



# 2020 ANNUAL REPORT

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231 Lawrence Road, Lawrence Township, New Jersey 08648 | p. 609.695.3739 | [www.peikids.org](http://www.peikids.org)

# A Message from our Executives

*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.*

Dear Family,

On behalf of our Board of Trustees, staff, and the children and families we serve, we extend our heartfelt gratitude for your support over the past year. In our 35th year as the premier provider of child safety and child assault prevention programs in Mercer County, PEI Kids looks back with pride on what we have accomplished in 2020. As we worked through uncharted territory during the pandemic, we found innovative ways to stay connected and ensure that children in our community are safe by reducing their vulnerability; helping child victims heal, recover, and resume normal, health functioning; and supporting kids with evidence-based programming while connecting them with protective resources and assets in their lives and communities.

This life-transforming work included Prevention Education workshops which reached over 7,000 children in throughout Mercer County's school districts. Our Crisis Intervention program provided over 2,000 hours of counseling for 285 child victims of sexual abuse and 335 supportive family members, enabling the family to serve as an anchor and facilitator of their child's healing.

Additionally, 82% of the teens graduating from our Juvenile Intervention programs were re-engaged with school and pursuing their educational and career goals; and, with funding from the U.S. Department of Justice, we launched the *Council Against Youth Violence* to provide counseling and wrap-around services for youth victimized by community violence.

Truthfully, we could not do this work without you. Crucial to PEI Kids' operating success are the volunteers, donors, and community supporters who provide much-needed fiscal and operational support that enables PEI Kids to keep its programs running seamlessly. It is through the support of caring community members like you, that we are able to provide exceptional services to help children weather the crises in their lives.

Thank you for making this very important work possible.

With heartfelt gratitude,



Loni Hand, Esq.  
Board President

A handwritten signature in blue ink, appearing to read 'Loni Hand'.



Roslyn E. Dashiell, MBA  
Executive Director

A handwritten signature in blue ink, appearing to read 'Roslyn E. Dashiell'.



# 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 assert their rights to be safe at home, at school, and in the community. and by teaching youth-serving organizations how to create a safe environment for children.



## Crisis Intervention Counseling

Through our Crisis Intervention for Child Victims of Sexual Abuse program, we provide professional counseling to help child victims of sexual abuse heal, recover, resume normal healthy functioning, and reduce the risk of re-victimization.

## Juvenile Intervention Services

Our Juvenile Intervention Services have helped over 3,500 justice-system-involved youth and at-risk teens—providing them with tools, knowledge, skills, and support—to change the trajectory of their lives and work toward more productive futures.



## Family Support Services

Our Family Support Services assist children in foster care through our Supervised Visitation program, where children spend quality time with biological family members; and through our Transportation Plus program which enables children to attend medical appointments, court-ordered activities, and community-based programs that promote well-being.

## BOARD OF TRUSTEES

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# PREVENTION EDUCATION<sup>1</sup>

**99.2%**

SCHOOL STAFF VIEW THE PROGRAMMING AS VALUABLE AND ESSENTIAL

**95.8%**

SCHOOL STAFF PLAN TO REINFORCE AND FOLLOW UP ON PREVENTION STRATEGIES

*"Fabulous...I love your program! [It's] just what we needed. Your program is very thorough!"*

*School Counselor, Trenton Public Schools*



**9,558**

YOUTH SERVED



**130**

ADULTS TRAINED



**55**

SCHOOLS ENGAGED



**282**

SCHOOL-BASED WORKSHOPS

**91**

SCHOOL INTERVENTIONS BY COUNSELORS & STAFF AS A RESULT OF WORKSHOPS



**8**

DISCLOSURES OF ABUSE MADE TO AUTHORITIES

<sup>1</sup> 2019-2020 School year data







# JUVENILE INTERVENTION SERVICES



**150**

NEW YOUTH  
SERVED



**186**

GROUP SESSIONS  
HELD



**209**

COMMUNITY SERVICE  
HOURS COMPLETED

**82%**

YOUTH RE-ENGAGED WITH  
SCHOOL

**7** OUT OF **10**

PROGRAM GRADUATES  
REMAINED FREE OF  
FURTHER JUSTICE  
SYSTEM INVOLVEMENT <sup>2</sup>

<sup>2</sup> One year post-program follow-up







# COUNCIL AGAINST YOUTH VIOLENCE (CAYV)

*U.S. DEPT. OF JUSTICE PROJECT SERVING YOUTH VICTIMS OF COMMUNITY VIOLENCE*



10

MDT ROUNDTABLES  
TO SERVE YOUTH  
VICTIMS



6

PROGRAM PARTNERS/  
SERVICE PROVIDERS  
RECRUITED



3

VICTIMS OF GUN  
VIOLENCE SERVED

12

VIOLENCE PREVENTION  
TRAININGS CONDUCTED

218

YOUTH-SERVING  
PROFESSIONALS  
TRAINED IN VIOLENCE  
PREVENTION STRATEGIES









# CRISIS INTERVENTION FOR CHILD VICTIMS OF SEXUAL ABUSE

*"Without this program I do not feel we would have been able to work through my daughter's issues. Let's hope PEI Kids continues for years to come."*

*Mother of a 10-year old client/survivor of sexual abuse*



**254**

**CHILDREN  
COUNSELED**



**366**

**FAMILY MEMBERS  
COUNSELED**



**1,383**

**INDIVIDUAL  
COUNSELING  
SESSIONS FOR  
CHILD VICTIMS**

**89%**

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

**94**

**CHILDREN RECEIVED  
SPECIALIZED  
ACCOMMODATION FOR  
DISABILITIES**









# FAMILY SUPPORT SERVICES

*SERVING CHILDREN IN FOSTER CARE AND FAMILIES UNDER DCP&P SUPERVISION*



**12,124**

**MILES  
OF SAFE CLIENT  
TRANSPORTATION  
PROVIDED**



**1,081**

**FAMILY VISITS  
SUPERVISED**



**102**

**CLIENTS  
SERVED**

**31**

**CHILDREN IN FOSTER CARE  
BENEFITTED FROM QUALITY  
FAMILY TIME**

**3**

**FAMILY REUNIFICATIONS  
SUCCESSFULLY  
FACILITATED**





## 2020 FINANCIAL HIGHLIGHTS | STATEMENT OF ACTIVITIES\*

### REVENUES AND SUPPORT

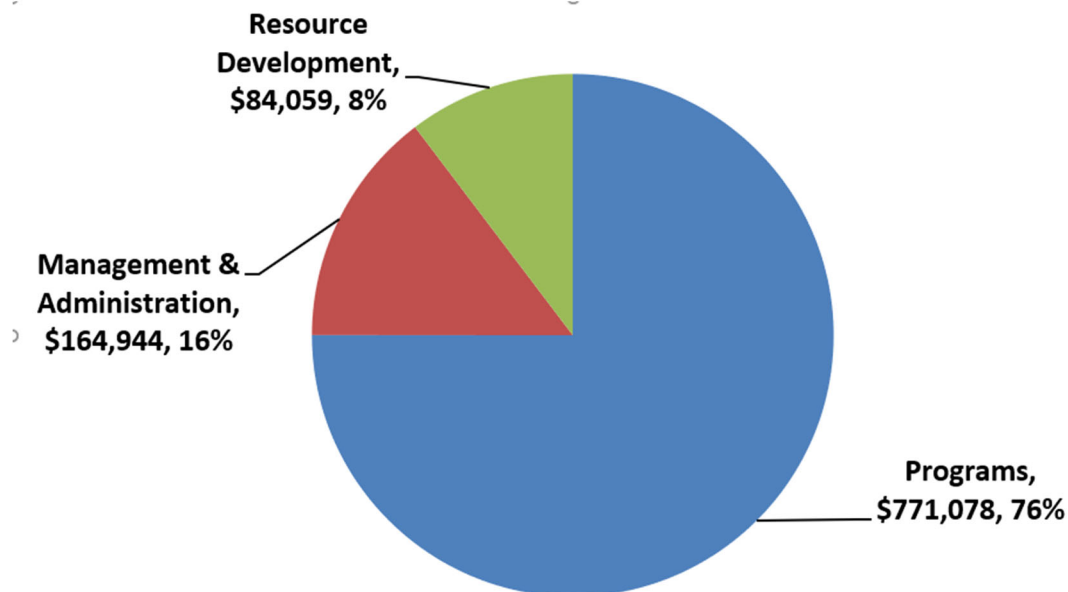
Government Grants	\$ 735,748
Program Fees	32,705
Fundraising (net of expenses)	88,725
Foundation Contributions	203,238
Individual & Corporate Donations	54,349
Investment & Rental Income	<u>7,516</u>
Total Revenues & Support	\$1,122,281

### EXPENSES

Programs:	
Prevention	\$ 126,111
Crisis Counseling	203,870
Juvenile Intervention Services	188,853
Foster-Care Support/Visitation	174,587
Foster-Care Support/Transportation	<u>77,657</u>
Total Programs	\$ 771,078
Management & Administration	164,944
Resource Development	<u>84,059</u>
Total Expenses	\$ 1,020,081

\* January 1, 2020 through December 31, 2020

## DISTRIBUTION OF EXPENSES IN 2020





# Thank You To All Of Our Donors...

## **Government Funders**

City of Trenton, Community Development Block Grant (CDBG)

Mercer County, Dept. of Human Services

Mercer County, Prosecutors Office

NJ Child Assault Prevention Project at Camden County College

State of New Jersey, Department of Children and Families

State of New Jersey, Office of the Attorney General

- Victim Assistance Grant
- Juvenile Justice Commission

U.S. Department of Justice, Office of Juvenile Justice & Delinquency Prevention

## **Community Organizations**

Covid-19 Relief & Recovery Fund of the Princeton Area Community Foundation

David Mathey Fund of the Princeton Area Community Foundation

Hopewell Township PBA Local 342

Lawrence Twp Community Foundation

United Way of Greater Mercer County

## **Foundations, Corporations**

Anonymous (1)

Ada Howe Kent Foundation

Bartlett Family Foundation

Behr Building Services, LLC

Bershad/Wynn Fund of the Ayco Charitable Foundation

Bloomberg, L.P.

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Fennelly Associates, Inc.

George H. & Estelle M. Sands Foundation

Hamilton Jewelers

Handmarc LLC

Janssen Pharmaceuticals Inc.

Janssen Supply Group LLC

Merancas Foundation

Network For Good

New York Life (Blackbaud Giving Fund

NJM Insurance Group

Northfield Bank

Nottingham Insurance

PNC Bank

PNC Foundation

Primepoint LLC

PSE&G

Robert & Joan Dircks Foundation, Inc.

Smith Family Foundation

Stoolmacher Consulting Group

Szaferman, Lakind, Blumstein & Blader PC

Team Toyota Of Princeton

The Fred C. Rummel Foundation

TJX Foundation, Inc.

Trenton Printing

Tyler Foundation

Wawa Foundation

## **Individual Donors**

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Barbara Bancroft

Thomas & Francesca Bartlett

MaryAnn Bielamowicz

Gary & Carol Budd

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Maureen Cozzi

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Joseph Festa

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William & Eileen Geoghan

Evelyn Gill

Edward Graham

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Alice Haines

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Ronald & Nan Smolow

Louis Spielberg

Jennifer Swasey

Dave & Marlene Thompson

Doris Weisberg

Jane Zamost



### Matching Gifts

AmazonSmile Foundation  
Bloomberg LP  
Bloomberg Philanthropies  
NJM Insurance Group  
OSISOft  
Radian Guaranty Inc.  
Robert Wood Johnson Foundation

### Special Fundraising Campaigns

*Aishwarya Rao's Holiday Concert  
Fundraiser (donors):*

- Vasanti Anand
- Sriram Balasubramanian
- Babita Bopalkar
- Cecilia Cariaga
- Patrick Conaway
- Niloofer Darbary
- Roslyn Dashiell
- Martina Davidson
- Vikram Dongre
- Fennelly Associates, Inc.
- Jared Friedland
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- Vinayak Ghate
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- Barbara Kalmus
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- Prachi Mahableshwarkar
- Seema Narvekar
- Rohini Parthasarathy
- Adam Richards
- Melinda Royall
- Ramasastry
- Anita Singh
- Prachi Singh
- Soni Sinha
- Kirtana Subramanian
- Jatin Suryawanshi
- Geeta Telang

### Tributes

Patricia Beaber, *in honor of Evelyn Gill*

Randy E. Bloom, *in honor of my mah-jong buddies*

Deb Darcangelo, *in honor of a survivor of childhood sexual abuse*

Roslyn Dashiell, *in memory of my dad, Walter 'Robert' Glaze*

Dorothy Freeman, *in honor of Loni Hand*

Evelyn A. Gill, *in memory of Barbara and Bob Gladstone*

Julie Harris, *in honor of PEI Kids' staff and the population they serve*

Helen Hayden-Wade, *in honor of Lisa Festa-Hayden*

Joseph Ro, *in honor of Jennifer Pierson*

Kimberly Yanucil, *in honor of Dr. Brooks, Stacy and Kailiof*

Cordeiro Family Foundation, *in honor of Evelyn Gill*

### In-Kind Donors

Lisa & Michael Hayden

Klatzkin & Company LLP

Nottingham InsuranceThe College of New Jersey "Operation Christmas Child"

West Windsor-Plainsboro High School South (Students of)

### Notes

PEI Kids' Crisis Intervention for Child Victims of Sexual Abuse program was supported by a subgrant from the State of New Jersey, Office of the Attorney General, Victim Assistance Grant funded by Grant Number 2018-V2-GX-0052 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.

PEI Kids' Greater Trenton Outreach Supporting Youth Victims of Gang Violence a/k/a Council Against Youth Violence was funded by Grant Number 2019-MU-MU-0012 awarded by the U.S. Department of Justice, Office of Justice Programs, Office of Juvenile Justice and Delinquency Prevention. 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.



# COMMUNITY

**Paul J. Glassman**  
*Assistant Deputy  
Public Defender*

“The Office of the public defender in Mercer County owes a debt of gratitude to these programs for providing the highest level of services that have consistently benefited our clients and the community.”

“PEI Kids provides a valuable pre-trial service to our child victims. As trial approaches, these young victims experience feelings of anxiety at the prospect of testifying in front of their assailant and being traumatized again by having to relive the offense. This assistance makes the victims’ and families’ participation in this process less daunting to them and is invaluable to the successful prosecution of the case. PEI Kids is the only agency providing this type of service.”

**Timothy P. Ward**  
*Assistant Prosecutor |  
Chief, Special Victims  
Unit*

“The quality and support of counseling my children received has been wonderful. I was so impressed with how the staff was able to accommodate my child with special needs in therapy”.

*Parent of children  
in the Crisis  
Intervention for  
Child Victims  
of Sexual Abuse  
program*

