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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 caregivers 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

A Message from PEI Kids' Executive Director

Hello family,

What a special time this is. As you may know, this year marks PEI Kids' 30th anniversary and ours is truly a remarkable journey. Many of you have heard the story . . . how we started around a kitchen table, after two women who worked at a rape crisis center realized there were no programs focused on child sexual abuse in Mercer County. Today, we are working with over 14,000 children each year through our prevention programs around child assault, bullying, gangs, and sexual abuse, and through our intervention programs for at-risk youth and children impacted by violence.

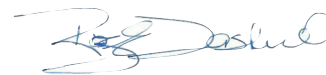
I came on board as Executive Director last fall, and I have been awed and inspired by the many things I get the privilege of seeing from this bird's eye view. I'll share a few . . . throughout the holiday season, I saw business leaders, community leaders, and other nonprofits come together with us to help provide coats for dozens of children who were without one. I am inspired by the collegiality of our sister agencies who quietly do much of the heavy lifting and hard work to help sustain and uplift our children, youth, and families. There is quite a tapestry of programming in Mercer County, which may touch some children a number of

times over—hopefully, to cumulative positive effect. I am impressed with government support and engagement—particularly at the County level—which is meaningful and noteworthy. Finally, I am continually awed by the remarkable work that we accomplish daily through the dedicated team of professionals on my staff and Board with whom I have the privilege of working. We are truly changing our community one child at a time.

As we celebrate our 30th anniversary year, my vision is to expand our efforts around community outreach, youth engagement, and community partnership. As you will see in our “Out and About” article, we have strong efforts underway already. I look forward to meetings, community events, and

partnership opportunities with our community partners as we work faithful toward our shared vision of safety and well-being for Mercer County's children and families.

Sincerely,



Roslyn E. Dashiell
Executive Director



Summer Tips for Keeping Your Children Safe

It's important that we do our best to keep our young ones safe during the excitement of the summer season! Here are some tips to help protect your children this summer.

- Have children play within sight and sound of home, or by arrangement at a friend's where there will be adult supervision. Parents must always know exactly where their children are and who they are with.
 - Make sure your kids are wearing sunscreen before they head outdoors, and reapply every two hours.
 - Never allow children to swim alone.
- A responsible adult should always be present.

- Make sure kids drink plenty of water on hot summer days. Drinking water regularly promotes hydration and helps cool the body — sugary drinks and carbonated beverages containing caffeine actually accelerate dehydration.
- Heat can be deadly. Never leave an infant or child unattended in a car. This rule is more critical than ever in hot months when the temperature inside a vehicle can soar to above 100 degrees in a matter of minutes.
- Make sure your child wears protective gear during sports and recreation.



From everyone at PEI Kids, we hope you enjoy an exciting, and safe, summer season!

PEI Kids' Board of Trustees

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Evelyn A. Gill
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** Company/Organization names
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PEI Kids Welcomes Four New Board Members

Joseph P. Blaney, Esq.

An attorney for Litchfield Cavo LLP, and former attorney for the County of Mercer, Mr. Blaney has developed a career focused on public service and strives to embody the Jesuit ideal of "A Man for Others." Mr. Blaney's professional experience, coupled with the relationships he has built in the community, will greatly benefit PEI Kids' strategic initiatives and the children of Mercer County.

Craig J. Hubert, Esq.

A Partner at Szaferman, Lakind, Blumstien, & Blader P.C., Mr. Hubert is a distinguished trial attorney who focuses on cases involving personal injury. His passion for helping those in need, and his high regard in the community as an award-winning attorney, will provide invaluable support for PEI Kids' community efforts and strategic and operational goals.

Carol A. Budd

Senior Vice President/Commercial Relationship Manager at Customers Bank, Ms. Budd has built a successful career in banking focusing on providing commercial loans, commercial mortgages, and related financial services to small and medium size businesses and individual investors. Ms. Budd's experience in the banking sector, paired with her strong relationships in the Greater Mercer County area, is sure to have a positive impact on PEI Kids' operations, planning, and development efforts.

Vincent Capodanno, CPA, MST

A Manager at WithumSmith+Brown, PC, Mr. Capodanno has built an extensive career as an accountant for businesses and individuals. Mr. Capodanno's experience as a tax expert, along with his commitment to PEI Kids' mission of promoting and maintaining a safe environment for children, will provide great fiscal, strategic, and operational support for PEI Kids.

Loni Hand Receives Community Champion Award



Loni Hand, PEI Kids' Board of Trustees Secretary and winner of 2015 Molina Medicaid Solutions Community Champion Award

On June 2nd, PEI Kids' Board of Trustees Secretary Loni Hand received the 2015 Molina Medicaid Solutions Community Champion Award for outstanding service. The Community Champions program celebrates the vision of Dr. C. David Molina, the founder of Molina Healthcare, as well as the community partners who work together to care for society's most vulnerable individuals.

"We couldn't be more proud of Loni," says PEI Kids' Executive Director Roslyn Dashiell. "Loni has made incredible contributions to PEI Kids, other noteworthy organizations, and the children of Mercer County. Her selfless dedication and quiet determination to have a positive impact demonstrates everything that a community champion should be."

Since joining PEI Kids' Board of Trustees in 2011, Loni has been an advocate of PEI Kids' programs and services, dedicating her expertise to improve the agency's strategic planning and enhance its governance, oversight, and organizational effectiveness. Loni has chaired the Dinner & Auction Event Committee since 2011 and volunteered on the

Wine & Food Tasting Event Committee and the agency's Executive Search Committee in 2014.

"This award is truly an honor," says Loni. "Working on behalf of vulnerable children within our community is my passion. Thank you to the Molina Medicaid Solutions for this recognition."

Melody Powell Honored at Cherish the Children Awards Dinner



PEI Kids staff celebrate with Melody Powell at Cherish the Children Awards Dinner

One of our most anticipated events this spring was the annual Cherish the Children Awards Dinner held at Mercer Oaks on April 29th. Three tables filled with PEI Kids' staff and board members celebrated our own Melody Powell as she received the 2015 Professional Award for her prevention work in the community.

"Melody is a consummate professional with an unparalleled level of expertise in child safety and prevention in Mercer County," says PEI Kids' Executive Director Roslyn Dashiell. "Her passion and commitment are obvious to all who work with her, as is her mastery of effective child assault prevention programs and strategies."

Since taking on the role of Director of Prevention Programs over 15 years ago, Melody has worked tirelessly to nurture relationships with key stakeholders and ensure that the children of Mercer County benefit from the valuable workshops, personal safety training, and prevention messaging that are so important to empowering children,

nurturing a climate of safety in schools, and providing children with an outlet to share their safety concerns.

In addition to leading school-based prevention efforts, in 2011, PEI Kids was designated as the lead agency for the Greater Mercer Coalition to Prevent Child Sexual Abuse and the Enough Abuse campaign. Since that time, Melody has taken the reigns to help secure consistent sources of funding for the program, recruit more than 25 members/organizations to the coalition, and recruit volunteers with impeccable credentials to work as Enough Abuse workshop presenters. She also coordinates these free community workshops which have resulted in nearly 1,500 Mercer County adults being trained in how to prevent, recognize, and respond appropriately to child sexual abuse.

"Receiving this award means a lot to me," says Melody. "I was so pleased to share the honor with my friends and colleagues who have helped make my career rewarding and meaningful."

"Melody is a consummate professional with an unparalleled level of expertise in child safety and prevention in Mercer County."

-Roslyn Dashiell

PEI Kids Goes Green!

In May, PEI Kids completed a year-long project to upgrade the lighting and HVAC systems to energy-efficient standards at its headquarters located at 231 Lawrence Road in Lawrenceville. Thanks to support from the New Jersey Department of Clean Energy's Direct Install Program and a generous grant from The James Kerney Foundation, PEI Kids will save an estimated \$130,000 in energy upgrades and energy usage over the next 10 years.

THE JAMES KERNEY
FOUNDATION

"Capital campaigns like this are a big win for all involved," says Executive Director Roslyn Dashiell. "In doing our small part to reduce our environmental footprint, we help support New Jersey's clean energy efforts, and we help to create a sustainable future for our community and our children. We are also able to cut our operational expenses and use those resources to provide more support for programs and services . . . everyone wins," adds Roz.



Through this project, PEI Kids was able to replace three HVAC units that were over 15 years old and upgrade lighting systems throughout the building to meet current standards. As a result, the hundreds of children and family members each year—who use PEI Kids' family rooms and counseling rooms—are ensured attractively-lit and well-ventilated facilities.

"We are so thankful to The James Kerney Foundation and the New Jersey Office of Clean Energy for their support with this initiative," says PEI Kids' Board President Nicholas Ventura. "Their support has made this project possible. We are very fortunate to have them as community partners."

*Thank you to the following organizations and event sponsors that have provided funding for our programs and operations in 2015!

AAA Mid-Atlantic, The Bartlett Family Foundation, Bloomberg, Bristol-Myers Squibb, Buchanan Ingersoll & Rooney PC, Capital Health, Christine's Hope for Kids, County of Mercer, Customers Bank, ETS, David Mathey Foundation, Gaylord Popp LLC, Hill Wallack LLP, Investors Bank, Lawrence Township Community Foundation, Merancas Foundation, Mercer County Bar Association, NJM Insurance Group, Phoenix Advisors LLC, Princeton Area Community Foundation and The Fund for Women & Girls, The Ada Howe Kent Foundation, The Horizon Foundation for New Jersey, The Provident Bank Foundation, The Tuchman Foundation, Ventura Wealth Management

*Funding over \$1,000—received November 2014 to May 2015

Spring Forward Celebration

24th Annual Dinner & Auction
Friday, April 17, 2015



Celebrating 30 years of keeping children safe

leaders, volunteers, corporate donors, and others came out in support of this annual fundraiser. Attendees enjoyed fine food, live music, and bidding on auction items donated by local businesses. With the support of nearly 30 sponsors, the event raised over \$45,000 for PEI Kids' child abuse prevention and intervention programs that serve child victims and at-risk youth.



Committee Members Jack Donnelly and Cheryl Cvetan enjoy the evening

in Lawrence. "PEI Kids is a wonderful organization in our community," said Manager of Greenacres Country Club, Larry Bienapfl, "and we were pleased to host their fundraiser again this year."



Attendees browse over 80 donated auction items

founding executive director, Evelyn Gill—with spontaneous moments, inspired by the friendly competition among live auction bidders.



Founding Executive Director Evelyn Gill with long time supporter Vincent Piacente

lessons donated by local music professional Jean Chaumont of

On Friday, April 17, PEI Kids hosted its 24th Annual Dinner & Auction at Greenacres Country Club in Lawrenceville. In celebration of the agency's 30th year of service, community members, business

"I couldn't be more pleased with the result of this fundraiser," says PEI Kids Board Secretary and Event Committee Chair, Loni Hand. "Community support was overwhelming this year."

This marks the fourth year that PEI Kids' Dinner & Auction was held at Greenacres Country Club

"As our 30th anniversary celebration, this event was a wonderful opportunity to come together, celebrate our successes, and share in our vision for the future," explained PEI Kids Executive Director, Roz Dashiell. The evening integrated memorable moments—including a special appeal from the agency's

Live auction items donated by community members and local businesses included:

- Box seats with VIP parking to a Philadelphia Phillies game donated by David & Marlene Thompson
- An original electric guitar donated by owner of Bordentown Guitar Rescue Michael Virok with guitar

Princeton

- A tour for 2 children of the Hopewell Valley Police Department donated by Chief Lance Maloney

- A hand-carved, wooden bear—a PEI Kids tradition for 18 years—donated by Thurman Gates

- A vacation in Williamsburg, VA at The Townes at King's Creek Plantation donated by Eugene Coughlin

- A private tour and exotic-car display at Interstate Motorsport of Pennington, NJ donated by Interstate Motorsport owner Steven Waldie

- A private wine and food pairing donated by Nicholas & Michelle Ventura

- A handcrafted original artwork donated by David Petillo of Petillo Master Guitars

- An audio and video package for a personal or corporate event donated by Robert Bullington of Front Row Seat Productions

- A private tour and boat ride on the Delaware River donated by PEI Kids' Board Vice President George Meyer

- Dedication and naming of PEI Kids' Infant/Toddler Family Visitation room

Sponsors of the event included AAA Mid-Atlantic, The Bartlett Family Foundation, Bloomberg, Bristol-Myers Squibb, Buchanan Ingersoll & Rooney, PC and Nola R. Bencze, Esq., Capital Health, Customers Bank, Hill Wallack LLP, NJM Insurance Group, Phoenix Advisors LLC, PNC Bank, The Tuchman Foundation, and Ventura Wealth Management.

"We are so fortunate to have such devoted and generous supporters of our agency," says PEI Kids' Development & Public Relations Coordinator Jesse Elliot. "We are deeply thankful to everyone who helped make this event a great success."

To learn how you can participate in PEI Kids' Annual Dinner & Auction next year, please contact Jesse Elliot at 609-695-3739 or at jelliot@peikids.org.



Executive Director Roslyn Dashiell welcomes guests



Dr. Juanita Johnson Brooks leads the invocation



Committee Chair Loni Hand with guest auctioneer Jacque Howard



Board of Trustees President Nicholas Ventura presents awards to former Board members Nola Bencze and Denise Pratico for their dedication and service

Francesca Bartlett Wins Family Room Dedication



Francesca Bartlett (center) pictured with friends at PEI Kids' 24th Annual Dinner & Auction

At our 24th Annual Dinner & Auction, PEI Kids provided the opportunity for one lucky bidder to dedicate and name our infant/toddler family visitation room. PEI Kids' long-time supporter, Francesca Bartlett, placed the winning bid during our live auction; and the Family Room will be dedicated and named The Rosanna Sturiale Cositore Family Room for the 2015-2016 year in honor of Francesca Bartlett's sister who passed away nearly 20 years ago.

"During family visits at our office, we see tender moments."

Under contract with the NJ Department of Children and Families, PEI Kids provides visitation services to children in foster care and their biological families. Many of these visits take place in PEI Kids' Family Rooms. "During family visits at our office, we see tender moments—children running into their mothers' arms, dads playing on the floor with their young children, parents comforting their children through a difficult family time," says PEI Kids' Executive Director Roslyn Dashiell. "We are

-Roslyn Dashiell

pleased to have this Family Room dedicated on behalf of the Bartlett family," added Roz.

"We have always held a deep appreciation for PEI Kids' mission and for the work they do in our community," says Ms. Bartlett. "My husband, Tom, and I have been involved with the agency for years; and I couldn't think of a better opportunity to show our support for the agency and the work being done there." PEI Kids supervises over 1,600 family visits each year. For more information on PEI Kids and the Supervised Visitation program, please visit www.peikids.org.

Out & About

As a non-profit organization, it is our duty and our passion to engage with our community members and community partners. As part of our 30th anniversary initiative, we are focused on expanding our community outreach, partnership, and engagement. Here's what we've been up to so far.



Recent Enough Abuse Workshops Reach a Milestone

As the lead agency for the Greater Mercer Coalition to Prevent Child Sexual Abuse, part of the statewide and national "Enough Abuse Campaign," we are working to train all adults who live in and work in Mercer County on how to recognize possible sexual abuse and how to respond appropriately. As of November 6, 2014, we reached an important milestone by successfully training over 1,000 community members on this vital topic. How appropriate that the members participating in this workshop were those belonging to the Zonta Club of Trenton/Mercer, a service organization working to improve the lives of children.

Photo: Melody Powell (right) with Enough Abuse trainers Michael Weinstein and Dr. Daisy Freer at Zonta Club presentation

Holiday Toy Drive Brings Joy to Children

This holiday season, we had the privilege of putting smiles on the faces of many boys and girls thanks to toys and gifts provided by donors, community partners, and businesses. Thank you to Nottingham Insurance Agency; One Simple Wish; PEI Kids Board Member Lisa Festa Hayden and West Windsor-Plainsboro School District; PEI Kids Board Member Joseph Blaney and Skip's Candy Corner; PEI Kids Board Members Jane Lowe-Rodriguez and Carol Budd; and everyone who donated gifts over the holiday season.

Photo: Nottingham Insurance Agency donates toys collected by their staff; (l to r) are Greg Blair, Martina Davidson, Janet Eglke, and Roz Dashiell.



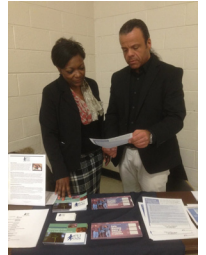
Lawrence Township Community Conversations

In March, PEI Kids exhibited at Lawrence Township Community Foundation's Community Conversations event at the Clark Music Center in Lawrence, where our Crisis Intervention and Prevention program staff were on hand to discuss PEI Kids' programs and services.

PEI Kids Spreads Word at Trenton Youth Summit

In April, we exhibited at the 5th Annual Youth Summit at Shiloh Baptist Church to share information about our programs to youth in the community. Prevention Facilitator Rebecca Thompson presented a workshop on internet safety, internet etiquette, and how to avoid being a victim of cyber-bullying and inappropriate online behaviors.

Photo: Juvenile Intervention Services Coordinator Robert Fiorello & Executive Director Roslyn Dashiell reach-out to community at Trenton Youth Summit



Prevention Team Represents PEI Kids

In April, CAP Facilitators represented PEI Kids at Empowerment Day at Joyce Kilmer Elementary School. Also in April, CAP Facilitators represented PEI Kids in honor of Child Abuse Prevention Month at NJ CAP's booth at the annual Earth Day celebration at Liberty State Park.

Photo: Director of Prevention Services Melody Powell (left) poses with CAP Facilitator Nakeisha Ammons and her family at Liberty State Park

NJM Employees Assist PEI Kids' Prevention Department

On April 22nd, employees from NJM Insurance Group helped PEI Kids' Prevention Department assemble Child Assault Prevention (CAP) materials for school-based workshops presented to students in Mercer County.

Dr. Juanita Johnson Brooks at Crime Victims Resource Fair

On April 23rd, our Crisis Intervention staff attended the Crime Victims Resource Fair, sponsored by the Mercer County Prosecutor's Office, to raise awareness about National Crime Victim's Rights Week. Dr. Juanita Johnson Brooks informed attendees about the intervention services PEI Kids provides to victims of child sexual abuse.

Photo: Dr. Juanita Johnson Brooks & counseling interns spread word of PEI Kids' intervention services at Crime Victims Resource Fair



Bloomberg Employees Volunteer with PEI Kids

On April 17th, Bloomberg employees volunteered at PEI Kids' 24th Annual Dinner & Auction. On the afternoons of May 8th & 15th, Bloomberg employees also painted PEI Kids' administrative hallways and conference room.

Photo: Bloomberg volunteers pose with PEI Kids' AmeriCorps VISTA Jiji Monosiet at the 24th Annual Dinner & Auction

CJOOS Program Provides Youth New Perspective

On May 2nd and 3rd, PEI Kids' Comprehensive Juvenile Offender Outreach Services (CJOOS) program took program participants on an overnight camping trip to the Princeton-Blairstown Center. The CJOOS program takes participants on camping trips three times a year, which is key to ensuring success for adolescents in the program by exposing them to a different environment and new experiences. During these camping trips, participants practice teambuilding, learn new skills, and enjoy recreational activities like canoeing.

Photo: CJOOS participants prepare for canoeing at Princeton-Blairstown Center



Get Involved!

Save the Date – 10th Annual Wine & Food Tasting Fundraiser

On Friday, October 16, 2015, PEI Kids will host its 10th Annual Wine & Food Tasting Event in Landmark Aviation's private airport hangar at the Trenton-Mercer Airport. Over 300 people attended this event last year to sample the fare from over 30 local wine and food vendors. Guests also enjoyed the exotic and luxury car displays provided by Interstate Motorsport and aircraft display arranged by Landmark Aviation. We look forward to even greater community participation this year!

Sponsorship, ticket, and vendor information will be available online at www.peikids.org in the coming months. To make your reservation now or to learn how you can become a member of our Event Committee, which helps with organizing and preparing for the event, please contact Jesse Elliot at 609-695-3739 or jelliot@peikids.org.



Support PEI Kids While You Shop!

Would you like to help PEI Kids while shopping online? The AmazonSmile Foundation will donate 0.5% of your eligible Amazon purchases to PEI Kids . . . with no added cost to you! Simply log onto Amazon using smile.amazon.com (instead of the amazon.com address that you use now). When prompted to select your preferred charity, enter "Prevention Education, Inc." to make sure your purchases benefit PEI Kids. You get the same shopping experience, and your purchases will benefit your favorite charity! What a great way to show your support.



Honor Someone Special – PEI Kids' Wall of honor

Wall of Honor



To honor the mothers, fathers, grandparents, and parental figures who have made a difference in our lives.

In celebration of PEI Kids' 30th anniversary year of keeping children safe, we have created a Wall of Honor where you can post a personal message to honor your mother, father, grandparents, and those maternal and parental figures who have impacted your life in a special way. There are two giving levels: \$30 to include your special message directly on our Wall of Honor, and \$300 to inscribe your message on a gold plate at the top of the Wall of Honor.

To honor someone special in your life or to learn more about our Wall of Honor, visit www.peikids.org/honorthem. All donations are tax deductible and will benefit our intervention programs which provide counseling, instruction, and support for at-risk youth and children impacted by violence.

Get Involved . . . Virtually!

Looking for a way to help out but you're not sure if you have the time? Well we have a solution! PEI Kids is seeking virtual volunteers to help with our Facebook posts by liking and sharing with your colleagues and friends. Simply invite your friends to like our page and share and like our posts and events. All the work can be done from the comfort of your own home on your free time. To learn more about becoming a virtual volunteer for PEI Kids, please contact Jesse Elliot at 609-695-3739 or jelliot@peikids.org.



Host an Enough Abuse Community Workshop

Led by a team of dedicated Volunteer Trainers, our free Enough Abuse community workshops educate local community members on the warning signs, prevention methods, and proper responses to child sexual abuse. Enough Abuse workshops are free to the public and perfect for youth-serving organizations, parents, and any group of concerned community members.

To host a workshop for your organization, please contact Melody Powell at 609-695-3739 or mpowell@peikids.org.





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Mother/Daughter Support Group – Safe Space for Child Victims & Families



Mother/Daughter Support Group participants enjoy the Body Flow workshop

PEI Kids' Crisis Intervention program provides therapeutic counseling for child victims of sexual abuse as well as other necessary services to support child victims and their families. A core component of the program is the Mother/Daughter Support Group which consists of past and present clients and their mothers and maternal figures. These biweekly support group meetings help members heal, cope, benefit from peer support, and improve the bonds between daughters and their maternal figures, while creating positive new memories through events and activities sponsored by our partners.

On January 28th, participants bonded over a night of bowling, food, and fun at Colonial Bowling & Entertainment in Lawrenceville. On February 18th, thanks to the donation of 100 theater tickets by AMC Theaters' philanthropic foundation AMC Cares/Tulsa Community Foundation, participants went to the Hamilton AMC Theater to see the film, *Black and White*. Participants in the Mother/Daughter Support

Group had an enjoyable experience, with one participant commenting, "I really enjoyed the movie a lot. My daughter would have never picked it, but she was very happy with it. We laughed, we cried, and it was fun." Dr. Juanita Johnson-Brooks, Director of Clinical Services, says "group events like this help the healing cycle progress for many of our clients as they bond and enjoy each other's company."

In May, participants took part in a Body Flow session, which is a combination of Tai-Chi, Yoga, and Pilates. Benefits from these sessions include relaxation, awareness, and better mind-body coordination. The session was designed to help participants relax and connect on a deeper level. "I felt so relaxed and at peace when it was over; and I was amazed at my daughter's flexibility," said one participant.

PEI Kids' Mother/Daughter Support groups are supported by AMC Cares/Tulsa Community Foundation, Arbonne Charitable Foundation, Robert & Joan Dircks' Foundation, & Princeton Area Community Foundation and The Fund for Women & Girls. For more information on our Crisis Intervention for Child Victims of Sexual Abuse program, please visit our website at www.peikids.org or contact Dr. Juanita Johnson-Brooks at 609-695-3739 or jbrooks@peikids.org.