the Director of the Child Abuse/Sexual Assault Unit, and served on the Mercer County Commission for Abused, Neglected and Missing Children and the Mercer County Multi-Disciplinary Team (MDT). During her tenure at the Prosecutor's Office, Loni had occasion to work with PEI Kids (then known as Prevention Education), which provided support and counseling services to many of the children they saw who were victims of sexual abuse. In 1998, Loni moved to the NJ Division of Criminal Justice (CJ) as a Deputy Attorney General (DAG), where she was assigned to the Corruption Bureau, Government Integrity Unit. While with CJ,

she investigated crimes that impacted the well-being of children, such as fraud committed by officials in publicly funded schools.

In June 2002, Loni joined the Special Investigations Unit (SIU) at New Jersey Manufacturers Insurance Group (NJM), where she now serves as Assistant Vice President & SIU Director overseeing fraud fighting efforts for the company. Her interest in working on behalf of children in Mercer County has continued while employed in the private sector. In 2009 she had the opportunity to become a Commissioner of the Mercer County Commission for Abused, Neglected and Missing Children, and joined the Board of Trustees at PEI Kids in August 2010.

"I'm delighted and honored to be part of this wonderful organization that works tirelessly to protect and support the most vulnerable children in our community," said Loni. And PEI Kids is delighted and honored that she is part of our organization.



Funding News

at PEI Kids could not continue to serve the most vulnerable children in our community and their families without funding. We would like to thank the following funders who have provided substantial awards since January 2011.

The Merancas Foundation has given PEI Kids \$30,000 toward operational support and our Comprehensive Juvenile Offenders Outreach Services (CJOOS), which provides an intensive, 16-week program to young men and women to show them they deserve a life free of crime, violence and gangs.

The Princeton Area Community Foundation provided PEI Kids with a Fund for Women and Girl's grant for an Intergenerational Support Group for girls who have been sexually abused and their mothers. This project focuses on healing, uniting young female victims of sexual abuse with their mothers or female caregivers to strengthen maternal bonds, encourage nurturing, improve communication and enhance the existing support group component of the Crisis Intervention Program. PACF also gave a Greater Mercer Grant to support CJOOS in 2011.

The Lawrence Township Community Foundation (LTCF) awarded \$2,500 toward PEI Kids' Crisis Intervention for Child Sexual Abuse. The funding is to be used toward counseling sessions for clients and families who live in the township. LTCF is a longtime supporter of this program and, for two years, has also provided funding for the Lawrence Township Stationhouse Adjustment Program.

The NJ Juvenile Justice Commission has provided continuation funding for Summer Initiative Programming which pays for CJOOS sessions two days a week for eight weeks, giving us the potential of serving 20 additional youth this year. Programming during the summer months is especially beneficial because juvenile crime is most prevalent during July and August, a time when teens are out of school.

The State of New Jersey has approved PEI Kids' continuation application for a Victim Assistance Grant in support of its Crisis Intervention Program. The New Jersey Victims of Crime Act (VOCA) Victim Assistance Grant Program is administered by the Division of Criminal Justice, State Office of Victim-Witness Advocacy.

*** appreciate *all* of our funders - every dollar counts! For a listing of 2010 donors, visit our website at www.peikids.org.

PEI Kids Meets the Challenge Raising \$50,000

This winter, a very generous anonymous donor challenged PEI Kids with a \$25,000 one to one match. In honor of the founding director, Evelyn Gill, the money raised will establish the *Evelyn A. Gill Fund for the Future* to support the programs here at PEI Kids. We are delighted to say that we have met the challenge! Twenty-three individuals and companies have pledged, raising over \$25,000 to meet the challenge! We thank you!

Search the Internet, Shop Online, Raise Money for PEI Kids!

There are several websites that provide people a secure way to support their favorite cause (like PEI Kids) at no extra cost to the user/customer:

Use www.goodsearch.com as your search engine. Select PEI Kids as your "Goodsearch" organization and each time you use the Yahoo-based search engine, we benefit!

Shop online through hundreds of stores including Kohls, The Gap and Staples at www.goodshop.com and www.giveback.org and PEI Kids will receive a percentage of the sale. Remember, there is no extra costs to you for using these three websites- the money comes from advertisers and merchants.

Donate your American Express Points to PEI Kids through <https://amex.justgive>.

3. You can also make monetary donations to PEI Kids and set up recurring donations.

Details on how to use these online tools are available on www.peikids.org. Also, you can make secure donations through PayPal on PEI Kids' website.



Celebrating PEI Kids' Future at Annual Dinner & Auction



PEI Kids held its 20th Annual Dinner & Auction at the lovely Hilton Garden Inn in Hamilton on Sunday, April 3. The event was attended by over 180 guests and netted over \$41,000 - our most successful fundraiser over the last several years. We have many people to thank for making this evening such a success - our dedicated volunteer committee who worked tirelessly preparing and executing the event; our guest speakers - Mercer County Executive Brian M. Hughes (pictured, left), Jessica Taylor, Michael Roberson and Donna Steinmetz for providing such eloquent accounts of their experiences with PEI Kids; our auctioneer, Brian Martin, for once again this year rallying the audience to bid higher and higher; Alan Meinster for creating a delicious meal; and Darla Rich Jazz for providing such lovely music.

Last but certainly not least, we want to thank our sponsors, our advertisers and item donors. Here is a listing of our sponsors:

INNOVATING:

Tom & Fran Bartlett
Bloomberg, L.P.
NJM Insurance Group
Amy Smith

CREATING:

Marty & Beth Deitchman
New Jersey Utilities Association
The Tuchman Foundation

INSPIRING:

AAA Mid-Atlantic;
Buchanan, Ingersoll & Rooney, P.C.
Capital Health
First Choice Bank
Phoenix Advisors, LLC
Rosetta
Ventura Wealth Management

ENERGIZING:

Hopewell Township Policeman's
Benevolent Association Local 342
Pellettieri, Rabstein & Altman, P.C.
PNC Bank
Roma Bank
Trap Rock Industries, Inc.

EMERGING:

Borden Perlman
Chris & Denise Pratico
Rider University
Riverfront Associates
Szaferman, Lakind, Blumstein & Blader, P.C.
Jennifer Weisberg Millner,
Fox Rothschild, LLP



(1) Left to Right: William J. Keephart, CPA, and, from Pellettieri, Rabstein & Altman, Lydia Keephart, PEI Kids' Board Member Kristen J. Vidas, and Erin Flynn
(2) Left to Right: Jeffrey Bartolino from NJM Insurance Group and PEI Kids' Board of Trustees Secretary George Meyer



(3) Left to Right: Event Committee Member Janet Flannery with Nancy Faherty, APR, representing Borden Perlman, and Flip Faherty of Babe Ruth League, Inc. International Headquarters in Lawrenceville, NJ.
(4) Left to Right: Beth Deitchman, PEI Kids' Board of Trustees Vice President Marty Deitchman, Dennis Miller of Dennis C. Miller Associates Inc. in Denville, and Gladys Miller.

An Afternoon of Basketball, A 100 Smiles Thanks to Hogan Secured Archives

PEI Kids was the lucky recipient of 100 Harlem Globetrotters tickets, courtesy of Hogan Secured Archives, located in Pennington. The delighted children, teens and their chaperones attended the March 12th game at the Sun National Bank Center in Trenton. The game itself brought joy to children and teens that have had to face problems well beyond their years. For an afternoon, they got to be kids again, laughing at the antics of the team, in awe of their prowess on the court. Yet it was so much more than the game itself. It was the fact that somebody cared enough to give them this chance at this experience.

And that person was Daniel Hogan, Founder and President of Hogan Secured Archives. "PEI Kids performs a critical role in working with some of our most vulnerable kids and families," said Mr. Hogan. "My hope in giving some of these families the chance to enjoy The Harlem Globetrotters is to introduce a ray of sunshine into their lives. I am committed as the owner of a small business to be an active participant in our community and am honored to play a role in the continued success of PEI Kids."

"The children and families truly appreciated getting the chance to go to this game," said PEI Kids Executive Director Penny Ettinger. "It was a wonderful opportunity for the children to be kids and families to be together. Hogan Secured Archives set the bar high as to what small businesses can do to make a difference in the lives of children and families in need." For more information about Hogan Secured Archives, go to www.hoganarchives.com.

PEI Kids would once again like to thank Hogan Secured Archives, Daniel Hogan, and Angela Leaney, the Executive Vice President of Brand Marketing for the Harlem Globetrotters, for selecting PEI Kids to receive these tickets and bringing so much joy to the children and families we serve.



Pictured left to right are Rich Wilson, a facilitator for PEI Kids' Comprehensive Juvenile Offenders Outreach Services (CJOOS); Angela Leaney, Executive Vice President of Brand Marketing for the Harlem Globetrotters; Daniel Hogan, Founder and President of Hogan Secured Archives; a young man who enjoyed the game; and Robert Fiorello, PEI Kids Juvenile Intervention Services Coordinator.

And Speaking of Generous Businesses...



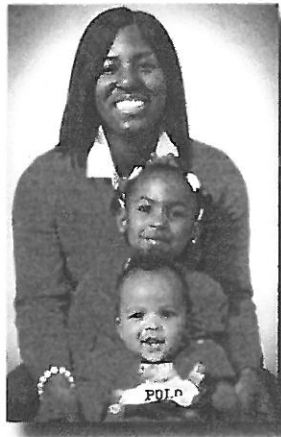
A "toast" to the following restaurants and caterers for donating delicious food, their services and their time this past fall at our "Annual Tasting in Titusville" event: Business Bistro Catering, Courtyard by Marriott Ewing Hopewell, Delight B's Gourmet Catering & Bakery, Element by Westin Ewing Hopewell, Emily's Café & Catering, Maddalenas Cheesecakes and Catering, and Marsilio's Catering & Event Planning. And, of course, special thanks to Shop Rite Liquors and Joe Grinbaum for providing the libations for the event. Thanks to all for their generosity!

**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 overall well-being of the child.**

Spotlight on Our Programs & The People We Serve

We will be featuring a story in each issue of Postings about one of our programs or clients. In collaboration with the Department of Children and Families, PEI Kids' Supervised Family Visitation Program assists children and families involved in the foster care system by facilitating visits between family members. Ultimately, the program seeks to establish relationships that will allow family reunification, permanent placement or adoption to occur. This is the story of a young woman named Taylor who has been involved in this program as both a child and as an adult and recently shared her experiences at PEI Kids with the audience at our Auction & Dinner in April.



Taylor is a young woman who first came to PEI Kids to visit her own mother when she was a small child. As a teenager, she became involved with PEI Kids again when her own children were placed in foster care.

Taylor feels she was provided a family-oriented environment at PEI Kids and that she always felt like she was at home and not at an office. She appreciates the guidance PEI Kids has provided for her and the help

they have given to her and her family. PEI Kids has been supportive of her goals and her reunification with her daughter. PEI Kids extended themselves in even helping her with transportation to work and making visits accommodating for her. Taylor values her PEI Kids experience and is forever grateful to the staff who exhibited warmth and genuine concern.

During her visits with her children, Taylor proved to be a fit mother by interacting with them in a caring and attentive manner. Taylor's daughter, now three years old, was taken away from her as an infant, but, due to Taylor's progress, mother and child were reunited last summer.

Taylor is now living as a single mother with her daughter and infant son. She is a proud recipient of her GED, and her goal is to pursue a career in nursing. Taylor's hopes are to make a better life for herself and her children to ensure they have opportunities. She seeks to teach and instill strong values in her children. Taylor's encouragement to other young ladies is that they can learn from their mistakes and can break this vicious cycle.

Anti-Bullying Bill of Rights and How PEI Kids is Here to Help

One of the nation's toughest bills on anti-bullying was signed into legislation by Governor Chris Christie. The bi-partisan "Anti-bullying Bill of Rights" demonstrates New Jersey's commitment to reducing bullying, harassment and intimidation in our schools and communities. As the bill's provisions are comprehensive, school communities may feel the weight of duty to accomplish them. This is especially true because the bill contains zero funded mandates. Fortunately, there are already many existing resources across the state that may be able to assist schools, including PEI Kids.

The New Jersey Child Assault Prevention (CAP) Project has been providing prevention services to schools for the last 26 years. NJ CAP has offices in all of the 21 counties and has over 200 prevention specialists that are trained to provide the "No More Bullies, No More Victims" (NMB, NMV) and Cyber-Empowerment programs. In Mercer County, the program is presented through PEI Kids, which has been a partner with NJ CAP since 1985 and has been presenting the "No More Bullies, No More Victims" program for over a decade.

As a whole school approach, the NMB, NMV program and PEI Kids can help schools fulfill this bill's mandates by:

- Providing anti-bullying and cyberbullying training for all staff and parents. Students, grades K-8, are trained to stand up for their rights without taking other people's rights away. Witnesses are encouraged to utilize their power to aid in preventing bullying, to report it and to respect the rights of all groups regardless of appearance, race, gender, religion, ethnicity, or sexual orientation.
- Giving students opportunities to speak with PEI Kids' prevention specialists in a "review time session" on any problem of bullying, harassment or intimidation. Last school year, almost 3,000 children sought

CONTINUED ON PAGE 7

Tips for Parents

At PEI Kids, we pride ourselves on having a team of experts on a range of topics including gang culture, bullying, abuse, crisis intervention and parenting. One of these experts is Rob Fiorello, who, for over a decade, has been the Coordinator of our Juvenile Intervention Services Department. Because of his expertise in his field, Rob was named the co-chair of the Mercer County Gang Task Force. Here Rob offers parents advice on gang intervention and prevention (gangs exist in every community) as well as peer pressure, recognizing behavioral changes, and parenting in a technological world.

► Structured free time for kids is the greatest deterrent to youth gang affiliation (athletics, school-based programming, mentoring, community service endeavors, etc.) The less unstructured/unsupervised free time a child has, the gang, in turn, has less access and thus less appeal.

► Get to know your children's friends and encourage them to spend time in your home. Not only is this a way to monitor their activities, but you are showing you have a genuine interest in your child's life. Speaking of friends, does your child have all new friends, and have you noticed changes in your child because of them (e.g. grades slipping)? Ask your child why he or she has all new friends. If your son or daughter is feeling pressured by these new friends, ask them "If your friends want you to do something you don't feel right about, are they really your friends?"

► Does your child seem sullen or angry more so than usual? Notice any significant changes in your child's behaviors (sleep patterns, weight change, more/less calls on their cell phone, apprehension when the phone rings)? These might be signs that your child is being victimized in some manner. Closely observe these behaviors for one week. If it continues, talk to your child about what you have observed. If your child does not open up to you, try talking to his or her favorite teacher (note it is very important to know who this is) to see if the he/she too has noticed a change.



► Ask your child to show you his or her Facebook page and, if you do not have a Facebook page, create one and become their "friend." Search their friends' names and view their "friends." You might discover that your child has another Facebook page, one that is more revealing than the one that you have previously seen! Know too that gangs are sophisticated and are recruiting members online. They are using the Internet as a recruiting tool to get around you and directly to your kids.

► Look at the Internet history on your web browser! Open your browser and move your cursor over to the arrow on the right of the long bar that contains your website address to see what sites your children have visited. If there is no history of sites visited, they may have erased it.

Remember **you** are the parent and as their parent, you are the best teacher they will ever have.

We recognize that parenting is the toughest job there is. We encourage you to check out our website at www.peikids.org and give us a call at 609-695-3739 if you are in need of assistance.

CONTINUED FROM PAGE 6

out PEI Kids' prevention specialists to talk about a variety of issues. Our staff works in tandem with the school to handle any disclosures of abuse and bullying in a quick and effective manner to provide students needed safety.

- Forming a committee comprised of PEI Kids' Director of Prevention Services, students, staff, administration, and parents. Its purpose is to oversee the program and to carry out recommendations to further the de-escalation of bullying in the school.
- Assessing all school members with a simple bullying survey. A summary report is produced by PEI Kids which helps identify the "bullying hot spots" and potential problem areas existing in the school population. The report gives suggestions on addressing and correcting these problems.

► More Bullies, No More Victims" empowers schools to fulfill the anti-bullying mandates, while creating a safer school community. For more information contact Melody Powell, Director of Prevention Services, PEI Kids at mpowell@peikids.org or call 609-695-3739.



SAVE THE DATE

PEI Kids 14th Annual Golf Outing

Monday, September 19, 2011

Falcon Creek Country Club
McGuire Air Force Base

For more information:
Call 609-695-3739 or
Visit www.peikids.org for details

Great Food! Fabulous Prizes!

A Fun Day for a Great Cause!

Be a Sponsor!
Wonderful Exposure for
Your Business!

ENTER OUR CONTEST!

HELP US BE 'GREEN'!

JUST SEND US YOUR E-MAIL!

In our attempt to be green and save paper as well as get your news about PEI Kids faster, we plan on producing more e-communications. To do this, we need your current e-mail!



Send your e-mail address and contact information (work/home address, home/work/cell phone numbers) and e-mail to contest@peikids.org to be eligible for a wonderful prize, including a gift certificate to Amazon.com!

United Way
of Greater Mercer County



Non-profit org.
 U.S. Postage
 PAID
 Permit #96
 Princeton, NJ

PEI Kids
 Safe Kids. Sound Futures.
 231 Lawrence Road
 Lawrenceville, NJ 08648
 609-695-3739
www.peikids.org