

BUILDING BRIGHTER FUTURES FOR CHILDREN

ANNUAL REPORT 2018

OUR MISSION

Founded in 1979, Prevent Child Abuse-New Jersey promotes "Great Childhoods", positive parenting and healthy child development. Our research-based programs are designed to prevent all forms of child abuse and neglect for all NJ children.

This year, PCA-NJ reached 54,000 children and families throughout New Jersey. PCA-NJ is the New Jersey Chapter of Prevent Child Abuse America, a network of chapters in all 50 states.

OUR VISION

We envision a world where every child has a safe, happy and healthy childhood—free of abuse and neglect.



Dear Friends:

Since 1979, Prevent Child Abuse-New Jersey has been New Jersey's strongest champion for efforts to prevent any child from experiencing any form of maltreatment. We see a growing body of research documenting the long-term harm to children who experience serious trauma during their childhood. This groundbreaking study – the Adverse Childhood Experience Study – found that children who experience trauma during their childhood years face substantially increased risks for a long list of poor health and life outcomes including smoking, alcohol and drug use, crime, unemployment, marital problems, and chronic health conditions. The cost of failing to prevent child abuse costs American taxpayers more than \$100 billion each year. The cumulative research from the study over the past two decades is now leading to major changes in policy and practice in health care, education, juvenile justice and child welfare systems.

The progress has been heartening and continues to build.

But so far, much of these efforts are still focused on trying to fix problems after they occur. PCA-NJ, in all of our programs, is committed to finding answers that help parents learn about positive parenting, healthy child development – along with patience – before trauma ever occurs. "An ounce of prevention is worth a pound of cure".

We continue to use rigorous research to measure results. We can show that tens of thousands of children are getting health care they need, parents are connected to supports that reduce stress, and parents learn about effective parenting so their children can enter school healthy and ready to learn.

We hope you will read through this year's report to learn more about our agency and the amazing team of talent and expertise we have brought together to support prevention efforts in all 21 counties of New Jersey. While we are proud of our accomplishments, our work is never done and we continue to work every day to identify new ideas to strengthen our impact.

Your support helps us reach more families, turn around more lives, and help more children experience the "great childhood" that every child deserves. We appreciate the generous support from the many individuals and organizations that share our cause to help children and families in New Jersey.

We hope you will consider making a tax-deductible donation to support our efforts!

Sincerely,

Rush L. Russell Executive Director

STRENGTHENING PARENTING THROUGH HOME VISITS

With services available in every county, our Home Visiting programs helped nearly 5,000 New Jersey families this past year. Our efforts ensured that these programs provided families with regular, personalized home visits that support expectant parents and parents with young children. During more than 53,000 home visits, parents and home visitors discussed healthy births, attachment, breastfeeding, sleep, parenting behaviors, child development and parent and family well-being.

This year, we took our success stories on the road to spread the word about our home visiting programs. We met with New Jersey legislators in Washington, DC – bringing a parent to share her personal story – to advocate for continued federal funding for all New Jersey home visiting programs. Jennifer Garner, a Save the Children Ambassador, also joined our reauthorizing efforts at a Senate Finance Committee Hearing, which received significant media coverage. Our hard work paid off. Our federal funding was reauthorized for five more years in February 2018!

Our home visiting staff are also recognized at a national level. We have five nationally certified evidence-based program trainers. We use our New Jersey expertise to help shape policies, procedures and trainings at the national level in addition to providing our local sites with the most current national updates and best practices.

JENNIFER GARNER, JESSICA NUGENT AND SENATOR GRASSLEY

Families shared their sentiments via advocacy postcards:

"This is a great program for new moms. The program gives us much information and the one-on-one care we need.

"Home visiting has been such a great support system for me with resources and learning about my baby's development".

96% of programs reported being pleased with the support PCA-NJ staff provided:

"My program specialist has been an invaluable resource. Her support and suggestions have helped improve our program."

PROVIDING TECHNICAL ASSISTANCE BEYOND NEW JERSEY

In 2012, Prevent Child Abuse-New Jersey was named the first Parents as Teachers Regional Technical Assistance Hub. PAT National selected PCA-NJ for this honor because of its longstanding partnership and high-quality support of PAT affiliates in New Jersey. PCA-NJ supports 16 affiliates throughout Massachusetts, New York and Washington, DC.





HELPING ESSEX COUNTY FAMILIES CONNECT WITH VITAL SUPPORTS

This past year, Essex Pregnancy and Parenting Connection served as the hub to connect thousands of Essex County parents and parents-to-be with resources and programs to strengthen their family and outcomes for their new baby. We worked with dozens of partners to receive more than 3,100 referrals (almost 10 per day!). In turn, we provided parents the support they sought including access to prenatal care, home visits, parenting groups, help for domestic violence situations, child development screening, parent-child activities, housing and more.

We celebrated our Fifth Annual Parenting Palooza with wide support from New Jersey's health plans, the New Jersey State Federation of Women's Clubs, and participation from many local organizations. New to this year's Palooza were sessions on education and career planning, fatherhood basics and how to make safe, educational children's toys from everyday objects.

We also held our first "Books, Balls and Blocks" event. We hosted mothers and their infants in Newark to help them learn more about their children's development while also completing a screening questionnaire to track their baby's milestones.



ENGAGING AN INFANT DURING "BOOKS, BALLS AND BLOCKS" EVENT



3,130+ families referred



59% of referrals were for pregnant women/expectant families



34% of pregnant families referred were for first-time parents-to-be



Referrals were received from families in 19 Essex County municipalities

IMPROVING THE QUALITY OF EARLY EDUCATION: ADDED VALUE FOR CHILDREN AND PARENTS

Choosing a trusted and high quality childcare provider is one of the most important decisions a family can make. Research shows that children in quality childcare are better prepared for kindergarten with stronger reading and math skills and larger vocabularies. How do you know if the preschool or childcare center you select is high quality? How will you know if the caregivers are nurturing and trained to support your child's early development and learning?

Grow NJ Kids, New Jersey's Quality Rating Improvement System, works to increase the quality of childcare and early learning throughout the state. At PCA-NJ our expertly trained early childhood specialists provide coaching, mentoring and on-site support for childcare centers and family childcare providers. We help programs meet rigorous, high quality standards and support them as they participate in a "star-rating process". As a result, parents will have the information they need to select a quality provider for their children. Children will benefit from a stronger education.

PCA-NJ currently provides coaching and consultation to 225 childcare centers in seven counties: Essex, Hudson, Mercer, Middlesex, Monmouth, Ocean and Somerset. Let's meet one of our partners—Yolanda Deane, 5-star family childcare provider in Jersey City, NJ.

Yolanda has provided childcare for children ages newborn-5 within her home since 2011. She believes high quality means "giving your best, being the best in class" and wants to help parents make well-informed decisions when selecting a program for their child.

One of the most significant changes Yolanda made through the Grow NJ Kids process was developing better business practices. She began documenting everything, ensuring she had up-to-date files for the children in her care and tracking her own professional development. She created formal policies and procedures and a parent handbook that she revises frequently as she continues to make improvements. As a result, she has grown as a professional. "I have learned to never settle, be open minded to improving the process and that the benefit of changing outweighs the struggle."



YOLANDA DEANE, 5-STAR FAMILY CHILD CARE PROVIDER



69% of referrals were for Newark families



33% of referred families identified as Latino/ Hispanic



Provided on-site coaching at 225 infant/toddler programs, preschools and family childcare homes



Made 1,186 on-site visits to support improvement efforts

Yolanda noted that the guidance she received from her PCA-NJ Technical Assistance Specialist was key. She shares, "through our monthly meetings, she provided insight to my skills and ability to achieve the highest level. She wasn't just a Specialist but a mentor and friend. She valued the hard work and my efforts. I looked forward to having a professional come into my home and ask, 'how am I doing'. I never felt tense or nervous. Accommodating my schedule during the children's nap time was very helpful and put me at ease during our discussions."

Yolanda successfully achieved a 5-star rating in July 2018. For her, 5-star means, "I chose to CARE (Concern, Awareness, Respect and Endure) and I only want the best for the children in my program. I am willing to go the extra mile, try harder and make them proud to be a part of my program."

This year, we supported 15 programs through the rating process: one 5-star program, seven 4-star programs, and seven 3-star programs, with many more to be rated in the coming months. To find a participating provider in your area, visit www.grownjkids.gov and start your search for high quality childcare today!

What Our Partners Say About Grow NJ Kids:

"Our PCA-NJ Specialist is wonderful. He is a professional, knowledgeable, and extremely helpful. You can tell he is passionate about early childhood development. This process is not easy, especially when you are a hands-on director like myself, so time is limited. However, because of him, his persistent care and him knowing and understanding my school and my responsibilities, I put forth more time into Grow NJ Kids than I probably would if I didn't have him. He is fantastic."

"Our PCA-NJ specialist is the greatest. There are no words to express how grateful we are to have her throughout this process. She was open and available to not only us as owners and directors but to our staff as well. She could not have done more to help us and keep us calm."



LEANNA FELIPE COACHING A FAMILY CHILD CARE PROVIDER



Reached 30,587 early childhood professionals through our online training – Mandated Reporter in Early Care and Education Settings

916

Trained 916 early childhood professionals on the benefits of family partnerships through home visiting



Purchased curriculum for 154 classrooms to enhance quality



NEW JERSEY STATE FEDERATION OF WOMEN'S CLUBS

Special State Project 2016-18

It was an extraordinary honor for PCA-NJ to be selected as the New Jersey State Federation of Women's Clubs Special State Project for 2016-18. We enjoyed a wonderful collaborative relationship with the leadership – including President Jean Revis and Special State Project Chair Susan Chambers – and women representing nearly 200 clubs statewide.

The NJSFWC members wholeheartedly embraced our mission and were tireless advocates for "Great Childhoods". We could count on representation from women's clubs at our events, including our Gala, Knit-a-Thon, Great Childhoods Costume Walk, and Big Pinwheel Garden. Numerous clubs prepared library displays and tabled at local neighborhood outreach events to educate community members about strengthening families and preventing child abuse and neglect. And, PCA-NJ leaders were welcomed as guest speakers at club meetings statewide.

Throughout the 24-month period, the Federation and its clubs also hosted various fundraising events such as bake sales, fashion shows, flea markets, and luncheon river cruises. They even hosted a baby shower for PCA-NJ, donating gifts ranging from diapers to books, onesies, baby monitors, high chairs and pack-and-plays.

At the Federation's 2018 Annual Convention in Atlantic City, they announced that the total funds raised for PCA-NJ with in-kind donations exceeded \$191,000! We thank the NJSFWC for their outstanding support. Their positive spirit, mission and involvement make New Jersey a better place to live.





7,867 Pinwheels Purchased



35,146 Service Hours



NJSFWC PRESENTS \$125,000 TO PCA-NJ

WE ACKNOWLEDGE AND THANK THE FOLLOWING AGENCIES, FUNDERS AND ORGANIZATIONS FOR THEIR SUPPORT:

ACNJ

Alliant Insurance Services Ardilaun Ashland AtlantiCare Medical Center - Pomona **Beazley Group Becker's School Supplies** Bob's Discount Furniture Charitable Foundation Care Station Medical Group **CARES** Institute Caterers in the Park Chiesa, Shahinian, Giantomasi **Community Medical Center Delisi Family Foundation** Elberon Development Group **Healthy Families America** Holman Automotive Group Hyde & Watson Foundation Impact100 Essex Inspira Medical Center - Vineland Ironshore Justice Resource Institute Kappa Delta - Beta Theta Chapter Kiwanis Club of Greater Parsippany Kiwanis Club of the Haddons Konica Minolta Business Solutions U.S.A. Inc. Macy's Corporate Services Matilsky Construction Monmouth Medical Center National Center on Shaken Baby Syndrome Navigators Management Company, Inc. Newark Beth Israel Medical Center New Brunswick Rotary Club New Dover United Methodist Church New Jersey Natural Gas Nisivoccia & Company

NJ Department of Children & Families NJ Department of Human Services NJM Insurance Group NJSFWC of GFWC Nutley Park Shoprite, Inc. Parents As Teachers National Center PediatriCare Associates Pellegrino Construction Services Pfizer Foundation Matching Gifts Program **PNC Wealth Management** Premier Security Services, Inc. Prevent Child Abuse America **Robert Wood Johnson Foundation** Robert Wood Johnson Medical Center -Somerset & New Brunswick Rue Insurance **RWJBarnabas Health** Saint Barnabas Medical Center - Livingston Saker ShopRites Inc. Sax Sobel & Co. St. Josephs Regional Medical Center St. Peters University Hospital Supermarket of Cherry Hill, Inc. The Bayshore Family of Companies The Benevity Community Impact Fund The Harold I. & Fave B. Liss Foundation The Pechter Foundation THS Company LLC Trinitas Medical Center - Elizabeth University Hospital Virtua Hospital - Voorhees & Mt. Holly VNA Health Group WCD Group WCTC Talk Radio 1450AM

Individual Donors

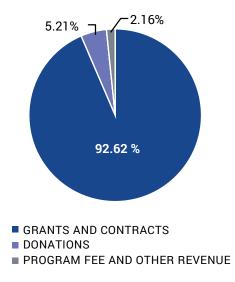
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FINANCIAL OVERVIEW

	UNAUDITED	
	Year Ended	Year Ended
	June 30, 2018	June 30, 2017
REVENUE WAS PROVIDED FROM:		
Grants & Contracts	\$6,237,287	\$5,300,276
Program Fee Revenue	107,332	77,858
Contributions	133,030	77,481
Other Income	43,178	24,483
In-Kind Donations	18,081	4,488
Special Events Income	195,130	139,368
TOTAL REVENUE	\$6,734,038	\$5,623,954
EXPENSES WERE INCURRED FOR: Salaries, Wages, and Fringe Benefits	\$4,310,192	\$3,471,919
Supplies and Expenses	1,980,608	1,868,478
Facilities Expense	253,189	250,244
Depreciation	27,224	26,429
TOTAL EXPENSES	\$6,571,213	\$5,617,070
Net Operating Income	\$162,825	\$6,884
Net Operating Margin	2.4%	0.1%
NET ASSET ACTIVITY:		
Increase in Unrestricted Net Assets	\$162,825	\$13,884
Change in Restricted Net Assets	-	(7,000)
Increase in Net Assets	162,825	6,884
Net Assets Beginning of Year	696,421	689,537
Net Assets End of Year	\$859,246	\$696,421

REVENUES



∕─ 5.44% 13.12%

55.58%

DONATIONS

SPECIAL EVENTS INDIVIDUAL SUPPORT CORPORATE/ORGANIZATIONAL SUPPORT OTHER INCOME

24.77%

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NJ DIAPER NETWORK

PCA-NJ now has a new cause you can "get behind"! In Spring 2018, we launched New Jersey's first statewide diaper network, helping families in all 21 counties with a basic baby necessity: diapers. The average child will use more than 2,700 diapers in the first year alone, which can add up!

Babies in wet and dirty diapers cry more, fuss more, and are unhappy. A baby crying non-stop from being in a soiled diaper for a prolonged period of time is at risk of infections and more likely to be abused.

Inadequate diaper supply can affect a parent's ability to attend work programs and training since most child care providers require parents to provide an adequate supply of disposable diapers.

Families have expressed how thankful they are for this network. So please take a moment to Get Behind the Cause and pledge your support on our website to help families in New Jersey.

ENGAGING MIDDLESEX COUNTY PARENTS IN DECISION-MAKING

The Middlesex County Council for Young Children focuses on improving the lives of children in Middlesex County by engaging parents to help develop stronger communities. The program empowers families by providing education and leadership opportunities and connecting parents with other community stakeholders to create partnerships and address challenges.

This year, the Council successfully launched a Barbers and Books program to improve child literacy and encourage fathers to read to their children. Nine local barber shops participated in the program. Parent leaders also gained momentum on our Bullying prevention initiative, meeting with representatives from local schools to strengthen communication between parents and schools regarding bullying and other topics.

More than 110 families were actively engaged in committees this year. 2,167 residents were served through community events and partnerships.



a toddler uses up to 8 diapers/day.

96000 New Jersey has more than 96,000 children under 5 living in poverty



diapers distributed to 35 partner agencies





TEACHING YOUNG PARENTS TO BECOME SELF-SUFFICIENT AND POSITIVE PARENTS

Adolescence—that fleeting time between childhood and adulthood—is supposed to be a memorable time filled with adventure, first loves, first heartaches, and self-discovery. For some teens, adolescence represents an even more significant transition—the transition to parenthood.

Research shows very clearly that adolescent parents face a higher likelihood for a number of negative outcomes. They are less likely to finish high school and more likely to live in poverty. They are also more likely to have negative educational, behavioral and health outcomes. Without support, events that should be characterized by joy and excitement—adolescence and childbirth—can spell out a recipe for harm and adversity across generations.

However, with support, adolescent parents and their children can achieve tremendous success. PCA-NJ's Parent Linking Program and Gravity program provided support to more than 500 teen mothers and fathers this year. These programs provide free, high-quality childcare, parenting education, support groups, individual counseling and connections to additional support. This helps teen parents overcome challenges they experienced and graduate on time from high school, go on to college or a career, delay a subsequent pregnancy, and be the best parent they can be.

Participants in our Gravity program saw important increases in "protective factors" that have been shown to build resilience and enhance family success: increasing social connections, providing concrete supports, and strengthening parental resilience. These factors play a critical role in their ability to care for their child. While the CDC estimates that only 50% of teen mothers graduate from high school by age 22 nationally, 90% of our PLP high school seniors graduate with a diploma. Furthermore, 85% of our PLP and Gravity graduates were enrolled in an institution of higher education. This year, we awarded five scholarships to college-bound seniors!

In June, we hosted our first Father Appreciation event to celebrate and support young fathers and the important role they play in their children's lives. The event brought together 57 fathers and 29 children for an evening of fun, education and connection. We offered activities for children—arcade and jungle gym—and activities for fathers. There were free haircuts, family portraits and job recruiters from local businesses including Amazon, Bancroft and B&H Photo.

"I learned a lot here. I got some valuable information that can save me later on in life". —Kelly Gales, father from Cape May County



PLP RECIPIENT RECEIVING A SCHOLARSHIP

EDUCATING PARENTS AND PROFESSIONALS ABOUT PREVENTION OF CHILD ABUSE AND NEGLECT

Sudden unexpected infant death, which includes sudden infant death syndrome (SIDS), remains the leading cause of post neonatal infant death in the United States. In response, we continued our Purple Onesie Safe Sleep initiative in conjunction with our Period of PURPLE Crying[®] program.

The program – expanded to 13 hospitals – educates new parents about the real facts of infant crying and healthy ways for parents to cope. Families in a PURPLE hospital receive one-on-one education with a nurse and go home with a PURPLE kit including a DVD and booklet or cell phone app. The goal is to deliver two safety messages. Parents receive a purple onesie that reads "This Side Up" on the front along with a tag explaining American Academy of Pediatrics safe sleep recommendations and shaken baby syndrome/abusive head trauma prevention.

Our Click for Babies Campaign is the grassroots arm of the program, where volunteers knit and crochet purple baby caps. The caps serve to remind parents and caregivers of the PURPLE message—it is normal for infants to cry. We collected more than 10,000 purple caps this year, which were distributed to area hospitals to celebrate a healthy newborn.

This year, we began hosting our first Music Together Family Class, where parents learned to support and bond with their children through music. Parents were given songbooks (available in English and Spanish), a CD and cell phone app containing all the songs, and a Music and Your Child guide that explained the concept of Music Together. Surveys revealed an increase in children recognizing words from Music Together songs and/or dancing and singing more to music in general.



BABY WEARING PURPLE ONESIE





300 community members attended child abuse and neglect prevention trainings



10,000 purple infant caps collected



ENDING CHILD SEXUAL ABUSE IN NEW JERSEY

As part of our ongoing efforts to prevent child sexual abuse for all New Jersey children, PCA-NJ partnered with the New Jersey Coalition Against Sexual Assault and Executive Director, Patricia Teffenhart, to advocate for the passage of Senate Bill 414, the Safer Schools Bill. The bill prohibits schools from signing nondisclosure agreements when terminating an employee for sexual misconduct, which has often allowed the individual to get another job in another district and abuse more children. Many shocking cases of this happening in New Jersey schools were highlighted in a front page story in the Star Ledger in December 2017.

PCA-NJ led the development of a powerful coalition of 18 youthserving organizations to work together to support the bill's passage. By working as one voice and in close cooperation with the bill's primary sponsor, Assemblyman Jay Webber, we helped achieve a remarkable and unanimous passage of the bill in the Senate and Assembly by a combined vote of 112-0. The bill was signed into law by Governor Murphy in April 2018. As a result of our efforts, the crimes of offenders are no longer kept secret and students in our schools are safer.



GOVERNOR MURPHY SIGNS S-414 INTO LAW

The Coalition Includes: New Jersey Coalition Against Sexual Assault Prevent Child Abuse-New Jersey Advocates for Children of NJ **CARES** Institute Rowan Medicine Catholic Charities. Diocese of Camden Country Prosecutors Association of New Jersey Court-Appointed Special Advocates of New Jersey Foster and Adoptive Family Services National Council of Jewish Women. Essex County Section New Jersey Child Assault Prevention New Jersey Children's Alliance New Jersey Coalition to End Domestic Violence New Jersey PTA New Jersey Taskforce on Child Abuse and Neglect New Jersey YMCA State Alliance Parents Anonymous of New Jersey The Dorothy B. Hersh Regional Diagnostic and **Treatment Center** Wynona's House Child Advocacy Center

PREVENTING HUMAN SEX TRAFFICKING IN NEW JERSEY

Since 2013, PCA-NJ has led a statewide initiative to prevent the sex trafficking of vulnerable adolescents in New Jersey by engaging and educating at-risk girls and boys and professionals who work with them. This year, we expanded our efforts to reach even more youth with new tools to prevent the sexual exploitation of youth in foster care. We trained 106 professionals this year with the capacity to reach more than 1,000 youth annually.

We found that 33% of the girls we educate know someone who has been sex trafficked. 42% were approached by someone attempting to traffic them. Through our efforts, we helped young people build their knowledge, change their attitudes about the sex industry, and increase their skills to avoid being exploited. Our work changes lives and protects vulnerable children from becoming involved in the tragedy of sex trafficking.

Feedback from participating youths:

"Being in the group, I found it to be very helpful. It gave me an outlook on the things going on in my neighborhood and around the world. And it also taught me to be aware of my surroundings and clues on how to avoid situations like this."

"I think one of the reasons this group touched me is because in ways I'm similar to the girls. I want love and someone to act like they care about me. When it happens, I easily believe that what the person is saying is true. All too often, I buy into what they may be selling to me."

"I am believing in myself that I'm braver, stronger and smarter. You helped me out a lot. Thank you for making sure I was safe and okay. I'm really going to try. You guys are the best."



42% of girls we educated who were approached by a trafficker



2018 GALA



TJ FOX, DAN DUFFY, REV DARRELL ARMSTRONG REPRESENTING PREVENT CHILD ABUSE AMERICA



ROBERT AND HEATHER ROTONDI



JUDITH TELL FELDMAN AND DR. FELDMAN



MICHAEL DERVOS AND RUSH RUSSELL



HONOREE MICHAEL DERVOS WITH FAMILY SANDI SNIVELY AND ALISA DART



HARVEY LERMACK AND NICHOLAS D. BORRELLI

2018 HIGHLIGHTS



5TH ANNUAL PARENTING PALOOZA INFANT MASSAGE WORKSHOP



NJ DIAPER NETWORK RECIPIENT & CHILD



NJ DEPARTMENT OF CHILDREN AND FAMILIES COMMISSIONER BEYER JOINS OTHER STAKEHOLDERS IN ASBURY PARK AT NJ'S BIG PINWHEEL GARDEN



FATHER APPRECIATION EVENT: JEROME ALLEN, RUSH RUSSELL, GINA HERNANDEZ, DR. STEVE PERRY



RUBEN MARTINEZ, BARBERS & BOOKS PARTICIPANT, DISTINGUISHED ONES BARBERSHOP



Kiwanis Kiwanis

KIWANIS CLUB OF GREATER PISCATAWAY PINWHEEL GARDEN AT TOWN HALL FOR CHILD ABUSE PREVENTION MONTH (APRIL)

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