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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, intervention and advocacy programs relating to personal safety, sexual abuse, and the overall well-being of the child.

## VISIT OUR WEBSITE!



Scan the QR code  
image above or visit  
[www.peikids.org](http://www.peikids.org)

## A Message from the Board of Trustees President

Dear Friends of PEI Kids,

As PEI Kids enjoys Spring with the rest of the community, we look forward to the months ahead with great anticipation for our programs and services.

In April, PEI Kids held a successful 23rd Annual Dinner and Auction fundraiser, which took place on the evening of Friday, April 4, at Greenacres Country Club. With the support of nearly 30 sponsors, we surpassed our fundraising goal by a wide margin, raising money for PEI Kids' programs and services. Also, PEI Kids has had the good fortune of receiving the support of two new donors, the Karma Foundation and Investors Savings Bank. Further, the Young Lawyers Division of the Mercer County Bar Association selected PEI Kids as its nonprofit organization of choice for 2014, pledging to raise funds and provide volunteers for us throughout the year.

With such strong community support, it is no surprise that our programs and services remain strong. PEI Kids' staff continues to guide and counsel students and parents in every Mercer County school district regarding bullying,

child abuse, cyber safety, and the right of all children to be "safe, strong and free." 95% of all reported cases of child sexual abuse in Mercer County are sent to PEI Kids for counseling services. Over 1,600 visits between children in the foster care system and their biological families will take place at our office this year. Over 75% of at-risk teens on probation for first time offenses will not become repeat

offenders after graduating from our gang prevention and anger management programs, which is well above national statistics.

Each and every person who walks through our doors is treated with the utmost respect and care. TOGETHER, we are helping to make Mercer County a happier, healthier, and safer place to live and work. Thank you for your ongoing support of our agency.

Sincerely,



  
Nicholas V. Ventura, Board President  
[nventura@venturawealth.com](mailto:nventura@venturawealth.com)  
(866) 899-0068

## PEI Kids' Statistics At A Glance

Each year, our Child Assault Prevention (CAP) workshops reach more than 14,000 children in 70 Mercer County schools, focusing on bully and child abuse prevention, cyber safety, and the right of all children to be "safe, strong and free."	Since 1987, our Crisis Intervention for Child Victims of Sexual Abuse program has helped more than 5,000 children heal from the trauma of sexual abuse.
PEI Kids' highly regarded Juvenile Intervention Programs have helped thousands of at-risk Mercer County youth turn away from lives of crime and toward productive and safe futures.	Each year, PEI Kids supervises over 1,600 court-mandated family visits and provides clients 3,700 hours of reliable, safe rides to important appointments.



# POSTINGS

## PEI Kids' Board of Trustees

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Long Service*

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\* Company/Organization names  
for identification, not endorsement  
purposes.

## PEI Kids Welcomes Four New Board Members

Amber L. Forrester, Esq.

Since 2008, Ms. Forrester has been an Assistant Deputy Public Defender in the New Jersey Office of the Public Defender, where she has represented indigent persons and parents involved in the New Jersey social welfare system. At PEI Kids, Ms. Forrester's experience in the Office of the Public Defender is invaluable to PEI Kids' programs and services.

Lisa Festa Hayden

Since 2011, Ms. Hayden has been a Health Teacher at West Windsor South High School, where she has educated students regarding substance abuse, mental illness, suicide prevention, nutrition, sex education, and stress management. At PEI Kids, Ms. Hayden's experience will contribute greatly to PEI Kids' Prevention and Education Department, which holds child abuse prevention and education workshops in every school district within Mercer County.

Michael P. Hughes

As the Senior Vice President of Worldwide Sales at WatchDox, Inc., Mr. Hughes has demonstrated a consistent track record of success in Enterprise Software and technology sales. Mr. Hughes provides a wealth of experience to PEI Kids' Development and Public Relations projects.

Shelly Punchatz

Currently, Ms. Punchatz is the General Manager of Brand Marketing and Market Research at Educational Testing Service (ETS). Throughout her 20 year career at ETS, Ms. Punchatz has held management positions in the areas of business development, strategic planning, business planning, and corporate branding. At PEI Kids, Ms. Punchatz provides valuable marketing and business development expertise, which is essential to strengthening the brand and mission of PEI Kids.

## Bloomberg Shows Ongoing Support of PEI Kids

On the afternoons of Friday, May 2nd and 9th, Bloomberg employees volunteered their time to paint PEI Kids' office. Over the course of the two afternoons, Bloomberg employees painted approximately 800 square feet of office and bathroom space, brightening the facility for PEI Kids' staff and clients and saving PEI Kids time and expenses in the process.

"The walls that the volunteers painted hadn't been painted since we purchased the building over 10 years ago," says Interim Executive Director Martina Davidson. "Bloomberg employees did a wonderful job. We couldn't be more pleased with the result."

For years now, Bloomberg has been a very generous supporter of PEI Kids, volunteering at PEI Kids' office and sponsoring PEI Kids' fundraising events. Recently, Bloomberg became one of three PEI Kids' Super Sponsors.



(From Left to Right) Sridhar Adurti, Scott Moses, Samuel Yang, Adam Turco er Yi, Wes Spagnoli



(From Left to Right) James D'Elia, Craig Robinson, Benjamin Bochmer, Mandeep Singh, Jing Gan, Deepak Panjwani, Alexander Yi, Tony Vangi, Wes Spagnoli, Chirag Patel

"PEI Kids has always been a wonderful community partner," says Philanthropy and Employee Engagement Team Member Monica Hilliard of Bloomberg. "The work they do is vital to the well-being of children and families within our community. Bloomberg is proud to support PEI Kids."

In the coming months, Bloomberg will partner with PEI Kids again for PEI Kids' 9th Annual Wine & Food Tasting fundraiser.

To learn more about volunteer opportunities at PEI Kids, please contact [sholcomb@peikids.org](mailto:sholcomb@peikids.org). To learn how you can become a PEI Kids Super Sponsor, contact [jelliot@peikids.org](mailto:jelliot@peikids.org).



## Q & A with Dr. Juanita Johnson Brooks Regarding Crisis Intervention for Child Victims of Sexual Abuse Support Groups

Since 1995, Dr. Juanita Johnson Brooks has been the Director of Clinical Services at PEI Kids. As a licensed social worker with a MSW and PhD from Rutgers University, Dr. Brooks directs the services provided by PEI Kids' Crisis Intervention for Child Victims of Sexual Abuse program. Services in this program include one-on-one counseling for child victims of sexual abuse as well as support groups for child victims and supportive family members. The following is a brief Q & A with Dr. Brooks, regarding the support groups.

**Q: Can you share a little about our counseling support groups for victims of child sexual abuse and supportive family members?**

**A:** We have three different support groups. We have one for parents and caregivers, one for siblings, and one for adolescent victims. The support groups help with the healing of the family or the recovery after an incident of sexual abuse.

**Q: Why is it important for family members to have the opportunity to attend these support groups?**

**A:** It is important because when abuse happens it affects not only the child but the entire family. This is a safe place where families can come and talk about sexual abuse and how they're feeling and not be judged or be around people who feel uncomfortable [talking about these issues].

**Q: What do support groups provide that one-on-one counseling doesn't?**

**A:** In these support groups, we talk about what sexual abuse really is, the facts behind sexual abuse—how many people are sexually abused, reactions to hearing about the abuse, and issues of safety and prevention. We talk about what type of behaviors parents can expect from their children and how to handle that behavior.

Often, you can see mothers change. It's not unusual for a mother to not believe her daughter. But then there are other [mothers in the support group] who will say, "well, it happened to me and when I told my mom, she never believed me, but I behaved a lot like your daughter. I think you should believe your daughter." And

most times you can see a non-believing mother change to being supportive of her daughter.

**Q: While we talked a bit about this already, what tends to be the outcome for victims and their supportive family members who attend the support groups?**

**A:** You know what I see as the outcome? I see healing. When sexual abuse happens, it just tears the family apart. . . but at some point you see them heal—they learn the importance of forgiveness, or not forgiving. They also learn more about sexual abuse, they become more aware, and they learn how to respond more appropriately to a hurting child.

**Q: What can people within the community do to help children who have been sexually abused heal from such abuse?**

**A:** Don't be judgmental. Sometimes when a girl has been sexually abused, and her behavior seems like she is overly sexualized, adults make judgements and peers tease her. And the girl says, "how can they call me that when they don't even know my story." Be a good listener because he or she is just like any other child; he or she just experienced a trauma.

To learn more about PEI Kids' Crisis Intervention for Child Victims of Sexual Abuse program, please contact Dr. Juanita Johnson Brooks at [jb Brooks@peikids.org](mailto:jb Brooks@peikids.org) or 609-695-3739. You can also learn more about this program by visiting the PEI Kids website at [www.peikids.org](http://www.peikids.org).



Dr. Juanita Johnson Brooks accepting Lawrence Township Community Foundation (LTCF) grant award from LTCF Board Member Mr. William H. Brosha.

## PNC Foundation and Hedge Funds Care/Help for Children Support PEI Kid's Child Abuse and Bully Prevention Initiatives

With the generous support of the PNC Foundation and Hedge Funds Care/Help for Children, PEI Kids provides child abuse and bully prevention workshops to approximately 14,000 children in approximately 70 schools in Mercer County each year.

For the 2013 and 2014 school year, the PNC Foundation supported PEI Kids' efforts of holding the CAP Bully Prevention Program in a total of 60 first and third grade classrooms within the Trenton Public School District. Designed to help children understand the wide-range, long-term negative effects of bullying, the workshops focus on how to best address bullying scenarios and encourage students to approach trusted adults for assistance when they feel uncomfortable.

To support PEI Kids in its efforts to present 110 child abuse prevention workshops for an additional 3,500 children within Mercer County during the 2013/2014 school year, Hedge Funds Care/Help for Children awarded PEI Kids a generous grant. These workshops

 **Hedge Funds Care | Help For Children**  
Prevent and Treat Child Abuse

 **PNC**  
FOUNDATION

empower children to recognize their rights and the rights of others, emphasizing self-assertion, peer support, communication, and reporting skills as potential prevention strategies.

To learn more about PEI Kids' Child Assault Prevention (CAP) program, please visit [www.peikids.org](http://www.peikids.org) or contact Director of Prevention Services Melody Powell at 609-695-3739 or [mpowell@peikids.org](mailto:mpowell@peikids.org).





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## Save the Date! PEI Kids' 9th Annual Wine & Food Tasting Fundraiser



### **PEI Kids' 9th Annual Wine & Food Tasting Fundraiser**

**Friday, October 17, 2014**

**6:30pm—9:00pm**

**Trenton-Mercer Airport**

For **sponsorship, vendor, and ticket information**, contact  
Jesse Elliot at 609-695-3739 or [jelliot@peikids.org](mailto:jelliot@peikids.org).



Visit our website! [www.peikids.org](http://www.peikids.org)